



LE
TACTICAL

SAFE
IS THE NEW
SEXY

JONATHAN BURKE

TESTIMONIALS

Jon's book is a must read for women of all ages and professions. Nothing is better than the feeling of self confidence. Those around you can sense when you have it and when you don't. I have been working out with Jon for years and I have never felt better, and my confidence has never been stronger. Husbands and dads should be buying this for the women in their lives.

~ Elin Nordegren

Jon Burke is more qualified to teach self-defense than just about anyone else on the planet!

~ Ed O'Neill, Actor

As a professional golfer, my schedule is quite hectic and it involves extensive travel. A lot of planes, hotels, unfamiliar locations, much of this being when I'm alone. I wanted that same assured self-confidence that I could handle myself in a tough situation off the golf course just as I could on the course. Training with Jon Burke has done just that. My fitness and strength are better, and equally as important, I now have the confidence knowing that I can protect myself.

~ Paula Creamer, Ladies Professional Golf Association

Hopefully I will never need the techniques that I have learned from Jon, but this world is a scary place. I now feel much more confident in my abilities to get out of an unsafe situation.

~ Michelle R. – Corporate Safety Manager

I was nervous about self defense classes until I took Jon's seminar. He made me realize how confident and empowered I can be by following his simple instructions to defend and protect myself. I recommend this class to all females!

~ Paige Colvin - Hilton Worldwide

I am so grateful for John's self-defense class. Not only does he want you to learn the techniques correctly, John's passion for the art radiates to all his clients. Thank you John for giving me the gift of empowerment and hunger for learning more.

~ Ana Gomez-Lozada - Facilities Quality Assurance

For Orange County Public Schools, FL. Jon's class is invaluable to women of all ages. I highly recommend taking his easy to follow class and am looking forward to the next one.

~ Brenda Bellet, Court Reporter

Jon Burke and the 6 Level Instructors are the real deal! I've taken self defense classes before in my life, but none were executed with such a solid foundation in mind. The way the classes progressed each week, reinforced what was already taught and continued to build from there. The skills we were taught were real life scenarios that are important for everyone to know. It was easy to tell the course was designed by someone with an abundance of experience who has a genuine passion for what he teaches.

For those who think you need to be in great shape to take a self defense course, you're wrong - the techniques we learned were not physically demanding at all. Jon made sure we understood the mechanics of each technique and why they work. The message is clear: more women need to invest in themselves by learning self defense. If you're fortunate enough to live in Central Florida, then 6 Levels is the only real option.

~ Gia Baker

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Life is many things, fair is not one of them. Focus on what you can control, forget the things you can't. Help others when you can. Push forward with a positive attitude and everything will take care of itself!

~ Jonathan Burke

DEDICATION

To the very special women in my life: my mother, my wife, and my daughter. They are what drives me from my past, present, and future, to deliver my message and help as many women as possible. And especially to my Baby Bear; “Who protects you always and forever?” I love you all very much and although my mom isn’t here to witness this, she’s still motivating me from above.

Thank you to my mom for turning me into the man I am today with the morals and values I possess to my core and for my drive to want to help others. Thank you to my wife Jamie who has been by my side and supported me for a large part of this amazing journey of helping others through self-defense and loving me the entire way. Thank you to my daughter Jaylyn who has taught me an entirely new definition of love and helped me be more in-tune to personal safety and awareness, not only for myself, but for my family. And to the newest woman in my life, my daughter Journey. Thank you for bringing a new found passion and drive to my “journey” of helping others. Your name is beyond fitting in so many ways and you my dear are another huge motivation and inspiration to me. Your energy, smile and pure soul makes me want to help so many others feel just as safe and happy as you do. I love you Dupey.

These four women have driven me, motivated me, inspired me, and taught me how important confidence, empowerment, awareness, helping others, and personal safety truly is. My love for them and my desire to keep them safe and help others is what pushes me every day to spread my message.

And of course to my son Jaz; soon to be a man. You make me want to be the best person I can be while constantly improving my ability and knowledge of personal safety as your father. I love you all forever and ever.

Knowing that I will one day pass the torch of these skills and knowledge on to you my son – to protect yourself and your family – and possibly help others as well, pushes me daily to continue to grow in the field of personal safety and self-defense.

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ACKNOWLEDGMENTS

Along my path to becoming a self-defense expert, and on my life journey in general, there are people that I would like to acknowledge that have inspired me, motivated me, provided me the energy when I had none, helped me overcome adversity, and just simply been there for me.

These people are special people to me that have never wavered in their support, loyalty, and friendships and I couldn't be more grateful for that. They have pushed me to grow as a person, expand my horizons, reach past my limits, and achieve things I never thought I could achieve.

There are so many people that have helped me along the way in so many different ways that if I listed them all this book would be miles long. So here is a short and partial list of those that have been there for me along the way:

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INTRODUCTION

HELLO!

OK, so you've read my bio on page 83 (if you haven't please take a moment to do so). Now that you're back, you may be thinking to yourself,

"Wow, that's impressive, but how does that apply to me and my world?"

That is a great question! Here's my answer...

"There are a lot of people claiming to be experienced and who have worked with an assortment of professional groups and agencies. But when the rubber meets the road, sadly, many of these people are just preying on the fears of everyday people with no substance behind their credentials and claims."

You see, **"Fear Sells!"**, plain and simple.

There are lots of opportunists in this world, some good, some bad. With a subject like self-defense or personal safety, you can never be too careful who you listen to. People will spend tons of time researching which car to buy, what neighborhood to live in, which Bluetooth radio works the best, which pair of jeans fit just right, etc. However, when it comes to personal safety, sadly, many people go to the first person or place they hear or read about, see in a strip mall, or just think to themselves, *"This is convenient!"* without doing any research to the business, and /or instructors' background, resume, and experience.

This absolutely scares me for those who end up in the *"Wrong Hands."*

How is it that a subject as important as your personal safety or that of your loved ones is taken so lightly when choosing who to listen to?

To those who have done their research and know their coaches bio and background and have read about, seen or experienced this coach personally, I say **“Congratulations!”**. But for those who chose a coach or system without proper research, ask yourself this:

“How do I know who to listen to about my personal safety and hands-on physical self-defense techniques that I may need to save myself, or a loved one, some day?”

The fact is, when you entrust the issue of self-defense and the accountability of being trained in this subject to another, you are making yourself vulnerable. Why? Because our bodies, comfort, confidence, self-esteem, feeling of empowerment, physical abilities, hopefulness, and most importantly – our Sense Of Self – can all be compromised in one situation turned bad.

When you’re depending on another to help you build and understand these qualities and skills, you are essentially saying to that coach:

“Please help me feel more empowered, confident and capable so that I can recognize, avoid, and handle dangerous people and situations if I need to.”

If a coach misleads, misdirects, misinforms, or simply just fools you; you or a loved one could very well be on the wrong end of a life changing experience. Assuming that you or your loved one comes out of a bad situation unscathed, it is likely you will feel less empowered and confident while fear and hopelessness may haunt you every hour of the day. Discouragement takes over and replaces the quality of trust in that coach, and more importantly; you will feel that your life has been compromised.

“What makes you the authority on this subject Jon?”

I love when that question is posed to me. My answer is simple!!

“I have over 20 years of experience in what I call “Living In The Trenches” and have been learning, studying, training, competing, teaching, coaching, and just plain living self-defense for most of my life!”

I have worked with professional bodyguards, executive protection teams, military special forces, local and federal law enforcement organizations, loss prevention teams, air marshals, and more. My experience includes men, women, and children from all different geographic and socio-economic backgrounds. Some have had some prior training and want to learn more while others know nothing about self-defense or personal safety.

I have also worked with many “A List” clients like professional athletes, musicians, actors, and famous spouses on a repeated basis as well. I tell you this not to impress you but to “Impress Upon You” the fact that these are people who can afford to hire anyone in the world and they come to me, again and again! As high profile people, their personal safety is a big concern and I ensure that they – or those protecting them – are armed with the most up to date, effective, and efficient training.

So you see, I have been hired by multiple organizations and people repeatedly to train them and their teams so that if an aggressive situation arises, they are prepared to handle it. Many of my clients include people who literally put their lives in harms way for a living and frequently experience personal safety issues.

By having these groups and people in my background, resume, and client list, I take pride in having *Far Greater Experience* than the average safety coach. *My Secret?* By listening to feedback and real stories of those I train, I apply their experiences to my training and teaching. I believe that by constantly learning, improving my skills and fine tuning my abilities, that this is the crucial key to self-improvement, all the while ensuring that the people I train are confident and that they know how to defend themselves.

At the end of the day when you are searching for knowledge or hands on training in the subject of personal safety or selfdefense, please take the time to consider the following:

- *Who you're hiring*
- *What you're reading*
- *The training you're receiving*

and most importantly... the sources that they come from so you don't create a sense of false security for something as important as protecting yourself and your life.

Welcome to my world!



CHAPTER 1

THE PERSONAL SAFETY MINDSET

I was about six or seven years old and I remember waking up in the middle of the night scared out of my mind. I raced out of bed and ran for my mom. Of course she woke up startled but then asked me what was wrong. After talking for a bit she walked me back to bed, tucked me in, and laid with me until I fell asleep again.

I remember feeling so safe and secure. That night, like always, my mom was there to protect me both physically and emotionally – even though there was no physical danger – which was equally as important. My mom had this amazing ability to make me feel these incredible feelings of strength, confidence, and fearlessness all wrapped into one more powerful feeling of empowerment. In short, I felt safe!

In my teens I remember reading *“How To”* martial arts books, watching movies and trying the moves later with friends and then, I started training with a friend who was very skilled in martial arts. The more I trained in self-defense, the more those feelings my mom instilled in me grew stronger and stronger. It was then that I knew what I wanted to do for a living!

One night, mom and I sat down to dinner and I said

“Mom, I know what I want to do for the rest of my life... Martial Arts!”

She teared up and said,

"I'm so proud of you baby,"

with a huge smile on her face. It was one of the best dinners of my life!

So at age 18 I set out to become a **Self-Defense Expert** (with my mom and my brothers support) along a rocky, difficult, frustrating, discouraging; but immensely rewarding, journey.



FEELING CONFIDENT

Feeling confident, empowered, holding your head high, and walking tall are priceless feelings that no one can explain but are qualities that carry over to all areas of your life including business, social, education, speaking, sports, and more.

So regardless of how strongly you may or may not feel those feelings, when you feel safe, you instantly feel those feelings on a very powerful level. Now, being married with a son and daughter, I have three extremely motivating reasons to keep helping others feel safe and secure... just like my mom and my self-defense training and education has made me feel. This is why I am writing this book; to help empower others through my experiences, knowledge, and training in the World of Personal Safety and Awareness.

HOW SAFE DO YOU FEEL?

A large portion of being safe and remaining safe is about having the proper mindset. When you think the right thoughts, focus on the right things, avoid the wrong situations / people, pay close attention to your intuition and more, you are so much further ahead of the average person or, ultimately; those that become victims.

Of course, just having the right mindset doesn't mean you couldn't become a victim or that you are attack proof. But, it does mean that you have the correct mindset for both avoiding an attack, and if necessary, handling one too. All the great coaches in sports and business and life preach about having the right mindset. Mindset plays such an important role in things from the smallest tasks like backing out of a parking space to far greater and more important tasks like having a successful relationship. Mindset is a huge key to successful execution of anything. When the mind is right the body almost always executes correctly too.



YOUR PERSONAL SAFETY MINDSET

On the subject of Personal Safety, the Mindset helps you be more aware, focused, attentive, prepared, sharp, ready, and able to recognize, avoid and / or handle dangerous situations, or people, if needed. Our minds hold so much power and how we use them has a tremendous influence on our lives.

The more educated you are in regards to safety tips, safety tactics (what to do in certain situations), potential dangers that exist in situations, potential issues that may exist with people, and the dangers in general of things that could happen to you, the more dialed in your mindset will be to personal safety and self-defense.

We have all, by this point, heard so much about having the proper mindset in sales, in sports, in school etc. but very few of us have heard and understood what that means in the arena of personal safety.

Action is certainly faster than Reaction but when you don't have the proper mindset to handle personal safety situations, you are going to be much slower with your reactionary time vs. having the proper mindset and how to respond to a situation.

When you have the proper mindset with anything – but in this case personal safety – you are staying sharp and clear on what you would do should you need to respond to a potentially bad situation. But more importantly, you are sharp and clear on what you should do to avoid potential danger and that far outweighs having to respond. Remember that if you avoid the situation all together due to being mentally prepared and ready, your success rate of being unharmed jumps exponentially.

Not being harmed or having to be physical is the ultimate goal!

SAFETY TIPS

PUBLIC AWARENESS

When in public, always look where other people are so if you find you are running away from danger, you can run towards them. If you feel uneasy about someone, don't let them isolate you. If you are being approached and the person doesn't stop after you ask them to, make a scene, put your hands up to protect yourself and start screaming loud to get the attention of others.

At night, when parking on the street, always park in the spot closest to the streetlight. Your goal is to keep your car in well lit locations. This attracts more attention to your car and reduces the chance that a criminal will take a risk being seen by someone. Lighting is always a strong asset to have on your side, especially out on the street.

When you park your car and you put it in park, if you need to do work in the car, make calls, e-mail, etc., make sure to lock your doors while you are working. This way someone can't jump in the car and surprise you while you are focused on other things.

CHAPTER 2

INSURANCE

I know what you're thinking:

"What the heck is he talking about insurance for?"

Well, I'm here to tell you that insurance is a safety net that we use "Just In Case" we should find ourselves in a situation where we need help.

There are all kinds of insurance out there: car, motorcycle, home, boat, pet, health, disability, personal effects like diamonds, life, and more. For many of you reading this, I'm sure that you possess at least one policy (if not more) of the aforementioned life categories.

However, many of you do not have an insurance that you really can't place a price on:

YOUR PERSONAL SAFETY

INSURANCE

How much do you think your life is worth? Clearly there is no number we can list that would even come close to the value of your life, however we certainly can put numbers on all of the *"things"* that we spend money on to insure. After all, that is how insurance numbers are created, there is a value placed on the item to be insured and the company then creates what they deem as an appropriate payment to insure that value should something happen.

Why is it that many of us will spend lots of time researching the right company to use for insurance, which plan is the best, how much does it cost – and more – when it comes to insuring our “things”? But when it comes to our personal safety, very few of us are actively enrolled in self-defense classes, train with professionals on the use of weapons, go to education classes on safety tips street awareness and tactics.

In essence, what you are saying is that your things are more important to protect than you. I know you don't feel that way but if you take a hard look at yourself right now, can you say that you are spending time and money insuring YOU vs. time and money insuring your THINGS? For those of you that are actively training or, take courses or classes on personal safety and self-defense, *Congratulations! That is amazing... don't stop!*

But, for those of you that are doing nothing about making sure that IF something should happen to you, it might be time for a reevaluation of priorities of what's important to protect. I am not suggesting you don't insure your things at all, I have insurance on all of my things too. I am, however, suggesting that you allocate time and money to buying your personal safety insurance. So how and or where do you buy personal safety insurance?

Well that comes with some research and talking to people you trust. Of course, like all insurance, I hope that you NEVER need to use any of your self-defense training materials at all, but also like all insurance, it would be awesome to know you have it just in case you do need it.

My personal philosophy is that it's better to have some selfdefense training, street awareness, safety information, tactical intelligence and never need it than to need it and not have it, especially when it comes to something as serious and important as your and your loved ones personal safety.



SAFETY TIPS

OUT AND ABOUT TOWN

If you commute to work by public transportation, bus or train, travel during rush hour so there are more people around. There is Safety In Numbers! Let someone know what time the transportation leaves and arrives. If you are going to miss the train, call and let them know why and what changes have been made.

Try not to take the same way home, to work, to the gym or anywhere you go regularly. Criminals pay attention to this and learn your routine. You do not want to develop a pattern that someone can pick up on. Vary your times, routes and locations. Showing that you are consistently “inconsistent” will throw off any criminals trying to learn your schedule. They do not want to work hard for something. I am aware that you can’t do this for everything but then, your awareness levels must always be heightened looking for the same car always following you or, people watching you, etc.

If you travel to work by train and leave your car at the station, park as close as you can to where everyone comes off the train. Of course the further away you park, the longer the walk through the parking lot thereby increasing the amount of time you are exposed to potential danger.

CHAPTER 3

SAFE, OR SEXY?

I would like you to ask yourself, and then answer, the following question:

“Would I rather be Safe or Sexy?”

Take a few minutes and think about this question and then give it an honest answer.

Now write your answer down on a piece of paper and save it. After that question is answered, I want you to look at the chart on the next page.

You are now tasked with the hard truth about yourself. Check off each item on the “SEXY” side of the paper that you have done or do on a regular basis. Then do the same thing on the “SAFE” side of the paper.

SEXY, OR SAFE?

Check off each item that you do, or have done, on a regular basis.

SEXY

- ☐ Massage
- ☐ Pedicures
- ☐ Manicures
- ☐ Facials
- ☐ Body Wraps
- ☐ Spa Days
- ☐ Sauna
- ☐ Hair Salon
- ☐ Laser Hair Removal
- ☐ Gym Memberships
- ☐ Waxing

SAFE

- ☐ Self-Defense Classes
- ☐ Safety Seminars
- ☐ Safety Tips Books
- ☐ Weapons Training
- ☐ Scenario Based Training
- ☐ Safety Courses



Once done, count the check marks in each column. If you are like most of the world, your left side check marks far outweigh the right side. So based on that information, if you were honest with yourself, you are far more concerned with personal looks than personal safety.

Now, there's nothing wrong with that but I can tell you that nothing on the left side of the paper will matter if by some chance you were attacked and unprepared for it. Just like back in chapter 2 when I discussed insurance, none of the things that we insure will matter to us if our personal safety is compromised at all.

There is definitely an important value – physically and mentally – to focusing on personal beauty and sex appeal. However, neglecting your personal safety is what I want to bring your attention to. Whatever the reasons are for not having more check marks on the right side of the paper, it's time to reevaluate and maybe redistribute some of those check marks.

Remember this, there is a confidence and a feeling of empowerment that comes with being prepared when it comes to your personal safety and that exudes a strong, powerful, sexy and beautiful vibration that nothing else can give you.

Feeling great about the way you look and feel is so important, but don't neglect the mental and physical power comes along with the confidence of knowing you are safer than most can give as well. It's a different type of sexy and beautiful but it's an extremely powerful one nonetheless.

SAFETY TIPS

DRIVING SAFE

While driving, if you feel someone is following you, do not go home, drive to a public place or to the nearest police station. You do not want to show the stranger where you live. Even if you are a block away from home, change your final destination to a place where there are people and or law enforcement.

Pick up your cell phone and call 911! Let them know what's going on. Describe the vehicle with as much details as possible. If the suspect turns off, then give it a couple minutes before heading home. It may be as simple as someone taking the same route home or heading the same direction as you. However, being aware and paying attention to details can help you determine what to do.

Here are a few things to think about:

- *How long have they been behind you?*
- *Do you recognize the car as one of your neighbors?*
- *Is it a car you have seen in the neighborhood that you are familiar with?*

CHAPTER 4

SELF-DEFENSE MYTHS

There are so many self-defense “Experts” out there in the world today. The problem is that there is so much misinformation of what actually will work in a self-defense situation that it is hard for people to know what is real, right, practical, applicable, and more. Everyone has an answer on how to handle a situation.

As young girls and maybe even today, you were probably taught one or all of the following steps for defending yourself.

- Strike in the groin
- Poke in the eyes
- Scratch
- Step on the foot where it meets the ankle.
- Hit them upwards under the nose driving
the nose into the brain!
- Pinch, twist, and bite.

So, I will address each one and explain the pros (if there are any) and cons...

SELF-DEFENSE MYTHS



STRIKING IN THE GROIN

Striking in the groin can mean any number of things. It can be a punch with a fist, knee, elbow, kick with foot or shin, or even a strong palm strike. Here's why I have an issue with this being taught to women as a **PRIMARY** means of self-defense:

How do you practice striking in the groin? Have you ever seen a martial arts instructor who stands still and allows someone to hit them in the groin? This is what's needed to really make a technique purely reactive vs. thinking about using it in a Real Situation with Real Time Practice and Real Time Application of the technique you are learning.

I don't subscribe to the term that some instructors use:

"Don't worry ladies, if a man is attacking you, you will be able to do it."

This to me, creates a false sense of security for women that truly sickens me.

It's like telling a surgeon to open his own practice based on the books he read in college. Would you let that surgeon operate on you or a loved one? Of course not! You want a surgeon that has done hundreds / thousands of procedures over and over.

There is something to be said for being able to practice and execute a technique. Then you feel what its like in real time vs. the theory of saying "This is how it will go for you when attacked."

Personally, speaking as a man, if something gets near my groin in an unfriendly way, my natural reaction is to flinch, move my hips, close my knees, etc. So if you go for a groin strike and don't connect enough to drop the guy or disable him for a few minutes, what have you done? You have escalated the situation drastically and now he's even madder than before!

The good side of groin strikes are that if you can execute and connect one of them, they will definitely give you the time needed to escape. However, I would rather my students train in something they know they have done in real time – using real time applications – so that should a situation arise, they can follow through confidently knowing they've practiced applying the techniques correctly countless times and that it will automatically translate to reality.

Plus, when people practice really applying techniques, they have a better understanding of how the attacker may, or may not, respond; which also sets the student up for success as to how – and what – their next steps would be.

POKE IN THE EYES

As mentioned above with groin strikes, the same answers apply. I have yet to see a martial artist allow there students to actually practice poking someone in the eyes. I've seen simulations of it like groin strikes, but never the real thing. How do you practice that?

Again, I prefer to stick with techniques that you can execute using real time applications so you can understand the potential responses from the attacker and at the same time, understand how it feels when you do it.

The good news about poking someone in the eyes is that if you can execute it properly, it really hurts and will certainly disable someone long enough for you to get away. I say this with experience as I was accidentally poked in the eye on two different occasions (once, tearing my cornea). However, as much as that hurt, I did finish the training round. So if you can Execute, make it Count Like Crazy so that they don't keep coming at you.

SCRATCH THEM

This is an excellent option but not a reliable one. How many times have we heard or read about rape stories where the woman had skin DNA under her nails from fighting but still got raped and sometimes killed? Unfortunately too many. I know there are people out there who feel that if they scratch hard enough it will make the difference but taking from real stories of real victims, I'm sure they tried and to their dismay, it didn't work. Scratching is an excellent add on but not one to solely rely on.

STEP ON A FOOT WHERE IT MEETS THE ANKLE

This is actually a great technique and one that I teach. However, it is very difficult to pull off as it only applies to certain situations of how and where the attacker is standing in relation to you. This technique is great if you can stay calm, find the foot and connect. The only thing is that it is very hard to stay calm and look for the foot while addressing everything else going

on. It's a great move if the attacker is hugging you from behind, maybe up close talking to you, or other scenarios like that.

I will tell you this though, just like any strike attempt, if you miss or don't make it count, you better have follow up ready as you have escalated the situation and made the attacker even angrier!

STRIKING UP THE NOSE

Strike upwards under the nose and send the bone to the brain and kill them!

This one makes me laugh and is so old school but it is still taught by some self-defense experts, which blows my mind. First of all, find a picture of a skeleton head. You will see that where the nose is supposed to be, there is black space. Do you know why? That's because the nose is strictly cartilage and not bone. You can tear or break cartilage but there is literally no bone in the nose.

Even if you could take the large surface area of your palm and strike ever so perfectly under the extremely small surface area at the perfect angle, all you have done is maybe, make the attacker tear up or bleed a little. There is literally No Bone in the nose to strike upwards to the brain and kill them.

PINCH AND TWIST

Really? I mean, yes, it's uncomfortable, but that's about all. Remember doing Indian burns to each other as children to see how red we could make the arm? Sure it doesn't feel good but it would in no way render an attacker useless. To rely on this to escape a dangerous person or situation is a huge myth.

I remember when I was growing up that some of the teachers, parents, and maybe school principles would pinch the kids as a little warning, but it did not cause enough pain to shut them down.

BITING

I reference back to striking in the groin or poking in the eyes. How the heck do you practice this? It hurts to be bitten but just like the groin strikes and eye poke, why would you want to stake your entire ability of self-defense on techniques that you can only practice in your mind with no clue as to how it will really play out. This is just another bad choice!

SAFETY TIPS

TAKING THAT EXTRA STEP

Let people know where you are or where you are going. It is crucial that people close to you have a general idea of your schedule. In an attack situation, time is critical and if people are expecting you or are “*aware*” of where you should be – and you aren’t there – they can help you tremendously. This corresponds with courtesy. Call the person you are going to meet and let them know that you are leaving and if you are going to be late.

The more people who are close to you that know your schedule the easier it will be for someone to take action to help you should there be the need.

The moment you enter your car when you are in public, make sure to lock the doors and begin to drive. People have a tendency to get into their cars after shopping, eating, working, etc., and just sit because they are comfortable and trying to avoid one more task to save time. Frequently they make entries in their checkbooks, make a list, maybe make a phone call, etc. This is a terrible habit. It puts you in the proverbial “Sitting Duck” position. A potential attacker will be watching you, and you have now created a perfect opportunity for them to enter the car and / or put a gun to your head, and direct you where to go. To avoid this, do not hesitate to lock and move your vehicle. The call, list or checkbook entry can wait another minute or until you get home.

CHAPTER 5

INTERNAL ALARM SYSTEMS

In this chapter we will discuss gut feelings, intuition, good and bad vibes, body language awareness and more. Ready? Here we go...

We are born with what I call “Internal Alarm Systems,” or IAS, within our bodies. What we choose to do with them or how we choose to listen to them is another story. Many people don’t even know that they have them.

You may be reading this right now and not even know what I am referring to, or, you may be tuned in to one – or more – of your “Internal Alarm Systems” already. IAS’s are built into our bodies and they are non-tangible senses that we have that we can, and should, use to avoid and handle dangerous people or situations.

So what exactly are these Internal Alarm Systems / IAS that I’m talking about? Here they are:

- *Intuition*
- *Body Language*
- *Good and Bad Vibes*
- *Awareness*

These are very different from the five senses: Taste, Touch, Smell, Sight, and Hearing. However those five senses can come into play with your IAS and help you as well. But for now, let’s focus strictly on your:

INTERNAL ALARM SYSTEMS



INTUITION

Have you ever met someone and immediately thought how much you liked them? On the other side, have you met someone and instantly thought you didn't like them? You aren't sure why but you just have this feeling about them. That is called your Gut, or, Intuition.

This is a very important IAS that most people don't understand how to use to their advantage, much less how to use at all. Many people will get a bad feeling in their Gut or Intuition and choose to ignore it as their "Mind / Ego" will tell them to. Have you ever been in a situation where a Little Voice inside you told you it was wrong but you ignored it and went ahead anyway?

This is very dangerous because those two IAS's (Gut and Intuition) are ALWAYS correct. We may not like the answers they are giving us, but they always seem to be right. It's very important to listen to your gut and intuition and do your best not to let your "Mind / Ego" get in the way of doing what feels right.

BODY LANGUAGE / GOOD AND BAD VIBES

Are things that we must pay attention to! Not only should we pay close attention to the body language we are giving off to people, but we must pay even closer attention to the body language that is being given to us from others.

There are telltale signs of people and how their bodies “talk” to us that can clue us in to whether or not they have good, bad, or no intentions at all.

Here are some negative signs to look for when interacting with someone:

- *Fidgety and can't sit still*
- *Constantly scanning around*
- *Crossing their arms*
- *Don't look you in the eyes*
- *They are up close and in your space*
- *They hover over you not giving you any breathing room when you move or walk away*
- *Body is bladed (turned) half back as if they are in a fight stance or ready to run*
- *Hands are clinched in fists*
- *Head is down when talking*
- *They mumble so you can't understand them*
- *Approach you very quickly*
- *They touch you frequently*

Now these signs don't guarantee that there's a problem but they can be significant Warning Signals that you need to be tuned in to. By keeping your guard up and being more aware than you might normally be, you can prepare yourself for any quick and sudden actions taken by them.

AWARENESS

Being aware is so easy and it is a key Internal Alarm System of What To Do in order to avoid certain people or situations. It is as easy as understanding what is going on around you with people and situations.

For example, when you are walking to your car you should be keeping your head up and scanning constantly as opposed to head down on your phone or just simply in a daze. I know that most people think:

“It won't happen to me!” but the truth is, staggering statistics show that it could easily ***“Happen to you!”***

Another example is when you are driving or walking. Stay on main streets and highly populated areas vs. side streets and unfamiliar areas. There are **Safety In Numbers** when it comes to personal defense.

Realistically, people who have good or no intentions to harm you will make you feel extremely comfortable when talking to, or approaching you.

That's not to say that you can't be fooled one way or the other, but that's also why we have more than one IAS to help guide us through situations we are uncertain about. The overall issue is that most people ignore many, or ALL of their Internal Alarm Systems and that is what ultimately leaves them extremely vulnerable and exposed to becoming a victim.

A quick question for you..

Have you ever been in a situation where one or more of your IAS's were going off warning you that there was some form of danger or, that the person / situation just didn't feel right but you ignored them and went ahead anyway? Did the situation begin to escalate but luckily you got away from that person or situation unharmed?

*If the answer is **YES** then it shows:*

- You listened to the intuitive Internal Alarm Systems that you were born with. You understand that it is designed strictly for your personal protection.
- Because you listened to your IAS, you were lucky that nothing happened.

*If the answer is **NO**, then that means:*

- You ignored your intuitive Internal Alarm Systems
- You became a victim of some kind but luckily you didn't pay with your life.

No matter what, we can never ASSUME anything, especially when it comes to our personal safety. Our Internal Alarm Systems are there to add those extra layers of security. I don't care if you feel that by trusting your IAS you might be viewed as Not Cool or as an Introvert, (or any other negative term) but the people who love and care about you will respect and trust your decisions no matter what.

And for those that don't, that's their problem. I would rather you trust your ***Internal Alarm Systems*** and be wrong then to ignore them and realize later that they were right.

At the end of the day, your ***Personal Safety and Protection*** should be your ***Number One Priority!***



SAFETY TIPS

BEING AWARE

If someone ever verbally threatens you, do not take it lightly or write it off as “Oh they are just trying to scare me.” Make sure to avoid that person again and report it immediately to someone who can help and get documented proof that it was reported. This way you have a paper trail started if something continues in this manner.

Harassers are found in all types of occupations, at all organizational levels, among college professors as well as in the business and professional world, and among individuals who live otherwise exemplary lives (Fitzgerald 1991b).

Sexual Assault include attacks or attempted attacks generally involving unwanted sexual contact between victim and offender. Sexual assault also includes verbal threats.

Rape is forced sexual intercourse including – but not limited to – psychological coercion and / or physical force.

CHAPTER 6

HOW VICTIMS ARE CHOSEN

There is an expression that exists when talking about wild animals, typically with lions and gazelles. It goes like this:

“Every day the lion wakes up and he knows he must outrun the slowest gazelle if he / she wants to eat. And every day the gazelle wakes up knowing he must outrun the fastest lion. Whether you are the lion or the gazelle, you better wake up running.”



So how and what does this mean to you as a woman and potential victim of an abduction or sexual assault?

It means that the bad guys out there are less likely to go after women who:

- Emit an aura of confidence
- Walk tall
- Stare you in the eye

- Surround themselves with people
- Avoid bad people and places and, are healthy and fit.

These women are very aware and listen to their Internal Alarm Systems effectively. This simply seems like too much “*work*” for the bad guy. You see, attackers out there want an easy target that draws very little attention to themselves.

They are looking for someone who:

- Walks slouched over with head down.
- Isn't paying attention to their surroundings.
- Walks down the wrong / bad street.
- Sits in their cars with the doors unlocked texting.
- Parks far away in poorly lit areas.
- Walks through parking garages while on their cell phones instead of scanning the area.

In short, this makes it Super Easy to be a ***Targeted Victim***.

I am not saying that strong, confident, capable women who do everything right and avoid all the wrong situations and pay attention to all the right ones can't become a victim.

What I am saying is that by ignoring all of the information in this book and not acting on it or applying it to your day to day lives, you will make it easier and more appealing for the bad guy to view you more as a target, rather than “*too much work*” and then goes on to the next woman.

SAFETY TIPS

BANKING TIPS

When at a drive up ATM, make sure you show up prepared. Have your checks signed, deposit slips ready and plan of usage thought out. Being prepared will expedite your time at the bank and reduce the time bad guys will have to attack. Do not sit with your head down and do your banking, this can be dangerous as your awareness levels are down.

Keep your doors locked! Keep your hand on the gear shifter so that if someone tries to attack you, you can throw it in gear and drive off.

Do not leave your arm hanging out the window waiting for the next on screen prompt on the machine. Each time you execute something, bring your arm back inside the window. This reduces the chance for an attacker to grab you effectively and hold you.

No matter what kind of banking you are doing, if you need to drive away quickly, don't worry about your card or deposit, you can call the cops and then the bank. At the worst, if the attacker gets your debit card they can only get out \$500.00 maximum. Not a bad price to keep your life.

CHAPTER 7

IT WON'T HAPPEN TO ME!

I have been working with women all over this great globe for over 20 years! A lot of the thought processes and information written in this book is based on the feedback and responses that I have heard universally at almost every woman's seminar, speaking engagement and when having day to day interactions with them talking about personal safety.

One of the most common answers as to why any particular woman doesn't train in the field of personal safety is because they truly feel that,

"It Won't Happen To Me!"

There is this feeling that crime, sexual assault, rape, abduction, robbery, battery, etc. happen to "other" women and that,

"I am fine, it won't happen to me."

There are many other self-believing reasons such as:

- *I live in a gated community.*
- *My husband was in the military.*
- *I don't go into dangerous areas.*
- *I always pay attention.*
- *I only surround myself with people I trust.*

- *The bar scene isn't my thing.*
- *I don't drink.*
- *My car doors are always locked if I'm inside.*

The fact is, you couldn't be more wrong in assuming that you are not a potential victim.

Every time we leave the safety of our homes, we are exposed to the dangers of the world, and nowadays, the risks and dangers enter the home as well.

Take a minute or two and think long and hard about all the women in your life you have known or heard stories about. Do you know anyone who has EVER:

- Had unwanted physical attention?
- Been attacked for real?
- Been raped?
- Been abducted?
- Been killed?

Do you know someone once removed that has had an unfortunate experience like the aforementioned ones? Perhaps your best friend's cousin, your roommate's sister, a friend of a friend, etc.? Don't rule out an unwanted "*feel*" at a bar or on a date as Low Risk, as that falls under the category of Sexual Assault.

I bet you do know someone who has had a bad experience and if you don't, that's great, but for most women reading this, they can either say "Yes" from first hand experience or, from knowing someone who has been a victim on some form of assault.

You see ladies, this does happen to you! It does come to your neighborhood! Crime truly does not discriminate. We can put all kinds of security measures in place and do all the right things to mitigate the risk and odds of being a victim, but the truth is that it happens in all socio-economic demographics to women of all ages.



The “*It won’t happen to me!*” thought process is scary because that is both consciously and subconsciously telling yourself that you don’t have to worry or concern yourself with these issues.

Well, you are reading this book for a reason and that thought process couldn’t be further from the truth!

The energy you are giving off by subscribing to this “*Excuse*” is one of disbelief, lack of reality based on the statistics, and not unlike a “Head in the clouds about the subject” attitude.

I will be the first to tell you that I believe tremendously in the power of energy by not giving off a fear based, paranoid, “*I don’t want to be a victim*” mentality, but, you can’t ignore reality and what exists in the real world. Sadly, bad people attacking women exists.

So at the end of the day, never rule out the fact that,

You could be a Victim!

Aside from doing and saying all the right things at all times, there is just plain bad luck and circumstance that lead to women becoming victims as well.

There is no control for that, but for women who are vigilant, who are aware, who train, who stash weapons in their homes, who carry a weapon, who stay in great physical shape for both health and cosmetic reasons, who apply safety information to their lives, have alarm systems on their homes, and more; stay the course as you have tremendously reduced the risk and odds of being attacked and becoming a victim.

For those that have said in the past,

“It won’t happen to me!”,

I urge you to change your mentality and take the thought process that,

“It can happen to anyone!”

and, what can I do to reduce the chances of me, or a loved one, becoming a victim?

SAFETY TIPS

ACTION STEPS

If you plan to go for a bike ride, no matter where, make sure to let someone know and to bring your cell phone and water. I know we like to clear our heads and be out of touch sometimes but the cell phone is more for safety and a communication necessity rather than social. The water is so you don't dehydrate and get dizzy. When we are physically weak our minds become weak and awareness levels drop.

Avoid jogging out of the way or in secluded areas and keep to the streets instead of a path or trail. If you want to jog on a specific trail, path, or through a park, make sure that you do it during daylight hour. Bring your cell phone and let someone close to you know you are going and where you are planning to jog. The best thing to do would really be to have a partner with you. Trails, paths and parks are perfect areas of attack for the aggressor so please be sure to keep that in mind when deciding where to exercise that day.

CHAPTER 8

DOES STRIKING WORK?

So many times I have had the following conversation with different women from many walks of life:

Me: "Would you like to take my self-defense class or are you already in training?"

Woman: "I do Cardio Kickboxing"

Me: "That's great, so you feel capable of defending yourself if need be?"

Woman: "Absolutely!!!"

Me: "Well I know how to strike, do you want to spar a little against each other?"

Woman: "No Way!!! You are way too big, you would kill me!"

Now, I used Cardio Kickboxing as the example (and trust me I've heard that one a lot!) but I've also heard Boxing, Karate, Muay Thai, Krav Maga, and others. All of those systems are fantastic and have so many terrific benefits and I am a huge fan of training striking. However, I will tell you this from my years of training and being involved in both self-defense and mixed martial arts for nearly 25 years; when you depend on striking to solve your problem, size and strength DO matter.



To explain this further let's take a look at the most fundamental striking art of all time, boxing. There is a reason that there are weight classes in boxing; size and strength matter. Oscar dela Hoya would never have boxed against Mike Tyson. Floyd Mayweather would never have boxed against Evander Holyfield. The reason is, it simply isn't "fair." I completely agree with that but on the street, in real life, there aren't weight classes and typically an attacker is bigger, heavier, and stronger than their victims.

Even in one of the most popular, fastest growing, and modern day sports of mixed martial arts there are weight classes because size and strength matter.

Again, on the street there are no rules as to "fair opponents." When you depend on striking – be it punches, elbows, kicks, head butts, or knees – as your primary form of self-defense you are battling size and strength variables. I can tell you this, there is ALWAYS someone stronger, bigger, faster, more flexible, etc. and you never know who it is.



When you depend on your own body mechanics in response to your opponents body mechanics, then physical attributes are usually not important. This means less as to the size and strength of your opponent.

Please don't misunderstand me, I love striking and I use it in my women's classes but, I use it as a secondary or tertiary line of defense rather than the first response. Our goal is to mechanically remove you from the attackers grips and then strike to add a distraction to run. That is a way different thought process then thinking that if someone bigger and stronger attacks you that you will just hit them a few good times and be gone. If you don't knock them down or out, you have made them angrier and escalated an already frightening situation.

Have you ever been hit in the head or body, either intentionally or unintentionally, and kept going with whatever it was you were doing? If you answered Yes then you know that if it didn't stop you then, unless you land that "perfect" strike (or two or three) on the attacker, they will keep going as well. Not only that, their intention to hurt you will certainly be escalated!.

At the end of the day, striking is excellent and extremely effective when executed properly, but let's not rely solely on that when it comes to defending yourself.

SAFETY TIPS

ONLINE SAFETY

The Internet can be a very scary place nowadays. Although it should be a place of fun, entertainment, education and enjoyment, it has turned in to a place of stalking, identity theft, fraud, hacking, bullying and more. Any information that we place online can be accessed and used against us.

Taking some simple steps to protect you and your family could save you tons of money, time, frustration and potential harm. Knowing how to deal with online bullies, aggressive stalkers, hackers, scams, parental settings, and protecting your personal information will put you at a major advantage over the criminals who are using the Internet to target careless and trusting individuals and families.

Ensure that you are safer, more educated and more prepared and take action should you find you are the victim of an Internet attack on any level. This includes verifying that the sites you are visiting are legitimate and that people you may be talking with online should be treated very carefully; and, with an open eye at all times.

Please be careful what sites you use, who you talk to, and how much – and what – information you share as it is all being monitored one way or another.

CHAPTER 9

SELF-DEFENSE IS A PERISHABLE SKILL

So by this age in my life I should be able to speak five languages fluently. I have taken many courses and studied these languages for years and yet I never maintained the skill to master them all. Today, I am proud to say that I speak, read, and write “two” languages fluently; the other three are long gone out the window.

My point is there are certain skill sets in this world that if you don’t stay active in them, you lose them. You’ve heard the term “*You Snooze, You Lose?*” Well that not only applies to opportunities in life, but to specific Skill Sets as well. In the arena of Personal Safety, those skills include physical hand to hand defense techniques, weapons training, coding systems, tactical information, and situational awareness.

By no way shape or form am I saying that one must train every day, all day, and never stop. Quite the opposite actually. I suggest picking a schedule that is practical to your lifestyle, personal needs and wants, your family dynamic, and other variables that may affect how often you choose to train or, can train.

With that being said, I do recommend that whatever it is you learn in the arena of *Personal Safety*, you need to stay current on those skills by reviewing them, improving them, and when you can, slowly build upon them.

I don't believe that investing in the resources to learn a specific skill like self-defense (and all of the training options that go with it) is wise if you don't plan to follow up and reinforce those skills. People believe that the more time you invest in something the better you will be at it. I tend to disagree with that statement, but not entirely. I say the more quality time you spend on something the better you will be. Practice doesn't make perfect, *Perfect Practice Makes Perfect!*

So at the end of the day, take any skill that you are great at and imagine not doing it for a long time. Your conclusion will be that you will get rusty at it. I'm not saying you won't remember it or be able to execute it, but I am saying you won't be as sharp, or up-to-date, as if you had stayed on top of it.

Now, imagine these Skill Sets are self-defense skills and or weapons training in personal safety. If you don't stay on top of those skills to stay sharp, you could be in real trouble if you need any of them to save your life or a loved one.

Whether you take a course in self-defense, a few classes, one class, or trained for a period of time but stopped, no matter what, you should always take the time to review and ensure that you are well polished on these skills. Your life, or loved ones, could literally depend on it.

SAFETY TIPS

TRAVEL SAFE AND SMART

Traveling can be very intimidating – and scary – and can make you feel vulnerable to a world of harm and aggression, especially when alone. Here are some tips that that you may never have thought about:

Always let someone close to you to be aware of your schedule, flight itinerary and hotel information, especially if it involves leaving the city, state, or country, alone.

When staying alone in a hotel, ask for two keys. If someone is watching you while you check in this gives the illusion that there is someone else with you.

Depending on where you are going, especially a foreign country, research the town that the hotel is in so you can get a feel of the culture, the economics and the people. Also, make yourself aware of local law enforcement and hospitals in case of emergencies.

Call ahead to the hotel's concierge and ask about local shopping and nightlife. Most will provide you with specific information that will be pertinent to your safety; and the hotel's reputation. You can assume (but ask anyway) that there will be large amounts of people there and highly populated.

Arrange transportation from the airport in advance. If someone who is paying attention picks up that you're not familiar with the area, they will move in. Book with a reputable rental car company, car service or have a friend/family member meet you. If you are traveling at night and going to a rental car, ask the clerk to walk you to your car.

Whenever getting off the plane, always make a very obvious and loud phone call to your "husband" / "boyfriend" whether you have one or not. Tell them how much you can't wait to see them in an hour at the hotel. This gives the impression that you are going to meet a male in case there is someone listening in or following you.

CHAPTER 10

SHHHHH... DON'T TELL!

OK, so wait a minute! You're thinking:

"I am super excited that I am starting to prepare myself to be more mentally and physically aware and capable of protecting myself and my loved ones and I need to keep this quiet? I don't get it!"

That's right! When dealing in the realm of personal safety, selfdefense, protection, etc., one of the biggest benefits you can retain is the element of surprise. This element gives you the jump should you need to put any of your skill sets into action. The last thing you want to do is advertise that you are training or doing something related in order to be more safe.

When you do this, you are letting people know exactly what you are doing, where, when, how, etc.

"Can I tell my family and friends?"

Of course you can share your new found passion and excitement with people you trust but keep in mind that you run the risk of those people discussing it with people you DON'T KNOW.

Although your friends and family could have no ill will or idea that those they are sharing your information with could use it against you, it is best that you discuss this with them and make it a point to keep this to themselves.

I can't tell you how many times I've been introduced to new people by someone I am close with and the person already knows what I do, where I am based out of, my schedule at my training center, etc. If they wanted to cause me harm they have a lot of information to use to their advantage.

Now, nothing has ever happened as a result of that but the point is that my close personal friends have shared information about me out of pride, and bragging about me with THEIR friends who I don't know. Yet, now their friends knew a lot about me. It's a weird feeling and maybe something like this has happened to you. In many cases it is completely innocent and irrelevant but in the case of personal safety, ***It Matters!***

I know this may sound paranoid but let me walk through a much larger security subject that will help illustrate my point:

The President of The United States of America is protected by the Secret Service, law enforcement (all levels), and the military branches as well. For security purposes, no one except a very select few ever have any idea when and where the president will be at any given time. This is done to increase the President's protection, safety, and well being.

I understand that in your mind you may feel that's a bit of an extreme example but I will tell you that the PRINCIPLE behind the example is the same for all levels of personal protection. At the end of the day there is nothing more important than the safety of your loved ones or yourself.

Doing everything you can to protect that safety, including keeping this information to yourself and a select few, keeps you one step closer to avoiding danger and handling it vigilantly, swiftly, and efficiently should danger find you.



SAFETY TIPS

HOME ALONE

There is no place that we have a stronger association with safety and security than our homes. Understanding home safety is extremely important so that your home is in fact, Safe And Secure.

Consider how to handle delivery people, what to say on the phone if you are home alone, what type of message to leave on your voicemail and whether or not you should leave lights on when you go out, etc. Increase your awareness when you are leaving or arriving at home. Your home is your castle and feeling safe and secure inside of it is extremely important. Make your home as safe and secure as you want it to be.

When leaving your home pay attention to how you place your key in the door when you lock it. If your back is turned you are at a visual disadvantage. Keep an eye on your surroundings and you will reduce the element of surprise. Open your door and while you are standing inside your home, place the key in the lock while facing outside with the door open. Once the door closes you only need to turn your back and your head for a split second to turn the key or, you may not have to turn at all.

By locking your door this way it allows :

1. *To see what is outside your home before you exit,*
2. *To stay alert and be prepared to respond should you need to.*

CHAPTER 11

WHO SHOULD LEARN SELF-DEFENSE?

I have been in this industry for almost 25 years all over the world. I can't begin to tell you how many people believed that self-defense wasn't for them or it didn't make sense for them to learn.

I want you to do something. I want you to take any skill that you are great at, any skill; typing, a sport, a language, fitness, anything. Think about where you are now with that skill vs. where you were when you started. Now I understand that you may be thinking that you've put in tons of time, money, and other resources to be great at your particular skill and you've just finished reading that it isn't necessary in self-defense.

I've also had people who believed that learning self-defense means you need to spend hours upon hours training, going to some martial arts gym, sweating with strangers, wearing an uncomfortable wardrobe to train, and more.

Just like anything, self-defense takes some commitment on your part and of course the desire to be more prepared in the field of personal safety. Taking a course or a class is great but what about the follow up training?

Self-defense is for anyone who cares enough about their personal safety to take action and is willing to start learning. It is for nurses, real estate agents, professional athletes, musicians, actors, attorneys, doctors, teachers, traveling executives, flight attendants, law enforcement, cheerleaders, and anyone who cares about their personal safety.

Self-defense is for anyone who steps outside their front door. The world has many dangers, and crime doesn't discriminate. Home invasion is a big issue too and is a perfect example of how danger can come to you.



Think about this:

How nice would it be if we could go to the gym, work out one time and have the body of our dreams? It would be amazing but it's not a practical or realistic expectation. To achieve the fitness levels we desire we must work out a few times a week, eat well, drink water, etc. It is a total package that takes time and dedication. Once you stop eating well and working out, you start to slowly notice those improvements slipping away so you have to stay on top of it – at least a little – to maintain what you've achieved.

Well I will tell you that self-defense is a perishable skill and the more you train the more you stay sharp and retain, but all of those “*beliefs*” are just that, beliefs... they aren't the facts.

You are right! It's not necessary and that's OK if that works for you. The point is that you don't have to be the best or greatest at any certain skill to enjoy it, you just have to do it. At the

very least, you want to be very good at self-defense so that you can respond to a situation should you need to. After all, crime doesn't discriminate so neither should you when it comes to your *Personal Safety*.

How great you become is entirely your choice, but no matter who you are, choose to start learning about personal safety and self-defense.

SAFETY TIPS

HOME ALONE II

When you are at home, it is recommended that you charge your mobile phone next to your bed, especially at night when you go to sleep. Your cell phone does you no good if you leave it in the car or in the living room and if an emergency strikes. Remember, they are called mobile phones so you can call for help and keep moving if you need to.

When you leave home when it is dark, leave at least one light on. If it's completely dark, then it becomes a prime target for someone. Never leave the same light on, or turn on multiple lights. It only uses up a small amount of electricity and creates the appearance of being home. Lights draw attention to your home and that is something a criminal does not want. Timers are cheap and can be bought in just about any store that sells home appliances and you can set different lights on at different times; giving the illusion of someone home turning on lights.

When coming home at night or, anytime, back your car into your garage for two reasons. 1) Have your eyes forward on your surroundings to see if anyone is trying to enter your garage while you are backing in because, when you pull in face forward you cannot see as well behind you. 2) If there is an emergency in your home and you need to get out fast, it is much more efficient and easier to pull straight out of your garage rather than backing out and then putting it in drive. Take the extra few seconds in the beginning rather than at the end. Once you develop the habit, you won't ever have to think about it again.

CHAPTER 12

WEAPONS

Every time I've done a speaking engagement or taught a course to women about personal safety and self-defense, the subject of weapons always comes up. I often hear that they carry mace or pepper spray, handguns or a knife. Some keep those same tools in their cars, by their beds, or stowed away somewhere at home. Regardless of what or where they have weapons, this subject ALWAYS comes up and rightfully so; as weapons come in to play at times both offensively and defensively.

I am going to address my personal thoughts on weapons – both the good and the bad – so that you can formulate your own opinion and go from there.

There are many pros and cons to weapons. Some are very obvious and some not so much. On one hand, if you are properly trained in that particular weapon you become an asset for yourself or your loved ones. On the other side of that, if you are not properly trained then you become a liability for yourself or your loved ones.

I know that may seem obvious but you would be surprised at how many women, and men, carry a weapon or have them in their vehicles or homes. When I ask them some basic skill set questions, they don't know the answers or, provide me with answers that don't add up. Just owning a weapon doesn't make you safer and, just because you don't own one, it doesn't mean you are any less safe. Everything in the field of personal safety i.e. self-defense training, tactics, weapons, street awareness, etc., all comes down to your training and the time you put in to keep those skill sets sharp.

FIREARMS

These are great tools that allow you to protect yourself very effectively from short to long distances. They are also an excellent tool for very close quarters but, the training is far more detailed on scenarios that are up close and personal.

Having worked with law enforcement agencies on local, state, and federal levels, plus, special response teams for prisons, executive protection teams, bodyguards, and armed private civilians, my personal experience and education as an instructor, and student of firearms, is very thorough.

Drawing from my own training and the education I received while training those who use firearms for a living and for personal choice, I can tell you that as incredibly effective as firearms are, they are a tool of personal safety that must be respected.

Now, there are many types of firearms: shotguns, rifles, handguns, semi-automatic, revolvers, single action, double action, some with safeties, some without, and on and on. Because there are so many options, if you decide to purchase a gun – or already own one – it is extremely important that you are very comfortable with its functionality. Ask yourself these questions. Do you:

- Know how to correct any issues that could arise?
- Know how to load ammunition quickly?
- Know how well you can shoot?
- Do you practice taking a gun out and putting it on target quickly?

I run in to many people who own guns and have literally no training other than occasionally shooting at a range. If you are going to need to pull that gun out in a life threatening situation, you better be well trained on how to work that weapon.

On the negative side of guns, there could be some type of malfunction, you could run short on ammunition, there could be an equipment failure, and the worst one is that it could be taken from you and used against you.

Many people think that if you have the gun in hand that the odds of someone taking it from you are slim. That couldn't be further from the truth and I tell you this as an expert in the field who trains people in weapon takeaways and take backs.

Guns are an extremely efficient and effective weapon for personal safety but no matter what type of gun you own or choose to get, please make sure you spend the time becoming educated on all aspects of that weapon. If you are not going to carry it, keep the weapon in a very safe and secure place that only you, or a trusted love one, knows in order to avoid any unnecessary accidents.

EDGED WEAPONS

I use the term Edged Weapons because nowadays there are many tools of the trade then just plain old pocket knives. There are knives, box cutters, scissors, shaved down plastic pieces, axes, shives, screwdrivers, razor blades, broken glass, and so on. These weapons are tools of personal safety that can be used both offensively and defensively. However, unlike guns or sprays, these require a very up close and personal touch to execute their function.

Following the terrorist attacks of September 11, 2001, I served as a Team Leader and Instructor in advanced close-quarters combat for S.A.I.C., who at the time held the exclusive contract to train the then newly created Federal Air Marshals. I trained male and female agents on how to effectively defend themselves in very close spaces, both with, and without weapons, and how to come out on top so that they can get home to their families safely.

During this time, I was fortunate to work with a former Army Ranger. This gentleman was a specialist with edged weapons in the Vietnam War and after spending many hours with him getting schooled in edged weapons, I realized that these are very violent and gruesome tools for both offense and defense.

In case you may be wondering, Yes, there are self-defense techniques that apply towards edged weapons as well. I tell you this because, along with firearms, these too can be taken away from you and used against you. However, unlike firearms, you must be extremely close to your target in order to effectively use them or, in a worst case scenario, have them used against you. There is something very personal about defending yourself with an edged weapon vs. a firearm or spray that may be too difficult to execute should the time come.

For those of you that own an edged weapon for self-defense or are planning to purchase one, keep in mind that these are excellent tools to defend yourself with but the only way they are effective is if the bad guy is up close and in your personal space.

A side note about edged weapons is that they can often be used for other functions as well as cutting open boxes, cutting tags off of clothing, chipping away at something stuck, prying open smaller type packages, and some other common uses.

Some edged weapons can have dual purposes – unlike firearms or sprays – which is why many people have one even if it's not for personal safety. If you start to pay attention to people out there in the world and look at their waistlines, many times you will see the clip of a pocket knife on the outside of their front pockets.

Not everyone who carries a knife is trained in the field of personal safety, they use them for many other uses as well.

The point of telling you this is because like other weapons, just owning an edged weapon doesn't mean that you know how to use it for personal defense. The fact is, you can be a liability if you aren't careful or trained properly.

SPRAYS AND GELS

SPRAYS

These are excellent and dangerous tools of personal safety. Common terms that you may recognize are pepper spray and mace. There are others out there of course but these are the most recognized and common.

So like any other weapon of personal safety, you must be trained properly on their use and carried in a place that makes sense. You must also practice getting it out and be "On Target" very quickly from wherever you keep it. Although you can't spray in the air to train, you can train the motions of drawing it out and pointing it at a bad guy. This way you develop muscle memory should the time come that you need to use it.

GELS

In my personal opinion, gels in a canister are a little better than sprays and here's why: Take a second and put your finger in your mouth and wet it, then hold it in the air. I know you think this is silly but I want to teach you something so just play along and pay close attention to the feeling.

Did you feel a part of your finger that got a little colder than the other parts? If you didn't, then do it again. The part of the finger that gets colder is that side of the finger that air is hitting due to movement. The point is that even in the most calm of calm air, there is movement of air even if you don't feel it.

If you pull out a personal safety spray, remember that the air is always moving and if you are outside it is moving more, which means you risk getting spray on your face and in your eyes, as well as on the bad guy. This could render you both helpless.

Gels are a far more solid material that has no mists or could blow back in your face. Gels tend to hit the target and stay on the target, thereby keeping you safer from the effects.

Nowadays, both sprays and gels can shoot pretty far but in most instances they would be used up close and personal like knives. So, regardless of which one you choose to use, you do run the risk of back spray or the gel dripping on to you if you end up in a hand-to-hand battle.

I can tell you that through training, I have been sprayed and it was terrible and really shook my world for a while. However on the flip side, I've seen people get sprayed and not even flinch, which is scary. So in the end, sprays and gels are NOT guarantees and your opponent could either be immune to them, drugged up so that they don't have any effect on them – or any other number of variables – that could end up rendering your spray or gel ineffective.

Regardless of where you keep the spray or gel, you must practice the motions of getting it in your hand and pointing it at the target with your finger on the trigger ready to press, over and over.

These tools most closely represent how you would deploy a firearm as you need to grab, draw, point, and have your finger ready to shoot. But, like all weapons of personal safety, just owning one doesn't mean you are any safer because it could be taken from you and then used

on you. Or, you could be the recipient of unintended excess and be equally as incapacitated. So if this is, or becomes, your weapon of choice for personal safety, make sure to get properly trained and keep reinforcing the correct muscle memory should you ever need to use it.

SUMMARY

Now that you have had a brief education on some of the different and most common types of personal safety weapons, hopefully you have a better understanding of them. But first, ask yourself these questions:

- a. Do you want to get one, two, or all?*
- b. If you currently have any, or all of them, are you properly trained?*
- c. Now that you understand some of the pro's and con's of each, what could you – or would you do – differently than what you have already done or not done?*

No matter what your take is on weapons, in my opinion it is extremely important to have a fundamental understanding of them and how they can be used for you or against you. I also firmly believe that when, and if, you decide to learn more about weapons that you seek out a highly trained professional who can help you with the process.

Remember this, just owning a weapon for personal safety doesn't necessarily make you an asset to society, your loved ones, or yourself.

There is no replacement for weapon education and training!

SAFETY TIPS

GET TO KNOW YOUR CAR ALARM

If your car is equipped with a car alarm, make sure that you disarm it only when you are a few feet away. If you disarm the alarm with too much distance between you and the car, it allows time for a potential attacker to enter the vehicle, putting you in jeopardy. You want to disarm the alarm so that after your last three or four steps, you can walk right up to your car and get in. You do not want to get stuck at the door fiddling around looking for your keys to unlock the doors.

If you find yourself in a situation where you are being attacked, mugged or assaulted, your car alarm can become your personal alarm too. Almost all, if not all car alarms have a feature on it called “PANIC.” Pressing the button that reads “PANIC” or holding down the button that you use to deactivate the alarm can usually activate this feature. If you are in a struggle, you want to draw attention to yourself and your surroundings. The noise of the car alarm will catch the attention of someone, particularly parking enforcement, mall security, or, a passerby. This should help to scare off the attacker.

Create as much noise as possible. Remember that an attacker wants an easy target, one that will be quiet and submissive. By using your car alarm for noise, you are creating a fear of attention in the attacker’s mind and he will not want to stick around to see if he will get caught.

CHAPTER 13

HOPEFUL, OR HOPELESS?

Hopeful or hopeless, which category do you fall under?

Are you the type of person full of excuses like:

“Men are stronger, there’s no way I could defend myself against one,”

“How do I know if I could really do it if the time came?”

or,

“I don’t really have the time and it’s not like I’m going to train all the time so what’s the point of taking a class or course?”

On the flip side, are you that person who has, or wants, to find a way to take your personal safety more seriously and get on top of your safety education and training?

Now, that’s something that only YOU can answer but if you are really honest with yourself you will find that you fall under one of the two categories, Hopeful or Hopeless.

HOPEFUL

Being hopeful doesn't mean living with your head in the clouds and having a false sense of what you are capable of, or, what reality is in terms of personal safety and the situations that could occur. It means that you are already, or will be, proactive about becoming more safe in general. When you are hopeful, not only does that mean you believe you can do it, it also gives those helping you (like instructors), hope that you want to learn and become a sponge to soak up their knowledge.



When you are hopeful you automatically make your instructors' jobs more fun, engaging, and, you increase your chances of success because you are truly interested in acquiring the information and / or skills necessary to protect yourself and your loved ones.

That could mean taking seminars, joining a self-defense program, attending speaking engagements on safety, reading up on your own, watching videos, etc., or, doing anything that can increase your education and understanding of what you can do to make yourself and your loved ones safer.

When you are hopeful you don't look for excuses, you look for opportunities. When you are hopeful you are able to drown out the negative noise of others who don't share the same attitude.

When you are hopeful you take action steps. When you are hopeful you believe you can do something and give your best efforts to do so.

At the end of the day, being hopeful means having a positive "Can Do" attitude about your safety while ignoring nay sayers and your own limiting beliefs that have been holding you back (or slowing you down) from becoming as educated on personal safety as you can.

HOPELESS

When you are hopeless, as harsh as that sounds, it doesn't mean there's no hope for you. It means that you have a negative attitude towards your personal safety or hide behind excuses out of fear.



You might be saying to yourself right now,

“Jon has no clue, he doesn’t get my life and everything I have going on.”

However, I will tell you from experience that when I tell people they have a *“Hopeless”* attitude or approach towards personal safety, their defense is usually supported with more excuses.

As they are telling me why I don’t understand and they say those excuses out loud, they almost automatically catch themselves and realize that they are “Just Excuses” and that THEY ARE more than capable of improving their safety situations.

When you are hopeless you make excuses. When you are hopeless you shoot down others who are doing what you wish you were doing. When you are hopeless you tend to avoid or ignore the subject. When you are hopeless you tune out the helpful information others are trying to convey.

So being hopeless – in the field of personal safety – just means that you are resisting the education and training process for one reason or another. Now, being hopeless doesn’t mean that you can’t change and be taught, learn, train, etc., but it is going to start with a mental shift in your attitude and view of personal safety.

Having fear or an aversion to learning self-defense, is more normal than you think but those feelings don’t serve you in a positive way and only reinforce your hopeless feeling. If you fall under this category, take a good long hard look at yourself and your reasons (excuses) for not having become more involved in the personal safety training process, Then ask yourself:

“Are any of these FEARS or EXCUSES worth the sacrifice of my personal safety or my loved ones?”

We know the answer is *No!!!!* Stop being hopeless and turn it in to being *Hopeful*.

A huge part of being hopeful, or hopeless, besides your personal mindset, has a lot to do with the resources you choose to use for your safety education and training. There are so many factors that can be discouraging – or encouraging – in your personal safety journey.

The key is that you want to:

- *Do something about it.*
- *Are ready to do something about it.*
- *Want to do more about it than you have been doing.*

Along with the physical training of personal safety, the mindset is equally, if not more, important; just as preventative medicine is so important. If you are aware of potential dangers and can avoid them or mitigate your risks to dangerous people/situations, then that is 90% of the battle.



SAFETY TIPS

REAL TIME FACTS

Sexual harassment is about power, not sex. It works to keep women “in their place.”

50% to 85% of American women will experience some form of sexual harassment during their academic or working life (Hughes and Sandler 1986, 1988; US. Merit Protection Board 1987).

In a typical sexual harassment case, the accuser becomes the accused, and the victim feels twice-victimized.

Women are nine times more likely than men to quit jobs because of sexual harassment, five times more likely to transfer, and three times more likely to lose jobs (Konrad and Gutek 1986).

CHAPTER 14

WHAT'S NEXT?

How much is your life worth? Right now think of a dollar amount that you feel is fair for your life?

“Jon you are absolutely crazy, there’s no amount of money in the world that I would trade for my life.”

BINGO!!! That’s my point! So since you are priceless(!), why wouldn’t you invest just a little bit of your time and money into improving your skills and mindset around self-defense and personal safety? Think about what extracurricular activities you spend your money and time on. Now think about how much time and money you spend on self-defense training of any kind: books, seminars, classes, online, videos, etc. Are the scales tipped heavily in one direction or are they balanced?

Making small changes in your life and in the lives of your loved ones can have Monumental Positive Effects! The worst thing you could do at this point is put this book down and think,

“It won’t happen to me, I am good,” or,

“Interesting read but....”

I hope that this book provided you with some insight and understanding on the subject of your personal safety and that it has educated and inspired you to take further action. While you have been reading this, my team and I have been actively building an entire **Online Safety Community** for you to constantly have access to. It deals with all things personal safety

related including: training videos, motivational videos, safety tips, strategies, interviews, and so much more.

www.SafeistheNewSexy.com

This online community is a way in which I can be everywhere in the world at once and help millions of women who have dealt with, or could possibly deal with, some form of a personal safety situation in their lifetime.

Since you and your loved ones are the most valuable items you know of, I strongly encourage you to look further in your education and training of self-defense and personal safety. You never know which tip or technique could be the difference in surviving an attack or situation, or, ending up just another one of the ugly statistics about female victims.

Self-defense training, learning how to properly train in any type of weapon system, applying safety information to your daily life, and more... doesn't make you paranoid or living with a fear based mentality. It means that you are open to the fact that evil exists. It can come to you and you simply want to do your best to be as ready as possible. View Being Safe as being confident, empowered, aware, ready, vigilant, prepared, and unafraid. Remember ladies, SAFE IS THE NEW SEXY!

Well the party is over... or is it?

You've read the book and the simple fact that you have, means you are interested in your personal safety and how you can improve on it. That is a HUGE first step for those who have not entertained this type of education before. For those of you that have, I think it's awesome that you have taken yet another step in your personal safety education process by reading this book.

No matter how much training you have in anything, but especially in something as important and personal as your safety, you can never have enough review or reeducation of fundamental concepts, both the physical and mental!



SAFETY TIPS

CAR SAFETY

When walking to your car, make sure you walk with confidence. You can do this by keeping your shoulders back, lifting your head up and giving a look around from time to time. By maintaining proper and strong posture, you give off a vibe of being an empowered, able and ready individual. Carrying yourself with confidence lets people know that you are someone who is sure of yourself, you know where you are going and that you are going to get there. Remember, an attacker is looking for a weak target, one that appears to be clueless, lost, or timid. So with that being said, make sure to give off that aura of power and confidence and you can bet that you will reduce your chances of becoming a victim.

When you disarm your car alarm observe the other doors of the car. Take a quick second and see if another door opens. If another door opens by someone other than who are with, activate the car alarm by pressing the panic button or the button that activates the alarm on your remote and run back to the location you came from. Once you arrive at the location, make sure to contact someone else who can be of assistance and contact 911. Remember that there is Safety In Numbers!

Make sure that the dome light in your vehicle is always activated so that when any door opens the light in the car illuminates. Lighting is a wonderful ally.

Never enter your home address in the “HOME” button of your vehicle’s GPS system. Enter an address in the nearby area. If someone breaks into your vehicle and presses HOME, it should never have your home address and, you don’t need it there because once you are close to home (you know where to go without GPS anyway).

Always keep your hand over the top of your drink whenever you are out at a bar or social event when there are people you don't know. You never know when someone could attempt to slip something into your drink while you are not paying attention. If you need to leave and use the restroom, bring your drink with you or hand it off to a friend and make sure they do the same thing.

Make sure that you are constantly scanning your surroundings whenever you are out in public. Pay attention to anything that appears out of the ordinary (or that wasn't there before) that catches your attention. Remember to trust your Internal Alarm Systems.

Never sit in a parked car with the doors unlocked and / or the windows down. This makes you a sitting duck. If you need to do something in your car before driving, lock the doors, roll the windows up, and place the vehicle in gear so that if you need to, you can hit the gas and go.



ABOUT THE AUTHOR

Jonathan Burke is the Founder of “*Level 6 Tactical*”. With more than 23 years experience in mixed-martial arts, armed and unarmed self-defense and close-quarter combat, he has developed a unique, systematic approach to training individuals in rape prevention, street awareness, and fundamental selfdefense; enabling high retention levels for those who train with him.

During his 23 year career, Jon has been privileged to teach noncompliant assailant and cuffing techniques, weapons retention and ground self-defense techniques to U.S. Special Forces, the 82nd Airborne and active duty forces in South Korea.

His student-friendly teaching methodologies have been implemented by many United States governmental agencies including (but not limited to) the Navy SEALs, Army Special Forces, Army Rangers, Armed Forces as well as Federal and State Law Enforcement Agencies.

Although his courses are for both men and women, Jon makes it a point to teach rape prevention to female military personnel as well as wives and daughters of military families.

His unique ability to break down fundamentals and teach them to practitioners of all ages and abilities has earned him worldwide recognition and he works with many world-famous actors, musicians and athletes.

Specializing in fitness training, security details and how to be a personal bodyguard, he is most proud of his work with the men and women of the world who leave their homes every day and are susceptible to unwanted aggression.

Jon feels it is important for all women to learn self-defense in order to become more confident and empowered for any situation and to all areas of their lives.



A special *Thank You* to my wife, Jamie Keenan Burke and my kids, Jaylyn and Jaz!



"I am a Woman Phenomenally. Phenomenal Woman, that's me!"

~ Maya Angelou

