



FIGHT SMARTER - NOT HARDER!

**Critical Lessons For Being More Safe,
Overcoming The Victim-Mentality,
and Surviving a Real-World Street Attack**

By

Jeffrey M. Miller

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Creator of the Revolutionary

EDR: Non-Martial Arts Defensive Training™



Non-Martial Arts Defense Training
"Just Enough"

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By

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DEDICATION

This work is dedicated to all peace-loving individuals everywhere who understand the need to be prepared for the very things that others will not look at or acknowledge. May your training be in vain, and may you never need the skills you’re developing. This is for those who know that it’s better to have skills and never need them, than to need skills and not have them.

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A Personal Note From Shidoshi Miller...

Everyday I speak with individuals, professionals, and business-owners alike, many of whom have taken conventional martial arts and self-defense programs, but who have an extremely limited understanding about how to successfully handle a dangerous self-protection situation against a brutal, real-world assailant. Almost daily I see or read about ordinary, everyday, peaceful men, women, and children being attacked and having no idea about how to survive and get through the mahem. And let’s not forget about those who stand by and watch, or flee in horror, not because they don’t want to help but, because they too have absolutely no training in “how” to effectively help.



This frustrates and saddens me to no end seeing countless people who are succesful in their own rights in other areas of their lives, with no sound survival strategies that would guarantee their survival in a life-threatening attack.

This ebook was written for several reasons.

First of all, I believe that there has never been a better or more pressing time to learn the skills, knowledge, and proper attitudes for protecting yourself, regardless if you’re starting from scratch or have been studying conventional martial arts for years. And, it’s something that must be started today - not tomorrow. Yes, developing the ability to effectively and efficiently defend yourself and others is difficult

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unless you have a system to put into use right away. And, this ebook is positioned to help you do this.

Second, today there is talk everywhere, not just in the United States but globally, about rising crime rates, increased violence, terrorism, and violence in our schools, against healthcare professionals, and in the workplace. Even though most people are crying for more police protection and government action, I’m going to show you why I have never been more committed to teaching serious students how to take control and responsibility of their own lives and personal safety - today - not tomorrow, if and when anything is done by the “powers-that-be.”

Third, this ebook was written because of the increased hype, conflicting information, and false promises of easy-techniques promoted on the internet today. The truth around these programs, whether online or off, is that the people promoting them fall into one of two categories:

A. Many of them have no actual real-world experience and are trying to make a quick dollar at any cost, and...

B. The few who do have experience and are telling you how easy it is are lying. I can practically guarantee that they have trained and studied extremely long and hard to gain the success and abilities that they have today.

Fourth, this ebook was written because, with all of the information available on the internet today, there is an extreme shortage around how to specifically focus on the essential principles and training methods that will allow you to learn and develop quickly and see usable results in the shortest amount of time. I have chosen to share with you the specific paradigm that I teach my corporate clients and personal students that has allowed many of them to be able to actually control, escape from, and survive actual, real-world attacks using the

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knowledge, skills, and attitudes within my system. And, you’ll meet some of them within these pages.

Fifth, this ebook will teach you how to quickly develop the understanding and awareness needed to improve your skill literally overnight. The genius of this system is that it will literally work for anyone...even if you have no prior martial arts or self-defense training. In fact, the less experience you have the better because you won’t have to unlearn the poor, misinformed, or flat-out incorrect lessons you have learned from those with no real experience and who take their responsibility to teach lightly.

And finally, this ebook is written to show you how ordinary people just like you are not only learning but successfully putting this information to use in the real-world, against real attackers - and you can too. Remember, I don’t teach fighters. I don’t teach fighting. In fact, the title of this book was chosen to get your attention - because of the words people use to describe things, not what I teach. Nothing else.

I teach real people, just like you - professionals, family-oriented men and women, healthcare workers, employees, and concerned citizens, how to protect themselves should they ever find themselves facing their worst nightmare. If you’re looking for some sort of “fight club” or mixed martial arts fight coach so you can win money, trophies, or belts...then I’m not your guy. If you’re looking for a solid, proven system that will help you to get this area of your life handled, then read on. I promise you won’t be disappointed.

This ebook is written from a teaching perspective. That’s what I do. As a martial arts and self-defense educator, my goal is to help you accelerate your learning and develop the power, confidence and control you’ll need using the 19 Principles for Effective Self-Protection that I present to you in this ebook. You’ll learn these

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lessons without all of the fluff and useless material that fills other books available on the internet and in bookstores all over the world.

Again, mastery is not easy. The specific self-defense principles, concepts, strategies, and attitudes I cover in this ebook will help you achieve the skill and success you want by leveraging two important keys that you’ll need: the **knowledge** and **experience** that I gained on the streets and through the “school of hard-knocks.”

Today, I have the privilege of working with professionals, companies and their employees, health care workers, parents, children, and concerned men and women from all walks of life...and it brings me no greater satisfaction than to work with people just like you - to know that I am adding value and security to the lives of people who are trying to live decent, happy lives, who are getting the success they want through using this system that you’re about to discover.

Remember, the only freedom, protection, and safety that’s guaranteed to each of us, no matter what the politicians and so-called experts say, is that which combines your realization of your own personal value in your own life and the lives of those who love you, with your desire to take action and get the training and abilities you need to be ready, willing, and able to protect that value. Period.

As long as the world is filled with its share of crazy, anti-social, or self-centered individuals willing to harm others for their own pleasure or self-gain, there will still be a need for ordinary people like you and me to have the skills necessary for dealing with and stopping the aggression so that we can get home to those who love, respect, and depend on us to be in their world.

Get ready to challenge your assumptions about self-defense and what it takes to be safe, and about what is possible for you, just like the other ordinary people you will meet in this book.

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I congratulate you on taking this important step and stand ready to help you see it to the end.

To Your Peace, Happiness, and Safety,



Jeffrey Miller

P.S. Remember, if I can ever be of assistance in helping you to be more safe and secure, please don't hesitate to contact me. I can be reached by email through my web site at: warriorc@warrior-concepts-online.com. Or, call me at (570) 988-2228 for a free consult and we can explore your greatest problem area, concern, or need when it comes to self-protection. I also welcome your feedback or suggestions about programs you'd like to see offered.

P.S.S. This is something you need to get handled today - not tomorrow. You never know when you might need these skills and, it's definitely better to have skill and never need them than to find yourself in a situation where you need them and you don't have them. Take action now!

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***Get 3 Best-Selling Books, Reports
and a Safety DVD
in One Complete Set...***

As a purchaser of ***Fight Smarter - Not Harder***, you are entitled to get some of Jeff's best books on self-defense and his amazing safety DVD, as a special set, and at a special price. Click [here](#) to find out how to get his books...:

The Karate-Myth; Controlling the Fight, and **KUBOTAN: Self-Defense Keychain**, along with his **Danger Prevention Tactics DVD**, all for one low price, and just for ordering this ebook. Get your set by clicking [here](#) now!

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About the Author

Jeffrey Miller is the founder and Director of Warrior Concepts International, Inc. His unique perspective about personal protection and self-defense blends the wants and needs of his Western students and corporate clients with the timeless wisdom of the Eastern



martial arts masters, and his own real-world experience as a police officer, undercover investigator, private detective, and bodyguard.

Beginning his martial arts training in 7th grade, Jeffrey Miller followed his drive to overcome childhood abuses, peer-pressure, and what he observed to be an ever-increasing degree and severity of violence in the world. At the age of 18, after graduating from high school, he volunteered for military service and took his place as a member of the United States Army’s Military police Corps.

During the next seven years, Jeff added to his knowledge of human conflict by working and cross-training as a:

- * Liason between Korean National Police Forces and US Military Police

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- * Undercover Black Market Suppression Agent
- * Physical Security Specialist
- * Certified Traffic Accident and Crime Scene Investigator
- * Undercover Drug Suppression Operative
- * Self-Protection & Wilderness Survival Instructor to Military Police personnel
- * Bodyguard for a former US Secretary of Defense, other foreign and US dignitaries, and...
- * ...several of the beautiful members of the Dallas Cowboy Cheerleaders

During this time, he was forced to deal with the worst of what society and human beings can produce. This is where, more than in any class, program, or martial arts’ school, he learned the core principles behind the lessons and training models built into his unique and proprietary programs.

Experience and Study Spanning Three Continents and 6 Countries

It seems that few people today are willing to do what it takes - to make the necessary sacrifices - to seek out the right teachers and experiences - to follow their dreams and get what they need to express their potential in the world.

Jeffrey Miller is such a person.

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Jeff's dreams and quest for knowledge have taken him across America, into Canada, and to teachers and mentors in South Korea, Japan, England, and, what was then, West Germany. Today, he introduces his students and clients to the power and freedom of living to one's potential. His vision has become his company's promise:

"To teach clients the lessons needed to create the life they've always dreamed of living, and the skills necessary for protecting that life from anything that would threaten it."

Mr. Miller is a master teacher in the centuries old martial arts of Ninjutsu, Budo Taijutsu, and several other ancient armed and unarmed combat methods. He created his unique **EDR:Non-Martial Arts Defensive Training Program**, designed for concerned, professionally-minded adults seeking real-world, reality-based self-defense, from his 30+ years of real-world research, study and experience at producing the same results that his students are looking for today.

Jeff is the writer, director, and co-producer of the non-combative, home-study dvd, "**Danger Prevention Tactics: Protecting Yourself Like a Pro!**" He has authored hundreds of articles, reports, and books on the subjects of self-protection, personal development,

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child-safety and more. He is known for over-delivering and providing more than his clients expect to insure that every student and client experiences progress towards personal mastery.

Not only does Jeff offer a first in the martial arts and self-defense world, the bringing together of timeless, proven techniques and strategies with the new science of natural human defensive response to danger, but his system allows his clients and students to literally learn in hours or days what has traditionally taken martial artists months or years to learn - if they ever learn these lessons at all.

If you're ready to challenge your assumptions about self-protection and what it really takes to be safe in Today's world, and ready to experience the new science of self-protection and personal development where you will discover a system that will teach you the strategies, tactics, and techniques that will make you more effective than you ever thought possible, you'll be glad that you met Jeffrey Miller.

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**How To Read This eBook For Maximum Application
To Help You Quickly Learn How To Make Yourself
More Safe And Secure In Today’s
Often Dangerous World**

I’ve laid out the contents of this ebook in specific steps with the intention that you should read the book in the order that it’s presented. Please read the material in the order that it’s delivered. As a master-teacher, I go to great lengths to insure that you not only get the material I’m presenting, but the layout of the material will allow you to understand and progress at a very rapid rate. So, reading this way insures that you will maximize your learning and give yourself the best advantage for setting a firm foundation for your self-defense mastery.

You should read over the book three times. Yes, I said “three times.” You should read the book the first time to understand the paradigm - the perspective and mindset that I’m presenting. You should then re-read it a second time and underline the critical concepts. And finally, you should read the material a third time and take notes in the margin as they apply to you personally and your life. After all, isn’t that what we’re trying to protect?

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Avoid the tendency to read the book once and then put it away as though you're going to remember everything after being exposed to this new science just once. The power of the system that I'm going to share with you will only be revealed to you as you reflect on the core principles and concepts. A new perspective - a new dimension of thinking and understanding can only really be seen and comprehended when you do this.

For example, think of a time when you saw one of those holographic pictures, or the picture in a psychology book that was supposed to get you to stop and examine it. It might have been what appeared to be a vase or candlestick, or the face of a beautiful woman.

However, after looking at it and examining it for a while, the vase turned into two faces in profile looking at each other, or that beautiful woman became an old hag. Remember?

The principle here is that when you allow your brain to analyze relationships, you can begin to see things that you've never seen before. And, it's a scientifically proven fact that, if you don't know that something exists or can be used from a different perspective than the one you currently rely on, that “thing” cannot be used as a tool to produce results.

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This is the realm enlightened wisdom - the realm of the expert or the master - the person who can see connections and relationships that others are completely unaware of. A skill and a tool that allows you to think and act “outside-the-box” to overcome your assailant. And you have to be able to do this. Because if you do the same things that everyone else does, then your attacker will already be ahead of you. Unless you can do, think, plan, and see the attack differently than your opponent - if you can't...

Beat his strength without being stronger than him...

Move more quickly without being physically faster than he is...

Take advantage of the gaps in his timing, hit targets he doesn't know he should protect, or direct his attention and perception away from what you're doing at the moment...

...he will most probably beat you.

The only way for you to begin to have the shift in perspective - a “turning in the seat of consciousness,” so-to-speak - to fully appreciate what I'm going to be sharing with you nwithin these pages, is to start applying this principle to this book and do the following...

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- 1) Print out this book. Please do this right now. I have purposely formatted this book to be user-friendly for printing and at the same time allow enough space for you to take notes.
- 2) Read the book quickly and write down the key concepts that stick out in your mind. Do this in the margins of the printed copy of this ebook.
- 3) Re-read the book for a deeper understanding and meet with someone in your practice and mastermind study group to discuss these principles.
- 4) Finally, read it again for the third time through your own, unique, life paradigm.

When you follow these four steps, you will see the deepest and long-lasting transformation in your understanding and perspective for your self-protection skills to progress and grow.

How can I say this?

Two reasons actually...

- 1) For the simple reason that the principles that I’ll reveal to you about the expert mindset and controlling the perceptions and actions of an enraged attacker intent on doing more than scoring points are in-line with the reality of a street attack scenario that you’re really

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going to have to deal with - and I’m not talking about the same stress and anxiety that you’d feel in a martial arts, mma, boxing, or wrestling match.

2) Because of this powerful, scientifically-proven concept that I want you to write down right now - “Writing is the doing part of thinking.” If you want to make the quickest changes in your life - whether we’re talking about self-protection or anything else; if you want to tap into the power inherent in the 90% of your brain that most people never use to learn, develop skills, or solve your problems, you must actively engage your subconscious mind with the help of your tactile sense. In this case, you’ll be doing this through the act of writing. But, that’s also why you **MUST** have a training partner or group with which to actively train. It’s because the physical actions involved in training, including not only our own movements, but our ability to feel our attacker’s grabs, pressure, balance, and the like that activates the most powerful areas of our brain and creates growth and progress that we can’t even imagine using just that part you’re using right now as your reading this.

What I Ask Of You

Since I am revealing to you concepts and ideas that clients and students have paid me thousands of dollars to teach them, I was really

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hesitant to reveal this lessons for such a ridiculously small investment on your part. My only concern is that you will prove to be too lazy - that you will disqualify yourself as being right for this knowledge - and not truly value what I’m revealing to you. What I’m concerned about is your success and ability. But that will only happen when you impliment the lessons that follow and put them to use in your own life.

So, I would really appreciate hearing from you with a testimonial as to how the material has helped you. This is one of the ways that I’ll know that you’re serious about putting these principles to use and getting this area of your own life handled.

You can contact me at warriorc@warrior-concepts-online.com. I would love to hear from you. Who knows, you might be asked by me to share your story on an upcoming episode of my KUDEN* podcast.

**KUDEN* is a Japanese word and pronounced “koo-dehn.” It means ‘void transmission,’ or the lessons taught from the teacher’s direct experience rather than just the step-by-step baby lessons that are written on the scrolls that have been passed down through the various martial arts traditions.

You can get access to the current episode of KUDEN at:

www.warrior-concepts-online.com/online-ninja-training-podcast.html

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Step 1 -

Read this letter and study model for the “do-it-yourself-er” who wants to learn self-protection without the benefit of a knowledgeable and experienced expert-teacher

If You Think You Don’t Need To Learn To Protect Yourself In Today’s World - That It’s The Job Of The Police To Protect You - Or That You Can Simply Surf The Internet, Peruse A Few Books Or Videos, or Sign-Up For Any Self-Defense or Martial Arts Program To Learn What It Really Takes To Survive A Real-World, Street Self-Defense Attack, DO NOT Read The Following Book And Definitely DO NOT INVEST \$10,000.00 Like Insiders Have In Working With This Expert!

International Self-Protection Expert, Jeffrey Miller Is Donating \$1,000.00 In Accelerated Self-Protection Real Case-Study Driven Material As A Bold Experiment To A Few Select Readers. Qualify Now And Gain Massive Insight Into The Realm Of Real-World Self-Protection By Learning To Answer The Most Critical Questions That Even High-Ranking Black Belt Martial Arts Teachers Don’t Know You Should Be Asking.

Dear Student,

Are You Prepared To Survive A Real Attack Coming From An Enraged Assailant Throwing Anything They Want At You?

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Do you know the core principles and concepts that give you the advantage for coming out of an attack situation with the least amount of wear-and-tear on yourself?

Do you know the stages of a solid, effective, and practical self-defense strategy; or the controllable phases within a physical confrontation?

If none of this sounds familiar to you, then I suggest that you read on.

WARNING: What I’m about to share with you has not been revealed before outside of a select group of students who come to me for direct, live, advanced training.

This is so powerful that clients have paid over \$10,000.00 for having me teach them proven and time-tested strategies, tactics, and techniques that will allow them to neutralize an assailant’s attack and then go on to escape from, disarm, or restrain a modern attacker on the streets of Today’s world - an attacker who will use any means necessary to beat, batter, or kill you if you can’t stop him.

In Today’s world, you are faced with a very real problem. With limited time and opportunity to experiment to make sure you get the right training for developing the proper skills, knowledge, and

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attitudes for self-protection, you have to narrow your choices to those few experts who are on top.

And this is absolutely true in the often violent world in which we live.

This is not just about how to defend yourself or how to do this or that trick or martial arts technique. Is about how to combine proven, time-tested techniques, skills, and strategies with the little-known science of natural human defensive response.

It is a proprietary model that will show you specifically how to collect information from your attacker and strategically respond to his moves in a way that fits the situation - not someone’s “style,” or conceptualized idea about what “should” work.

A model that will insure you learn the important lessons as quickly as possible just like it has done for clients like Nathan Cooper, Pete Beck, and many others.

It is NOT that it’s difficult, expensive, or time consuming to master the skills for being able to handle yourself in a dangerous situation. It is that there is a very specific model that very few know about or understand.

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What are your options when it comes to learning how to be successful in this area of your life?

What else could you do, in place of finding and learning from a real expert - someone who has “been there” and learned what it takes to survive and win?

It IS possible for you to discover these principles and concepts on your own. Remember that you’ll need to get both the knowledge and experience so that you’re not guessing or “testing” things every time you’re attacked.

Here’s a simple model for the “do-it-yourself-er.” It’s a simple, 4-part model.

Step 1. Start by visiting a place where you are almost guaranteed to find a group of people who are dissatisfied with their lives, emotionally on-edge, and in an altered physical or mental state. A bar will do nicely.

Second, single out one of these individuals who seems to be the most anxious to prove that he or she is the top dog. Approach this person

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and start an aggressive conversation where you insult their person, lifestyle, or family members. You could call their mom a nice, socially-inappropriate name.

Next, do your best at dealing with the raw, unadulterated rage that this person unleashes and avoid taking too many shots to sensitive, life-sustaining, or critical function areas of your body.

Finally, check out of the hospital if possible, and return home to let your wounds heal. Then, simply repeat steps one through four until this last step is no longer necessary.

I know that it sounds like I’m making a joke, but I’m not. And, the above model does not include all of the research, contemplation and study that you’re going to have to do in the areas of psychology, sociology, military strategy, pressure points, anthropology, anatomy, physiology, and natural human defensive response - just to name a few of the areas of study that are already a part of the Warrior Concepts Mastery and EDR: Non-Martial Arts Defensive Training Programs.

Remember, to be an expert - to know all that an expert knows, and to be able to apply that knowledge flawlessly in any given situation

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without having to think about it first, you’re going to have to somehow replicate all that went into making the expert or master who and what they are.

Here’s the proof. Over 90% of the people who come to me, tell me one of three things that all amount to the same problem. They either tell me:

- 1) “I have no idea where to begin or what to do if I were to ever be attacked.”
- 2) “I’ve had training but I just saw a real attack and it was nothing like what I learned.” Or...
- 3) “I’ve taken classes but I’m afraid that I’ll just freeze up if someone were to really come at me with the intent to really hurt me.”

And, as cold as this sounds, universal justice requires this to be so!

So, how can you take charge of your own safety and protection without spending the rest of your life searching for a teacher or getting yourself beaten up a lot before you figure things out?

You find a program that combines strategically-sound, time-tested, and proven tactics and skills for stopping, disrupting and unbalancing

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a human body, and putting an end to an assailant’s ability to get at you...

...with the knowledge about and scientific application of the principles and realities of natural human defensive response that determine your emotional states, mindset, attitudes, and how your body will function when under different stress modes.

The answer lies in your ability to become an insider in the new science of self-defense to reap the untold benefits of being a modern warrior and protector.

I am qualifying you right now for a mentoring course using this ebook where you will discover a new system to control the flow of a self-defense situation and dominate a real street attack situation in your favor.

As a former police officer, undercover investigator, private detective and bodyguard who had to learn this the right way or die if I got it wrong, I want to let you in on the exact Attitudes, Skills, and Knowledge to win.

I am going to try a bold new experiment in teaching a few serious, determined, and committed students like I did with Bonnie Snyder, Ric

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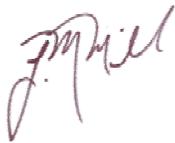
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Jones, and many others. This is the same system that students have paid over \$10,000 to have me spell out the exact principles, concepts, and techniques for their own personal safety and protection. This system will prove to you in “actual real life case studies” the dynamics of the most powerful self-protection system in history.

This is much more than a self-defense course. This system will teach you how to think about a self-defense situation so that you can be a survivor rather than a victim.

To Your Peace, Happiness, and Safety,



Jeff Miller

P.S. Why am I creating this bold experiment? Because of the mistakes I see students and clients making every day - mistakes that will put them in more danger if they try them in a life or death encounter with an enraged attacker. I want YOUR success story.

By the way, don't forget that this is the same system that I used to survive attacks from criminal attackers, hyped up drug addicts, and

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people who snapped and went crazy during my years as a police officer, undercover investigator, private detective, and bodyguard.

Step 2 -

Three Definitions You Must Learn Right Now!

Information

Raw data received from a variety of sources but as yet unverified or put to a practical, predetermined end.

Information does nothing, in and of itself. All the universities in the world hold, collectively, all the information that man has collected over the centuries. In Today’s modern world, the internet is the epitome of this information overload. Unfortunately it’s also rife with contradictions, misinformation, and outright fraudulent information - all written by anonymous “experts” who may or may not be who they say they are.

This information-overload is actually the opposite of that you need. When it comes to developing the knowledge and abilities you’ll need to survive a brutal attack launched by an uncaring, self-serving, assailant who’s turned his undivided attention to you, you need more than simply knowing how to do this punch, that kick, or a tricky lock, hold, or throw. You need to know how to do these things within the context of specific, real-world scenarios - real street attacks that are likely to happen during a real attack.

Knowledge

Information that has been verified and tested through experience so that it can be applied in context to solve a specific need, purpose, or problem.

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You gain knowledge from others who have been where you want to be. Young soldiers learn about surviving on the battlefield from veterans who have been there - not just in uniform, but deep in the thick of the carnage that is warfare. While the world is filled with those who have information about a topic, there are relatively few who have actually “been there,” and intimately know the realities of that subject from the inside.

Still, even more rare than the individual who has “been there,” is the person who can take the lessons they learned in the “school-of-hard-knocks,” and translate those lessons in a way that will help everyday, ordinary people like you and me, to share and benefit from their knowledge in a way that you can put to use in your own life. These are the people that can not only “do,” but they can “teach” as well. And, they can teach in such a way that you can learn what they know and be able to put it to use in your own life quickly and easily.

Wisdom

Knowledge that, through continued experience and combined with contemplation, self-reflection, and the ability to discern it's use in a given situation may be used, adapted or disguardd based on value and appropriateness to the given moment and situation.

Beyond the realm of knowing, there lies a realm where YOU embody the very abilities, knowledge, and attitudes that others are seeking. At this stage, you not only “know” what to do and have the ability to match that knowledge to any given situation to produce the results you want - you are also capable of passing that knowledge on to others to help to empower them in the same way that you were empowered by your own mentor.

What Does This Mean For Your Study?

In order for you to become an expert who is able to handle any situation presented to you, you must first be a student who understands the progression towards mastery. You must be a student willing to do the work of learning, rather than being lazy and thinking that you can just read about self-defense or put it off till tomorrow.

You must also have a mentor who intimately understands the realities that exist inside of an attack - inside a self-defense situation. If you have never been attacked and have never experienced the raw emotion and brutality of an attack, it's very difficult to even begin the journey towards mastery. To really be learn how to produce results and be successful in a street attack, you need a teacher who can lead you, step-by-step, through a proven program designed for that purpose.

You don't need tricks. You don't need mere ideas or theory about what somebody “thinks,” or was told will work.

By definition, information is only data. It's something we read, see, or hear, but that's it. We must understand that, unlike school where we were graded more on our ability to memorize and regurgitate data than we were on how well we applied it, that part of our mind that loves to take in data so we can repeat it will take a vacation and be almost totally useless to you in a real-world attack.

However, to really be prepared to take on the aggression and violence that is the very nature of a self-defense attack situation, you need to know the information you learned so well that you can apply it without thinking about it. Knowing something goes much deeper than merely having it in your head. In regards to self-defense, it is also having your techniques and skills imprinted on your muscle-memory and having your responses to stress become second-nature.

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You make the transition from information to knowledge when you are given and practice specific training drills, exercises, and tests to take you out of your left-brain way of thinking about something so that you can directly experience the realm of spontaneous reaction and response. You make giant leaps forward when this type of training also allows for you to overcome habitual responses that cause you to flinch, wince, or shut-down in the face of surprise or the threat of danger.

It's only after going through and beyond the training at the knowledge stage, and engaging in contemplation and self-reflective work which is based on research and observation that sees relationships and connections between apparently unconnected things - by recreating specific fight scenarios and looking at possible outcomes within the context of certain types of attacker-logic, environmental conditions, or governing limitations - that you enter the realm of wisdom and become an expert yourself.

It is at this stage where, regardless of the threat, environment, situation, or problem, you are able to produce the results you desire over and over and over again.

But remember, the Path to Mastery begins with three very important foundational principles:

1. **Belief in yourself.** It all starts with a recognition of your own self-worth - your own self-value, in your own life and in the lives of others.
2. **Belief in what you study.** You must believe in the program and curriculum. These are the lessons, founded on solid, real-world principles and concepts that have been proven to be effective time-and-again by those of us who have “been there” and produced the same results that you want for yourself.
3. **Belief in your teachers.** You absolutely must have the necessary trust and faith in the person you choose as your mentor - trust and faith

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that he has been there and has the knowledge, skills, and attitudes you want to develop.

Without any of these three critical factors, you will set yourself up for failure or, worse yet, quit before you succeed.

It all starts with the first step. And that step needs to be taken today - not tomorrow, next week, or when the time is right.

Look around you. Look at the news. The time is now.

You don't know when, from where or whom, or in what shape an attack will take. So, you must do this today.

And, as for “waiting for the time to be right,” there will never be a best time. Life is always happening and things will always be in the way. The same things that you see as being “in-the-way” today, will be in the way tomorrow. And, if they're not, something else will take their place.

This is true for my student Sam Thul, guitar player, tutor and band member, and manager of a successful web development firm that focuses on using the internet for the growth of their business clients. Sam has one of the most hectic schedules and constantly being pulled by the demands of the business, new clients, and other areas of his life.

I commend him for seeing this training as, what he says, “is an investment in himself.”

Just remember that, I am here when you're ready and committed to getting this area of your life handled. When you're ready to take the next step toward self-protection mastery, give me a call at my office at **(570) 988-2228** and tell me what your greatest pressing issue, or what your biggest concern in the area of being able to defend yourself is for moving forward.

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I want to hear from you. If you'd rather not call, you can email me at warriorc@warrior-concepts-online.com

Don't worry if this isn't the right time. I make it a point to only work with students and clients who are ready to commit and invest in their own future - now. I'm not here to convince you or tell you how to live your life.

I am here to help you succeed. And, I'll be here when YOU are ready.

Are YOU ready?

Step 3 -

Why Most Adults Drop Out of Martial Arts Classes

The most surprising statistic that most karate and martial arts teachers discover is the one that tells them *"why most of their adult students quit shortly after enrolling."* In fact, the greatest percentage of adult dropouts from martial arts classes occurs within the first 100 days after joining!

This has sparked some groups to investigate the reasons behind this phenomena. Surveys have been conducted both in the United States as well as in Canada. Additional inquiries may also have been conducted in places like Europe and Australia as well.

What the researchers found was, to them, incredible. They found that, by and large, the number one reason for adult students dropping out of their programs was...

...no real-world self-defense training early on in their training!

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"How could this be?", was the question. The researchers were stunned. After all, they were martial arts teachers and they certainly taught self-defense as a part of their classes.

How could these adults say that they weren't being taught real-world self-defense techniques?

Perhaps, the problem was not that "self-defense techniques" were or were not being taught. Because, even after these studies were conducted and karate programs started to "import" third-party self-defense packages into their product offering, adult dropouts remained high.

Maybe the problem was in perception. Maybe students just couldn't see how the "stylized" movements of a centuries-old system could be applicable against a street attack against a stiletto or 'Saturday Night Special'-wielding assailant.

It's certain that students were not seeing and hearing what they thought they should in order to believe that they were getting what they needed to survive such an attack. Even if these students don't know what 'that thing' really looks like, their gut-level feeling was that, "this stuff isn't going to work."

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Maybe the problem - what adult students are looking for - is in something even more crucial to learning self-defense against violent attackers. And maybe this "thing" was easier to identify by novices than by trained instructors who had been blinded by their indoctrination into sport systems. Systems with rules, etiquette, and ideas designed for the ring - not the street.

Maybe what was lacking in all of these programs was something real experts like to call...

...Experience!

Let me tell you a quick story about one of my students from several years ago. Bonnie Snyder worked for a health and fitness gym that I owned, out of which I was teaching self-defense classes. Bonnie decided that she was going to start classes. It was a Friday afternoon and her first class was scheduled for the following Tuesday evening.

Before leaving for the day, Bonnie started asking questions about what she'd be learning. She was very excited about having made the decision to learn what she needed to be able to protect herself. But, she asked a question that no one had ever asked before, and few have asked since. Bonnie asked,

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“what can I do if something happens before I start taking classes?” Knowing absolutely nothing about handling a self-defense situation, Bonnie wanted to know what she could do if she were jumped and didn’t know any of the techniques or tactics she’d be learning yet.

I didn’t know it at the time, but Bonnie’s question couldn’t have been more appropriate and timely. But, what I told her was going to be the very thing that she was going to need within the next 48 hours.

I told her the same thing I tell every woman who comes through my rape defense and every person who attends my basic EDR: Non-Martiat Arts Defensive Training Programs. I told her to start punching, kicking, and screaming until either the attack stopped or until she was physically unable to continue. I also told her that, if possible, her screams for help should be directled right into her assailant’s ear as if it were a megaphone.

On Monday, when Bonnie came in for work, the first thing she did was give me one of the biggest, warmest, hugs I had ever gotten. Why?

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Because over the weekend, while walking from her friend’s house in the country to her own house about a quarter mile away, Bonnie was jumped from behind by a college-age man who had just ridden by her on a bicycle.

As she was being overwhelmed by the shock response and the realization of the moment, she remembered what I said and went into action. Her attacker, overwhelmed by her commitment, tore himself away from her assault and ran for his bike - escaping from his victim-turned-super-hero.

Regardless of the subject, it's fairly easy to see when someone has experience with the information they have, isn't it? I mean, experience in actually applying that information to produce viable, proven results. As the old saying goes, "those who can - do; and those who can't - teach."

And, what adult students are looking for is someone who "can" AND "teaches" others how they can as well. I could have shown Bonnie a few “moves,” but I knew that she’d never remember them in an actual attack without repetition and experience. So, I told her to do what I knew had the greatest chance of working. Luckily, it did work. Because I also had to depend on Bonnie remembering what I told her when it counted

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most - under pressure when her left-brain was most likely to bale out on her.

Now, I'm not telling you this impress you, but to impress upon you that you need a mentor - an instructor - who knows more than “cool karate-moves.” You need someone who knows what the inside of an attack scenario is like - someone who has been there - and survived by more than shear luck. It takes more than a martial arts or self-defense teacher who has earned their belt or rank by mastering their art and the techniques they needed for each level.

Now, this isn't to say that most martial arts instructors don't know their arts and the techniques and skills that come with them. Most certainly do. And these people are very good at what they do.

However; there is a huge difference between knowing how to 'perform' a skill - any skill - and being able to apply that skill in a particular context. And self-defense is no exception. Skills belong within the realm of tacticians. When what's really needed is context - not content. What students want to know is “when” and “how” they should apply a certain skill within the context of a particular situation.

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No matter how hard they try, most martial arts and self-defense instructors will not be able to convince most adults that they know what they're talking about without the experience to back it up. Adult students are not children. They have seen far too much in their lives to let these less-than-able instructors slide.

Especially in the realm of self-protection and personal safety, you don't need more information. In fact, you need just the opposite. You need to know the universal principles that apply in any situation, so you can be effective in any situation. If you knew these principles, you would know **when** and **how** to do a particular technique because you'd be able to answer the million-dollar question, *“What am I trying to do to the attacker to control him or her, and which technique(s) will allow me to accomplish that end?”*

If information was all you needed, you wouldn't need a teacher or mentor in this process. You could just do what tens of thousands of people try to do every day. You could surf the internet and try to make sense out of all the often conflicting and contradictory information.

You don't need information.

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You need knowledge.

You need a teacher who has taken information and, through direct experience with that information - turned it into proven, workable knowledge. Remember our definitions from earlier in **Step 2?**

Then, what? Do you remember?

Then, you run that skill through a bunch of different scenarios to find out when it does and does-not work in a given context - in a given situation. That way, you develop the wisdom of knowing when it can and cannot be used - and, more importantly, you develop the discerning mind that knows the difference.

And with the new threat of terrorism being added to the ever-present concern with crime, most adults have no desire to learn martial arts for purely ascetic reasons. They want - no, they demand - and rightly so, that the person they place their trust in, not to mention their very lives, knows what he or she is doing.

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So, what's an instructor to do if he or she lacks actual real-world experience? Should they rush right out and get into a few fights? Should they go hang out in the seedier side of town and wait to be mugged, raped, or beaten?

Should they use the “do-it-yourself training model” I outlined earlier?

No, of course not. But, they can, like their students, go in search of real experts - people who have "been there" and who can help them learn what they need to know in order to help the people who come to them for this type of knowledge.

Of course, this may require that they suck in their pride and get a check on the old ego. But, as everyone knows who has been in an actual violent confrontation with a dangerous attacker, you need to "check your ego at the door" if you're going to survive.

Teaching self-protection skills to others is a huge responsibility. And one perhaps that's too great for a lot of people who are teaching for purely personal reasons.

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There is another option available, however; just in case the primary one is totally unacceptable. And that option is simply to...

...stop trying to teach self-defense if they're not qualified.

By all means, an instructor can, and should, continue to teach his particular style of martial art. But he should stop trying to convince intelligent, grown adults, that he knows what he's talking about with regards to surviving a violent attack if he doesn't. He should remember that people are placing their lives in his hands every time he opens his mouth, or demonstrates a technique. I'm not sure whether or not many instructors have thought about this. But they should.

After all, most martial arts instructors teach honesty as one of the major tenets and character traits of a black belt master and leader. Wouldn't this be the "honest" thing to do?

Contrary to popular belief, you cannot test your self-defense skills in a sport ring. Why?

Rules.

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The very same rules that DO NOT exist on the streets.

What can you develop in the ring? The skills for winning...

...in a ring - in a contest between two people that are already equally matched based on:

- **Age**
- **Size**
- **Strength level**
- **Health**
- **Skill**
- **Rank**
- **Knowledge**
- **Rules regarding weapons**
- **Allowable techniques** that can be used against your opponent,
- ...and usually **Gender**...

...all the things you **won't** have on your side in a self-defense situation.

The moral here is that, if a martial arts or karate teacher wishes to teach self-defense - if he or she wants to get and retain adult students looking for this type of training for the long-term, they really have no choice but to do what they must.

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They, like every other information-based professional, are in business to provide a service. They must decide what that service is and whether or not it includes real-world self-protection against violent attackers who don't follow the rules of fairness and respect found in martial arts schools and karate tournaments.

They should also know this...

...no company, whether it's a furniture store or a martial art school, stays in-business very long if it can't give its customers what they want and need. Their clients and students may never tell them that they don't believe or trust them. But, rest assured that if they're not getting what they're paying for, ***they're gone.***

As a final thought. This is one that I live by and I talk about all the time. In fact, it's on the subscription page to my self-defense newsletter. If you're not already subscribed, you're missing out on a ton of information already. Here's the link to subscribe: warrior-concepts-online.com/newsletter.html

The final thought...

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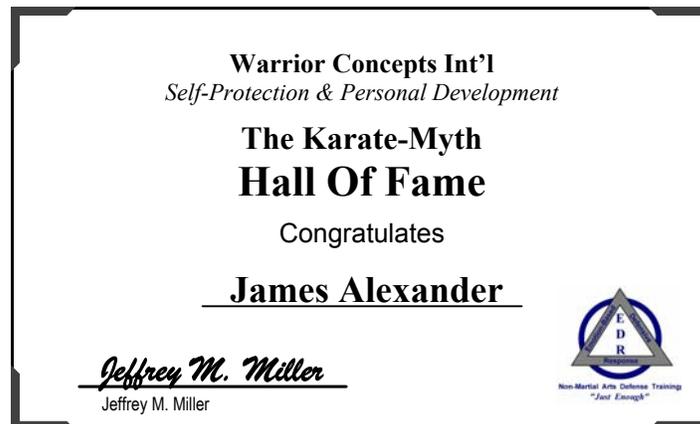
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What if, some day, “I” must depend on one of my students, maybe even you, to protect me or my family from a dangerous assailant for whatever reason. Wouldn't I want to make sure that what I taught you was *really* going to work?

I don't know about anyone else but...

...I know I would!



James Alexander has studied the martial arts and the Korean art of *Tae Kwon Do* for years. He holds a black belt and was even an instructor at his teacher's school - teaching what he was told was street self-defense but never quite added up to James' personal experience and observation about how attacks happen. In mid-2006, his search lead him to the **Warrior Concepts Life Mastery Program** and the **EDR Defensive Training Ideology** that's taught in the the book, *The Karate-Myth*. Although his eyes are focused on Mastery, today, James is confident that he has the knowledge and skills to control a violent encounter. Today, he discusses the difference between what's taught in conventional sport martial arts and the new lessons he's learned for taking control of a violent encounter - and winning.

Step 4 -

Choosing to be a Survivor Instead of a Victim

We've all seen the news stories. They fill a good portion of the evening news and the daily papers - both online and in print.

Have you ever wondered...

What if the victims in many of these stories had properly prepared themselves for the eventuality of being attacked, because...

1. They recognized the existence of danger in the world...

2. They knew that, based on the sheer numbers of incidents that...

...danger **could, and probably might, touch them, and...**

3. They took steps to insure that they would be a survivor instead of a victim who's story would be laid bare to the world, courtesy of the press...

What if even one story ended like this...

"...she remembers learning how to get out of this type of attack and [automatically] reaches up to grab and pull his arm away from her neck. What she finds though, is that she cannot even begin to budge it in the least.

"Taking the short stick-like key ring that she habitually carries in her hand when there might be a need, she begins delivering a barrage of stabbing and grinding attacks to her assailant's body. As she feels his grip loosen, she expands her counter-attack to include stamping heel kicks to his instep, smashing headbutt strikes to his face behind her head, and maybe even a well-placed elbow or two to his ribcage.

"She finds herself free as her assailant is sent reeling from the painful blows. She stands there in her defensive position, watching to see what his next move will be, her eyes burning with rage and indignation. Her very presence communicates to her would-be attacker that, "what he is feeling right now is the nicest thing that he will feel if he tries to touch her again!"

Can you see how the assailant's own perception would be suddenly different, because...

Seeing what was supposed to be his victim standing before him, obviously prepared to do more than he has already experienced, the assailant's intentions change. What began as a defensive, anger-response to his own pain and a desire for retaliation, has now, with the realization that his victim is

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no-such-thing, he decides that his own safety is more important than what he wanted from "this" particular target.

He decides to let her go. And, besides...

...he will be able to find another, easier, victim...

...soon enough.

This story illustrates a common occurrence - more common, in fact, than most of us ever begin to realize. It describes, in one form, what happens to would-be assailants every day, who choose the wrong target and are left with the realization that not everyone will play the role of the "victim."

Unfortunately, stories like this are usually never reported on by either the police or news people.

Why? Because they never even know about them. Because the intended victim handled things on their own and escaped safely, returning home to friends and family. As for the assailant...

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...he’s not likely to turn himself in or tell his friends that he failed!

Another reason could be that the press has an agenda. It could be that stories about victims get more shelf-time than stories about survivors. It could be that most don’t like the idea of armed, prepared citizens.

Along those lines, here’s a statistic for you. In fact, I ask a question like this to all of my students, as-well-as friends - especially those who are anti-gun proponents.

The question is this: “How many times during a given year does an ordinary citizen brandish a handgun during the commission of a crime?”

Remember that I said, “ordinary citizen.” Not police or security officers, etc.

How many?

If you’re like most of my friends, clients, and students, you consider yourself to be fairly well-informed. But, I’m betting that you’re still guessing in the 50 - 100 realm. Yes?

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That would make sense because, after doing studies, nationwide, on the number of stories run by the media, that’s the number you’d arrive at. By-the-way, for every one of these stories, the press runs about six stories about guns being used for wrongful purposes - and usually not by ordinary, peace-loving citizens.

But, back to my question. The average, educated person usually responds with 50 or so incidents a year where a citizen brandishes - note that I didn’t say “fire” - a weapon during the commission of a crime. But, what’s the real number?

Would you be surprised to find out that the real number is somewhere between 100 and 250...

THOUSAND times?!

That’s right. But, with the press not running the story or the police never finding out about the incident, most of these self-defense situations become nothing more than an important lesson to a would-be attacker, mugger, rapist, or killer, that not all of are sheep and will not go quietly into the night - especially at the hands of a low-life like them!

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This book then, is a tribute to all those who have decided that, should something ever happen, they choose the outcome of this story to be theirs.

Can you imagine what the world would be like if even half of citizens were capable and prepared to defend themselves against danger? I for one can think of two types of people who would have to find new work...

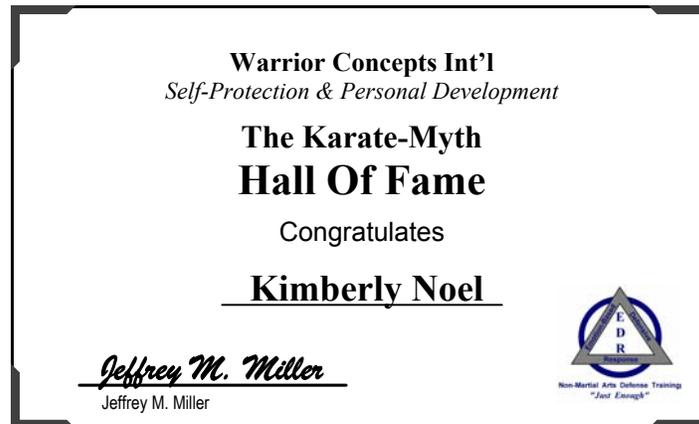
...criminal attackers, and...

...reporters!

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Sometimes one of my students starts out focusing on their own safety and self-protection. But then, after they have that part of their lives handled, they turn their attention towards helping others. Kim Noel began training with me over 20 years ago and, after receiving her black belt, turned her attention to teaching the core principles of effective self-defense to senior citizens. Because the lessons that she learned were based on universal principles and not mere speed and strength, she was able to easily adapt the techniques to the senior community who would not be as fast or strong as a younger attacker.

She has added this aspect to her new business, **Spectrum Senior Consultants, Inc.**, and conducts presentations regularly for seniors' groups and events.

Step 5 -

The Importance of Being Good At Non-Combative Self-Defense

At first glance, it would seem that the only logical approach to successfully defending yourself against a dangerous attacker is to learn and get really good at karate or some other form of physical self-defense. After all, when you look around at what’s being offered, seen on TV or in the movies, and described in the media, that’s all that can be seen.

The truth is that, when it comes to really knowing what self-defense is all about - when it comes to knowing what true survivors know - there are many more options available to you than meets the eye. In fact, there is an entire realm of non-combative self-defense tactics and strategies that can be thousands of times more effective than any arm-bar or knockout punch.

The problem is that, even though many of these non-combative tactics are discussed, all too often they receive little more than lip-service or are discussed in ways that oversimplify them. Just because we call them non-combatives doesn’t mean that

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they are not skills worthy of the same kind of study and practice as their physical counterparts.

Another problem is that many of the people who are teaching martial arts and self-defense, have a penchant for fighting. These people have a competitive, “I’m right”, personality and often use terms like self-defense as a means for covering up their own need to fight.

Most of my clients are not fighters. They have no interest in showing off or proving anything. They are ordinary, everyday people, just like you and me, with friends and family that they’d like to keep safe.

Many of these clients, like Ric Jones, who owns a very successful marketing and advertising company, are professionals who are concerned about not being able to protect what’s theirs from those who go out of their way to hurt and steal from those of us who work hard for what we have.

Like Ric, my clients have wives and families whom they love and who loves them. They have decided that protection is their own responsibility. In fact, my most successful clients, over 98% of them, never even consider competing in tournaments or

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getting into physical confrontations, even after gaining the skills they were after. In fact, just the opposite occurs. They find the inner confidence and strength to walk away from, or negotiate their way out of more potential conflicts, not because of fear of attack, but more because they don't want to have to hurt another human being unless they have no choice.

A Real Self-Defense Program For People Looking For Self-Defense Not Fighting

The EDR: Non-Martial Arts Defensive Training Program includes 8 phases of effective self-defense strategies to insure that you cover all your bases when it comes to protecting yourself from as many threats and dangers as possible.

Here's a list of 5 of the areas of non-combative techniques and strategies that I teach to my clients:

Non-Combative (NC) Skill Area #1 - General Awareness.

Recognizing the different types of danger in the world and knowing which ones are most likely to touch you.

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NC Skill Area #2 - Awareness of Surroundings.

Moment-to-moment conscious attention to what’s going on around you.

NC Skill Area #3 - Escaping to Safety.

Recognizing and planning escape routes and avenues away from danger.

NC Skill Area #4 - Distracting the Attacker.

Skills and strategies for controlling a would-be assailant’s perceptions and neutralizing a dangerous situation without being confrontational.

NC Skill Area #5 - Dissuading.

Use of verbal and body-language skills, as-well-as the direction of intention to neutralize an assailant’s desire to fight.

As I said, these five skill areas, when developed to become virtual weapons, can do more to help you control and avoid a physical attack than any conventional, step-by-step, self-defense technique. In fact, when done at the right time and in the right context, each of these can be so powerful that you never get to use your physical techniques at all.

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Remember Ric Jones, the business owner I just mentioned earlier? Ric has found that the more he learns about handling potential threats, the easier it's becoming to diffuse a dangerous situation before anything happens. His newfound knowledge about controlling subtle Situational Control Factors like body positioning, non-verbal communication elements like facial alignment, as-well-as tonal inflection and level, has diffused tense situations on more than one occasion - situations, he admits, that he would have avoided or taken longer to effect before he began training.

There are still other areas that the enlightened individual needs to understand and protect him or herself from in the 21st century. These include post-incident strategies in the event that you are forced to take physical action. One of these strategies involves having to potentially protect yourself against the same legal system that is supposed to protect you and me. Most people would never think of having to protect themselves against the legal system when you are the one who was attacked. But, not only is it true, many defenders have learned the sad truth that, even if the criminal system doesn't prosecute you as some sort of vigilante, the civil system may allow your attacker or his family to go sue YOU for damages!

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Being aware of secondary dangers like this, adding them to your training regimen, and developing strategies to make sure that you can survive them should be a part of any program that professes to teach self-defense. Every single one of my programs, beginning with the basics outlined in my book, *The Karate-Myth*, and progressing all the way up to the highest level corporate workplace violence and crisis management programs contains these critically important elements.

If you haven't yet read *The Karate-Myth*, I'm currently offering a second book and three additional special reports when you invest in this foundational program. Here's the URL for more information:

www.warrior-concepts-online.com/self-defense-book-karatemyth.html

Add the powerful *Danger Prevention Tactics* DVD to the mix, and you will have covered just about every area of your life. The DPT video contains no physical defense techniques in the conventional sense. It focuses strictly on the awareness through escaping aspects, and not just from physical attackers but from other dangers as well. Remember, my programs define self-defense as the physical protection against a human attacker, but self-protection goes much, much further than that.

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There are many other dangers that exist in the world. Dangers and life-threatening situations that are unique to the traveler, the workplace, at home, and many others that do not involve a human assailant.

We'll talk more about how to stay safe while traveling later. I've included the subject as a special “bonus strategy” at the end of the book. But for now, go to:

www.warrior-concepts-online.com/self-defense-bundle.html

And make sure you have all the elements of my starter system so you can lay a proper foundation for yourself, including adding your first weapon to your skill set.

It's also important to remember that, no technique, whether it's a karate-move or one of these non-combatives, is perfect and may fail. Just as it's important to add non-combatives to your physical self-defense training, it's equally important to make sure that, should your non-combative tactics fail, that you're still able to protect yourself against the punches, kicks, and cuts from a determined assailant.

And this leads us to...

Step 6 -

Develop A Solid Self-Defense Strategy

The 8 Phases of a Perfect Self-Defense Plan

As I've said and contrary to popular belief, there is a big - no, a HUGE - difference between a fight and a self-defense situation. While both may look the same on a physical, combative level, the reasons that each participant is there is very different.

As a general rule, a fight is a contest, between two or more willing participants, all trying to “win” or prove that they are right. A self-defense situation, on the other hand, may involve more than one willing participant but, they are all on the SAME side!

The defender in a self-protection encounter is the unwilling target of an attack launched by another who is trying to take something from you. As a result, you're not trying to win or lose necessarily, as much as you're trying to get out of the situation altogether.

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As a way to get you started, the following is a list of the six general phases of the progression that one goes through in being properly prepared for a self-defense situation. This is a beginning explanation of the phases that are outlined in greater detail in *The Karate-Myth*, and the level 1 **EDR** course. You can spend more time exploring each phase through my **“Foundations of Self-Defense eCourse”** that you get as a subscriber to my self-defense newsletter.

If you're not already subscribed, you can do so by going to:

www.warrior-concepts-online.com/newsletter.html

Each phase, or stage, has the potential of reducing or completely eliminating your chances of ending up as a crime statistic as a victim of assault or some other serious crime.

1. **General Awareness** - Accept that there is danger in the world and choose to do something about NOT being a victim of it. This phase also includes knowing what dangers and attacks are prevalent in your area or the places you visit.
2. **Awareness of Danger Potential** - Tune-in and be aware of your surroundings. Know that the sooner you can be aware of danger that might affect you, the more choices you have for dealing with it. The trick here is not in being paranoid

and looking for anything, but in knowing what signs and cues signal different types of danger. I know people use the phrase all the time, but nothing “*comes out of nowhere.*”

3. **Escaping to Safety** - Know how to choose good escape routes from where you are. Have escape routes pre-planned from your home and everywhere you frequent regularly. And, have multiple routes to and from places like work, the mall, and of course, your home.
4. **Distraction Tactics** - Don't be in a hurry to fight. If at all possible, use humor, trickery, and other non-threatening, non-confrontational strategies to diffuse the situation.
5. **Dissuasion Tactics** - Project a confident attitude. As a last resort to avoiding a physical confrontation, use firm, committed speech and body language to try to influence the assailant against going through with his plan to attack. Let him know, in no uncertain terms, that you will not be an easy target.
6. **Physical Self-Defense** - If all else fails, and you end up at this phase - be prepared to win!
7. **Guard Your Spirit** - One of the most overlooked areas within the realm of combat in general, and self-defense

specifically, is that of dealing with the post-traumatic issues that can arise. You are a good person and have certain conscious, subconscious, and unconscious beliefs and associations that go along with that. The trauma of being attacked, and the feelings that can come up after we have hurt, broken, or even killed another human being can cause major psycho-emotional damage if we don't develop the proper attitudes before the encounter ever takes place.

8. **Protect Your Life** - As I discussed earlier, we can be at-risk from the very legal system that is supposed to protect us. We need to insure the our training is liability conscious and has a built in use-of-force system so that you can convey and prove to the authorities that you did the minimum necessary to stop the aggression. This is very important in keeping your actions within the legal definition of self-defense and not opening yourself up to attacks from the police or the district attorney's office.

All programs offered through Warrior Concepts not only fit the above description, but I can also recreate in a court of law, all ascertions, like the shoot-first rule that contradicts what we've been lead to believe through movie action scenes.

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It's important to note that “physical self-defense” comes near the end of the list. This is never the preferred choice for handling things as there is always the chance, no matter how good you are, of something going wrong.

And, as the above list shows, just because the attack ends, doesn't necessarily mean that your troubles are over. This equally true for men and women and can be seen in rape situations all the way through incidents involving police and corrections officers.

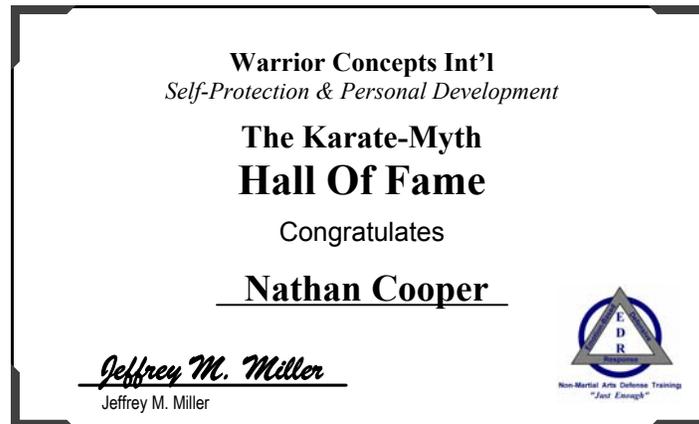
As I said, the more options you have in being able to avoid or escape from a situation before it gets physical, the greater your chances of success with the least amount of wear-and-tear on you. But, more options also allows you the opportunity to demonstrate to the world and to the law, that you are not a person out looking for a fight and that you did indeed try all that you could before you were **forced** to physically cause harm yourself.

But, remember: If you must fight, then do everything in your power to go home safely. Worry about the aftermath, **AFTER** you save your skin!

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Years of training mean absolutely nothing if, during those years, you're not learning, reinforcing, and mastering the critical lessons that will allow you to produce the results you need when you have to. This is the case with my student, Nathan Cooper. Nate spent years, 8 to be exact, training in the Korean martial art of *Tae Kwon Do* before he came to me.

While he was training with me, Nathan was out with some friends when they were attacked by two men - one armed with a knife. After successfully defending himself and his friends and sending the two assailants home without their weapon, he told me that the situation was unlike anything he had ben prepared for during his eight years in the other martial art. However, the scenario played exactly the way I told him that it would.

Using the **Situational Control Strategy** he was taught through the **Warrior Concepts' Foundations of Self-Defense Mastery Program**, he was able to not only protect himself, but to control the movements, perceptions, and options that his attackers perceived during the assault. After protecting himself and his friends, Nate went on to teach this same program to others before joining the Army and taking his skills into other areas where he could be a warrior-protector.

Step 7 -

The Right Attitude In A Real-World Self-Defense Situation

Learn To Fight Smarter, *Not Harder*

If you've ever seen or been a part of a conventional martial arts program, one of the things you may have noticed is the level of activity of the students according to rank. It seems like the white belts do little to get results - they have the simple techniques - while the upper levels do more and more. And, while this is in some ways normal and natural, it's the way each level comes off the floor at the end of class that makes the difference.

In my experience with conventional martial arts training in several disciplines, the picture was always the same. At the end of a typical class, the white belts returned to the locker room practically rumple-free, while the black belts were sweat-soaked and sore. Now, this might be perfectly acceptable if all we were talking about was organized fitness classes. However; in the realm of self-protection and personal defense, there are several problems that should be considered.

To begin with, it’s difficult to imagine that a martial arts master or self-defense expert would be expending more energy than someone who is relatively untrained. After all, in the real world, it’s the “new guy” on the job who is working harder to get the job done. You would never see the professional, or the person with years of experience, working up a sweat. Even if a last-minute project came in with a short deadline, you can imagine the rookie running around trying to “do stuff,” while the seasoned, experienced worker says, *“Stop. Here’s what we’re going to do. You do “steps 1 thru 3” and I’ll do “steps 4 thru 7,” and we’ll still have time for two coffee breaks.”*

The **secret** here is that the professional has been at his field for much longer and therefor developed **better** and more **efficient** ways to handle things. It’s only logical that he or she would be able to do more - much more - without the same wear-and-tear that someone new to the job would. The question is, if this is true in everyday life, **why is it backwards** in the areas of martial arts and self-defense?

The truth is that, in a life-threatening situation, the key to winning involves the concept of **“energy conservation,”** one

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of the key principles in both the **EDR** program and the **Warrior Concepts’ Black Belt Mastery Program**.

This means that...

...the combatant with the greatest amount of energy or resources at the end of the encounter, **is the winner**.

You just don’t have the benefit of taking the long road and complicating things with longer strings of techniques and tricks when your well-being is on the line. The **key** to effective self-defense strategy is in finding more and more ways to cut corners and lessen the time and effort necessary for escaping or controlling your opponent. I’m talking about being more than just effective - I’m talking about using efficient methods that require less effort than your attacker is expending.

This means keeping the defensive situation **under** ten seconds - under two or three if possible - not two minutes as most martial artists are used to in the context of sparring and sport competition.

Why 10 seconds?

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Why not 30 seconds, or 2 minutes?

It has to do with the natural energy stores in your muscles. Remember, the EDR and Warrior Concepts programs aren't limited to just “moves.” All of my programs also add the science of natural human response mechanisms. And that includes the natural use of the glycogen stores in your muscles that provide for short bursts of speed and strength.

If you can learn to time your own body's spikes and resting states opposite those of your assailant's, it doesn't matter if he's bigger, stronger, or faster. Because you'll be producing results when his stores are spent and his body needs to recharge.

An example of this can be seen from a time that I was teaching this principle in class and I was working with a newer student who liked to challenge every lesson and test every theory. In other words, a good student.

Richard is a bit older than me but someone who has always worked in the outdoors and in jobs that naturally required, developed, and increased strength. He was a farmer by trade but also worked on jobs where he cleared trees and loaded

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cows onto train cars. Lots of heavy lifting, manual labor, and his grip demonstrated his strength every time he got a hold on you.

Well, this particular class, Richard and I were demonstrating this principle and I had him on his back on the floor, applying a body choke with his legs wrapped around my midsection. He decided to really apply the pressure and began crushing my floating ribs in against my organs. Breathing became very difficult.

So, I relaxed everything that wasn't necessary for maintaining my breathing and to keep my ribs from being damaged. And...

...I waited.

I waited until I felt Richard's body give me that tell-tale sign that his body's energy cycle switched to the resting state. Then, having full access to my own glycogen stores which had been recharging while I was relaxing, I simply stood up, lifting Richard's body with me. His body was bent in a "pike" position because it was trying to hold on without the extra stores in the muscles. He couldn't do anything more.

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Then, I relaxed and allowed gravity to help me slam him to the floor on his back. I repeated this two more times, until Richard’s legs relaxed and allowed me to slip free.

Again, this is not meant to impress, nor to demonstrate any sort of tough-guy class agenda. It’s meant to impress “UPON” you that you have access to many more tools at your disposal for your defense than mere muscle strength, fists, speed, and the like.

This example demonstrates how I used a little-known fact about muscle operation to easily turn the tables on Richard. It also shows an example of the use of gravity to aid me in my defense, rather than trying to shove or otherwise manhandle a fully-grown human being.

In the realms of personal protection, **efficiency** is the key. When training for self-defense, learn to look for ways to reduce the number of moves as you get better. *“How can you do more with less,”* is the important question. In the long run, learning to **“fight smarter, not harder”** should be more than a training idea. It should be the serious student’s **motto**.

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Don't forget. If you'd like help in personalizing any of the information in this book and taking your training to the next level, I invite you to email me at warriorc@warrior-concepts-online.com or, even better, call my office at **(570) 988-2228** and schedule a free, half-hour session where we can discuss your most pressing needs in the realm of self-protection of personal development. You can tell me what your major concerns are, what you'd like to see offered in the way of programs, or have an assessment done of your current skills, knowledge, and attitudes for overcoming a real-world attack situation.

Step 8 -

Aiming for the BEST Targets in a Self-Defense Situation!

When discussing self-defense for beginners and those new to the realm of self-protection, I'm often asked...

"If I just want to get out of there and need to shut this guy down fast, what are the best areas of his body to hit?"

I love questions like this, because it tells me that the person asking it is thinking "strategically" rather than simply mechanically. If you ask questions, not related as much to "what" it is that you can do but, "how," "where," "when," and "why"...

...it tells me that you're thinking about results, effectiveness, and efficiency...

...all signs of a true martial arts master or self-defense expert.

As I see it, there are seven body targets that are perfect for the beginner, or anyone for that matter, to focus on if you're looking to be able to drop an assailant quickly and effectively. As a quick side-bar, let me also say that there are many ways of attacking each target and selecting the best one in an attack situation will take more than just knowing it's there.

That being said, here are the 'Dirty 7':

- **1. Nose** - Nothing stops an assailant, or anyone else for that matter, like a quick shot to the nose - in ANY direction! Even a light shot instantly brings tears to the eyes and disorientation. And... NO! It's not generally considered a killing shot by 'real' experts!
- **2. Eyes** - Human beings are generally sight-oriented creatures. And, our bodies are hard-wired to protect our eyes from even the slightest danger. Even the mere threat of attacking your opponent's eyes will have him changing his tactics as a minimum, and running for the hills as a best-case scenario!

- **3. Jaw/Tip of Chin** - A well-placed palm-strike to the tip of the chin, or even a thumb-tip driven up under the jaw-line will send an attacker reeling in pain or knock him out cold!
- **4. Throat** - Just as with the eyes, our bodies are wired to protect the most vulnerable areas. The windpipe, arteries, and veins that pack the neck and throat area are all part of life-sustaining systems. And... they are exposed to the world and without their own defenses! A firm grab or sharp blow to any of these systems can shut an attacker down - short-term or permanently!
- **5. Sternum/Solar Plexus** - The bottom tip of the sternum, or breast bone, is called the xyphoid process (pronounced "zie-foid"). It's a small, triangular shaped, bony protrusion that actually has some flex to it. It points at the top of the abdominal cavity which, itself, is sensitive. These defensive "alarm" triggers are there to warn the body of attacks to the heart, lungs, and other organs NOT protected by the ribs in this region. Even a light punch or kick to this area can leave the assailant breathless - or worse.

- **6. Groin** - Do I really need to describe the effects of a grab, punch, or kick here? Didn't think so. However, it would be a good idea to get the notion that this is only effective against men, right out of your head! Women can actually be damaged to a greater degree from a shot here. For men, the region is composed mainly of nerves and spongy tissue. The floating pelvic bone in a woman's body for child-birth, sets up the possibility of much greater damage.

And finally...

- **7. Knees** - That's right... the knees. Everyone seems to think the knees are only weapons and yet, size-for-size, they're one of the weakest joints in the human body. In fact, it only takes about 65lbs of pressure to pop an adult knee joint. And I don't care if we're talking about mine, or Arnold “*The Governator*” Shwartzenagger's!

Well, there you have it. A quick list of the best targets for quickly ending a self-defense attack. Now... all you have to do is learn "how," "when," and "where," to attack these targets to get the greatest “bang-for-your-buck!”

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Masters And Experts Focus On Principles & Concepts - Not Tricks or Step-by-Step Techniques

Look. Any monkey can learn to do the kata, “preset models,” and skills taught in most martial arts schools and self-defense classes. Don’t believe me? Just do a search on the internet for the guy who taught the chimpanzee to do Tae kwon do.

But, the question is, does knowing the skills, kata, and techniques, make you an expert or master?

I don’t think so.

And I’ll use the monkey to prove my point.

While the chimp may execute each of the kicks, blocks, and other skills on que, will he depend on these tactics to save him if he’s attacked?

ABSOLUTELY NOT!

He will fight like a chimp, relying on instinct and gut-level reactions to produce 90% of the results he gets. The other

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10% might allow for one of these cool little moves to slip in but, by and large, he’s not fighting like a human with fancy feet.

No. The expert warrior knows that there is more to learning self-protection than merely learning some step-by-step moves. Even if gets a ton of sparring training or is involved in sport tournaments, this is not the same as a real fight - a real street attack.

As I write this, I’ve just come from teaching a class. After class, I had a conversation with Kathy, one of my newer, adult students. And, she summed this up very well.

Kathy said, “I know that we were just backing up during the drill we were doing but there were a couple of times that I just felt like charging in and taking the fight to my attacker. I wanted to stay within the exercise but I think that, on the street, things are going to be different. I think that I’m going to do this stuff based first on how I feel, not by trying to remember to do it a certain way.”

And she’s absolutely right.

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By-the-way - Kathy's has only been training in my program for three months and she gets this already. Not because I taught her and she's repeating the lesson, but because she's 40 years old and has lived in the real world.

Remember in the beginning when I said that adults drop out of programs because they're not getting what they need and the programs - what's being taught - doesn't match what they've seen? Well, here's Kathy expressing what they all know to be true.

What needs to happen, as a part of the training process, is that we need to learn more than just how to effectively punch, kick, or restrain someone; we need to learn about our own natural defense mechanisms and how they can be used *intentionally* rather than accidentally in a self-defense situation.

This goes beyond mere fight or flight (actually it's "fight," "flight," or "freeze") and into how our own personality-type, belief-systems, and prior-programming will effect how we use what we've learned. And, whether we'll even use it at all!

Step 9 -

Reality-Based Self-Defense:

19 Principles You Absolutely Must Know for Surviving a Real-World Street Attack

Real-world self-defense is a very serious matter. And while you can have a lot of fun during practice sessions, you must remember that you are not training for a sport or tournament match, where the only thing on the line is a shiny trophy or a new martial art belt.

The following set of principles should be considered and taken to heart. They should be burned into your memory and made a part of your practice and study. And, they should be used as a guide to make sure that the program you're studying and the person you've chosen to teach you how to not-die in a real-world situation, is right for the job.

Consider each of these principles very carefully. Because missing even one of them could spell disaster.

1. In a self-defense situation, you WILL get hurt

Just know that you will probably get punched, kicked, thrown down, cut, stabbed, shot, or whatever. Your job is to not have these things happen. Martial arts or self-defense training will not make you invincible.

Your job is to prevent your attacker from doing these things to such an extent that you are finished.

2. You are your own first-line of self-defense

It doesn't matter how long it will take - seconds, minutes or longer - for someone to come to your aid, you must do something in your defense until that happens. And, you must continue doing something, the same thing or something different until either you don't have to anymore...or you can't.

3. The Police can't protect you - they won't even show up until the attack is over. It's the nature of life. As an ex-cop, I know this to be true. Remember, you're being attacked because your assailant doesn't perceive anything that would stop him from doing what he wants.

Any questions, reread number 2 above.

4. You *WILL* be the underdog - attackers don't pick targets they think will win. Just remember, unlike a sport contest, you're attacker will not be allowing any sense of fairness from his side. He will be bigger, faster, stronger, more well-armed, have allies, and a host of their advantages BEFORE he approaches you. Train from the understanding that you'll be the underdog and go from there. It's the best gift you could ever give yourself.

5. It will happen when you LEAST expect it

I like to joke with my students and remind them that their attacker is probably not an idiot. He's probably done this before - a lot. It's not like in class where you know who is punching, what type of punch, how fast, etc. A real-world street attacker is not going to yell at you from across the street, "Hey you! Two minutes and I'm coming!"

6. You must stay in the moment - FOCUS!

You must have some sense of control of your mind. You can't let it wonder between the past (what he just did to you), the future (worrying or waiting for him to do a certain thing), and the present (focusing only on what you're trying to do). That's why I teach clients how to train their minds to focus on that;s important in THIS moment.

7. Contrary to what mom and dad taught you, **you must be WILLING to hurt another human being**

We've been taught to be nice people. The lesson we received as a child was, *“nice people don't hit.”* Unfortunately, that lesson never changed as we grew up and could understand more. The adult lesson should be, *“nice people don't hit other nice people not trying to hurt them!”*

8. If you want to survive, **you must be ABLE to hurt another human being**

This is not the same as #7. Just because you accept the fact that you might need to hit or hurt another person in your own defense, you **MUST** be able to when the time comes. Many students over the years have told me this. My suggestion is to keep training because, regardless of what you think, you don't know how you will act in the face of life-threatening danger.

However, if you really think you can't hit back, then I suggest getting **REALLY** good at evasion and avoiding attacks so he can never even hit **YOU!**

9. The law may NOT be on your side

I've talked about this already. Know this and prepare for it.

Your mentor can help you understand what you must be able to do in the aftermath of an attack.

10. You must be able to control the distance and your assailant's ability to get at you

More important than what cool move you can put on your attacker is the ability to control how and when he can get to you at all. We have a saying here, *“if he can't hit you, he can't hurt you. And, if he can't hurt you, he can't beat you.”*

11. You must be able to control your attacker's perceptions of what is happening

One of the advanced concepts that I teach my students is the principle of alternating truth and falsehood - making the attacker think one thing is happening, when in reality, it's something different altogether.

In short, your attacker must think he's in control long after he's actually lost it.

12. Don't focus too much on your technique - he'll know what you're doing. If you try to hold onto a technique too long, have a favorite one, or try to force a technique to work, all

you’re doing is telling your attacker what you’re up to. That’s exactly the same as helping him beat you!

13. Your job is not to "win" or "lose" - It's to go home intact

Remember that we’re talking about self-defense. If you want to be a tough-guy, fighter, or MMA champion, you’re going to need to find another teacher. I teach people how to survive an “attack,” not win a contest to graify their ego. Drop your perceptions of “winning” and “losing,” and focus on what’s important...living out your life with peace, happiness, and a deep sense of satisfaction.

14. If he can't hit you, he can't hurt you, and...

Remember the motto earlier? Here’s the first half. Focus most of your energy on controlling the things that you can control: distance, when he’s allowed to attack, evasive body movement, etc. This isn’t a fight and you don’t have to go after him. But, since he wants to hurt you, make his job as difficult as humanly possible!

15. If he can't hurt you, he can't beat you

And, here’s the second part. There is a huge difference between being hit, cut, shot, etc., and being hurt - physically

damaged to the point where your ability to go on is limited or stopped.

The fear of getting hit can be the very thing that gets you hit AND hurt. The fear of losing, can be the thing that does you in. Of course, fear can also be a great motivator so don't think I'm telling you to “not be afraid.” I'm doing no such thing. What I am saying is that we must learn to control and direct this energy and that's exactly what is taught in the EDR program. Remember that EDR stands for “Emotion-based Defensive Response.” So, we're not going to pretend that we can operate like cold-hearted, unfeeling, robots.

16. You can't bring a knife to a gunfight and expect to win

You must be prepared to use whatever you can as a tool for your defense. You don't have to like guns to train with and against guns. The same goes for knives or any other weapon, technique, or tactic. The reason an attacker has a weapon is to tip the advantage in their favor. You should see the logic in using the same strategy.

17. The assault's not over until your attacker says it is

I see this in class all the time. The end of the technique is drawing near and the defender starts to drop his or her guard or attention. As the attacker is falling to the ground, the defender

is already starting to turn their back on him. It's not over until he is down, restrained, or gone from your environment. Keep your eye and your attention on your attacker until one of those things happens.

18. Be willing to do whatever it takes

Many people who train have limits established on what they're willing to do. I would suggest that, if this describes you, that you seriously rethink your position or plan on having to work two, three, or more times harder in certain types of situations. That's why we have the “Self-Defense Phases of Progression” and the “8 Phases of An Effective Self-Defense Strategy.” But, first and foremost, you must determine how much you are worth and, before you decide that you won't do certain things to your assailant, ask yourself why he is more valuable than you.

19. It's not cheating - think of it as *“rearranging the odds in your favor!”*

This all goes back to the self-defense over a fight or sport contest principle. Is it fair that an attacker chooses you because he determines that he has the advantage over YOU? Is it fair that you worked hard for your money, possessions or quality of life and this other person is feels that he can just take it away from you? To you understand. Why would you

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“fight-fair” in a fight that’s ALREADY NOT FAIR to begin with?
That would be like shopping for an apartment and when the landlord says the rent is \$550 a month, you say, “I’d rather give you a thousand instead!”

Your ultimate survival in a street attack will depend on three very important things.

- It will depend on what you have done to ***properly prepare beforehand.***
- It will depend on **what you do correctly during the attack.**
And...
- ...it will depend on how well you can **deal with the consequences arising out of your decision** and chosen actions to protect yourself from danger.

Remember: *"You are either what you choose to be or what you have allowed yourself to become."*

"Victim" or "Survivor."

The choice is yours.

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The fact that you're still reading this tells me just how important this is to you. It tells me that you really do want to learn as much as possible about self-protection and maybe even your ability to help others.

I am committed to helping you to do that. If you live in the Central Susquehanna Valley area of Pennsylvania here in the USA, I invite you to call (570) 988-2228, or stop in to see how you can either begin to get this area of your life handled, or take your training to the next level.

That holds true even if you're not as concerned for you, but perhaps you're a parent and want your teen or younger child to learn these valuable lessons. Remember, the investment you make goes way beyond the classes and lessons - the investment is in the quality of life and the depth of experience you will have after you reduce your stress, fears, and anxiety over this issue.

If you're not from the local area, you can still take advantage of our distance training programs. Through a combination of video and audio courses, live seminars, camps, and tele-coaching calls, you'll be surprised at how quickly you'll

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learn the lessons that will give you the power, confidence, and control you need to succeed.

BONUS STRATEGY #1:

Self-Defense and Safety Tips for Travelers

Ever since the horrible events of September 11th, 2001, many people who were once oblivious to the possible dangers they could be exposed to while traveling, forever altered their way of looking at the world. While many changed their preferred method of transportation from, say, planes to trains, it's easy to see that most have a newfound perspective on the need for “a little extra” when they travel.

The truth is though, there have been dangers present for those who travel, whether for business, vacation, or just going to see family, for as long as there have been humans on the planet. And, while in most areas of the world, you probably don't have to worry about bandits along the road or having your cruise ship taken over by pirates, there are still plenty of bad guys out there with an agenda and you as a potential target.

The following is a list of safety and self-defense tips that I teach my clients who travel. The tips themselves are general and not specific to mode or method of transportation. Of course, your

life is your own but, it's important to remember that, when developing a self-defense strategy, you should begin by examining your own habits and patterns. Remember that the attacker will show up where you feel comfortable and safe. Where ever you go, that environment is where the assailant or other danger will come from.

Survival Tips for the Smart Traveler

1. Stay Informed. A little research and information-gathering can go a long way toward allowing you to avoid common dangers and threats. While you can't know everything, being “clue-less” until something happens is a surefire recipe for disaster.

2. Have a Survival Kit. This is a handy little pack that includes things that will make it easier to stay safe and alive should something happen. Of course, your kit will be designed around your trip and the possible dangers you might face.

3. Learn Some Safety Skills. These might include some wilderness survival training for people who fly or travel through or over areas where the distance between civilized areas is great, self-defense tactics for defending against someone

armed with, say... A box-cutter, to being able to swim and stay afloat in water deeper than your pool.

4. Carry a “Dummy Wallet.” During a mugging, the assailant is usually just after a quick buck because he doesn't have time. Carrying a wallet with ten or twenty dollars in small bills and even some old, expired credit cards, is a type of “insurance” that will allow your attacker to think he's gotten something while allowing you to go unharmed or give up your hard-earned valuables. A small price to pay for the time, aggravation, and pain that an attack can cause.

5. Arm Yourself. I know that in this day and age, especially in the US, this is frowned upon because of so-called “national security.” But, I'm not talking about carrying guns and knives. Anything can be a potential weapon, IF you know how to use it. My suggestion is to carry a good, strong ball-point pen. They're legal, non-threatening, and...

...very effective.

Learning to use one effectively is as simple as picking up a good book that teaches the use of the Kubotan or self-defense

keychain. You can get more information about this weapon at <http://www.warrior-concepts-online.com/self-defense-keychain.html>

6. Ignore “Official” Safety Guidelines. This should have made your senses perk up! Of course, many safety guidelines are correct and workable but, and this is a big “but,” you won't know which ones until you either do the research I talked about above or consulted with an expert who really knows how to survive. Remember, most guidelines were NOT designed by the survivors who made it through attacks or other dangers successfully, but rather executive types who have the job of coming up with plans that sound like they “should work,” or ones who have the job of making you “feel” safe as opposed to actually “being” safe.

7. Be Prepared. The Boy and Girl Scout motto is just as viable today as it was when you were going on a camping trip with your childhood leaders. The more that you can know and do in a crisis situation, or preferably in avoiding one altogether, the better off you will be. Consider your training and preparation to be insurance. Actually, it's better than conventional insurance because... You won't have to wait to be beaten, robbed, or killed, before this type of insurance pays off!

BONUS STRATEGY #2:

Common Myths About Home Security

When considering the topic of home security, even the most intelligent and apparently well-informed person can be operating on commonly perceived myths that leave them vulnerable to a real threat. Like self-defense in general, I find that the average person has been lead to believe things that are just not true.

The first thing that’s necessary if we’re to be able to effectively protect ourselves and develop an effective home security plan, is to know the facts. We must know what we’re up against.

The following is a list of a few of the predominant myths that persist about home security. If you’re serious about making your home a safe haven, make sure you haven’t fallen for one or more of these false assumptions. Because believing even one could spell disaster.

1. Most burglars do their work at night.

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Wrong... At least in the United States anyway.

Why? The answer's quite simple - you're home!

We'll talk about this in another point, but suffice it to say that, most burglars who are operating at night, are not trying to break into your home. Nope. Why should they when there are so many unoccupied stores available?

This doesn't mean that night break-ins don't occur. They do. The point here is that burglars tend to be on the lookout for homes that are empty. That means they prefer daytime, when everyone's at work or school. If a break-in does occur at night, it's because the occupant work the night shift or are out of the house for a sporting event, special event, or some other reason the burglar would know about.

Does this mean you never have to worry about this? Of course not. There are always the nuts, the drug addicts operating on need, or the psychopath looking for his next victim.

2. The Black-clad, masked “cat” burglar.

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Many people still carry around the childhood image of ninja-like character, dressed in black and wearing a mask as the stereotypical burglar. In fact, nothing could be further from the truth. The average burglar is usually small-time and not rolling in money to begin with. That means that he or she will be short on the theatrical clothing to complete their “burglar’s wardrobe.”

Remember... the average burglar is operating during daylight hours. Can you imagine anyone trying to go unobserved in your neighborhood in the middle of the day dressed like that? No. Your home security plan must be able to identify the burglar dressed in everyday clothing. Because...

...that’s exactly what he or she will be wearing.

3. If you have a gun, the burglar will use it against you.

Chock one up for the gun-control advocates. It’s too bad the belief is wrong.

As a former federal police officer, I got to see what was really going on, as opposed to what the average citizen is led to believe through the media and the so-called “statistics.”

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Remember in the previous section where I said that burglars in the US operated in the daytime so as to not have to run into you? Remember?

Well, in countries like Canada and the United Kingdom, this same thing doesn't hold true. Know why?

First, it's important to make a distinction within the realm of burglary. You see, if you're home when the break-in occurs, it's often called a “hot burglary” as opposed to one that occurs when the house is empty. Now pay attention, because this is vitally important information for designing your home security system, plans, and procedures.

In the US, only about 17% of all break-ins are “hot burglaries.” Contrast this to Canada, where the rate for this type of crime is over 70%. That means that in well over half the cases occurring in Canada, the occupants are home and are directly confronted by the bad guy. And in most of these cases, the thief uses force, or the threat of force to take what he wants.

Why the difference? Just ask an American burglar. When asked why they don't enter a house when the occupants are

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home, the burglar in the US will tell you, “That’s how you get shot!”

While in Canada and the UK, where there are very tight restrictions on firearms, criminals know that they will run into little or no resistance. And even if they do, they’re the ones with the guns!

Knowledge is Power!

When it comes to home security, it’s important to know what you’re really dealing with. Having this information ahead of time can make all the difference between effective prevention and betting your life on what you thought was true.

Which would you rather have?

BONUS STRATEGY #3:

Weapons Training:

7 Really Good Reasons You Need to Learn to Use the *Kubotan* Self-Defense Keychain

Ironically, in a world filled with terrorism, assault, rape, and murder, I have to write an article giving people reasons why they should be learning self-defense or the *Kubotan* personal-protection weapon. But then, if I didn't, who would?

Just in case you've ever asked questions like...

"Which self-defense weapon is best for the beginner or untrained person?"

"Why should I learn to use the Kubotan self-defense keychain?"

Or...

"What's so special about the Kubotan?"

Here are some answers off the top of my head:

- ✓ **1. It's one of the easiest weapons to learn and use.**
- ✓ **2. Short of picking up a rock or a stick, it's one of the cheapest weapons to buy or make.**
- ✓ **3. It instantly gives a smaller defender a serious advantage over a larger, stronger assailant.**
- ✓ **4. It's easily concealable, allowing it to seemingly come out of "nowhere" to surprise and confuse the attacker.**
- ✓ **5. It's legal to carry in most areas.**
- ✓ **6. If it's not legal where you live, it's easily substituted by a wide array of every day items that are the same shape and/or size.**
- ✓ **7. It would be stupid not to.**

In a self-defense situation, assailants typically brandish a weapon, not to use it, but to gain an advantage by merely

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showing it. Having even a simple weapon, like the Kubotan, evens the odds and can even tip them in your favor.

So, the next time you're wondering whether or not you should consider adding the simple-looking, yet amazingly powerful Kubotan self-defense keychain to your self-defense arsenal...

...the answer is a resounding, "Yes!"

SIDE-NOTE: Of course, if you're really looking to be able to neutralize any attacker's advantage, regardless of his weapon, I recommend learning how to effectively use a handgun in a self-defense situation.

Regardless of whether you like them, approve or disapprove of them, or any of the sort - as long as firearms are a part of our world and your attacker has access to them - you need to be able to deal with them.

Go right now to:

http://www.warrior-concepts-online.com/handgun_dvd.html for information about “The 4 Pillars of Handgun Mastery” and my approach to teaching you what you need to know for surviving a situation involving firearms. Remember, you don't have to be

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the one with the firearm. There are three possible situations, and you should be able to handle any of them.

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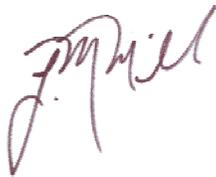
Final Note

This book is a total waste of your time if you simply glance through it and fail to use it as a resource guide for your self-protection and personal development study.

If I or my staff can be of further assistance, please don't hesitate to call our International Office in the United States at (570) 988-2228. You will discover, just like the thousands of clients and students we have worked with around the world that we are here to help you to succeed in the real world.

I congratulate you on taking action into getting this area of your life handled and to exploring self-protection training for real people in a real world. I salute you for taking the steps necessary for creating the life you've always dreamed of living, and for learning the lessons for protecting that life from anything that might threaten it.

To Your Achievement of Mastery!



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If you're ready to take the next step and lay a solid foundation for effective, real-world self-defense, you must have reliable skills, knowledge, and attitudes. The problem is... No one has taught you how to think about and move forward in this important area of your life.

Develop the skills to protect yourself and others important to you.
Remember: The only thing stopping you is you.

<http://www.warrior-concepts-online.com/self-defense-bundle.html>

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"Mr. Miller's approach to self protection and occupational/work-place safety is both thorough and effective. Drawing on over two decades of martial arts, military, police and protection experience, he is able to distill the most useful aspects of self protection from a larger body of knowledge and package and present them in a way that makes them accessible to, and effective for, average people without the need for years of training. Mr. Miller teaches effective tactics for dealing with all stages of a developing situation, but his brains-over-brawn approach emphasizes the use of awareness and strategy to help avoid the need for physical confrontation. His methods are highly effective. Several of my students and I attend his training events at every possible opportunity."

John Healy

Personal Development Coach

Mississauga, Ontario, Canada

"A self protection situation is so much more than actual combat. In fact, Jeff Miller has taught me that self protection does not necessarily even involve a confrontational situation. It is about learning who I am...how I relate to myself, and how I present myself to others. It is about being the best that I can be at any moment in time, in any situation, with anyone or alone, at work or in leisure. It is about recognizing and overcoming my own internal obstacles and external distractions. It's about knowing my ideals and living up to them in all areas of life to benefit myself, my business, and all others. Through all of this, I may actually avoid conflict. This is where self defense starts, long before the threatening situation occurs.

A very important part of my growth process has been knowing that my instructor teaches from more than a book, but from experience. Jeff Miller lives what he teaches. I know it's real. It works for him, and it works for me. I've been training under his supervision since 1991.

I am not naturally coordinated or physically strong. I would have been an easy target for an attacker-physically, mentally, or emotionally. Mr. Miller has been one of the few people that could talk to me in very simple terms so that I get the message without feeling belittled. Rather, I feel empowered because I take the steps necessary to become the person I want to be, and I know I have his support-for life. Through Mr. Miller, I have learned to rely on my strengths while improving other areas. I don't have to be something I'm not in order to be

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successful. I am confident that I can defend myself appropriately in any given situation.

Working in the long term care environment, I deal frequently with confused seniors. Some staff in this setting may feel the need to either take combative behavior or retaliate, hurting the disoriented senior. I have learned ways to prevent that person from hurting anyone, while not causing any harm myself.

My training means so much to me that I also became a teacher. Currently I focus on taking this great way of life to senior citizens. If even one person is able to overcome a difficult situation as the result of sharing this wonderful way of life, I know my mission has been accomplished."

Kimberly S. Noel

President & CEO

Spectrum Senior Consultants, Inc.

“Due to my physical disability (I have spinabifida which means that I am severely limited in the use of my legs and live with two crutches for the greater part of every day) my mother always worried about me going out, especially at night, and getting attacked and hurt.

I had some training before through a class offered through the local YMCA. They taught me skills that, according to them, were supposed to work given my condition. But, I didn't think they would work as well as the instructors said.

After I started training with Mr. Miller, I quickly realized that he knew much more about, not only the way an attack works, but he also knew what "I" needed to survive one. He took my condition, and the fact that I have to move two legs AND two crutches, combined with balance and other issues, into account and designed a unique, personalized program just for me. He taught me about the problems that everyone has to face “inside” a real attack and taught me more than just self-defense techniques; he taught me strategy and how to think about a situation and how to control my attacker in ways that would work for "me."

Now, I feel more confident. But, more than that, because he taught me things about how to move correctly and to leverage my own strengths and the way my body is naturally designed to work, I've also developed a better sense of balance

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and the ability to move more quickly. I feel like I can go out there and protect myself. And, if I can do this - if someone with a spine disorder, living on crutches, can do this - anyone can! Mr. Miller, you have a student for life!”

Duane Noll

Adult Student

“I was initially notified of “a threat” via a telephone call from one of the members of an organization that I belong to. An individual that had once been a member was angry, and had verbalized some very specific threats “involving” a firearm against several current members of our organization. Although the police had been notified, there was little that could be done, unless he actually did something.

Unfortunately, by then, it would be too late. I was informed that should this individual enter the building during one of our meetings, he was to be stopped.

But how? I myself had never received any self-defense training which entailed disarming an attacker with a firearm. As I had previously seen the sign for Warrior Concepts International while driving through Sunbury, I opted to log onto their web site and began to check the “credentials” of Sensei Jeffrey Miller.

I was please to note his police background, but even more importantly, given his experience, I sensed he had the opportunity while working on the streets to “test and prove” that which he was currently teaching. After all, I did not have time to train and attempt to obtain a black belt. I needed some fast, effective self-defense techniques which would ensure that the balance of power would be shifted in my favor, if I was confronted by an armed attacker.

Mr. Miller recognized the urgency of the situation when I explained the scenario that our organization was facing. He promptly scheduled a one-on-one training session for the very next day. At which point in time, he noted the layout of our building, the location of specific individuals, etc. Strategic principles were also discussed (i.e. The position of a potential shooter, distance, etc.), while tactical step-by-step principles were outlined for dealing with various scenarios which could result, should the shooter enter a crowded building.

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Lastly, hands-on training was provided regarding how to disarm an attacker who presented with a hand gun. The techniques were both easy to learn, and practical for real life scenarios.

Fortunately, our organization’s worst nightmare never materialized. If it had, I am confident that the training I received from Sensei Miller would have helped enable me to respond appropriately, and “neutralize” the given threat using the most appropriate course of action. Thank you Sensei Miller!”

Richard H.*

Physical Therapy Professional

*(Name & additional details withheld due to Non-Disclosure Agreement)

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**OTHER BOOKS, VIDEOS, AND RESOURCES
BY
JEFFREY M. MILLER**

Available Only from Warrior Concepts International

[The Karate-Myth: Why Most Martial Arts And Self-Defense Programs Are Wrong And How To Be Safe in Today's Often Violent World](#) (ebook + extras)

[KUBOTAN: Self-Defense Keychain](#) (ebook)

[10 Really Stupid Things Parents Do To Place Their Child In Danger Without Even Knowing It!](#) (ebook) - Child-Safety for the truly concerned parent

[DANGER PREVENTION TACTICS: Protecting Yourself Like a Pro!](#) (DVD + extras)

[Becoming a Warrior: Selected Thoughts, Suggestions, And Strategies For Going Beyond Conventional Martial Arts and Reaching True Mastery](#) (ebook)

[For Women Only!: Practical, No-Nonsense, Real-World Advice On Self-Defense And Keeping Yourself Safe in Today's Often Unsafe World](#) (ebook)

Free Online [NEWSLETTER](#)

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(570) 988-2228, or...

email Jeffrey Miller at warriorc@warrior-concepts-online.com