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Forward …

They say kids don’t listen; but they do. I know it to be certain because I was one of those kids who listened. My grandfather used to love to tell me stories about the “way things really were (and are).” Whether he was telling me a story of surviving a street thug or surviving war, I hung onto every word. He wasn’t much for glossing over the bad stuff. He always told it like it was. I am sure there are people who shy away from having such honest talks with their kids, but I treasured those moments of pure honesty; and the wisdom they offered.

The world can be a dark and dangerous place. It was from my grandfather that I learned to accept the fact that danger is out there and that it was necessary to learn how to protect myself. Once I empowered myself with the knowledge and skill necessary to stay safe, I knew there was one important thing I needed to do – share my knowledge. That is why I have dedicated my life to training ordinary folks just like you and me to protect themselves from whatever violent act they may encounter.

The average person does not want to face the realities of modern day violence. Yet, it lurks around every corner. From sudden attacks; to shootings; road rage and more, not a day goes by when someone you know doesn’t face some sort of violence. I believe that our best defense is a good offense. Prepare yourself for every situation and if you find yourself facing violence, you will know how to handle yourself and ensure a safe outcome.

My sincerest hope is that you will never face the kind of violence I train people to handle. But, the facts are clear: most of us will encounter violence a few times during our lives. Therefore, we all need to know how to navigate this ugly world and survive.

This book has been designed to teach you the unique skills you will need to understand violence and protect yourself when facing such an encounter. You have been at risk too long – it is time to take back your power and prepare yourself (and your family) for whatever you may face today … tomorrow … or in the future.

Bruce Perry
Founder, Patriot Self Defense Program
Introduction

So What Are You Afraid Of?

Children shot down as they sit in the classroom… Women grabbed; tortured for years in a madman’s basement… Young girls abducted and sold overseas as sex slaves …These aren’t just stories that send chills down our spines. They are actual events – and they terrify even the strongest of us.

Would you know how to react if a gunman started shooting at the mall? Or if you suddenly found yourself locked away in the trunk of a car? Scenarios like this happen every day. Some are more terrifying than others, but unfortunately, violence has become a way of life all over the world.

The problem is that most self defense courses teach you how to protect yourself from ordinary crime; not violence. Sure it’s useful to learn how to handle yourself in these kinds of situations, but isn’t it more important to prepare yourself for more severe ones? That begins with taking stock of what you are most afraid of. Once you know where your real fears lie, you will be able to prepare yourself to best handle that kind of situation should it occur.

Training for violence requires more than simply knowing how to steer clear of trouble, or even how to get yourself out of a submissive hold. Few killers use choke holds to subdue their victims. They use violence. By learning what violence really is and training to understand it better, you will be better prepared to save yourself in a deadly attack.

This kind of violence is not something most of us want to think about; let alone prepare for. But, it is a necessary part to staying safe and surviving a truly violent attack. While most of us are satisfied to learn how to simply avoid violent situations, I urge you not to allow this temptation from keeping you from learning what to do should you be faced with the kind of violence being highlighted nightly on the news.

The course outlined in this book will not only help to demystify violence, but will help you understand what it is; and what it isn’t. Once you have a clear vision of violence in today’s world, it will make it easier to understand the concepts behind our unique training process, and help you accomplish your most important goal: staying alive in the midst of the worst violence that may come your way.
Chapter One:
Not Understanding Violence Could Kill You!

Violence isn’t just for the craziest among us. It is part of all of our lives. Yes, yours too! If you have ever eaten a hamburger or put on a pair of leather shoes then you have been part (maybe a small part) of the violence in our world. This can be a hard concept for many of us to fathom. After all, we spend our lives trying to steer clear of violence. While this is a worthy goal, it is important to understand our link to violence in order to better comprehend why violence seems to creep into society no matter how hard we try to stave it off.

Violence is Part of Human History
We have lost our connection to violence. Think about it. In centuries past, humans survived because of violent acts. People slain their own food and fought off rivals to gain their independence and keep their families safe. War was common amongst commoner and royal alike. Until just recently, violence was a daily occurrence in life. Not anymore.

Now don’t get me wrong – this isn’t a bad thing. We all want to live a safer calmer life than our ancestors, and for the most part we have accomplished that goal. Few of us must head out to the barn or forest to kill for food these days and in most parts of the world rarely do we have to physically fight our neighbor to be allowed to remain in our homes.

Life is better without violence – or is it? There are some drawbacks to keeping violence in our society at bay. For one, the less we face violence, the less we understand it and the more susceptible we become to those who use it. More commonly though, the less we rely on violence to survive, the more acts we deem as “acceptable” violence and allow it to creep into our lives to satisfy some inner need for violence that helped our ancestors stay alive.

Using Violence as Entertainment
Have you ever studied the gladiators of Rome? If you have you were likely disgusted by the pure evil of this sport and the enjoyment the spectators expressed at this fight to the death game of challenge and skill. Now, fast forward a few thousand years and you can see a tamed version of violence every Sunday afternoon on virtually every television set in America. Think I’m wrong? Watch as the 300-plus linebacker sacks a quarterback half his size all in the name of a sport. Yes, it is true that no one dies during a football game, like the gladiator competition of ancient times, but isn’t the need for such violence in our everyday lives proof that human nature steers us toward violence, even when we do our best to free ourselves from it?

While we may abhor violence, the fact is that we love it – as long as it is contained. When we find violence that can be cheered, we call it sport. Modern day people like us love to cheer on the underdog: in our sporting events; our movie and yes, even our lives. When we see the underdog prevail in a movie, we can forget the violence that preceded
the victory simply by coining it “fantasy violence.” This helps us satisfy an innate need to understand violence by disconnecting ourselves from it and giving us something to celebrate.

Violence Isn’t What You Think
The kind of acceptable violence in our media has given us all a false understanding of real violence. Who doesn’t want to become the next good guy who prevails or super hero who saves the day? These are all imaginary people who take on imaginary violators. These fantasies give us a warped look at what we think violence is – and what we are comfortable with it being. This can be dangerous. How so?

Let’s take the example of the martial artisan. Earn a black belt and you are most assuredly guaranteed the skills necessary to survive any attack – or so it seems. The truth is that anyone who studies for a black belt (and achieves this high ranking self defense status), has not really been trained to overcome violence. Instead, they are trained to handle certain situations in a certain manner. So, what happens when the killer doesn’t act in the way that is anticipated and has been studied?

Until we start looking at violence as it really is instead of through the palpable lens of social dominance and a contest or game, we will never be able to successfully thwart a truly violent attack.

What Is Violence?
I have noticed a disturbing trend in recent decades: violence as entertainment. The more we accept violent behavior as entertainment in our movies, TV shows and sporting events, the less apt we are to see it for what it is really is. Violence is not sparring. It is not social interaction. It is not even social dominance. Violence is destruction – it is killing. And that destruction and killing is never pretty. Most of the time it is downright disturbing.

Watch the next newsreel of a violent attack. Pay close attention this time. You will not notice the kind of back and forth squaring off that you see during a violent scene in a movie. The good guy doesn’t overcome the bad guy. There isn’t a turn to the encounter that allows the victim to become the victor. In most cases, the kind of violence we witness on the news is real – and it is gruesome. But you have to pay attention to see it. The media so often glosses over the one sided gruesomeness of the act in order to make it palpable that it takes a keen eye to see it for what it is: destruction and killing.

Someone who is out to murder you is not going to give you the chance to win. He isn’t out to gain social acceptance or even to show his dominance over you. He wants one thing and one thing only: to kill you. When you face this kind of down and dirty violence, you don’t need social violence solutions: you need a violent one.
Chapter Two:
What Should You Be Training For?

Ask a body builder, martial arts expert or even a football player if they could handle themselves in an attack, most would say, “of course.” They believe their training, their size and their physical prowess can save them in the wake of a violent encounter. In most cases they would be wrong – dead wrong.

The fact is, each of these sportsman have been trained for a specific thing. The same is true for you: you are training for whatever it is you are training for and nothing else. Sure, your training may give you more strength, flexibility and even overall aptitude, but it isn’t the same as training to overcome violence.

So What Are You Training For?
Are you training for something right now? What is it? If you spend your time at the gym then you are likely training to get in shape. But if you are training for speed and strength then you are training for something that requires speed and strength. Sure, these are all skills that can come in handy if you face a killer, but they won’t necessarily keep you alive. When facing danger you are going to stick with the skills you know, so why not make sure that you know the skills you will need to overcome a life and death encounter?

You won’t get good at anything unless you train for it, and that includes survival. No amount of physical training is going to prepare you for criminal violence. It won’t matter how strong you are; how fast you are; or how smart you are; if you never learn how to integrate those skills into a violence action plan.

I don’t pretend to be an expert in martial arts or a MMP competitor. But I am an expert in maiming, crippling and killing. I train to effectively defend my life against anyone who wants to kill me. It is this same kind of training that you will need to stay alive despite an attack. Stop lifting weights and practicing intricate self defense moves. Instead, let me teach you how to access your target and gouge their eyes; crush their throats; break their knees; and get them down on the ground (and keep them there).

Protecting yourself isn’t always pretty; but it will save your life in the worst circumstances.

So what are you training for? If you are not training to protect yourself from your biggest fears; or handle the person and circumstance you dread the most, then you are not training for survival. Stop using feel good methodologies. That will only give you a false sense of security. Take your survival training to the next level.

What Your Believe About Violence May Kill You
Still not convinced? Here I have compiled some of the most common misconceptions about violence that gets people killed every day. Look them over to see how many you believe. Then tell me you don’t need to take your self defense training to a new level:

Myth # 1: I Can Overtake My Attacker with Strength, Size and Speed
The reality is that some of the most dangerous and violent predators out there aren’t huge (or even strong) muscle men. They are often small, nerdy-looking and otherwise unobtrusive “normal” looking people. It doesn’t matter how much you can bench press. The only thing that can keep you safe during a knife attack is getting your attacker down first!

Myth # 2: I Can Train to Avert Violence.
Let’s be real here: how is that serial killer going to know that you have “trained” against violence? No amount of training is going to make you immune to it. It may make you more aware of your surroundings and circumstances and help you steer clear of dangerous situations, but it is not going to protect you from violence.

If there is one thing I hear all of the time it is something like this: “I learned how to avoid being taken down during an attack in self defense class, so when I found myself on the ground staring up at my attacker I had no idea what to do next. I wasn’t supposed to be on the ground. That mistake almost cost me my life.”

I will never give you the false security that you can keep yourself in charge of the situation. Instead, I believe in teaching my clients to expect to be hit, punched, knocked down, and maybe even shot. Sounds daunting doesn’t it? Yes, it may be, but I will also teach you how to stay calm; keep your wits about you; and injure your attacker so that you can get away.

Correct violence training shouldn’t be meant to keep you safe – it should be used to keep you alive. No one can guarantee that undergoing their self defense class will keep attackers away –that’s impossible. I take a different approach: giving you the fighting chance you will need to survive. I will teach you how to react in the face of danger and get your body doing more harm to your attacker than he can do to you.

Myth # 3: Knowing the Right Techniques Can Save You
Wrong! Other self defense gurus would like you to believe that there is a proper technique to handle every situation. How is that possible when no one really knows all of the crazy things a murderer will try in order to take you down?

Every attack is unique, and every killer has a different approach to making his kill. There is no way to learn every self defense technique out there to ward off every one of these unique and different attacks.
Violence simply does not follow a set pattern. You need to be prepared for handling the chaos of the moment—and its unpredictability. Learn how to act (and react) using the principles that you are experiencing. In other words, use training that is not about what he is doing to you, but what you can do to him.

**Myth #4: All Violence Follows a Pattern: Train for Predictable Events**

We all know what a vicious attack looks like right? After all, we have seen hundreds of them on TV and in the movies. The bad guy approaches looking dangerous, showing his weapon long before he reaches you. This gives you a warning; time to figure out what to do.

The truth is, when someone is out to kill you, he doesn’t follow a predictable pattern. In most cases, victims report the entire occurrence happening fast and coming out of left field. It is rare to expect the attack. You never see the gun or the knife blade before you hear the boom or feel the slice. That is how real violence works.

If you prepare for an unrealistic profile you will be knocked completely off guard, unable to think or react to save your life. My training takes the time to teach you how to prepare for the worst and live through it.

**Myth #5: You Can Talk Your Way Out of a Dangerous Situation**

It is nice (and comfortable) to think that you can change a killer’s mind and convince him to stop before it’s too late. Maybe you have heard stories of people who were able to do just that. But face it; those stories are rare – very rare. More often than not you hear stories about killers who succeed in taking down their victims.

I have only found three reliable ways to stop an attack:
1. Cripple the attacker
2. Knock the attacker unconscious
3. Kill the attacker

This may sound harsh, but when the threat is murder, it is the only way to ensure your survival. The fact is that madmen never quit. They aren’t out to win a fight. They are out for blood and a corpse. Nothing else will do.

**Myth #6: There Are Rules to the Killing Game**

Absolutely not! Nothing is off limits to a killer! We all want to believe that deep down everyone follows some sort of rules of engagement; of social acceptance; of human decency. Until you get it in your head that real killers do not follow any rules, you are at a dangerous disadvantage.
The laws of physics and how they affect physiology is the only rules you can count on when it comes to violence. Violence is simply one person hurting another person – no matter what.

**Myth # 7: My Instincts will Prevail**
The instinct for survival is strong, but it isn’t always enough to keep you alive. Just because your life is in danger does not mean you will suddenly know what to do – unless you have been properly trained.

Your instinct to stay alive can help you overcome your fear of hurting – or even killing – another human being, but if you never practice how to bring down your attacker the odds are you won’t have the knowledge and skill you need to do it.

Practice indeed does make perfect; especially when it comes to survival. Practicing how to gouge an eye, break a leg, or break a neck will make your reaction more instinctual. You won’t have to think through the process; both your mind and your body will automatically know what to do.

It can be unnerving to think about training to maim or even kill another person. My job is not to turn you into a killer, but rather to turn you into a survivor.
Chapter Three

Is Violence Really the Only Answer?

There are lines in society that should not be crossed. Those of us who try to live right understand this line and don’t cross it. What I am about to teach you is when – and how – to cross that line.

Though it is rare, sometimes violence is the only answer. When faced with imminent danger (and death), you may be forced to do the unthinkable: hurt or even kill another human being. On the surface, you can not imagine ever doing that. Good for you! That means that you have a morale compass. But, just suppose that a madman goes on a killing spree during your visit to the mall or someone takes you and your child hostage? Would you be willing to jump over that morale line and go for the kill? I hope so!

The Mechanics of Violence

Violence may not be something you are comfortable with. That’s okay. What makes it work for the criminal is easy to learn, easy to do and is always present. You just need someone to help you learn the mechanics of violence so you will be prepared to handle the unthinkable should it ever occur.

Rule # 1: Injury

It doesn’t matter whether you are facing a gun, knife or brute force, the answer is always the same: injure your attacker now!

If there is one rule in the world of violence it is always to be the one doing the injuring. When faced with a violent altercation, your one and only job is to be the person inflicting pain. If you allow your attacker to get you down, you will be helpless falling victim to further injury or even death. That is why I believe your best defense is to target the anatomical features that will render your attacker helpless before he can do the same to you. These include the eyes, knees, throat or anything that would stop an attacker from continuing.

Of course doing damage isn’t always easy. The human body is resilient and a single strike won’t be enough. That is why you have to go after your attacker with the same focus and determination that he is going after you.

Rule # 2: Strike with Your Entire Mass

There is no grace or mercy when it comes to staying alive during a violent attack. Don’t just scratch your attackers eyes, shove all five fingers straight into them until you feel as if your fingers are going to poke right through into his brain (by the way, they won’t). Put all of your weight and energy behind it.

Rule # 3: Don’t Stop Until He’s Done

If there is one mistake victims make it is stopping when the attacker first goes down. The problem is that they rarely stay down. Just because the attacker falls from your initial
counter-attack doesn’t mean you can stop. It is critical to maintain a constant state of attack. Once you have gouged his eyes and he lies on the ground writhing in pain, stomp on his neck; kick him in the head; or break his legs to keep him down. Remember, you aren’t finished until you are sure he is not getting back up. Otherwise he will come back at you, angrier and more focused than before.

Is It Okay To Kick the Baby?
Before you think I am one of those crazies, I don’t mean this literally. There is no baby kicking here. But I do use this phrase as a way to illustrate our uncomfortableness with acting violently towards an attacker. For many people, really hurting anyone (even someone who is threatening you), seems wrong; much like it is wrong to kick a baby. That is why so many people strike once and then try to run away, instead of finishing off their attacker while they have them down.

To be successful at surviving a violent altercation, you have to go against your natural instincts. For just that moment, you have to become the same kind of heartless individual as your attacker – and that scares many people.

Remember this: violence by its own nature is inhumane and inhuman. That is what makes the sociopath so deadly. He is willing to do what the rest of us are not. That is ugly and awful; but it is the reality. There is no honorable way to ward off an attack. You have to be willing to become just as violent and ruthless in order to survive. That means injuring him – or possibly killing him. Until you can leave him in no position to function you remain in danger.

Does that mean that you should resolve every conflict with pure violence? Absolutely not! The typical bar fight or neighborhood brawl requires a more social way of dealing. But, when faced with real brutality you will need to act in kind. That requires coming to grips with the reality of violence and understanding the need to prepare for the worst.

Why You Need to Train for Violence

I don’t know about you, but when it comes to a matter of life and death, I’d rather be skilled rather than lucky. There is only one reason to train for violence: to be prepared. You don’t train for violence so that you can feel more powerful over others or to make a social stand. You train for violence to teach yourself what to do should your life ever be in danger.

Given the insanity of violence it makes sense to be able to kill a killer. Of course that won’t make it any easier to practice and prepare. No sane person ever wants to put into practice the skills I teach. Yet, it is vital in today’s crazy world that everyone has the skills necessary to get through an attack unscathed. It is these skills that will help to turn the tide when someone sets out to harm you; making the switch from prey to predator. It is my sincerest hope that you will never have to use the skills outlined in my program. But in the rare instance that you do, nothing else is going to get you through.
The Difference of The Patriot Self Defense Program Makes

We have one goal: to train people to survive the most violent encounter. This is serious business and we know it. Teach you the wrong thing and you could die. That’s why we take your personal safety to heart and work hard to base our business foundation on your survival.

I am sure that you have looked into several other self defense programs and are now wondering what sets us apart – why are we at PSD different? Here are just a few things we can think of:

- Your success is our only motivation: we aren’t trying to prove anything by winning competitions or becoming famous. All we at PSD care about are giving our clients the information to build the skills they need to understand and overcome violence.
- We listen: while yes, we know our business well, that doesn’t mean we don’t listen to client feedback and improve our methods where we can. We want you to get the most that you can from our training program, so we are more than willing to make changes if it will help you better learn what you need to survive the unthinkable.

We Are a Team

Yes, I have worked long and hard to develop a violence program that is successful. Still, I understand the importance of looking beyond myself for help, advice and guidance when it comes to keeping the PSD program strong, fresh and useful. There are no single-minded gurus here; at PSD we work as a team. That means we listen to others opinions and keep track of new trends in violence so we can tweak our program to best meet the client’s needs. If it were just up to me then PSD would fail.

Yes, I am the speaker and recognizable face of PSD, but I am not PSD. The Patriotic Self Defense Program has been developed using a lot of expert help and opinion. Our team is made up of skilled instructors that come from all areas of interest. Some are scientists; others teachers. A few were physicians and some just thinkers. But they all have one thing in common: they could kill a man with their bare hands, and they know how to communicate that skill to others.

By combining all of our individual skills and talents, the PSD team has been able to develop a violence ready program that ensures that you have the knowledge and ability to survive and win a violent conflict. You aren’t just getting my opinion on what you should do, but rather, our team works with you to figure out what strategies will work for you, so that success is the only outcome.

We Have Nothing to Prove

The PSD team consists of 44 qualified instructors (10 of which are master trainers), who have already spanned decades long careers in self defense and violence.
prevention/survival. These people (including myself) have done it all. We have trained the military, police officers and elite forces. So what does that mean? Simply put: we have nothing to prove. We aren’t doing this to show off, build a career or even get famous. Our only goal is you.

Unlike some other programs, our entire focus is on you; not ourselves. We don’t have to be here … we want to be here. Why? Because you are important and we want to make sure that you have the skills you need to prevail in the face of violence.

**Because We Care …**
If the PSD team has already accomplished their career goals then why don’t they retire? Most of us did. Then we got sucked back into the industry because people kept calling and asking for help. We soon realized that the average person was not being given the techniques and skills they really needed to thwart a deadly attack. This scared us. It is because we care that most of us came out of retirement to develop this program.

**You Are a Real Person To Us**
One of the most unique aspects of our program is the fact that we do not treat a classroom of students as a mass group that can survive by using the same techniques. That assumption can be deadly. Instead, we treat each student as an individual, with individual preferences and abilities. What student A can handle, Student B can not. That means we have to find another way for student B to interact with an attacker. That’s our goal: to ensure that every student can get a man down and keep him down in the face of an attack.

**We Offer Principles That You Can Use**
Just because one of our instructors can break a man’s arm; crush his knees or otherwise disable him doesn’t mean anything if he can’t teach you to do the same. We aren’t your personal bodyguards and we won’t be there in your time of need. The odds are you will be alone and it will be up to you to get yourself out of trouble. Nobody is going to come to your rescue.

During our training sessions we take the time to make sure that you have the principles that you can use. A normal self defense class might show you a technique and then tell you to practice on your own. We take a different tact. Instead of teaching those impressive techniques that experts can do (but you probably won’t be able to get down without hours and hours of practice), we have made a conscience effort to teach down and dirty skills that can be applied immediately. That way, if you are attacked on your way home from class, you will be able to immediately use what you have learned to avoid getting hurt.

When you leave one of our classes, the instructor knows (and so do you), that you are completely capable of using what you have learned immediately. For instance, maybe we could teach you how to dislocate an attacker’s shoulder, but that can be a hard thing for the average person to do without tons of practice. Instead we teach you why a shoulder comes out of the socket and how to make that happen, so that you can accomplish that goal no mater what the situation. That way, if you are unable to use the
“fancy technique” for some reason, you still have the knowledge you need to get the job done. We don’t give you an empty set of motions to mimic; instead we offer the principles to make those motions useful. We skip the fancy stuff and simply give you the nuts and bolts information you will need to take down your predator.

**It’s All About the Facts**

Yes, my team knows a lot about violence and how to overcome it. But that doesn’t mean our opinions are always right. Everyone has an opinion on how to face a violent attack. Unfortunately, too many people rely on opinion, even when it flies in the face of common sense, basic physics and physiology. That’s why we leave opinion out of it. Instead of using super cool techniques that will make us look good, we opt for real techniques that the average person can use.

I’ll be honest here, we used to offer some elaborate techniques for overcoming a knife attack. Our clients loved the new skills they were learning and they looked good too. The problem was that the more our team of experts watched video evidence of real stabbings; scoured police reports and talked to victims themselves, we learned that we were wrong. We were teaching people to react to a knife they knew was coming. The problem is, the vast majority of victims never saw the knife until it was too late. What made matters worse was that many victims actually thought they were being punched (not stabbed) until they saw the blood. We had to rethink our strategy.

How can you use fancy knife techniques if you don’t even know you are being stabbed? You can’t. And trying to use those techniques after the attack has begun won’t stop it – and it could make it worse.

The fact is that when this happens, fancy techniques won’t save you – only knowledge will – the knowledge of how to injure your attacker and render him useless.

That is why we rely on fact; not opinion when devising our violence strategies. We double check everything we teach against actual violence, police and coroners reports, sports trauma medicine; as well as the experiences of those who have gone through such an ordeal and survived. If something doesn’t match up, we come up with another plan – one that will work. After all, if you are going to bet your life on something, it should always be the facts.

**That’s Why We Adapt to Change**

Giving you safety techniques can – and will – get you killed. That is why we take the time to listen (really listen) to what our clients have to say. Was our program easy to learn? Easy to implement? Useful in the face of danger? We hand out questionnaires that ask the tough questions, and then we scour over the answers trying to figure out how to improve our methods and our teaching styles.

I’ll give you an example. A few years ago we had a client commend us on an informal session we conducted outlining the different angles and body positions you can use to get
to an attacker’s eyes. The client explained that the informal way the material was presented finally allowed him “to get it.” That simple comment made us rethink the way we were presenting our materials and we completely changed our teaching approach. Yes, it would have been easier for us to gloss over that simple comment and continue doing things the way we always had. After all, our program was impacting our clients. But, our team isn’t satisfied until we have reached every person and taught them in a way they can understand.

That feedback made us reevaluate ourselves as teachers and our program as a whole. Today, we spend a lot less time teaching the most important ways to target an attacker and the results have been amazing. People walk out of a half day seminar empowered by what they have learned, armed with the knowledge they need to overtake a predator and survive an attack.

PSD offers the perfect balance of fact and experience. We can ensure that you’ll get it right. Our goal is to send you home a little smarter, a little harder and a lot better of using the tool of violence to your benefit.

Your success is your survival and having you make it back home alive is why we are here.
Epilogue

Why I Train

We live in a fantasy bubble. We think that the bad stuff we see on the news will never happen to us or our family. We are wrong. I know, because I have lived through the hell of losing someone I love to violence. My best friend of 10 years was a good guy – no, a great guy. He lived the right way, yet one day he was accosted by a car thief in his own driveway and shot to death. He did nothing wrong. He simply wanted to get to the store.

That is why I train. To help others like my friend be able to survive a heinous crime.

But that’s not the only reason. I also train because I realize that most of the people I come in contact with every day have no idea how ugly the world can be and often find themselves falling victim to this depravity.

I remember seeing a news story about a college student who went on vacation with some friends to Mexico. He disappeared and was found weeks later flayed and exsanguinated on a voodoo alter in South America. I didn’t know this kid, but I knew many more like him: Daughters of my friends and sons of my business associates. None of them realize how bloodthirsty some people can be and never take the time to learn how to protect themselves.

That is why I train. To help people see the truth. Not to scare them, mind you, but to make them aware –and to teach them how to get out of the most disgusting and treacherous violence they may encounter.

I train to save people just like you and just like me. I train because the world is full of monsters and it’s about time we know how to survive their brutal attacks.

These are the reasons I train – and why I will continue to train anyone (and everyone) who is willing to listen and learn.