How to Survive When There's No Ring, No Ref, No Rules
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Introduction

Would you be surprised to know that in just a single weekend you can learn everything you need to know to survive a life and death altercation? Or that it took the instructor that taught you how to survive an attack more than three years of intensive training to prepare to teach you these skills?

The Patriotic Self Defense Program (PSD) is all about simplicity … and it’s all about complexity. Our techniques are simple, yet it takes years to develop the knowledge to train others in those simple techniques. It is this contradiction between the simple and the complex that makes PSD so effective.

When you undergo our program you learn more than a few basic techniques for self defense. You learn what violence is and how to stop an attacker. No matter what your attacker throws at you, this training will save your life.

In the pages that follow you will read 11 different reports that will help you better understand why The Patriot Self Defense Program is the ONE and ONLY self defense program you can literally Bet Your Life On when facing unexpected violence … every single time.

- Bruce Perry
  PSD founder

What Is Your Life Worth?
What is your life worth? Until you an answer that question, you won’t be able to decide when to use violence, and when to give in. That is a choice that will impact your entire life.

Most people fall apart after a violent encounter. They scream … they weep … they need counseling. Why? I don’t think it has anything to do with how violent the encounter, but rather, their inability to make a choice regarding how to handle that encounter. Let me give you a few examples …

When I was a teenager, I worked at a local fast food restaurant. One night two thugs came in, armed with a handgun and ordered me to hand over the money. I weighed my choices and decided that their body language and voices were saying if I just handed over the cash they would leave and no one would get hurt. I wasn’t about to risk my life (and any of my coworkers’) for money, so I gave them what they asked for and the incident was over.

When the police arrived I was able to give them a solid description while my coworkers were in shambles. Why? Because I was knowledgeable about violence and knew I could make a smart decision about how I was going to handle the robbery. That gave me the power to stay calm and do what needed to be done.

Fast forward a few years as I listened as a PSD instructor related a similar story. He was in the back alley behind work taking the trash to a dumpster when he was accosted by a man wearing a balaclava. Two more carrying shotguns were going through the front door of the restaurant where he worked. Being fully trained to handle such an attack, the instructor made a choice: he would let the invaders take things, but not people. The incident ended with no getting hurt.

Now, for a much sadder story. A good friend of mine looked out his living room window and noticed a guy breaking into his car. Not willing to let the thug steal his possession, he ran out of his house and was shot to death. He valued his car more than his life and paid the ultimate price.

I and the instructor I told you about both knew where our lines were: we would give up any possession and not fight back, but as soon as a person was at risk, we would do what needed to be done to protect ourselves. Unfortunately my friend either didn’t know where his line was, or his was different than mine. Either way, he paid with his life.

We all have a choice. Sometimes our choices will help save us and sometimes those choices will ensure our demise. Not taking the time to consider what you believe your life is worth right now will leave you without the ability to make a quick choice should the need arise.
Please don’t misconstrue what I am saying here. I firmly believe in using violence when the situation requires it. When your personal safety or others’ lives are at stake, then by all means use all of your power, skill and knowledge to take your attacker down. But, if you gauge the situation and believe you can get out of it by giving up a few “things” than my recommendation is to do just that.

I refuse to kill or die for a social slight, a barstool, parking space, my car, cell phone or the cash in my wallet. But I will risk my life for a life. However, not everyone will say the same thing. Some will stand and fight over their bank account or luxury car. You need to think about it and decide on your own what your line is. Then train to support that choice when challenged to back it up.
It’s Decision Time
You want to start a training class. Great! Now, what are you training for? For some the answer comes quickly: to learn how to take out criminals and know exactly how to defend yourself and win against a deadly attack. If that’s the case, great – you are in the right place.

For others the answer may be a little less clear. Maybe you want to hone your skills; learn a few ticks of the self defense trade; or increase your athletic performance. When your goals are anything less than learning how to take out a criminal and save yourself during a vicious and violent attack, then you may want to go elsewhere for help. This isn’t the program for you. I’m here for one reason and one reason only: to show people how to navigate life or death criminal violence and come out of it a victor – not a victim.

You will find this report shocking and provocative. It is intended to expose you to a new way of thinking about self defense, and challenge any beliefs you held in regards to how to defend yourself. I’m not here to make you feel good about violence, but to make you see it clearly, and to arm you with the necessary information you will need to confidently seek out the most effective hand to hand combat training.

But what about those who say that they want to accomplish both? My answer is – YOU CAN’T! The hard fact is that you do what you train so training for more than overcoming a violent attack will set you up for failure. Whatever you spend your time practicing us what you will use when you need it. If you train to wrestle and you get in a bar fight, you will wrestle. And if you are attacked by a vicious killer you will wrestle. Unfortunately, the outcome in this type of scenario will likely leave you injured – or dead.

If, on the other hand, you train for criminal violence, your reaction will be that to get your attacker down and keep him down. You won’t have to think about what to do; your body will react exactly as it has been trained to.

This is where that line about goals coloring your training comes in. Think about what you want to accomplish in your training: to simply stop your opponent; put him in the hospital; cripple him; or even kill him? There’s a big difference between each of these goals and it is vital that you know what yours is. Only then can you train for exactly that outcome.

Remember there are no rules when it comes to criminal violence. It is either you or him. One of you is going down and your goal should be to make it him – at all costs. This takes wrapping your mind around the fact that you will be stopping to his level. You will become the violent attacker; and that’s okay. When faced with this kind of deviant violence the only answer is usually to respond with the same. That is where your training comes in. You do what you train. So what is your training goal?
The First Principles of PSD
If you want to learn the newest moves in self defenses – and want to look cool doing them – then The Patriot Self Defense Program isn’t for you. We aren’t big on showcasing fancy moves and intricate techniques. Instead, we concentrate on what’s important (and effective): identifying and understanding the elements at work in every successful use of violence. That requires replacing technique with actions that make winning the most likely outcome.

This program doesn’t follow what other claim to be the ultimate in self defense. Sometimes it may not even make a lot of sense to the socialized person who still believes there are rules to violence. Instead, we seek to copy the attackers’ mind and methods so we can beat him at his own game.

The reason an attacker is usually so successful is because he strikes with injury in mind. The deranged sociopath hasn’t trained for his attack. And although he may be full of rage, that isn’t what makes him successful. It is simply that he intends to inflict injury and that is exactly what he does.

But, before we delve into the mind and motives of an attacker, you must first learn when to pull the trigger on violence. In other words, how to recognize that a situation has turned so dangerous that you must react with violence of your own.

The fact is if you don’t want to hurt someone, you won’t – until you are forced to. But how do you know when to go in worth all of your might? After all, you don’t want to anger or intimidate him so much that he pulls a gun. Understanding that hands-on violence (even when sused to protect yourself) all comes down to a single word: choice.

The Choice is Always Yours
If a situation doesn’t clearly call out for an all-out offense, then don’t lay a hand on your attacker. Hand him your wallet, your keys, whatever possessions he asks for. The trick here is to avoid violence if you can. If you have a choice between engaging with a madman and not engaging with a madman the answer should always be not engaging. Jumping at the chance to hurt someone is always risky. Losing can cost you your life and winning can ruin your life. The only time it’s okay to take this risk is if your life or the life of someone else is in danger.

If you’ve done your best to avoid a violent outcome, or it is obvious from the start that avoidance is impossible, than you must do whatever you can to win. If violence is the only way out, then take it seriously. Take full advantage and aim to hurt your opponent.

You win in violence by forcing your attacker to react to your actions
You don’t win a gunfight by walking away; you win by shooting the other guy before he has a chance to shoot you. The same is true when facing an attacker. In order to get away unscathed, you need to take a defensive (not an offensive) stance, causing your own injuries to the person coming at you.
Consider a knife attack. If you simply try to block the hits, you are going to end up dead. A better strategy would be to try and inflict your own pain on your attacker. Disable him in some way. Keep up the attack as long as he’s moving. You are still likely to get injured, but the stabbing shouldn’t kill you. Train for a constant state of attack so that you will be ready should this type of incidence occur.
The Training Principle That Leapfrogs Your Combat Fighting Skills

Millions of people have attended self defense classes over the years. Some are effective and some are downright graceful to watch. Still, are they effective? Think about the hours spent in the martial arts gym learning specific techniques, holds and movements. Every student is taught how to hold their body the exact same way. Even the smallest difference and you are reprimanded. The problem with that is the fact that no two people move exactly the same. Just because you look good making the move doesn’t mean that your attacker will be thwarted. I’d rather use what I know works: biomechanics. I know that if I throw all of my weight at an attacker I’m going to throw him off balance. I may look horrible doing it, but who cares if it works?

At PSD we don’t train to look good or to fit any specific mold. We train to teach you how to target a specific body part and so some damage. Instead of concentrating on the “torso” or “the head”, we concentrate on a specific piece of anatomy (like the eyeball), and teach you WHERE to hit, WHAT you will be breaking and HOW that would affect normal functioning. Sound simple? Well, it is – and it works.

Let’s take the eyeball for example. Our goal is to lacerate the cornea. This won’t just hurt like hell, but it will blind your attacker. Now, that’s going to slow him down, giving you the chance to strike again and take him completely out.

The eye is a clear-cut target. You know what you are going to do and you know what the reaction will be. There’s no guesswork here. Blind the guy and he’s going to slow down, if not stop the attack altogether. Now, he’s left vulnerable and you are going to use that advantage to end the attack once and for all.

When dealing with a criminal sociopath your only goal is to hit hard enough to do some damage. Take your attacker down. Put everything you have into hitting the eye, throat, groin or knees so that you can blind your attacker, keep him from breathing, or cripple him. The best way to walk away unscathed is to:

- target one specific anatomical part
- use all of your power and strength to hit that target
- don’t stop when he’s down; be sure to follow through
- keep moving with the injured man – stay on top of him so he can’t get away or re-attack.

Every person is different and every situation is different. While two people may be attacked in the exact same parking lot by the exact same person, one may go for the eyes while another may opt for the knees. Both are correct. They use their knowledge to access the situation and hit where they can do the most damage. That’s what real violence defense is all about.
Noise vs. Results
Violence equals chaos and that chaos can create so much noise in the moment that you fail to act. A lot of things will run through your mind the second you realize that you are in danger. You will try to assess the situation, choose a response and begin the fight for your life within only seconds. All of this chaos can leave you faltering, unless you prepare for it.

Understand that a violent encounter results in a lot of quick movements and quicker decisions. You may or may not see a weapon; your attacker lunges; you try to distance yourself. There is noise, motion and fear. Remember, it isn’t the first person who moves that wins at this game of violence; it is the one who injures the most.

When faced with this kind of danger, forget everything that is happening around you and concentrate on these three life saving questions:

1. Where is my target?

The first thing you need to do is pick your target. It is that one small (usually about one square inch) of important anatomy that your attacker can’t proceed if hurt. This includes the eyes (for seeing); the neck (for breathing); the knees (for walking); get the idea? Never go for a non vital part of the body like the cheek or forehead. Injuring an attacker there is only going to anger him more and put you at a higher risk of death. Instead, gouge his eyes or stomp on his neck if he’s down.

2. How do I wreck it?

Finding the target in a fight is one thing; breaking it is an entirely different story. The body is every resilient and simply slapping at tissues won’t do much (if any) damage. But, putting all of your weight and energy behind that move will bend those ribs until they break or crush those kneecaps under the pressure. Use body weighted, penetrating strikes that are meant to damage and break that target!

3. What is the result?

By this point of the attack you should have used all of your power to break something important and that should leave your attacker your victim. Don’t stop now! Once your perpetrator is acting like an injured person, make sure he doesn’t have the ability to get back up and chase you. Have you ever seen one of those movies where the victim shoots their attacker or strikes them in the head; he goes down and she walks away? Within seconds the attacker is back up and strikes again. Don’t let this happen to you. Instead, strike again (and again if necessary) until you are positive that you are safe from harm. Use one success to ensure an end to the violence.
In order to ensure that you are the one who walks away from a violent encounter, remember these three vital self defense rules:

- minimize the anatomy (hurt something important)
- maximize the physics (use all of your power to break your target)
- know the result (once you’ve slowed or stopped the attack, use your power to ensure he’s down for good. Don’t stop until you are sure he’s completely incapacitated)
Know What Real Happens in a Violent Encounter … it will change the way you respond

I am always amazed at the impact actually watching a violent attack has on my clients. Seeing first hand the damage our techniques can do to a perpetrator offers the kind of confidence that nothing else can. You can teach someone how to fight back, but until they see firsthand that what you’ve taught them will work, some just don’t have the confidence they need to be successful.

That’s why at every PSD training event we show videos of actual injuries in action. Our clients can see with their own eyes people being knocked unconscious or a blow to the side of the neck; or being incapacitated die to strikes to the liver; kidney or groin; or even crippled by a broken knee. It isn’t pretty, but it is necessary. Once these scared and self conscious clients see the power they hold to stop an attack, they suddenly feel empowered to learn all they can about the targets which will most likely stop and attack if injured.

Why is seeing these attacks so powerful? Because it allows clients to see that they are powerful. No matter how small statured, young, old or even scared they may be, with the right knowledge they can overpower even the biggest and baddest brute.

Seeing a self defense counter attack shows, what it takes to break the human machine
You can’t bring down a large, strong and determined perpetrator with a single move – or even brute strength. It takes knowing exactly where to strike and how to strike that can take a weakling and make him a powerhouse. The body is resilient, and until clients realize that they can’t just “try to do some damage,” but must put all of their weight, strength and power into the attack, they can’t succeed.

The view of success
Here’s another important reason why PSD workshops always show our techniques in action: it allows out clients to see the dramatic results of these actions. Watching as a large, fast and strong professional athlete drop at the hands of a small statured woman does more than showcase that our training works; it can build the client’s confidence, making them realize that while fighting is hard; injury is easy.

Another important competent of these videos is to also show people what happens when you do it wrong. What happens when you aim poorly or fail to put all of your weight into an action? You could end up dead. When our clients see the effects of a poorly executed counter attack, they realize quickly that screwing around isn’t an option. We’ll teach you what you need to do to get the job done; it’s up to you to do it.

Training should work in real life situations
One of the biggest differences between PSD training and other self defense classes is the fact that we realize that the goal of training is not to create a system that only works on
the mats; but to mirror the often disappointing and inconvenient reality you’ll find in the real world.

By showing these real world experiences we can replace illusion and wishful thinking with knowledge and confidence. And that can make all the difference between life and death.
Self Defense vs. Violence
Here’s what I hate about the term “self defense,” by taking a defensive stand, you are setting yourself up to fail – and get killed. Think of it this way, if someone broke into your house and grabbed a knife and you tried to defend yourself against the attack you would likely get into a wrestling match over the knife. The result would likely be multiple stabs wounds – to you!

Now, using the PSD method of offensive violence training, you see the intruder and grab a knife and lunge it into his neck. He’s now the one laying on the kitchen floor bleeding to death. Is this scenario unsavory? Yes! Ruthless? Maybe. Justified? Absolutely. It was him or you and you chose him.

When you train to save your life you an either train the way society says you should: by learning tips and moves to MAYBE get away, but most assuredly to get hurt. Self defense is a socialized way of trying to survive an attack. It looks good; feels good (unless your are the one getting hurt), and it bypasses much of the unpleasantness of acting violently yourself. The problem is it doesn’t often work.

Now, I know that you never want to stab someone in the check But if it meant your life (or your child’s) and the guy who broke into your home, which would you rather choose? Violence is nasty. It is brutal and it is dirty. And sometime’s it is necessary. Train to do what the killers do and you will at least stand a chance at thwarting their efforts.

Here’s something to think about: you can either train to win; or your can merely delay the other guys’ victory.
Slow is Smooth … Smooth is Fast
People are inpatient by nature. We want everything quick. The trouble is, when it comes to learning a new skill, it is usually best to take things slowly and practice the skill at a pace that will emphasize your mistakes so that you can fix them. This is especially true when training for violence.

When caught in a violent encounter, everything will happen at breakneck speed. Your attacker will approach, he will lunge and you will have to respond … quickly. Speed is your friend in this instance. The faster you can decide what to do and do it, the better your chances of surviving the attack.

So why would the PSD program teach violence skills slowly? Because you have to master them in order to be effective and you can only master something if you can calmly and succinctly learn it; watch for mistakes; fix those mistakes and practice the right way.

Accuracy and correctness are essential to proper violence training. It won’t do you any good to go for an attacker’s throat if you don’t do it correctly. That will only put you in more danger. It is far better to start slowly, become aware of any mistakes you are making and learn to adjust. When you go fast, you not only make more mistakes, but you will rush past them never recognizing them. This will lead to haphazard chaos at a time when you need to be in control more than ever.

When deciding how fast to train your body to react, consider these three basic principles:

1. **Getting it right.** Practice makes perfect only when you are practicing right. So, after each move or technique, ask yourself these important questions:
   - did I hit my target?
   - Did I put all of my mass and force behind the move
   - Did the move work the way I intended it to?
   If you answered o to any of these questions then try again, slower this time, and see what went wrong. Then readjust and practice the right way.

2. **Staying in balance.** Balance is key to regaining in control. When you are in balance you can swing your mass like a sledgehammer because you are in control. But, if you are even a tad off balance, you give up some of your control and power as your body tried to stay on its feet. Always work at a pace that keeps you completely in balance.

3. **Listen to your partner**
   Listening to your partners reactions is the only way to learn how the body reacts to injury – and how to sue it to your best advantage. Every injury changes the dynamics of the situation. Your target is thrown off balance and this offers opportunity; but only if you are aware of them. Once you learn the typical reactions to injury, you can tactfully use this knowledge to predict and where different targets will appear. For
instance, if you gouge a suspect’s eyes he’ll reach for them, which leaves his balance and his knees an open target.

Stay in balance with our partner during training and listen to what he says. Is reaction to your move will tell you what move to use next. Practicing this slowly will enable you to better understand the process, so when it all happens in a split second you are ready.

Real violence needs to be dealt with as hard and fats as possible. Your success in dealing with every situation will depend on how you were trained. For our purposes slow is perfect ... and perfect is nonfunctional.
Lethal Self Defense vs. MMA
What we do at PSD make many people uncomfortable. They are uncomfortable with the amount of violence it entails and they are uncomfortable with the fact that someone trained in martial arts of MMA may be able to beat them. It is true that our training is violent. But, it isn’t meant to be used in anything but the most dangerous of situations. What we teach isn’t meant to viewed as a sport, not should it be used in any type of civilized fight. The Patriotic Self Defense Program is designed to accomplish one thing and one thing only: to stop your attacker. This means hurting him – and hurting him hard. It isn’t for the weak at heart and it isn’t for the squeamish. It is for those who want to know how to survive if they ever face a real killer.

Facing someone who is trained in MMA
I have come across quite a few bad asses who have been trained in MMA. They knew a lot of cool tricks and a lot of fancy moves. They look great doing what they have been trained for and can be quite effective at it. Still, I’d put them up against any of my trained 50 year old housewives in a real violence situation. The ladies (and men) I’ve trained know what to do to survive and they aren’t afraid to get their hands dirty. I can’t say the same for the MMA experts.

The fact is that MMA experts are trained to compete. I train to destroy. There’s a difference. Competing puts you up against your opponent in a strength-to-strength, skill-to-skill and will-to-will kind of fight. If you have more on all three of those accounts, you will win the fight.

What I teach would be considered cheating in an MMA competition. Why? Because I don’t teach people how to fight fair. I teach them how to overcome their attacker and win.

I’ve watched quite a few MMA fights and usually the only injuries I see are concussions. A torn knee or a poked eye will bring the fight to an end. Unfortunately for these guys, that’s not how a real violent encounter plays out. Your attacker doesn’t stop simply because you poke him in the eye. He doesn’t stop until he either takes you down or you take him down.

PSD teaches how to produce fight-ending debilitating injuries. That is something most other self defense courses shy away from. While it may make you weaker in a completion; it will save your life in a real world violent encounter.

Can I really do it?
No one wants to think about hurting – or killing – someone. Not unless you are sociopath that is. Still, you need to learn how to handle violence if it thrust upon you.

You won’t always have access to a gun. The odds are, even if you own one, it won’t be within easy reach when you need it most. That’s why we teach people how to sue tier hands as their ultimate weapon. Regardless of your size or strength you can use
your hands to debilitate or incapacitate just about anyone – if you know exactly what
to target and how to target it.

With PSD we don’t fool around. Our goal is simple: to cause debilitating injury that
shuts down your attacker. But there is a catch. You have to be willing to put your
whole self into it – 100%. Nothing less will do. Using our approach you don’t stop
until you are absolutely certain that your attacker is done in. He is non functional.
You are safe.

So, the answer to the question e started with is yes, you can do this. But is it
appropriate? Lucky for you, the odds are good you will never be put into a position
where you are forced to beat a man into unconsciousness. But, if you do, you will be
trained and ready.

The suboptimal altercation
Violence should always be avoided when possible, but when it is staring you in the
face, you need to do what is necessary to come out alive and intact. This doesn’t
mean you won’t get hurt. PSD assumes that you will be punched and kicked; cut with
a knife; struck with a stick or bat; or even shot. Worse yet, you should always assume
that there is more than one attacker.

Your goal isn’t to walk away without a scratch. In contrast, you will likely walk away
beaten and bloody … but alive. Our goal at PSD is to tech you how to shut off the
attack and get free. We train for serious injury that may result in life long issues. If
you aren’t willing to commit to this type of violence, your training isn’t going to
work.

When faced with violence, if you aren’t willing to injure your attacker to this degree
it may be cause you recognize that it isn’t necessary. You know there’s a way out
without inflicting damage and that’s okay. Always avoid violence when you can; but
when you can’t you’ll know you will be ready.

When you use what you have learned through PSD it will be because you know it is
necessary – and it is the only thing that is going to keep you alive. Anything else
requires a different action.
The Easy Way Out

It’s all about the damage you can do to him. It’s time to switch from a prey mentality to a predator mentality. Until you can grasp that, your training will have little effect. Every person who undergoes PSD must at some point realize that they aren’t reacting in a way as someone being hunted, but rather must become the hunter. It is when that mindset switch is flipped that clients suddenly “get it” and can jump full force into their training. It is then that intent trumps techniques and our clients realize that until they are ready to inflict real harm nothing is going to get accomplished.

While technique requires intent to be functional, intent only needs itself to get results. Intent goes beyond being mean. It is simply the willingness to hurt someone else. It can’t be the first thing you want; it has to be the only thing you want.

Most of us aren’t natural predators. It takes a special understanding to flip that switch and realize it isn’t who you are, but it is something you must do in order to survive the moment. It takes work to rewire your thought processes and change the way you operate.

In violence, simplicity leads to effectiveness. The answer to every problem in violent conflict is to inflict injury. It’s the easy way out.
Your Guide to Destruction

It’s either You or Him. When it comes to facing a violent sociopath you should always opt “for him.” Otherwise you just might find yourself dead.

Too many self defense courses train with a wait and see attitude. I believe this is training to die. It gives up your control and lets the other guy decide what’s going to happen next. You start out as the underdog, with virtually no chance to gain a victory. You are in trouble – deep trouble.

To use violence as your personal survival tool requires you to stop thinking about what he’s going to do to you and decide on the spot what you are going to do to injure him. Your focus switches from prey to predator and suddenly; he’s worrying about you.

Hit first; break things and keep going until you’re finished with him. Of course this should only be your reaction when you know that your life is in danger. This kind of violence doesn’t happen over a common bar fight. It is only used when dealing with a real sociopath.

When faced with real world violence you have two choices:
1. to act to cause injury to him
2. Or to react to what he’s doing to you

There is no scale to violence. Either you are the one giving it or the one getting it. If you want to survive a brutal attack you’d better be the one giving it.

Injury is what makes the difference between success and failure. Once you know how to ACT ad force your attacker to REACT, you can cripple the criminal and avoid harm.

Knowledge is power and power equals success. Knowing exactly how to injure a man and then what to do with that injury is the most effective easy to end a life and death struggle. Once you know how to make the first move, you don’t have to be afraid. You can feel confident that you know what to do and can do it if the time comes.