

# 10 GOLDEN RULES OF SELF-DEFENSE

- 1. Acceptance** – The key to action is to accept the situation and move on. This is the first step toward tapping into the “victor mind set.”
- 2. Get Challenged** – The moment you sense danger, get challenged. Picture whatever motivates you: picture this scum attacking your children, husband, mother or pet.
- 3. Don't Stop Thinking** – The brain is an amazing bio-computer and can process things in nano-seconds. Many people freeze in situations because they simply stop thinking.
- 4. Never Telegraph Preparedness** – You don't need your attacker more prepared; let him be over-confident.
- 5. Identify Your Natural Stances** – Make your fighting stance your everyday stance.
- 6. No Fear** – Remind yourself that “False Evidence Appearing Real” is your real enemy, more so than your opponent.
- 7. Negotiate** – Be nice until it's time not to be nice. Those who talk can be persuaded to walk, but always be ready.
- 8. Never Trust Your Attacker** – “Do what I say and I won't hurt you.” What makes your attacker trustworthy? These people are scum and should never be taken at their word.
- 9. Hit Hard, Hit Fast, Hit First** – After you have tried your verbal defuse and things don't seem to be working, you have to make the choice that you will defend yourself at all costs.
- 10. Stun and Run** – As soon as you can, get out of there.

**MOST PEOPLE GO THROUGH LIFE SAYING,**

**"IT WILL NEVER HAPPEN TO ME,"**

**BUT THE REALITY IS THAT VIOLENCE CAN**

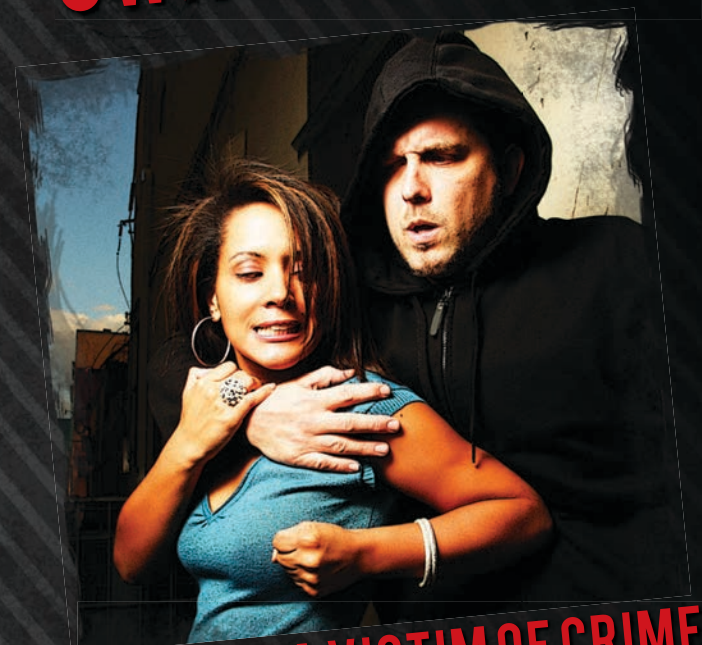
**HAPPEN TO ANYONE,**

**ANYWHERE AND AT ANYTIME.**

**WE TEACH YOU TO RECOGNIZE THE**

**THREAT AND HOW TO REACT ACCORDINGLY.**

## HOW TO BE YOUR OWN BODYGUARD



**DON'T BE A VICTIM OF CRIME**



281 Peterson Rd.  
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# HOW TO BE YOUR OWN BODYGUARD

## HOW TO BE YOUR OWN BODYGUARD PROGRAM

PROGRAM is a simple and effective system. We will teach avoidance and awareness training, verbal de-escalation, and car security. We will teach ways of lowering your profile so you are not chosen as a victim, work place security, what to do when traveling and staying at hotels, Facebook safety, and more.

## HOW TO BE YOUR OWN BODYGUARD PROGRAM

PROGRAM is another form of life insurance. It is something we need to know now, to protect ourselves and our families. Violence is not going to go away. We need to be prepared! We teach self-defense for the modern world.



**FACT:** One out of three women will be sexually assaulted in their lifetime.

**RAPE IS THE 2<sup>ND</sup> FASTEST**

**GROWING CRIME IN AMERICA**

**PERSONAL PROTECTION SPECIALISTS  
& MARTIAL ARTS EXPERTS**



**Marc Halleck**



**Howard Reisman**

*When seconds count, the police are only minutes away...*

## **SAFETY FIRST**

**Safety First** is a 30 - 45 minute program that will empower you and could save your life.

*Employers are responsible for the safety of their employees!*

Our program has 3 main objectives.

- 1.** Make you aware of your surroundings.
- 2.** Teach you strategies so you never become a victim.
- 3.** Help you acknowledge that the attack is really happening and you need to act.

*For more information on our self-defense program, please contact Marc Halleck or Howard Reisman at Northshore Academy of Martial Arts.*

## *About the Instructors...*

Marc Halleck and Howard Reisman together have more than 40 years of martial arts experience. Marc has owned and operated Northshore Academy of Martial Arts in Libertyville since 1997.