



TOUGH TIMES CALL FOR EXTREME MEASURES

The Emergence of Modern Self Defense Training by Damion Ross

With no end to the economic crunch in site, the stress of everyday life is starting to take its toll. As we see an increase in violent crime. As a result, more and more people are finding relief through fast, proven and effective means of protecting their rights, property and more importantly their loved ones.

The Self Defense Company is one organization that's providing this type of relief with self defense programs designed to maximize your effectiveness and survivability in the least amount of time possible. According to Self Defense Company President and founder Damian Ross, traditional martial arts training and combat sport training like mixed martial arts, don't provide the proper self defense specific training needed.

"Traditional martial arts and combat sports are great for building character and getting in shape, but when it comes to real world self defense they fall drastically short since they are based on an unrealistic set of circumstances." Ross continues, "Combat sports are designed for safety, so lethal techniques and target areas are specifically avoided. When you train, you develop habits that will cause you to avoid critical, fight ending techniques."

While traditional martial arts provide some self defense instruction, the methods used are too complicated and take years to master and don't work under modern, real world conditions. "It's one thing to do these techniques in the dojo with a willing partner, but when you're trying to find your car after a 14 hour work shift, it's a whole new ball game." Says Ross, "Chances are when you're attacked you'll be distracted, tired, sick, injured, older there will be

something about you that will make you an attractive target. So you need methods of protecting yourself that don't require you to be at your best."

This is where the Self Defense Company comes in. Since 1998 the company has been developing and field testing methods of self defense training and instruction with the sole purpose of enabling anyone to protect them self in the shortest amount of time possible.

"In the beginning we were cops, bouncers and soldiers, all with martial arts and combat sport backgrounds. We weren't out to create the best system in the world; we just needed something to help us do our jobs better and get us home at the end of a shift. It wasn't until we started sharing our ideas and methods that we realized the incredible need for this type of training."

The methods learned were purpose driven. As research progressed, set of criteria was developed to test all systems of martial arts. "These criteria can be applied to any method of martial art or self defense", Ross continues, "style has nothing to do with function or purpose. It was simple, if any technique or method met these criteria, we kept it and developed it, if it didn't, we tossed it."

The 8 Criteria of Self Defense

- It must work on an assailant that is much larger and stronger than you.
- It must work against armed and unarmed assailants at the same time.
- It must work against multiple and single assailants at the same time.
- It must work against determined and capable assailants.
- It must work when you are distracted, older or injured and appear to be a good target of opportunity.
- It can't have specific defense for each individual situation.
- It must work in every possible environment (the same method must work in snow, sand, parking lot, woods, jungle, your living room, etc.).
- It must become instinctive and convulsive as quickly as possible.

These criteria had to be met with EVERY technique and in EVERY situation since most times you don't know if the assailant armed or has accomplices until it's too late. How can you tell in the dim light of a parking lot at midnight if it's a punch or a stab? For these reasons alone, you must assume it's a stab. The Self Defense Company Maxim: prepare for the worst and hope for the best.

As we continued our research, we found ourselves going back to World War II era hand to hand combat, specifically the methods developed during the early 1900's by the head of Shanghai Municipal Police, William Everett Fairbairn. Fairbairn, a former British Royal Marine, had to manage the toughest police beat in the world. Shanghai during this time was not only the world hub of commerce, but of crime as well. Weekly, policemen were faced with life or death situations, the need for formalized close combat training needed to be developed.

Fairbairn and his staff began to look at all of the fighting methods of the time and immediately eliminated all of the sport and cultural aspects and only took the most effective techniques and strategies that could be directly applied to modern times. In other words, if it worked in the street it was included. If the technique was ineffective or took too long to be mastered, it was eliminated. The rough and tumble Shanghai streets were the crucible that these methods were tested, recorded and refined until only the essential, combat proven self defense remained.

The Self Defense Company began with these methods based on decades of research, training and study and put them into a modern day training system. "The major difference between then and now is how these techniques are trained with modern day learning and teaching techniques and they had to be adapted and applied to the modern times with a little tweaking.

Research in books is never enough, we went through great efforts to get as close to the source as possible. Interviews with combat veterans and instructors as well as actual training with the men who taught these methods brought everything together. "During this time we had to make sure what we had worked" comments Ross. "Given our vocations and lifestyles, we were able to see these methods get incredible results first hand."

Michael Archangel, Director of Instructor Development, saw the merits of The Self Defense Company instantly. "I was immediately impressed with the system. It is cherry picking only the, best, most effective combat methods from all of the martial arts and putting them in a system that maximizes your time through a progressive learning structure. That's what we do at the Self Defense Company."

The methods are successful because they are designed to work with your natural, gross motor skill set, so even the least athletic person can use these techniques effectively and quickly with as little time in training as possible. The techniques used almost eliminate the chance of injury and take little time to practice. The average person can begin to see results in days and weeks as opposed to months and years normally associated with traditional martial arts and combat sport training. The goal was to give something to everybody. "We have Special Forces Operators, College kids and 65 year old retirees using and training in the SAME system. It's really incredible." comments Archangel.

The Self Defense Company provides its instruction through the Self Defense Training System, a 12 step modular, train at home program and it's growing, world wide network of accredited Professional Instructors. To learn more about their programs or to locate your local instructor visit the Self Defense Company online at www.theseelfdefenseco.com or call toll free 866-585-8878 or 973-831-0315.

New program eliminates the need for instructor, school or even a training partner...

“You Don’t Need A Black Belt To Defend Yourself”

Discover how the professionals save \$1,000’s in training, travel and time and learn how you can hit harder, faster and become “street wise” instantly.

Introducing The Self Defense Training System, the only method designed to get you maximum results in a minimum amount of time regardless of your age, size, man or woman. There are no classes to attend, no school to join and no instructor needed. The Self Defense Training System is the pinnacle of close quarters combat training. “The System” is what you get when you combine the proven techniques of close quarters combat with modern, scientific training methods.

Truth be told: REAL self defense is not complicated and shouldn’t take years to master like martial arts or combat sports. Self Defense is a matter of taking select, proven skills and applying them to any situation. The Self Defense Training System gives you those skills and teaches you how to make them instinctive and convulsive in only a fraction of the time (think days and weeks NOT months and years).

How ‘The System’ works

The Self Defense Training System consists of 12 training modules. Each module has 2 DVDS and A Training Manual. (There are 25 DVDs and 12 Manuals in all)

Self Defense made as simple as 1-2-3

1. Watch the Instructional DVD.
2. Watch the Training & Drills DVD.
3. Take your training manual and practice



Each month you get your next module. Each module builds on the last to form what Black Belt Magazine called “The Ultimate Training System.”

FREE DVD and Bonus Material Just For Trying
For a limited time we’re offering a Test Drive of Module 1 “Essential Self Defense” for only \$9.00!

As a BONUS for trying you’ll receive:

- FREE DVD “The Truth About Self Defense Revealed”
- The Bonus book “The Self Defense Archives”
- Seminar Coupon to a Self Defense Company Training Seminar

Normally, this enrollment package is \$197, but you can have it all for just \$9.00 plus shipping & handling!

BONUS JUST FOR TRYING

- FREE DVD “The Truth About Self Defense Revealed”
- The Bonus book “The Self Defense Archives”
- Seminar Coupon: Self Defense Company Training Seminar

shown: The Complete Self Defense Training System

To begin your test drive simply log onto www.youdontneedablackbelt.com and take the Test Drive or call toll free 866-585-8878 (973-831-0315) and say, “I want to take my test drive.” (You will need a valid credit card to participate)

Please don’t delay; test drives are limited to current supply. After this offer expires, the enrollment fee will go back to the \$197. So log on to www.youdontneedablackbelt.com or call 866-585-8878 (973-831-0315) now while supplies last.



THE SELF DEFENSE COMPANY

Damian Ross, President of The Self Defense Company



www.YouDontNeedABlackBelt.com

Terms and conditions. Valid credit card is needed to participate. After your order, you have 30 days to review the first module, after 30 days if you choose to continue training, you will be charged \$92.00 and your next module will be rushed to you for another 30-day review. Each module is \$97. You may cancel at anytime by calling toll free 866-585-8878.