



▶ What you need to know about how to avoid or survive an attack by a criminal predator.  
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Self Defense Story.....1



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ISSUE 2

VOLUME 2

FEBRUARY 2011

## PERSONAL PROTECTION, INC.

# “Safety”

## first

TRAINING NEWSLETTER

ADDRESSING THE NEEDS OF INDIVIDUALS AND FAMILIES  
FOR A SAFE AND SECURE FUTURE.

**“YOUR PERSONAL SAFETY IS OUR PRIMARY CONCERN”**

LET US HELP YOU ACHIEVE YOUR SAFETY GOALS

**FAIRY TALE: The Police will save you!**

**MYTH: Bad Guys only want your money! They won't hurt you!**

**TRUTH: Your Own Safety is up to YOU! ONLY YOU!**

The **TRUTH** is that when you have only seconds to save your own life or that of a family member, *the Police are only minutes away! Can you dial 911 while trying to protect yourself or a family member?*

You are the only one responsible for your survival. You are only going to see the Police *after* the Critical Encounter with a criminal is over, that is, *if* you survive it.

Of course, avoidance is always the best way to prevent an encounter with a criminal. But what can do you do when avoiding the situation is not possible?

Do you have any kind of a plan in case the worst happens? Does your spouse or partner know what to do in the event of an unavoidable encounter?

Ninety-five percent of people do not have a plan...and many people become victims!

How do you avoid a potential encounter with a criminal? What can you do to better prepare yourself to survive one?

The first step is to start being *aware* of your surroundings... all of the time...when you're at the Mall, or even when you're at home. You have to be aware of what is happening around you.

If you see a situation developing, you may be able to avoid it, or at least be prepared to react to it if necessary.

Learn as many self-defense skills as you can, in case avoidance is not an option.

Do as much as you can do to *burglar-proof* your home. Put dead-bolts on your bedroom door so you have a place you can go that would give you some extra time to arm yourself and dial 911.

When you're away from home, stay very observant of your surroundings. If you're in an area where there are not several other people, try not to let any unknown individuals close enough to do you harm.

You can be Aware, Alert, & Cautious without being paranoid. **HAVE A PLAN!**

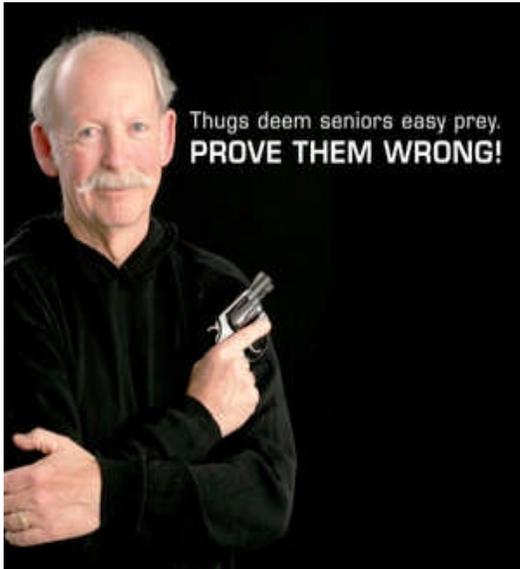


**OVER 2,000,000 AMERICANS PROTECT THEMSELVES AND THEIR FAMILIES WITH A FIREARM EACH YEAR.**

**HERE'S JUST ONE OF THOSE STORIES....**

Charles Place was walking in a restaurant parking lot when a man snuck up behind him, grabbed him and reached for his wallet. Unfortunately for the suspect, the 83-year-old man was in no mood to become a victim. Police said he resisted and was knocked to the ground. That's when Place drew his .25-cal. semi-automatic handgun, for which he has a permit to carry. He showed his assailant the gun and demanded to be left alone. The suspect fled but was followed by a witness who helped police make the arrest.

(The Daytona Beach News-Journal, Daytona Beach, FL, 09/26/10)



At Personal Protection, Inc., we provide the best personal, on-line, and distance training you can get. Whether you want to learn un-armed self defense strategies, or you want to learn how to safely own and use a firearm for self defense, we have a program to help you get where you want to be. We have both basic and advanced courses ready for your learning experience.

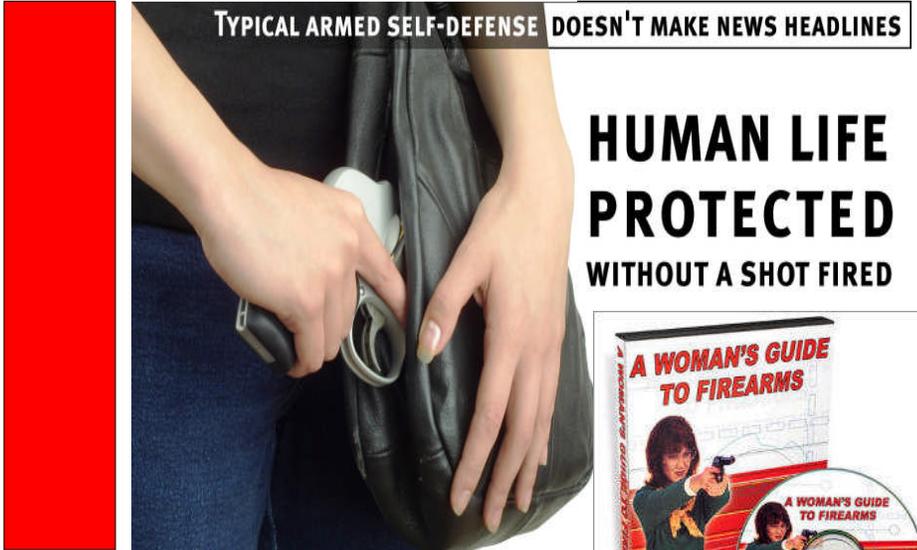
## Getting the most from your Training

You can now download the following report from our Store. The best life-saving information you'll ever get anywhere in ten pages for only \$9.95. That's \$3 off regular price this month.

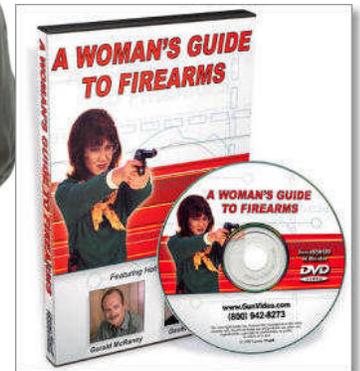
**10 Practices that will help you to Survive a Violent Critical Encounter & Go Home Tonight!**

Go to our Company Store and download today!

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& SAFER:  
TRAINING  
& PRACTICE**



**HUMAN LIFE  
PROTECTED  
WITHOUT A SHOT FIRED**



**A Woman's Guide to Firearms**  
Normally \$29.95 Now \$24.95

[See more details at the Store](#)

**Belly Band Holster**  
Normally \$39.95 Now \$34.95



**Check out more  
February Specials  
at our Company  
Store**

*"Your Personal Safety  
is our Primary Concern"*

### EYES & EARS

In case you didn't already know this: **Guns are LOUD!** They also emit debris that can damage your eyes. A good set of hearing protection should offer a minimum of 28 decibel sound reduction, and good eye protection should be ANSI rated 87 or higher.

**Ear Plugs \$1 - \$4 per pair**  
**Ear Muff style 15-\$25 per pair**  
**Electronic Muffs \$50-\$200**



Wrap Around eye protection can be found at Home Depot for \$4 each, with better styles at Gun Shops at \$15 - \$30.



### EQUIPMENT CHECKLIST

There may be some debate by some people about exactly what ammunition and what equipment you should have. We are going to give you a good starting point, with the needed information, for you to develop your own personal every day "Survival Kit". A few well chosen tools can mean survival. Now we realize that you are probably not going out in the woods and get lost or something to that effect. We also realize, however, that each day you should have with you the needed tools to survive a Critical Encounter. That encounter may be with a criminal, or it may be trying to get out of a burning building when the lights have gone out.

Take a look at the checklist below to get an idea of a good "basic" everyday survival kit. These tools will help you survive most situations you might encounter, that is, if you have your tools with you!

**For most life-threatening encounters:**

- >> Your Firearm\* loaded with a major manufacturer's hollowpoint, Personal Protection ammunition, that you have already tested and that functions properly in your firearm.
- >> You may also want to have a Less Lethal\* alternative such as pepper spray, stungun, or expandable baton.
- >> Other items which could prove invaluable are a small, good quality, dependable flashlight, with a bright (90 lumens or more) beam, as well as a small, good quality knife, either folding or straight bladed. A loud whistle could also be a life saver in the event of hurricane, tornado, or earthquake.

- \* Check your own State's laws regarding carrying any of these weapons on your person. In some states, it's a felony!
- >> A cell phone (even if you don't have a contract, most cell phones will still allow 911 calls).
- >> **Be Aware, Alert, Cautious, and HAVE A PLAN!**

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**PERSONAL PROTECTION, INC.**

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