DEFEND
SIMPLE STEPS
DISARM
TO SURVIVING
DEFEAT!
AN ASSAULT

BY DAMIAN ROSS
YOU WILL BE ALONE
YOU WILL BE DISTRACTED
KEEP IT SIMPLE
YOUR Attacker WILL BE STRONGER
YOUR Attacker WILL BE ARMED
YOUR Attacker WANTS TO HURT YOU
NEVER TRUST YOUR Attacker
THERE WILL BE MORE THAN ONE
THE ONE WHO ATTACKS FIRST WINS
ALWAYS FIGHT BACK!
“Violence never solved anything, but it sure as heck stopped a lot of sh!t”
- Comedian Richard Jeni

Weapons are great when you can access them and use them correctly but at the end of the day YOU ARE THE WEAPON. There are many instances you won’t have time to arm yourself.

The term “bare hands” refers to any technique not involving a weapon of any kind. This also includes other parts of your body like your feet that will be wearing shoes, sneakers or boots.

Before we start, I would like to point out a few things:
• There is no joy in killing or hurting another human being. The only thing you should feel is relief that you’ve survived to see your family and loved ones again. Don’t focus on the act of violence; focus on the results of survival.
• Prepare - have a plan for some of the worst situations imaginable.
• Any time someone puts their hands on you they demonstrate a willingness to injure or kill you. Even a simple push can result in a serious fall. Don’t take threats lightly. Treat every violent encounter with the respect it deserves.
• Studying violence doesn’t make you a violent person, in fact the opposite is true. You study so that you can prevent violence from escalating beyond control and cause loss of life or injury to innocent people.
• Every person has the God given right to protect him or her, loved ones and property. Every country, state and province in the world recognizes this right.

The 6 FASTEST WAYS TO KNOCK A MAN OUT WITH YOUR BARE HANDS

1. Target: Side of the Neck
   Attack: Edge of hand, Hammer fist, Punch, Elbow or Forearm.
   When executed swiftly and powerfully a strike to the side of the neck it will render the subject unconscious. This happens due to the disruption of blood flow through the carotid artery and other nerve bundles that run through the neck. It creates a FLASH and literally short circuits the brain.

2. Target: Top of the Spine/Base of the Skull
   Attack: Edge of hand, Hand Yoke, Forearm, Elbow, Heel of hand or Stomp.
   If struck hard enough the spinal cord and the medulla oblongata will be crushed and damaged resulting in paralysis or death due to swelling and nerve damage. This part of the brain controls involuntary actions like breathing, circulation of blood and all of the other organ and reflex functions that maintain life. Without it, the body will die.
3. Target: Front of the Throat
   Attack: Edge of Hand, Hand Yoke, Forearm
Attacking the windpipe with a strike or strangle will cause it to crush or collapse. The trachea is resistant but not resilient and will crush like a beer can. When that happens the mucus that lines the throat will literally seal off the airway causing the subject to asphyxiate.

The hand yoke or web of hand strike can severely disrupt the target’s air intake.

4. Target: The Side of the Head (Temple, Side of Chin and Jaw Hinge)
   Attack: Edge of Hand, Fist, Heel of Hand, Kick, Stomp, Elbow or Knee
Striking the temple with enough force will cause unconsciousness or death. Strikes here are extremely dangerous. This soft part of the skull can be easily concussed. Long-term effects include swelling of brain.
The Trigeminal nerve is located in the side of the face and connects at the temple and the chin. There are knock out trigger points located along the side of the mouth or the “moustache line” and above the cheek. A strike here will result in an instant knock out.

5. Target: The Bottom of the Chin –
   Attack: Chin Jab (Heel of Hand), Fist, Knee, Rising Elbow.
Striking the bottom of the chin (from underneath) causes a whiplash effect. While you will damage the initial point of contact, the real damage comes from referral shock to the base of the skull/top of the neck. As the head whips back it will short circuit the body’s involuntary functions. If hit hard enough, the neck will break resulting in paralysis or death.

6. Target: The Testicles –
   Attack: Crushing or Striking with Knee, Edge of Hand, Hand Yoke, Saddle Kick.
Attacking the male genitalia is a universal reaction to an attack, however it must be done correctly. Your greatest results are hitting them with a blow that comes from directly underneath. This will crush the testicles against the pelvic bone.
The other way is to grab and crush them. When either act is done with enough force this will put the subject into shock and unconsciousness. There have been times it’s resulted in death, but those instances are rare.

No, not those nuts....
THE TOP TEN THINGS EVERY STREET SMART PERSON KNOWS
Everyone knows to be aware of their surroundings, to trust your instincts and to yell “FIRE” instead of “HELP”. Instead, I will give you actionable tactics that you can use right now and they don’t require any training whatsoever.

THE GIFT OF FEAR

Fear is nature’s way of preparing you for fight or flight. For millions of years this sophisticated self defense mechanism has evolved to warn & prepare you for danger. Many people try to overcome fear.

Not only is this a mistake, its impossible. You can’t undo evolution. Instead you need to embrace fear. Learn how to channel it and use it to your advantage.

The problem is you cannot replicate rear fear in training. In order to feel real fear you need to BELIEVE that you’re going to die. To prepare you need to practice techniques and tactics that have been successful in fight or flight situations.

FIGHT, FLIGHT OR FREEZE

Unfortunately civilization has created a third reaction to fight of flight called FREEZE or submission. For years you have been told all violence is bad and you should never have to resort to violence. The result of this constant conditioning has caused you to shut down or freeze when faced with real violence.

Today there are generations of people who lack the capacity to deal with violence. Generations don’t know how to process their fear reaction and they become paralyzed when faced with danger.

VIOLENCE IS A PART OF THE HUMAN CONDITION

The reality is this: evil exists. Some people are just broken and there isn’t any reasoning with them. Wishing violence away doesn’t work. Instead you need to face it head on, grab it by the balls and squeeze.

Some people say, “Don’t sink to their level.” I say, “Don’t sink to their level...GO LOWER.” The day you are willing to be meanner, nastier and angrier than your attacker is the day you will be ready to protect yourself and your loved ones.

Look at it this way, you have a dog, it’s a great dog. But if you met a rabid dog in the street you would put that dog down without a second thought. You don’t expect that rabid dog to act like your dog and you know the rabid dog can’t be fixed. The same can be said for a “rabid” human.

My job is to get you home safely, not provide counseling to rapists and criminals. That being said, let’s get on to the 10 Things Every Street Smart Person Should Know.
1. Every Criminal Fears 3 Things.
   - Being Caught
   - Being Identified
   - Being injured

It doesn’t matter how big or how dangerous your attacker, every single one of them fears these three things and the greater the chance of that happening to them, the less likely they will attempt an attack.

2. Time Equals Distance and Distance Enables Escape and Survival
In order for anyone to impose their will on you they need to get close to you. The closer they are the more they can conceal their attack from the outside world. The closer they are the easier they can threaten you with a weapon and the easier they can use their size and strength.

When you’re walking in the outside world, keep your face out of your phone, head up and scan your environment. Avoid areas of ambush like doorways, alleyways, between parked cars.

Attackers don’t appear out of thin air. They stalk you and wait for opportunities to get close and isolate you.

One way criminals can close the distance on you is by using a “dodge”. They could ask for the time, a smoke or maybe you’re wearing a NFL team shirt. They will use anything as a conversation starter.

When you are approached, keep moving and just say – NO.

If they ask for directions - you don’t know where you are,
If they ask about your shirt - you don’t know the team, heck you don’t even know the language.
Lost child – call the cops
Need a ride – call the cops (see where I’m going with this?)
Keep moving away and CALL 9-1-1 when you’re at a safer distance. Let the police do their job.

3. Make Yourself a HARD TARGET.
Predators target prey based on a simple RISK versus REWARD evaluation. It’s simple, if you look like you have something worth taking and it looks like you’re not going to put up a fight they will target you.

If you look like an NFL player you’re less likely to get mugged than if you’re a little old lady with hundreds hanging out of her pockets.

Walk with your head up, chest out and scan your environment. Don’t put yourself in situations where you will be isolated from the general public.
4. Make Eye Contact!
Some “experts” will tell you not to make eye contact. This is a mistake. Predators seek targets that act like prey. If you act submissive like prey, you will be targeted like prey.

I’m not suggesting you have a stare down contest, but causal eye contact for half a second will exhibit predator-like behavior. If they think you’re going to put up a fight they will most likely pick another target. Always fall back to exploiting the 3 things every criminal fears.

5. Call the Cops
You think someone’s following you? Call the cops.
See a strange vehicle in your neighborhood? Call the cops.
See someone you don’t recognize at pick up? Call the cops.

Police make some of their biggest arrests from citizens reporting strange activity. Don’t hesitate. Every time I see something out of the ordinary I call the regular police line (not 9-1-1). I give my name, location and describe the person or vehicle. You’re not being a bother; you’re being a good citizen.

6. Know The Warning Signs
When humans shift into fight mode they go into their “animal brain.” Hormones are dumped into your system and adrenaline is released as you prepare for the fight.

These behaviors are typically displayed during an argument like a bar fight or a little league brawl. If the person you’re arguing with starts to display these behaviors, they’re getting ready to attack.

• Less verbal, use one syllable words.
When you move into fight or flight you use less of your cerebral cortex and more of your medulla oblongata. Your ability to reason and form larger words is gone.

• Stretch their neck or arms.
This is a reaction to the adrenaline. Your body is now locked and loaded and you need to release it through physical action. This is why cops and soldiers need to “unload” after a near use of force situation.

• Remove their jacket or shirt.
Some people think this it’s to look bigger and show off your muscles, but it’s not. It’s your need to shed weight and increase mobility for battle.

• The “Chicken Dance”.
No, this isn’t the wedding classic. Before an attack the subject will become nonverbal and nod their head back and forth slightly. This is a physiological reaction to fight or flight and it is impossible to suppress.

7. Assume the Worst.
No one ever went into a fight expecting to get his or her ass kicked and a criminal never picked a target expecting to fail.

You must ALWAYS assume your attacker is:
• Armed
• Has friends
• Larger and Stronger
• Dangerous
Every self defense technique and tactic you execute must take these factors into consideration. This means your method of self defense must:

- Eliminate or escape the threat immediately in front of you as fast as possible.
- Keep moving forwards and taking ground to escape or keep your target off balance.
- Use other weapons or other tools to make your “job” of escape and survival easier.

Chances are you won’t know your assailant is armed or has friends until AFTER the attack when it’s too late.

**PREPARE FOR THE WORST AND HOPE FOR THE BEST.**

8. Never “TRUST” Your Assailant
Don’t project your thoughts and values on your attacker. THEY HAVE ATTACKED YOU and that is something you would NEVER DO. Their action demonstrates that you and he do not share the same set of values.

Nevertheless, criminals know this and will use your empathy against you.

Case and point the BTK Killer (BIND, TORTURE, KILL).
Dennis Rader was a father of two, a veteran, an ADT Home Security Installer, Federal Census Taker, Dog Catcher and one of the most prolific serial killers of all time.

Notice that his professions allowed him access to your home and a level of trust. With that knowledge Radar was able to control, subdue and murder whole families single handedly.

In one case, he slaughtered a family that had two adult male athletes and two grown capable women. How was one man able to control an entire family? Easily...he reasoned with them.

Radar would gain access to the home using his skills of persuasion. Then he would brandish a gun and rob them, all the while being calm and polite.

Finally he would explain that he needed to tie them up because he knew they would call the police as soon as he left and tying them up would give him enough time to get away. As a reasonable person this makes sense to you. A man, down on his luck is robbing you and needs time to escape. That would be your last mistake. After the family was secured he would then proceed to put them through hell.
ALWAYS FIGHT BACK AND ALWAYS TRY TO ESCAPE!

If someone needs you to give him or her a ride or go some place else that only means they can’t do what they really want to do to you at your present location.

The point of initial contact is crime scene 1; the final contact is crime scene 2. People often escape from crime scene 1. The body is always recovered at crime scene 2.

9. Who Do You Hit First?
If two men corner you hit the one who isn’t talking. The one who is talking is distracting you while the silent one is getting up the nerve to assault you (remember the effects of fight or flight?).

Then keep moving forward, taking ground and escape.

*Special note – if you’re on a date, or with your family, they should be instructed to RUN, ESCAPE and GET HELP at the first sign of trouble. If they don’t leave they will be used as leverage against you.

When your family escapes the perpetrators will most likely leave since they know the police are on their way.

10. Ask Them How Their Mother Is?
One of the oldest street fight tricks is to ask the assailant an off beat question like “How’s your mom?” or “Don’t I know you from church?” this will cause them to pause and that’s when you make your move!

Remember the mind can only process one thought at a time. We are not multi-taskers we are serial processors. We can switch back and forth from one thing to another quickly but we can’t do two things at once.

Use this to your advantage, when you ask a question that split second will give you the drop on them to initiate the attack. Statistics show, he who dares first WINS.
Evil and violence exist in every social and economic facet of our society. Studying violence doesn’t make you a violent person; it makes you a realist. The better prepared you are the better friend, parent, son, daughter, neighbor and citizen you will be.

To quote the infamous Hell’s Angel Chuck Zito, “Treat me good, I’ll treat you better. Treat me bad, I’ll treat you worse.”

Until next time...
Train Honestly,

Damian Ross
Founder, The Self Defense Company

3 Black Belts, International Competitor, Division 1 Collegiate Wrestler, Hall of Fame Athlete, Security Agent, Private Contractor and Bouncer, Mr. Ross has been in the mix since he was a wee-little “ass kicker”. In 1993 he began training a select group of people in what would become The Self Defense Training System. Over the years Secret Service Agents, Federal and Local Police, Military, members of the Famed NYPD and Private Contractors have traveled over thousands of miles and paid top dollar out of their own pockets just to train for an hour with Mr. Ross. Realizing the demand for this ultimate form of self defense was too great for him to do by himself he launched The Self Defense Company (SDC) in 2007 using cutting edge distance learning techniques implemented by leading universities.

Damian Ross has appeared in SWAT magazine, Black Belt Magazine, Martial Arts Masters Magazine, MAXIM Magazine, The Danny Bonaducci Show, Fox News, Penn and Teller’s BULLSH!T and makes regular appearances on mainstream media.
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