

SDC Instructor Kip Marsh's Original Email to Paul

Hi Paul! OPPORTUNITIES..... from your personal Self Defense Instructor!

Hi Paul!

I wanted to send this email to let you know about other opportunities with the Self Defense Company.

First is the **LIVE TRAINING** option with a certified Self Defense Company Instructor. To find out more about this you can click this link>>[Live Training](#)<<

Next is this question----**Have you ever considered becoming a Self Defense Instructor?** With the Self Defense Company, it is entirely possible!!

If you want to learn more about becoming a Self Defense Company Instructor, you can click this link>>[Become An Instructor](#)<<

Have a great day and.....

Train Honestly,

Kip

George Hutchings Email Exchange to Paul

Paul

My name is George Hutchings and I am the Head of Instructor Development for The Self Defense Company. I was made aware of your concerns regarding one of our Instructors and I also spoke with him and reviewed the email thread.

I wanted to clarify a few things. When a new member joins, our instructors are encouraged to reach out and welcome the new members informing them of what services are available. These services range from just general support via email and phone and our online forum (which is free of course) to other products and/or services depending on a members level of interest. An introductory email is sent out (which has been scripted for them) so that the same initial message goes out to everyone once they become a member.

The agenda is not to upsell you on everything that we have. For many the 60 minute Self Defense program or the fast start is more than enough. We simply want our members who are perhaps looking for more to be made aware of it.

I am sorry that you felt our instructor was trying to sell you or was handling you in a snooty way but each of them is simply trying to relay a simple message to the masses. If you have everything you need from what you purchased that's cool and we are glad that you found us. If you need more then we are here to provide that. But in fairness as an educational company as well as one that sells products and services, it should be expected that we will make you aware of what's available.

George

On Sat., Jul. 25, 2020, 5:04 p.m. Paul Richmond, <[paul@paulrichmondlaw.com](mailto:paul@paulrichmondlaw.com)> wrote:  
"in fairness as an educational company as well as one that sells products and services, it should be expected that we will make you aware of what's available...."

A) The Later seems dominant

B) Where did I request or even consent to this marketing when I made a purchase?  
This starts to feel like someone who comes in for a free "personality audit" from the Church of Scientology

Paul.

Clearly you are just looking to be argumentative and that's perfectly fine. If you are not interested in any products or services a simple "thank you for the email but I have all I need" would suffice. Instead you choose to come to us and then complain when we make you aware of what we have? I'm glad you found a product that you were looking for and I hope you get whatever knowledge and instruction from it that you brought you to us I'll advise our instructors not to "market" to you.

George

On Sat., Jul. 25, 2020, 6:45 p.m. Paul Richmond, <[paul@paulrichmondlaw.com](mailto:paul@paulrichmondlaw.com)> wrote:

Nope

Just a direct person who gives their opinion when asked.

If you don't want honest feedback probably shouldn't ask for it.

Attacking someone personally for giving their opinion is poor form.

Hope it's not a "technique" at Amway Dojo.

Some people just don't like to deal with sales calls. Assuming this is your right is poor form.

From George SDC to Paul Richmond

lol. Well you can be as direct as you wish. And whining about emails you receive after agreeing to the terms and conditions on the site which allows us to contact you is just sad. As a lawyer one would think you would be aware of what to expect since you "knew what you were getting". We won't waste our time engaging in anymore conversation with you. Enjoy the rest of your weekend.

From: **Paul Richmond** <[paul@paulrichmondlaw.com](mailto:paul@paulrichmondlaw.com)>  
Date: Sat., Jul. 25, 2020, 8:00 p.m.  
Subject: Re: Self Defense Company Instructor Issue  
To: George Hutchings <[theselfdefensecompany@gmail.com](mailto:theselfdefensecompany@gmail.com)>

The only thing I've seen you ask for in these emails is \$ and feedback.  
I've given you feedback that you didn't like and no \$, so you default to personal attack.

Funny, the 60 minute video says to walk away. Guess you missed that training.  
As one the first emails from your group asked me if I wanted to spend money and become a trainer and unlock income potential before I'd even completed the training, that seems consistent.

Since you made it a point to continue personal attacks when i gave you the feedback you requested, and attacked me professionally for giving that feedback, please show me what you believe "I agreed to" and its basis in law.

Since you choose to bring up that I'm a lawyer, I'll give a quick response as a lawyer  
Deception voids a contract.  
Representing sales for more merchandise as free personalized training, and making it part of the sales package is an "unfair and deceptive act and practice." See RCW 19.86.020. Penalties for such are treble to the amount of all services offered as well as full compensation for every moment of my time as attorney. RCW 19.86.090.

Paul's Review

Since you asked I left a review.

Since it's "under moderation" I don't expect it will appear

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I ordered the "60 minute self defense" class in part because the offer included access to a much wider library

I immediately experienced login issues and was directed to a customer service email that bounces.

At the same time I received emails from my "instructor" telling me if I paid more money I could become an Instructor and trying to sell me on more courses. Mind you haven't even been able to log in to the 60 Minute Defense Course.

Not what I expected and I said so.

The sales person ("Trainer") basically said that the main purpose of their training was sales and if I said I wanted instruction I should expect sales.

The instruction it self was basically "carry pepper spray and have it on your belt so you can reach it." As I work and travel in a number of places where I have to go through security and can't legally carry pepper spray, that's not much help, and certainly not worth \$27. Most of the rest of the "library" is locked.

Reading complaints including to the better business bureau where people are charged without their knowledge, the owner's defense is "you checked the box" and to make personal attacks on the person.

Same response I got when I complained about getting no real training and sales emails.

Then I got called out by the head sales person ("trainer") that because I'm a lawyer I should know that responding to an ad means I give up my rights. Since they brought it up, that's not the way the law works. If there's deception in the sale, the sale is void and the victim/purchaser gets three times the amount back as well as all attorney fees.

Looks like a class action suit ready to happen.

Or a series of small claims cases - I went to our State's Secretary of State's Corporations Division and there's not even an active corporation, so not even licensed for business properly but taking money.

Takes nerve to tell people they are bound under law to give you payment when you aren't even a legal entity in their state.