

## When Seconds Count Self Defense For The Real World

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When seconds truly count, knowing how to defend yourself is paramount. This guide provides essential, practical self-defense techniques and strategies designed for real-world scenarios, empowering you with the confidence and skills needed to protect yourself effectively in any unpredictable situation, bridging the gap between theory and vital personal safety.

These articles serve as a quick reference for both beginners and advanced learners.

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### When Seconds Count

When Seconds Count is a comprehensive self defense solution that teaches law abiding citizens how to protect themselves against the mounting threat of violent crime. You can't learn this in a Karate class or mixed martial arts school. In fact, there are many instructors out there who are doing a lot more harm than good by making people believe they are trained to cope with vicious street criminals. Truth is, the martial arts techniques that score points and win trophies could get you killed in real-life self-defense encounters. Learn how to: Protect yourself and your family from vicious street criminals Hone your awareness skills Assess threat levels De-escalate situations before they turn violent Fight back with simple, no nonsense self-defense techniques Use self-defense weapons skillfully Prepare your family for a home invasion Remain calm and focused when faced with fear Cope with the aftermath of violence Get realistic self-defense training Self-defense expert Sammy Franco is no stranger to violence and personal protection. With decades of experience, he is the author of numerous self-defense books and the innovator of Contemporary Fighting Arts, a reality based self-defense system that breaks self-defense down to its simplest elements: practical skills, proven techniques and the confidence to use both on armed and unarmed criminals. When Seconds Count is considered by many to be one of the best books on real world self-defense instruction. Ideal for men and women of all ages who are serious about taking responsibility for their own safety. By studying the concepts and techniques taught in this book, you will feel a renewed sense of empowerment, enabling you to live your life with greater confidence and personal freedom.

### Real World Self-defense

If you want practical solutions to the violence that permeates today's society, this book offers savvy advice for dealing with everything from an unwarranted attack to the often ironic legal aftermath. Van Cook covers unarmed defense, improvised weapons, edged weapons, firearms and more and offers something of value for people from all walks of life.

## When Seconds Count

This no-nonsense self-defense system instructs law-abiding citizens on defending themselves against the rising threat of violent crime. It provides the practical skills, proven techniques and necessary confidence to avoid, defuse, confront or neutralize armed and unarmed assailants. When seconds count, you don't have time for mistakes.

## The WidowMaker Program

The Widow Maker Program: Extreme Self-Defense for Deadly Force Situation is a shocking and revolutionary fighting style designed to unleash extreme force when faced with the immediate threat of an unlawful deadly criminal attack. In this one-of-a-kind book, self-defense innovator Sammy Franco teaches you his brutal and unorthodox combat style that is virtually indefensible and utterly devastating. However, the true power of the Widow Maker Program comes from its ability to psychologically terrorize a street predator while simultaneously ripping him to pieces. LEARN HOW TO: Protect yourself and loved ones from vicious street criminals, safely close the distance gap between you and your attacker, evoke psychological terror in your adversary, shift from prey to predator during an assault, master quarter beat striking techniques, unleash powerful webbing techniques, quickly disorient and demolish your opponent, shutdown the opponent's cognitive brain, master offensive and defensive anchoring, perfect the wicked art of "razing"

## Savage Street Fighting

**SAVAGE STREET FIGHTING - IT'S BRUTALLY EFFECTIVE!** Self-defense expert Sammy Franco reveals the science behind his most primal fighting method. **Savage Street Fighting: Tactical Savagery** as a Last Resort is a brutal self-defense system specifically designed to teach law-abiding citizens how to use "tactical savagery" when faced with the immediate threat of an unlawful deadly criminal attack. **Savage Street Fighting** is systematically engineered for the most dire circumstances - when there are no other self-defense options left! **Learn How To: Win a street fight instantly Defeat any ground fighting system Bypass the time consuming grappling game Develop a true "Savage" mindset Inflict swift and severe pain at will Psych-out the toughest & meanest street thugs Quickly escape from all types of choke holds Destroy any attacker regardless of his size and strength Force your attacker to immediately retreat from the fight Defend against multiple attackers And much, much more A GROUND FIGHTER'S WORST NIGHTMARE!** **Savage Street Fighting** is a ground fighter's worst nightmare! Unlike every submission fighting system taught today, **Savage Street Fighting** scientifically circumvents the laborious and time consuming grappling game and ends the ground fight instantly. But, when used in combination with any grappling and ground fighting system, **Savage Street Fighting** will make you unbeatable on the ground! **Savage Street Fighting** is the combat program mixed martial artists and grapplers don't want you to see! **IT'S IDEAL FOR: Civilians Law enforcement Military personnel Security specialists Executive protection Martial artists Self-defense practitioners IT'S QUICK AND EASY TO LEARN!** With over 300 photographs and detailed step-by-step instructions, **Savage Street Fighting** teaches you Franco's most ferocious and barbaric street fighting techniques. They are simple to learn and easy to apply. As a matter of fact, you don't need any previous self-defense or martial arts training to apply these devastating combat techniques. But, if you do have previous training, **Savage Street Fighting** seamlessly integrates with any type of martial art style or self-defense system. **IT'S PRIMAL AND FIERCE!** **Savage Street Fighting** truly is the 800-pound gorilla of self-defense tactics. **Savage Street Fighting** is a must-have book for anyone concerned about real world self-defense and who wants the knowledge, skills and mindset required to dispense extreme punishment when faced with a deadly force self-defense situation. Now is the time to learn how to unleash your inner beast!

## Feral Fighting

**THE WIDOW MAKER RETURNS!** Just when you thought Sammy Franco's best-selling Widow Maker Program could not be surpassed, **Feral Fighting** outdoes its wicked predecessor! **Feral Fighting** is the advanced companion book that builds on the brutal fighting techniques of the original Widow Maker program. **NEW LEVELS OF COMBAT PERFORMANCE!** In this sequel, self-defense innovator Sammy Franco marches forward with cutting-edge concepts and techniques that will take your self-defense skills to entirely new levels of combat performance. **LEARN HOW TO: Turn your fingers into torches Master the cunning art of Scorching Defeat mentally crazed attackers Develop terrorizing hand speed Counter a razing assault Master the unique Shielding Wedge technique Learn the brutal art of Sharking Become a human battering ram in a fight Short-circuit the opponent's brain in combat And much, much**

more THE REVOLUTIONARY SHIELDING WEDGE Feral Fighting also includes Franco's revolutionary Shielding Wedge technique which is based on the ancient Greek military formation known as the Phalanx. When used correctly, it transforms you into an unstoppable human meat grinder, capable of destroying any criminal adversary. SEND YOUR ATTACKER SCREAMING INTO THE NIGHT! Feral Fighting teaches you Franco's cunning art or Scorching. Learn how to convert your fingertips into burning torches that generate over 2 million scoville heat units causing excruciating pain and temporarily blindness for up to 20 minutes. Scorching is the ultimate fight stopper! ENGINEERED FOR HIGH RISK SELF-DEFENSE SITUATIONS! Feral Fighting is a must-have book for anyone interested in high-risk self-defense training and who wants to take their Widow Maker skills to the next level of combat mastery.

### The 10 Best Kicking Techniques For Martial Arts, MMA and Self-Defense

WANT DEVASTATING KICKING TECHNIQUES! Dramatically increase your fighting skills with Sammy Franco's battle tested kicking techniques. The 10 Best Kicking Techniques gives you the winning edge you'll need in both the ring and the streets. In this one-of-a-kind book, you'll learn simple and effective bone crushing kicks that will drop any opponent of any size. The 10 Best Kicking Techniques is ideal for: Mixed martial arts (MMA) Martial arts Kickboxing Self-Defense/Street Fighting Survival Personal fitness TURN YOUR LEGS INTO DEADLY PISTONS! This easy to follow book covers the entire spectrum of practical and efficient kicking techniques. Learn how to throw the perfect "destroyer kick"

### The Bigger They Are, The Harder They Fall

When you're about to fight a thug on the street and you have to look up to stare into his eyes, you're bound to feel up pang of fear. But follow the solid strategies and self-defense techniques presented by self-defense maverick and innovator Sammy Franco, and the fight will end with your attacker looking up at you in confusion as he crashes to the ground. Sammy Franco was concerned that no book on the market successfully tackled the specific problem of fighting a larger, stronger opponent. In The Bigger They Are, The Harder They Fall, he addresses that all-important issue and delivers the solid information you'll need to win a street fight when the odds seem stacked against you. The Bigger They Are, The Harder They Fall will teach you: How to avoid panic and intimidation • The do's and don'ts of fighting a massive fighter • The five best knock-out targets • What works, what doesn't, and why • How to avoid the ground fight • Workout routines • Equipment training • Step-by-step fighting combinations • And much, much more. In this one-of-a-kind skill building workbook, Sammy Franco calls upon his 30+ years of experience as a reality-based self-defense expert to prepare you both mentally and physically for the fight of your life. Unless you're a lineman for the NFL, there may come a day when you will face an opponent who can dominate you through sheer mass and power. Read and study this book before that day comes.

### Bruce Lee's 5 Methods of Attack

Maximum Damage teaches you the quickest ways to beat your opponent in the street by exploiting his physical and psychological reactions in a fight. Learn how to stay two steps ahead of your adversary by knowing exactly how he will react to your strikes before they are delivered. In this one-of-a-kind book, reality based self-defense expert Sammy Franco reveals his unique Probable Reaction Dynamic (PRD) fighting method. Probable reaction dynamics are both a scientific and comprehensive offensive strategy based on the positional theory of combat. Regardless of your style of fighting, PRD training will help you overpower your opponent by seamlessly integrating your strikes into brutal fighting combinations that are fast, ferocious and final! Maximum Damage teaches you how to: Think two steps ahead of your opponent Blend techniques into logical fighting combinations Attack with explosive energy Spot the best vital point targets Psychologically cripple your adversary Overwhelm your opponent's defenses And much, much more With over 240 photographs and detailed step-by-step instructions, Maximum Damage teaches you the best ways to deliver devastating compound attacks that will take the fight out of your opponent and your opponent out of the fight! In this informative book, you'll see Sammy Franco's PRD system put into explosive action with dozens of real-life street encounters. Whether you are a military specialist, martial artist or self-defense student, Maximum Damage teaches you brutally effective skills and proven strategies to get you home alive and in one piece.

### Maximum Damage

Learn how to stop any fight before it starts by mastering the art of the preemptive attack. First Strike gives you an easy-to-learn yet highly effective self-defense game plan for handling violent close-quarter combat encounters. First Strike will teach you instinctive, practical and realistic self-defense techniques that will drop any opponent to the floor with one punishing blow. This book will show you: How to end a fight instantly How to spot and avoid being targeted for a fight How to deceive the most seasoned street thug Simple and effective fighting techniques Critical knock-out targets. How to avoid being arrested First Strike also includes: range proficiency, ghosting, secondary strikes to finish off an attacker, the compound attack and offensive flow, the relocation principle, how to avoid getting arrested, strikes, blocks, parries, punches, jabs, and beginner, intermediate and advanced workout routines, real-life first-strike fighting scenarios and much more! By reading this book and by practicing, you will learn the hard-hitting skills necessary to execute a punishing first strike and ultimately prevail in a fight. And that's what it is all about: winning in as little time as possible.

## First Strike

Be Prepared for the Fast, Furious and Fatal World of Knife Fighting Written by world renowned martial arts expert Sammy Franco, *Knife Fighting: A Step-by-Step Guide to Practical Knife Fighting for Self-Defense* prepares you for the deadly world of knife fighting. Complete and Comprehensive Knife Fighting Instruction With over 200 photographs and easy-to-follow instructions, this comprehensive book cuts through the guess work and teaches you the most practical and effective knife fighting techniques for real-world survival. Knife Fighting Will Teach You: • How to choose the best combat knife • Knife carry, quick draw and concealment strategies • Knife grips, stances, ranges and footwork • How to control fear during a knife fight • Knife targeting and reaction dynamics • Knife cuts and angles of attack • Franco's knife fighting blueprint • Knife fighting defensive skills • Knife fighting training drills and exercises • And much, much more 35+ Years of Real-World Knife Fighting Experience Whether you are a beginner or seasoned knife fighting expert, *Knife Fighting: A Step-by-Step Guide to Practical Knife Fighting for Self-Defense* teaches you battle-tested knife fighting skills that will get you home alive and in one piece.

## Survival Weapons

WANT BONE SHATTERING POWER PUNCHES! Dramatically increase your punching power with Sammy Franco's battle tested power punching techniques. *THE 10 BEST POWER PUNCHES FOR BOXING, MARTIAL ARTS, MMA, AND SELF-DEFENSE* gives you the winning edge you'll need in both the ring and the streets. In this one-of-a-kind book, you'll learn simple and effective bone crushing knock-out power punches that will drop any opponent of any size. *THE 10 BEST POWER PUNCHES* is ideal for: Boxing Mixed martial arts (MMA) Martial arts Kickboxing Self-defense/Street fighting Personal fitness **TURN YOUR FISTS INTO SLEDGEHAMMERS!** This easy to follow book covers the entire spectrum of explosive power punching techniques. Learn how to throw the perfect "knockout power punch"

## Knife Fighting

**MENTAL TOUGHNESS FOR BUSINESS, SPORTS AND HEALTH!** *The 10 Best Mental Toughness Techniques* contains time-tested techniques and strategies for improving mental toughness in all aspects of life. It teaches you how to unlock the true power of your mind and achieve success in business, sports, high-risk professions, self-defense, fitness, and other peak performance activities. However, you don't have to be an athlete or warrior to benefit from this unique mental toughness book. In fact, the mental skills featured in this indispensable program can be used by anyone who wants to reach their full potential in life. *THE 10 BEST MENTAL TOUGHNESS TECHNIQUES* is ideal for: Business people Athletes High-risk professionals Self-defense students Martial artists Fitness enthusiasts Any activities requiring peak performance **LIFE-CHANGING MENTAL TOUGHNESS TECHNIQUES** *The 10 Best Mental Toughness Techniques* is a life-changing book packed with practical strategies and proven techniques for mastering your mind, body and spirit! Unlike other mental toughness books, it doesn't bog you down with dry theories, mind-numbing case studies, confusing jargon or pointless anecdotal stories. Instead, it's written in simple, easily understood language, so you can immediately apply the mental toughness techniques and achieve personal success. **CONTROL YOUR MIND = CONTROL YOUR DESTINY!** In this easy to follow step-by-step program, world-renowned martial arts expert, Sammy Franco takes his 30+ years of research, training and teaching and gives you simple and practical techniques to develop mental toughness and achieve new levels of personal

and professional success. In fact, these are the very same techniques that have helped thousands of Franco's students excel and achieve their personal goals. Learn how to acquire the ideal mindset for peak performance Learn how to confront, perform and prevail from extreme adversity Maximize your performance with the complete mental toughness package Learn how to achieve more success with less energy Become a more confident and self-disciplined person Learn how to develop laser-beam focus and concentration Manage and control fear during stressful performance situations Learn how to become more assertive and aggressive Quickly overcome major obstacles and personal setbacks Eliminate anxiety and negative thinking patterns during critical performance events Pursue your goals and dreams with a renewed sense of energy and motivation Overcome procrastination and inaction And much more CONQUER FEAR ONCE AND FOR ALL! In this comprehensive mental toughness guide, you'll also learn step-by-step strategies for dealing with the debilitating fear and anxiety often associated with high-performance situations. Invincible gives you the mental body armor necessary to cope, perform and prevail from all forms of extreme adversity. By studying and practicing the exercises in this book, you will feel a renewed sense of empowerment, enabling you to live life with greater self-confidence and personal freedom.

### The 10 Best Power Punches

Unleash Hell On Your Enemies Surviving a vicious street attack is all about unleashing a destructiveness exceeding that of a deadly criminal attacker. Nobody knows that better than self-defense expert Sammy Franco, who created the devastating Widow Maker self-defense program. The Widow Maker Program is a shocking and revolutionary fighting style designed to unleash extreme force when faced with the threat of an unlawful deadly criminal attack. This brutal and unorthodox fighting method is virtually indefensible and utterly devastating. However, the true power of the Widow Maker Program comes from its ability to psychologically terrorize a street predator while simultaneously ripping him to pieces. Destroy Him in Seconds! Unleash Hell: A Step-By-Step Guide to Devastating Widow Maker Combinations is the third installment in the best-selling Widow Maker program book series. It takes you beyond the initial Widow Maker program by teaching you Franco's favorite fight-stopping Widow Maker techniques that will overwhelm and destroy your opponent in a matter of seconds. Unleash Hell is a step-by-step program that enables you to burn devastating Widow Maker combinations into muscle memory while systematically developing extraordinary fighting hand speed. Unleash Hell also includes advanced Widow Maker fighting concepts such as hand-held weapon integration, razing amplifiers, environmental exploitation tactics, and traumatic schematics. Best of all, you don't need to read the previous Widow Maker books to understand and benefit from Unleash Hell! For The Street, Battlefield & Hot Spots Around the Globe! Unleash Hell is a unique and comprehensive book that arms you with powerful, real-world self-defense techniques that can be used in the street, battlefield, and dangerous hot spots around the world. Get your copy today!

### The 10 Best Mental Toughness Techniques

THE 10 BEST KNOCK-OUT MOVES The 10 Best Sucker Punch Tricks: How to Master the One-Shot Knockout Punch is a concise guide designed to teach some of the best sucker punch techniques for self-defense. Sucker punching is a self-defense skill that can be performed by just about anyone, young and old, regardless of size or strength or level of experience. Most importantly, you don't need martial arts training to master these simple and effective fighting techniques. SIMPLE TO LEARN AND EASY TO APPLY Unlike other self-defense books, The 10 Best Sucker Punch Tricks is devoid of tricky or flashy fighting moves that can get you injured or possibly killed when defending against a determined attacker. Instead, it arms you with practical and deceptive fighting techniques that work in the chaos of real-life street assaults. In fact, the skills and techniques found in these pages are surprisingly simple and easy to apply. LEARN FROM THE BEST IN THE SELF-DEFENSE BUSINESS The 10 Best Sucker Punch Tricks is based on world-renowned self-defense expert, Sammy Franco's 30+ years of research, training, and teaching both martial arts and combat sciences. He has taught these cutting-edge fighting skills to thousands of his students, and now he's put them down in this in-depth book. A BOOK FOR EVERYONE! Whether you are a beginner or advanced, student or teacher, Knockout teaches you brutally effective skills, battle-tested techniques, and proven strategies to get you home alive and in one piece.

### Unleash Hell

**DROP HIM WITH JUST ONE PUNCH!** Knockout is a one-of-a-kind book designed to teach you the lost art and science of sucker punching in a self-defense situation. **SIMPLE, BRUTAL AND EFFECTIVE** Sucker punching is a unique fighting skill that can be performed by just about anyone, young and old, regardless of size or strength or level of experience. Best of all, you don't need martial arts training to master these simple fighting techniques. **TURN YOUR FISTS INTO SLEDGEHAMMERS** Knockout is based on world-renowned self-defense expert, Sammy Franco's 30+ years of research, training, and teaching both martial arts and combat sciences. He has taught these cutting-edge fighting skills to thousands of his students, and now he's put them down in this in-depth book. **EVERYTHING YOU NEED TO MASTER SUCKER PUNCHING** With over 150 detailed photographs, 244 pages and dozens of easy-to-follow instructions, Knockout has everything you need to master the devastating art of sucker punching. **KNOCKOUT INCLUDES:** 1. How to win a fight every time 2. How to deceive, disorient, and demolish your opponent 3. The best sucker punch tricks and tactics 4. Critical knockout targets 5. Fist loading weapon 6. Sucker punch drills and exercises 7. Solo and partner workout programs 8. Hundreds of training tips 9. And much, much more **BATTLE-TESTED STREET FIGHTING MOVES!** Whether you are a beginner or advanced, student or teacher, Knockout teaches you brutally effective skills, battle-tested techniques, and proven strategies to get you home alive and in one piece.

### The 10 Best Sucker Punch Tricks

**DEVASTATING STRICK FIGHTING SECRETS!** The 10 Best Stick Fighting Techniques is the fourth installment in Sammy Franco's 10 Best Book Series. This unique book offers you the most practical and useful methods for using a combat stick for real-world self-defense. **IDEAL TRAINING FOR ALL COMBAT STICKS** The 10 Best Stick Fighting Techniques is an excellent source for learning how to use some of the following weapons: Kali and Escrima Stick Police Baton Collapsible Steel Baton Nightstick Side-Hand Baton The 10 Best Stick Fighting Techniques is based on world-renowned martial arts expert, Sammy Franco's 30+ years of research, training, and teaching reality based self-defense. Mr. Franco has taught these unique stick fighting techniques to thousands of his students, including law enforcement agents, military personnel, and civilians, and he's confident they will help you in a desperate time of need. **NO PREVIOUS TRAINING NECESSARY!** Regardless of your training background or level of experience. The stick fighting techniques and strategies featured in this book are straightforward and will work seamlessly with your current martial arts, self-defense, or survival program. If you're a student of the Filipino Martial Arts (FMA) or just a recreational enthusiast, you'll also find The 10 Best Stick Fighting Techniques a welcome addition to your library. Best of all, you don't need any previous training to master these devastating stick fighting techniques. **FOR BEGINNER AND ADVANCED, STUDENT OR INSTRUCTOR** Whether you are a beginner or advanced practitioner, student or instructor, The 10 Best Stick Fighting Techniques teaches powerful street-oriented techniques and proven fighting methods to get you home alive and in one piece.

### Knockout

**LEARN WHAT REALLY WORKS IN A FIGHT!** **The 10 Best Bar Fighting Moves: Down and Dirty Fighting Techniques to Save Your Ass When Things Get Ugly** is a unique book that gives you the most practical and effective methods for defeating any barroom brawler. This book isn't about sport fighting, flashy martial arts moves or traditional rituals. It's about real-world fighting and it teaches you with simple and effective techniques to fight and defend against all types of opponents. Best of all, you do not have to be a martial arts master or self-defense expert to apply these fighting techniques. **EVERYTHING YOU NEED TO WIN THE BAR FIGHT!** This easy to follow book covers the entire spectrum of bar fighting concepts. Learn how to throw the perfect "knockout punch"

### The 10 Best Stick Fighting Techniques

**UNLEASH YOUR INNER BEAST!** The 10 Best Ways to Develop Your Killer Instinct: Powerful Exercises That Will Unleash Your Inner Beast is a unique book also teaches you how to unlock the true power of your mind and unleash this incredible powerful source of power and energy that will help you achieve success in just about any performance situation or activity. **A SERIOUS BOOK ANYONE CAN USE!** The 10 Best Ways to Develop Your Killer Instinct doesn't pull punches! It's simple and direct. It doesn't bog you down with dry theories, mind-numbing case studies, confusing jargon, or pointless and long-winded anecdotal stories. Instead, it's written in simple, easily understood language, so you can quickly learn and apply the killer instinct skills and achieve personal success. **30+ YEARS OF TRAINING EXPERIENCE AT YOUR FINGERTIPS** The 10 Best Ways to Develop Your Killer Instinct is

serious material that contains proven training techniques for developing and sharpening this essential mental attribute. The techniques and exercises featured in this book are based on Sammy Franco's 30+ years of research, training and teaching the martial arts and self-defense sciences. They have helped thousands of his students excel and achieve their personal goals, and he's confident they will help you reach new levels of success. **ELIMINATE YOUR FEARS ONCE AND FOR ALL** Here, you'll also find step-by-step strategies for dealing with the debilitating fear and anxiety often associated with many high-risk situations. By studying and practicing the concepts and principles in this book, you will feel a renewed sense of empowerment, enabling you to live life with greater self-confidence and personal freedom.

### Speed Boxing Secrets

**UNLOCK THE FULL POWER OF THE KUBOTAN KEYCHAIN!** With over 290 photographs and step-by-step instructions, *Kubotan Power: Quick and Simple Steps to Mastering the Kubotan Keychain* is the authoritative resource for mastering this devastating self-defense weapon. In this one-of-a-kind book, world-renowned self-defense expert, Sammy Franco takes thirty years of real-world teaching experience and gives you quick, easy and practical kubotan techniques that can be used by civilians, law enforcement personnel, or military professionals. *Kubotan Power Teaches You: How to choose the right kubotan for self-defense Tactical flashlight conversions Real world self-defense applications Kubotan hand grip techniques Essential do's and don'ts High and low concealment positions Kubotan striking techniques Escapes from grabs and choke holds Kubotan deployment techniques Target awareness and medical implications Kubotan defensive techniques Kubotan takedown techniques Training and flow drills Ground fighting with the kubotan And much, much more* **THE KUBOTAN MYSTERY IS FINALLY GONE!** The Kubotan is an incredible self-defense weapon that has helped thousands of people effectively defend themselves. Men, women, law enforcement officers, military, and security professionals alike, appreciate this small and discreet self-defense tool. Unfortunately, however, very little has been written about the kubotan, leaving it shrouded by both mystery and ignorance. As a result, most people don't know how to unleash the full power of this unique personal defense weapon. But with *Kubotan Power*, the mystery is finally gone! Everything you wanted to know about this unique personal defense weapon can be found in this unique how-to book. Whether you are a beginner or advanced, student or instructor, *Kubotan Power* shows you how to protect yourself and your loved ones against any thug you're likely to encounter on the street.

### The 10 Best Bar Fighting Moves

**Cane Fighting Techniques For The Real World!** *Cane Fighting: The Authoritative Guide to Using the Cane or Walking Stick for Self-Defense* is a no nonsense book written for anyone who wants to learn how to use the cane or walking stick as a fighting weapon for real-world self-defense. **The Ultimate Self-Defense Weapon for Everyone!** While seemingly inconspicuous, the cane or walking stick is both a practical and devastating weapon for all ages, young and old, regardless of size or strength or experience and skill level. Most importantly, you don't need martial arts training to master this incredible self-defense weapon. **One Book For All Kinds of Fighting Sticks** With over 200 photographs and step-by-step instructions, *Cane Fighting* is the authoritative resource for mastering the following weapons: *The Hooked Wooden Cane, The Modern Tactical Combat Cane, Walking Sticks of all types, The Irish Fighting Shillelagh, and The Bo Staff Powerful Cane Fighting Techniques At Your Fingertips* *Cane Fighting* is devoid of tricky or flashy cane fighting moves that can get you injured or possibly killed when defending against a determined attacker. Instead, it arms you with practical and powerful cane fighting techniques that actually work in the chaos of real-life street assaults. In fact, the skills and techniques found in these pages are surprisingly simple and easy to apply. **Cane Fighting Covers These Essential Topics:** How to choose the right tactical cane for your needs, advantages of the combat cane, weapon requirements, grips, essential dos and don'ts, weapon terminology, high and low concealment stances, strikes, power swings, preparing for impact shock, first strike techniques, combinations, striking angles, cane chokes, self-defense stages, blocks, deflections, footwork skills, cane fighting attributes, target areas, medical implications of cane strikes, use-of-force concerns, workout routines, conditioning exercises, and much more! Whether you are a beginner or advanced practitioner, student or instructor, *Cane Fighting: The Authoritative Guide to Using the Cane or Walking Stick for Self-Defense* teaches you powerful street-oriented techniques and proven fighting methods to get you home alive and in one piece.

### The 10 Best Ways to Develop Your Killer Instinct



Learn the Israeli military's hand-to-hand combat system in this "fantastic introduction for anyone seeking the basic fundamentals of self-defense" (Risingsunproduction.net). As the official fighting system of the Israeli Defense Forces, Krav Maga has been battle-tested and has been proven successful. Its emphasis on instinctive movements and efficient counterattacks makes it an easy-to-learn and highly effective program for anyone—male or female, large or small, young or old. Krav Maga for Beginners presents the system's fundamental techniques, its most useful real-world moves and its comprehensive fitness program. Whether you are looking to improve your fighting skills or gain the confidence to escape from a personal assault unharmed, Krav Maga for Beginners provides everything you'll need to reach your fighting goal. With over 360 step-by-step photos, Krav Maga for Beginners makes it easy to learn the world's most effective self-defense and fighting system: Escape Danger Counterattack Neutralize & Defeat

## The 10 Best Knife Fighting Techniques

This is a practical self-defense guide targeted towards the untrained individual who desires to embody a warrior mentality, and learn how to survive vicious life and death situations with the principles and strategies of close quarters fighting. It was written by former Marine Corps infantry machine gunner and martial arts instructor Kyle Swinehart. The sole purpose of his self-defense guide is to increase your chances of surviving a violent assault to the maximum potential. This is not a style of martial arts; these fighting tactics are extremely violent in nature because they were born on the battlefield, and designed for combating the most savage and deadly encounters in real world scenarios. It combines human biological instincts with self-control to form a completely fluid fighting strategy that is perpetually changing based on your threat and the environment around you. In this warrior's manual, you will learn how your body responds in an emergency, and what you can do to prepare yourself for violent combat. Kyle will describe the advantages of embracing the chaos, and how to respond to being assaulted. You will learn about the systems that allow your body to function, and the most effective way to target these systems on your enemy and successfully shut them off during a physical confrontation. Kyle will use simple physics to demonstrate the importance of speed in motion, and how to produce these effects with your body in the most efficient way. You will learn about his Spartan Defense, a close quarters maneuver that will maximize your offensive and defensive capabilities. He will also cover the various ranges of fighting in combat, and the safest way to traverse between them. You will also read about several of the most quick and effective methods of quickly taking your opponent down in close quarters, and the best strategies for fighting multiple opponents. This self-defense guide also contains numerous escape and evasion tactics Kyle learned in the Marine Corps infantry. You will learn how to be a hard target, what to do when someone is following you, and how to survive being kidnapped. It also includes various methods of escaping the most common enemy restraints. Kyle also teaches what your objectives are when you are assaulted with a deadly weapon, and how you must respond to being seriously injured by your attacker. This incredibly informative self-defense guide is packed full of tactics and knowledge that can potentially save your life, and should be available to everyone. Keywords: Self Defense, Attacker, Protection, Assault, Deadly Weapon, Warrior, Mentality, Life, Death, Survival, Marine, Fighting, Tactics

## Killer Instinct

In "Meditations on Violence," Rory Miller explored the gap between martial arts training and real-world violence. In "Principles-Based Instruction" he strikes at the gap between traditional teaching and effective teaching. In seven sections, Rory gives you a solid foundation in the information you must have before you teach, different methods to transfer that information, the ethics of instruction and even some hints on how to run a successful business-- and why you must. "Where the hell was this book when I started teaching!?! I could have used it...and will be better at my trade now that I do. Everything Rory writes is exceptional. But this one goes beyond. It took me exactly two and a half pages of reading to realize this. If you are an instructor (doesn't matter what subject), then this book IS required reading, no exceptions. I regret I didn't have this book before I started my instructional career! If you are simply a "student" of self-defense (if not...why not?) then it is even more important for you, as it will help you face realities that will guide your time allotments and mentor/instructor selection. Not many writers make me think, but Rory does. He will make you think. And most importantly, I believe he will help change how you think. That my friends is the key! Read this book. Re-read it! Think and act on what you learn. If you are an instructor, give yourself a hard look and fix the holes. A student, the remember the key word in self-defense is "self." It's your path, walk it wisely!" -- Mike Seeklander Owner, Shooting-Performance



LLC, and founding member of the American Warrior Society" If you teach, or want to teach, people how to defend themselves, you must read Principles-Based Instruction for Self-Defense. If I had to sum this book up in one word, it would be "brilliant." Rory Miller has a rare and unique way of explaining the complex and whittling it down to an efficient, practical, and usable model. He does that here with the singular goal of making you, the reader, a better instructor when it comes to teaching self-defense. The information contained within these pages is invaluable as it covers many aspects of teaching others to defend themselves. It's not a book of techniques, nor is it a book about martial arts. It focuses on making you a better instructor when teaching people to survive among chaos and fear. Apply what you learn from this book and you won't only be a much better instructor, you just may save someone's life with what you teach." --Alain Burrese, J.D. Writer-Speaker-Mediator

### Kubotan Power

100% HARD-CORE HEAVY BAG TRAINING! Heavy Bag Workout is the third book in Sammy Franco's best-selling Heavy Bag Training Series. This unique book features over two dozen "out of the box" workout routines that will maximize your fighting skills for boxing, mixed martial arts, kickboxing, self-defense, and personal fitness. 30+ YEARS OF RESEARCH AND TRAINING AT YOUR FINGERTIPS This book is based on self-defense expert, Sammy Franco's 30+ years of research, training and teaching the martial arts and fighting sciences. He has taught these exclusive workout routines to thousands of his students and now he's put them down in this instructional book. IMPROVE YOUR SPEED, POWER, TIMING, ENDURANCE AND EXPLOSIVENESS! With over 100 detailed photographs and easy-to-follow instructions, Heavy Bag Workout has beginner, intermediate and advanced workout routines that will improve your speed, power, timing, endurance, and explosiveness. Whether you're an elite fighter or a complete beginner, this comprehensive book will take your fighting skills to the next level and beyond!

### Cane Fighting

New improved Global edition of "Attack, Avoid, Survive". Additional content, more illustrations, more techniques and more pages makes this version even better value. Additional content added 2020. Very few combat manuals choose to explain the mechanics and principles on which techniques are based. This book does. Not only are the essential principles explained, but they are also illustrated with practical real world applications. Examples are drawn from proven martial arts including Wing Chun, Jeet Kune Do, Karate, Combat Tai Chi, Capoeira, Jujitsu, Bagua, Boxing and the Filipino Martial Arts. Included in this book is a detailed section on Dim mak or Vital points which features a new simplified system for learning the point locations. - Advice on avoiding trouble before the fighting starts. - Defence against Knives and other armed attacks. - The use of Dim mak Vital points and Pressure Points - Locks, Throws, Takedowns, Strikes and Kicking. - Use of knives and everyday objects for defence. - Selecting firearms for close range defence.

### The 10 Best Ways To Defeat Multiple Attackers

The best self-defense technique you will ever learn in your life consists in avoiding danger, but before that you will need to recognize it and be ahead of the events when they occur. The author of this book has coached many self-defense instructors, security guards, and police officers, as well as spies, in understanding the elements that compose the criminal behavior. This is a book based on such theory, and directed towards the analysis such behavior and thinking structure. In this book you will obtain knowledge that is unknown to the majority of the martial art Instructors, knowledge that can save your life and the one of those around you. Thanks to the information provided here, you will understand why the author can do things that seem impossible to many, like stopping a robbery with psychological control and without any need of physical confrontation, as well as detect the possibility of robbery before the robber even decides about whom to rob. The content of this book is also based on the author's personal experience inside gangs and in observing their way of thinking, as well as his knowledge in martial arts, namely in teaching several of them. For several years, the author has studied Chinese Martial Arts in China, Filipino Martial Arts in the Philippines and Thailand's Martial Arts in Thailand. This is a book that teaches you to understand martial arts and self-defense beyond what you could ever imagine, but also learn to recognize which techniques can be effective in the street or not. It's, above all, a book that will help you survive with strategies that could have saved the life of many martial artists that have died trying to defend themselves with what they believed to work in real situations. If you can understand and accept the content here exposed, you can also realize which martial art really

works for street defense and which one doesn't, but also which path to take in life when you need to learn to protect yourself. However, if you're a bodyguard, this is a book that you'll need to carry all the time in your pocket, because your career and life, and especially the life of your clients, depends on how much you can assimilate from it.

### Krav Maga for Beginners

Are you a martial artist who wants to take their self defense training to the next level but you don't know how? This book is written for you. Even if you train in self defense or combatives already the drills in this book will help you improve the results you get. There is 50+ cutting edge drills in this book that are guaranteed to take your self defense training to the next level. In this book you will learn: Why combatives is best for self defense Why traditional martial arts don't work in the street and how to change them so they do How to formulate your own self defense drills How to train properly with focus pads to increase your striking power The best drills to improve your striking skills and defensive skills How to train for multiple attackers Real knife defenses that work How to do live fighting drills so it feels like a real fight Awareness drills And much more... This book will show you the right way to train for self defense and how to develop the skills that will make you ready for any situation. Don't leave things to chance. Train for the real world. Want to learn more? BUY NOW.

### A Warrior's Guide to Self-Defense

Unlock the powerful secrets of easy Self Protection in "How to Defend Yourself in 3 Seconds or Less: The Self Defence Secrets You NEED to Know!" A simple and insightful guide for beginners and experts alike! How to Unlock Your Brain's Secret Power... How Can You Win Every Single Fight... The 3 Second Rule (That most people have no idea about)... How can you train your brain to deal with panic... Illustrated Techniques Distraction and Evasion How to Fight...even when you can't see! The Most Common 'Mistake' with a popular technique... and much more! With most violent encounters the ability to defend yourself comes down to a matter of seconds where the right actions can be the difference between life and death. Developed with input from Top Martial Artists and Self Defence experts this illustrated guide reveals the secrets of real Self Defence and exposes the truth behind street violence. All designed to give you straight-forward, practical advice and keep you safe when it counts. Stay safe out there and get the edge today! Grab Your Copy Now!

### Principles-Based Instruction for Self-Defense (and Maybe Life)

The world is changing every day. It's not the relaxed, safe place we once knew. These days, it is wise to understand your surroundings, have better awareness and be able to defend yourself if needed. Those who say, "It always happens to someone else, never me!" may regret those words if and when a tragedy strikes. Having the confidence to face our new culture is important for a happy and healthy life. The book includes:

- Effective self-defense techniques explained in simple terms
- Easy to follow pictures to help you practice at home
- Practical tips that can keep you out of trouble
- Identification of vital targets and pressure points to maximize effectiveness.

Master Mike Andrus has learned and developed effective techniques from many years of training in multiple styles of martial arts. For this book he has selected the most effective practical self-defense techniques for women to use against an attacker who may be bigger and stronger. His book, seminars and workshops teach self-defense for individuals and their families. The training includes practical techniques designed to properly defend against attackers in a home or car invasion and other scenarios related to real-world violence. His street-proven self-defense techniques also include awareness drills and tips to keep you out of trouble. The concept of "staying in the moment" came about from his research of how women generally respond to danger events and why. By understanding the reactions, Mr. Mike was able to design his program to educate women and help them change the way they respond to external encounters. The result is that by using his principles, women are more confident and more aware of their surroundings and can respond properly by "staying in the moment" to resolve the conflict. The training involves some meditation, awareness drills, education, self-defense and "the element of surprise" techniques, as well as discussion about applying what you learn. Being able to apply what you learn is KEY! The results have been amazing. We are finding that these principles and techniques can be used successfully in every area of life. The result could be the difference between life and death! What is interesting is that "staying in the moment" is not always about conflict resolution. By doing things with intent you can change the moment, the rest of your day, or the rest of your life!

## Heavy Bag Workout

Are you a lean-mean-fighting machine who has had years of martial arts training? If so, then you don't need a book on self-defence. This book is written for the people who do need a book on self-defence; the people who can't fight. Maybe they're not so young any more, or a bit overweight, or haven't done any sport since they were at school. Maybe they know that they're never going to be able to fight like a tough guy in the movies. But they also know that there isn't going to be a police officer nearby when they really need one. "Self-Defence for Non-Experts" is a little different from most self-defence manuals. There are no complicated manoeuvres that the non-expert would have no chance of actually using in real life. There are no fancy martial arts moves that involve striking with the fingers or trying to kick someone in the head. Everything that "looks cool" but which would be of no practical use to the non-expert has been excluded. Only the simplest physical techniques are featured and they are described in a straightforward manner. Much of the book consists of practical advice about what works and what doesn't work for a person who isn't trained in the martial arts. The suggestions and recommendations are realistic and sensible. This is a book for very ordinary people who aren't so foolish as to think that they can turn themselves into an expert fighter merely by reading a book. Are you an average person who isn't a powerhouse of muscles, nor as flexible as a gymnast, but who would like to be better prepared to protect yourself if a situation were to arise where you had no choice but to physically defend yourself as best you can? Then this is the book for you.

## Attack, Avoid, Survive. Global Edition

This book contains proven steps and strategies on how to defend yourself and any person in any place, situation and time by applying only limited knowledge and ordinary items as weapons. The modern world is not always safe for people. There will always be those who will try to take the money, belongings or even the lives of others. Women are also at risk of being raped and most of them were killed trying to defend themselves. For such reasons, various military organizations, police departments and martial arts schools formulated self-defense techniques. Here are some things that you are going to learn - Hand to hand self-defense - Vulnerable point self-defense - Ground control self-defense - Joint-lock self-defense - Common self-defense mistakes to avoid - And much much more... Self defense! Will reassure and make you feel freer, safer and less vulnerable. It is packed with sensible and practical advice on how to avoid danger, whether you are in the street, in the home, at work or travelling. It suggests strategies you can use when faced with potentially difficult or dangerous situations and, in the unlikely event that your prevention techniques fail, it tells you what you should do if you are attacked.

## Elite Self-Defense

**TARGET YOUR OPPONENT'S VITAL POINTS TO DISABLE ANYONE USING MINIMAL FORCE**•Over 300 step-by-step photos show each point and strike•Written by a 9th - Dan Master and renowned expert on pressure point fighting Martial arts lore tells of masters who possessed a mysterious ability to defeat an opponent with a single perfectly placed blow. The Secret Art of Pressure Point Fighting transforms the ancient legend into a modern reality—an anatomically based fighting and self-defense system that allows a smaller defender to defeat a larger attacker by striking at the key points on his body. Straightforward and easy to understand, The Secret Art of Pressure Point Fighting provides a complete overview of the body's vulnerable points and teaches how to stop an attacker as quickly as possible using a minimal amount of physical strength.

## Drills For Self Defense: A Martial Artist's Guide To Reality Self Defense Training

**LEARN HOW TO DEFEAT MULTIPLE ATTACKERS!** The 10 Best Ways To Defeat Multiple Attackers is the second book in Sammy Franco's best-selling 10 Best Book Series. This unique book offers you the most practical and effective methods for confronting and beating a vicious horde of attackers. This book isn't about sport fighting, flashy martial arts moves or traditional rituals. Instead, it arms you with simple techniques and effective strategies to protect you and your loved from the immediate threat of unlawful deadly mob. Best of all, you do not have to be a martial arts or self-defense expert to master these life-saving principles. **YOU CAN BEAT THE ODDS AND WIN!** Most people think it's impossible to defeat multiple attackers. After all, the fact is power does lie in numbers and the odds are heavily stacked against you. But, if you study and practice the principles and strategies featured in this eye-opening book, you'll quickly tip the odds in your favor and win! That's because The 10 Best Ways To Defeat Multiple Attackers teaches you exactly what you need to do if and when that fateful days arrives. **30+ YEARS OF REAL-WORLD COMBAT TRAINING!** The techniques and strategies featured in this book

are based on world renowned self-defense expert, Sammy Franco's 30+ years of research, training and teaching reality based self-defense. He has taught these unique fighting concepts to thousands of his students, and he's confident they will help you in your time of need. Regardless of your background or level of experience. The techniques and strategies featured in this book are practical and straightforward and can be seamlessly incorporated into your current martial arts, self-defense or survival program. As a matter of fact, integrating these principles and their related concepts will dramatically improve your odds of prevailing in any high risk self-defense situation.

### How to Defend Yourself in 3 Seconds (or Less!)

Staying in the Moment!