



As a follow up to our **Act Safe** Program many attendees requested we send information. This is the first of three messages to provide you with additional tips and insight.

Everyone should take 6 minutes to read this. It may save your life or a loved one's life.

1. **If a robber** asks for your money, wallet or purse, give it to them. Do not throw it away in a different direction or it may cause them to physically attack you and then they will retrieve the items.

2. **Do not go to crime scene B.** Ever! Crime scene A is where the initial assault/crime begins and Crime scene B is the area the criminal has selected as an isolated area where nobody can see you or hear you scream for help.

Statistically, you have a tremendously better chance of living if you fight for survival where the initial contact takes place. Even if you have a gun pointed at you. If you go with the criminal you will not live long.

3. **If the predator** has a gun and you are not under his control, ALWAYS RUN!

The predator will only hit you (a running target) 4 in 100 times; and even then, it most likely WILL NOT be a vital organ. RUN, preferably in a zig-zag pattern!

4. **Do not carry a purse** with the strap around your neck and one shoulder. The criminal can just cut it free or slam you to the ground by pulling it forcefully. Have the strap over one shoulder with the purse in front of your body. If someone attempts to snatch it, let them have it and cancel your credit cards. Your life is worth more than a criminal going on a shopping spree.

5. **Do not yell help.** Yes I know it contradicts some advice but nobody will help. Instead yell "Fire – Fire - Fire" Everyone wants to see what is burning and when someone witnesses an assault in progress they are more likely to help. If someone hears "help" they usually don't want to get involved.

6. **Personal protection devices** rarely work. For example think about the last time you heard a car alarm in a parking lot blasting loudly. Did you run to see what was going on or did you say to yourself." Ugh I wish people didn't always set those things off"

7. **Pepper spray almost never works.** Just watch any police show and I guarantee you'll see them spray a person right in they eyes with little to no effect of the person.

8. **Flashing lights and alarms** are viewed the same way by the general public. Most often they are considered annoying and get little response.

9. **Rolling up keys in your hand** so one or two project out as a weapon have not proven to be very successful as a deterrent. On top of that, if you use the key for your car door or ignition you better hope it doesn't bend or break resulting in you being locked out of the vehicle or unable to get it started while you are being chased.

After reading these tips forward them to someone you care about. It never hurts to be too careful in this crazy world in which we live.

If there are any questions about this topic or the seminars we provide please contact us at

www.markcukro.com or www.fullhousemarketing.net