

MARK GRAY

THE
ULTIMATE

SELF DEFENSE

GUIDE



ABOUT THE AUTHOR – MEET YOUR COACH, MARK GRAY

I'm committed to being a life-time learner, so when I heard about Mark and the work he was doing in the area of self-defense, it wasn't long before I found myself attending one of his workshops. There I watched Mark hold the audience spell bound with his energy, charisma, and, the depth of knowledge about powerful personal protection in any situation. It was by far the most exhilarating live event I have ever attended on any subject.

But more than that, as I learned to use Mark's simple techniques I could see that, without a doubt, his system and technology is the cutting edge.

Throughout my life I have been an advocate for clear, simple, workable approaches that get dependable results. And that's just what Mark has to share with you in this transformational system for your personal protection. In the chapters just ahead, he is going to show you how to take a few simple steps that will change your situational awareness, and give you the absolute and instant ability to respond effectively in any threatening situation. To take full control of your safety and master the tools you'll need to protect those you love. To break-through fear and other self-limiting beliefs and so much more.

Meet martial arts instructor, inventor, author and your very own self-defense coach, Mark Gray. When Mark created MyPhaser stun guns with their incredibly realistic cell-phone design – it was with the sole purpose of giving you a powerful advantage in what may be the worst 5 seconds of your life – if you are not prepared. The purpose? Protecting you and your loved ones.

But, this is not a new idea for him. Mark has been designing, manufacturing, and perfecting stun devices since 1993. He has been featured on CNN, The Wall Street Journal, ABC, CBS, NBC, Fox and dozens of other news and media outlets. His technology innovations have won awards, including the MIT Best New Technology of the Year – Audience Choice Award, and more.

Today, Mark's followers and loyal customers include ex-professional fighters, current and former military, police, EMT first responders, foreign Ambassadors and celebrities all over the world. His companies have provided security solutions for the U.S. federal government, including the State Department, Department of Defense, and Department of Homeland Security to name just a few. But just as important to Mark, are the real estate agents, school teachers, single mothers (and heads of households), Uber drivers and anyone who has ever felt the need for personal protection in their daily lives.

Because of the wealth of information this book will give you, you'll probably find yourself returning to it – again and again – throughout your life. So let's get started.

It's time to meet your coach, Mark Gray.

FOREWORD

Thank you for reading this. Before we get started I want you to know that I care about you and your safety. Even though we have never met personally – we are connected by a bond in that we are both seekers, life-time learners and we value personal safety in a challenging world. I hope you never need what I am about to give you. But if that day comes where you are faced with a threat to your safety – or even your life. I want you to know you are absolutely prepared.

Growing up – in my hometown – fights were rare and crime was almost unheard of. Not the case in the world today. We can't open a newspaper or turn on a television without seeing violence of all types. It is everywhere and seems to have become the “New Normal” in everyday life.

I trained to become a competitive martial artist for many years, and I want to thank some of my many coaches and mentors, including Don Owens, my Shotokan Master, and Bill Wallace – world professional middle weight champion in full-contact karate. Bill was known also by his nick-name – “Super-foot” for his proven ability to knock-out an opponent with three (3) kicks to the head in less than one second. This was an incredible use of instant replay in slow motion on national television. Simply amazing.

Equally amazing to the physical capabilities that many of my master-level coaches had – was humility, quiet strength and kindness. They knew what they were capable of – and with that came a confidence and grace. If you met them – and even if you had absolutely no idea who they were – you would still know that there was “something” special about them. The idea of “walk softly, but carry a big stick” applies here – to be sure.

Everyone has the same number of hours in the day, but not everyone will invest the years it takes to train and become a martial arts master. This book is for you. Before you are finished today, I want to give you the opportunity to know what it feels like to walk like a powerful master – everywhere you go in life. Powerful enough to stop any attack instantly – without violence or even the threat of violence – regardless of the size of the attacker.

If you accept this invitation – the gift of this knowledge which I am entrusting to you – comes with three (3) rules: 1) you must never use it to commit a crime or harm a defenseless person, 2) you must share this gift with others whom you care about and 3) you must commit this day – that once you have this ultimate personal power – to walk with confidence but not arrogance.

Walk like a master.

Your Coach, Mark Gray

CHAPTER 1 THE END

WE BEGIN THIS BOOK WITH “THE END”. YOUR “MOMENT OF TRUTH” IS HERE - AN ATTACKER IS ABSOLUTELY COMING AT YOU RIGHT NOW - AND HE MEANS YOU HARM.

WHY IS IT CALLED YOUR MOMENT OF TRUTH? LET ME EXPLAIN.

Most people do not fight for a living. Most people are not trained in martial arts, or in firearm marksmanship. Most people WILL feel adrenaline rushing through them (and with it a bit of fear) when danger or a threat suddenly appears. This is nothing to feel ashamed of - it is how nature helps protect us. It is normal.

HERE IS THE MOST IMPORTANT PART.

If and when that day comes when you are in real danger, if it is your money or your life - give them your money. As a former martial arts competitor and instructor of 30 years, I would simply walk away if possible. A few dollars in your pocket is not worth risking your life over. Your attacker may have weapons that you do not see -- or accomplices behind you or watching at the ready. In other words, he chose this spot and this moment to attack, assault or threaten you. He may be fully prepared.

YOU ARE AT A DISADVANTAGE - RIGHT FROM THE START.

So the question: “What should you do?” First, know this: any time you introduce something into a confrontational situation that LOOKS like a weapon, you greatly increase the chance for violence. According to national statistics from police reports - the increase in violence when a weapon is present is 5 times or 500% greater. So if you produce a gun or a Taser gun, baton, a baseball bat or anything else threatening - your odds of violence suddenly go up dramatically.

Your potential attacker will either withdraw or become more violent, but you have no way to know which will occur. You have forced them to make this decision. This is an absolute law of human nature known as “Fight or Flight”.

In a moment of high stress, having something in your hand that gives you a powerful self-defense edge, but looks like an everyday item (a cell phone stun gun) is a game changer. You handle a cell phone every single day. You are comfortable with a cell phone. You will feel at ease and confident with handling this device. It requires no practice on a shooting range, and, most of all - you have the proven number one advantage in ANY battle...

THE POWERFUL ADVANTAGE OF SURPRISE

FROM SUN TZU - THE ART OF WAR:

"ATTACK HIM WHERE HE IS UNPREPARED, APPEAR WHERE YOU ARE NOT EXPECTED.
THE SUPREME ART OF WAR IS TO SUBDUCE THE ENEMY WITHOUT FIGHTING."

When your "Moment of Truth" arrives you will know it - when he puts his hands on you. If the attack is from behind - assume this is life or death. It is him or you. You may be seeking some type of weapon that you can fire safely from a distance. But remember, the moment you pull out a weapon of any type you have started the battle. I developed MyPhaser (an incredibly realistic cell phone design stun gun) so you could be heavily protected - yet giving you the power and grace to try and talk them down - deescalate the situation - continue to try and find a peaceful resolution. But if they are a hardened criminal, if they are a tough street fighter, or if they are crazed and high on drugs, the Moment of Truth is coming to you. You will not have to close the distance between you and them.

They will close on you. (No one attacks a potential victim from 20 feet away.)

Something to discuss here about the law and a concept known as "reasonable force". If someone touches you, without your permission. If they put their hands on you. If you feel in danger for your safety (or your life) - this is known as "Assault" under most bodies of law. Laws vary, but bodies of law on self-defense use the "Reasonable Man Doctrine" which says: "Would a reasonable person, in a similar situation, have acted the way you did?" In other words, using reasonable force to defend yourself is a matter of judgment. For example, consider the highly controversial case of the George Zimmerman shooting death of 17 year-old, Trayvon Martin. This highly publicized case was based on the "Stand Your Ground" doctrine. While the jury ultimately did not convict Zimmerman - it could just as easily have gone the other way.

The purpose of this point is to introduce the concept of powerful self-defense, but in a "Less-than Lethal" form. With the world watching on television - the Zimmerman case jury struggled with this issue, but thousands more cases go unheard of. A crime occurs somewhere every 5 seconds on average.*

MyPhaser is a new line of police-grade, personal stun guns featuring an incredibly realistic cell phone design. Now, you can stop any attack for up to 30 minutes without violence - or even the threat of violence.

SO, LET'S GET BACK TO YOUR ATTACK. HE IS COMING FOR YOU. SO WHAT IS THE SOLUTION?

What your attacker does not know - is that you are carrying powerful, personal protection - MyPhaser in your hand. Whatever evil he has in mind - he has picked the wrong person.

He puts his hands on you (which is assault) but he is absolutely surprised when you grab onto him and drive MyPhaser directly into his body (watch the Guided Tour video). It is simple and easy to do. When you press the "firing trigger" his mind completely freezes. Millions of volts of electricity are racing through his entire body. His body locks up - from head to toe - in what feels like a full body "Charlie Horse". Ever have a cramp in your leg? Imagine a full body version and you have the idea.

(Back to your attacker): He feels like he is in the electric chair as his knees start to buckle in just the first second. You will feel it as he goes limp and slides to the ground, but don't stop yet - you are not finished with him. Keep pressing and firing into his body until he is 100% incapacitated. Do not show mercy as they spasm and shake on the ground - remember - they closed on you. This is self-defense. Three to five seconds should solve the problem completely.

Don't worry if he is touching you - or even has you in a "Bear-hug" type grip when you stun him. The electric-current will NOT transfer to you. You won't feel a thing - but he sure will! It is over. They may be completely incapacitated for up to 30 minutes (depending on the length of contact with MyPhaser) and be docile and non-threatening for hours. Meanwhile - you should leave the scene promptly (if possible) and call 911. Get help. Don't stay there to taunt them and convince them of how they should change their ways in life etc. Remember - they could have an accomplice watching all this. If there are more than one of them, odds are they will run away. Criminals want to avoid three (3) things: Getting identified, getting caught or getting injured.

You have just demonstrated that you can turn the tables on them literally - with just one touch. The likelihood of any more "volunteers" has just gone way down. But leave the scene and call for help. Let the professionals take it from here.

THAT IS THE REAL POWER OF MYPHASER PROTECTION - THE POWER OF:

A COMPLETE SURPRISE ATTACK

Police departments in every major city in the United States now carry stun devices to stop violence criminals.

Why? Because they work!

During police training, officers are regularly required to be stunned or “Tazed” so they understand what it feels like. It is sometimes called – “Riding the White Lightning” and it is a day you will NEVER forget. I have been stunned and stunned others in training and without a doubt – it is one of the worst days of your life. Do not do this at home. MyPhaser is not a toy. To be sure, keep it out of the reach of children and treat it with respect.

Only MyPhaser gives you this unique advantage complete surprise and protection. We have invested years in research and development to create the perfect combination of: a) ultra-realistic cell phone design, and b) a powerful, police-grade stun device. Nothing else even comes close. Don’t wait until crime strikes to get prepared. Own this piece of mind and carry it with you everywhere. We designed it to fit seamlessly into your everyday lifestyle.

Our Philosophy: At MyPhaser we believe our customers are family. When you’re family, you do what’s right. It’s been our philosophy since day one. And in typical family fashion, we believe in looking out for one another. That’s why we’re the only stun device company to offer a lifetime repair guarantee on all our product models – simple as that. If MyPhaser is ever broken or damaged, even if it was caused in the “line of duty” defending yourself from an attack, we will repair or replace it free of charge. You see, to us, the phrase “lifetime guarantee” is more than just a marketing strategy. It’s a sign of our integrity.

NEED ASSISTANCE WITH A PRODUCT? CONTACT US [HERE](#).

All our products are backed by a Lifetime Warranty and a 90 day, unconditional, money-back guarantee. If you are not completely satisfied with our product, simply return it and owe nothing. You have nothing to lose and a lifetime of protection and security to gain.

DON’T DELAY AND CERTAINLY DON’T GO IT ALONE. IF THAT DAY COMES - WHEN YOUR “MOMENT OF TRUTH” HAS ARRIVED - LET US BE THERE WITH YOU.

GET PROTECTED

MARK GRAY, SELF DEFENSE COACH
MYPHASER INVENTOR
AUTHOR - THE ULTIMATE SELF DEFENSE GUIDE

www.MyPhaser.com

CHAPTER 2

THE TOP 10 TOOLS TO DEFEND YOURSELF IN ANY SITUATION

First of all everyone will tell you to be aware of your surroundings, trust your instincts and yell “fire” instead of “help”. This advice is all good advice, but since its almost common knowledge, I’m going to briefly mention these ideas because they’re NOT on the Top 10 List.

The basic rule of measure is if something feels wrong, it is. Pay attention to that little voice inside your head. Women have “intuition” while men have a “gut feeling”. You’re more perceptive than you think. You have been evolving for millions of years and “fear” is your friend when used in the manner in which it was intended. If you get “that feeling”, you need to implement a radical change of action.

For example: if you’re looking for your car and you feel like you’re being followed, duck into a store and call someone. If you’re going into your apartment, pretend to remember something you forgot in the car and go get it. This little change in behavior will be the difference of life and death at the cost of a handful of minutes. There are countless instances where people recalled seeing their attacker earlier in the day. Don’t let a little inconvenience cost you your life. They ask themselves, “What did I do wrong? How could I have gotten myself into this?” And so they sit there and they die because they didn’t do the one thing that would save their lives.

If you learn one thing from this report is this: you will not sit there. At the end of the day ANY action is better than NO action. But of course, we’re moving well beyond ideas to more of the tough questions like:

- **How do you know when you’re being set up?**
- **How do you know for sure when someone is going to attack you?**
- **Finally, how can you end this attempt on your life as fast as possible?**

And more, much more, but enough of that, let’s get started.

SELF-DEFENSE TOOLS

1. PREDATORS PICK PREY BASED ON THE RISK VERSUS REWARD PRINCIPLE.

If you look like you have \$100 in your pocket and a few credit cards, the bad guy might not go out of his way to stalk you. But if you're wearing a \$5,000 watch a drive and S Class Mercedes, he may be willing to invest the time and target you. This is not saying don't wear nice things and drive flashy cars. It is saying that when you have these things people notice, both good and bad.

2. ALL CRIMINALS FEAR THREE THINGS: BEING IDENTIFIED, BEING CAUGHT, AND BEING INJURED.

Anytime you can increase the risk of one of these three things happening, you are more likely to be passed over for an easier target.

3. JUST SAY NO.

In order to impose their will on you, criminals need to get close to you. To do that they use a technique we call a "dodge". A dodge is a question that is meant to stop you in your tracks and occupy your attention. Questions like "Do you have the time?" "Can you tell me how to get to a gas station?" or "Do you have change for a dollar?" all cause you to react the same way, they occupy your hands and your attention. While you point down the road giving directions they are closing the distance on you and will be all over you in a second. What you need to do is to just keep moving and say "I don't know." Or simply "No." If they continue to follow you then their TRUE intentions are revealed and you must escape or defend. If their story is a little more elaborate, like a lost child, just tell them while you're walking away, "This is something the police should handle; I'll call them from my car." Then change direction, duck into a store or a public place and contact the police.

SELF-DEFENSE TOOLS

4. ALWAYS MAKE EYE CONTACT.

When known criminals were placed outside a Walmart and asked who they would pick as victims, the people they chose to avoid all had one thing in common regardless of race, size, woman or man. You guessed it, they all made eye contact. But not psycho-stare, I want to kill the world eye contact. Just a half second glance just to acknowledge you see the person (and could identify them later).

5. CALL THE POLICE.

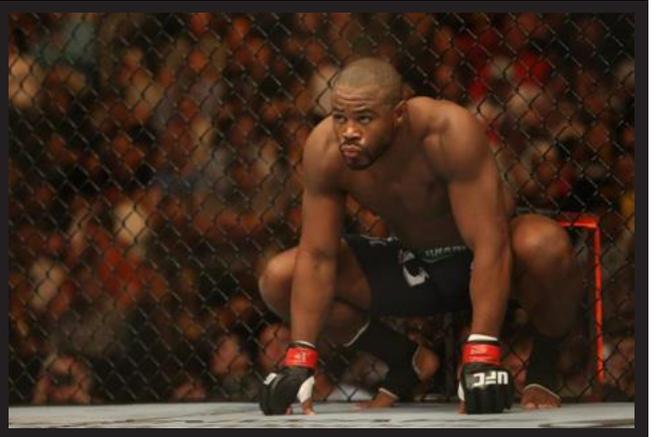
Suspicious vehicle, call the police. Door of your house kicked open, call the police. My buddy who's a local detective made one of the biggest busts of his career off of a suspicious vehicle call. Cops love tips as opportunities and you're not a bother. You live in a community so help them protect it and don't pick fights you can avoid. This puts you in a situation that is difficult to defend in court. If you go to a person in a suspicious vehicle, confront him and you get into a fight with him, the first question a prosecutor is going to ask you is "Mr. Smith, why didn't you call the police." Whenever possible, let the police do their job.

6. HOW TO TELL WHEN SOMEONE IS GOING TO ATTACK YOU.

When humans shift into fight mode in their "animal brain" and hormones and adrenaline are dumped into their body as they prepare for physical violence they will display some or all of these tendencies unless they have otherwise practiced suppressing them. If you are in a situation and the person you're dealing with displays some or all of these behaviors they are going to attack you. They will use one syllable responses. When you're in fight mode you can no longer reason. Sentences will be reduced to one word answers, nods and grunts. They will start to stretch their neck and arms. They will take their jacket or shirt off. Some people think this is because the person wants to show off their muscles. But it actually has more to do with the desire to shed weight and excess baggage to increase mobility.

“THE PRE-FIGHT DANCE”

Before a fight they will do the “chicken dance”. No, not the one at the wedding that everyone does after a few too many trips to the bar. They will start to nod their head back and forth slightly. This is a physiological reaction to the stress and is difficult to suppress.



7. ASSUME THE WORST.

No one goes into a situation thinking they’re going to get beaten up, bad guys are no different. They are going to have an edge. It might be a weapon, friends (especially the ones you don’t see) or just sheer size, strength or even skill. Let’s put it this way, he chose the moment and point of contact, you didn’t.

8. NEVER, EVER, EVER “TRUST” YOUR ASSAILANT.

You have no idea who you’re dealing with. The problem is you project your reasoning and values onto your assailant. Due to the simple fact that this person decided to rob you should be a clear indication that you have two completely different sets of values.

THE BTK KILLER (BIND, TORTURE KILL)

Dennis Rader is a prime example of this. How does one man slaughter a family that had two grown adult male athletes and grown capable females? Easy, he asks them politely. He would come into the house and rob the family at gun point. After it was over he would say, “Look, I know you’re going to contact the police as soon as I’m out of here so in order to buy me some time, I need you to tie up everyone and then I’ll secure you. After that, I’m taking your car and I’ll be on my way.” To a reasonable person this sounds LOGICAL. That’s the problem when you’re dealing with a sociopath. They sound oh so normal. Once everyone was tied up he wasn’t leaving, he was just beginning.



*Dennis Rader
Serial Killer - 10 Victims
The “BTK” Killer
Bind, Torture, Kill*

SELF-DEFENSE TOOLS

9. IF YOU'RE CORNERED BY TWO PEOPLE AND ONE OF THEM IS TALKING AND THE OTHER IS SILENT - IF YOU HAVE TO DEFEND - WHO DO YOU ATTACK FIRST?

Hit the quiet one first and then immediately go for the talker. The quiet one is too busy ramping up to knock your block off (see number 6 for the reason why).

10. BEFORE YOU ATTACK, ASK HIM HOW HIS MOM IS?



When dealing with a situation that you know is going to escalate (refer to numbers 3 and 6) ask a question. I like the “I saw you’re mom the other day, how is your mother doing?” This will get him to pause a second. Now he’s not thinking of you but he’s going through the list in his head, do I know this guy, does he know my mom, I hate my mother when he’s formulating a response, knock him out.

EVEN THE MOST HARDENED CRIMINAL WILL PAUSE TO THINK ABOUT HIS MOM.

Finally, I cannot close this report without mentioning the ultimate self-defense “equalizer” called “MyPhaser”. Designed to look like an everyday item, a popular cell phone, this powerful stun device does not look like a weapon. This powerful electroshock device (developed and manufactured to police and military standards) can completely incapacitate an attacker of any size with just one touch. Imagine having the power to stop aggression or hostility without violence - or even the threat of violence. Designed to fit into your everyday lifestyle, now you can carry protection with you everywhere you go - without detection.



THE **ULTIMATE SELF DEFENSE** GUIDE



MYPHASER

MYPHASER SECURITY COMPANY