

[SEVEN]

**THINGS YOU MUST KNOW BEFORE
DEFENDING YOUR HOME WITH A**

FIREARM



THE KEYS TO HAVING A SAFE HOME

Although home invasions are increasing across America today, keeping a safe, secure home is not difficult. You don't need fancy, expensive equipment, and you do not need to dedicate your life to this single purpose. In fact, over-thinking and over-spending generally only serve to distract the responsibly prepared citizen even further from that which is most important.

They distract us from the important fact that my personal self-defense mentor and close friend Lt. Col. Dave Grossman teaches, which is this truth: What is in the mind of the protector is much more important than what is in his hand.

I strongly encourage you to print out and read this report immediately. In the following pages, I plan to equip you with both critical components of effective home defense: the mental, and the physical. By the time you finish reading this, you will have answered the difficult questions, and you will have solid direction on how to proceed with your home-defense preparations.



Tim Schmidt

WHO IS TIM SCHMIDT?

You may know me as the President and Founder of the United States Concealed Carry Association – an organization that teaches and empowers its tens of thousands of members to confidently and responsibly protect the ones they love.

Above all though, I am a husband and father. The love I have for my wife and my children- and the responsibility and duty I have to keep them safe – have taken me many places in life. In addition to founding the USCCA and growing it to its incredible size, I hold a black belt in Tae Kwon Do, and I've studied personal security and home defense from some of the greatest minds in the country. The reports, how-to-guides, newsletters, and the magazine I publish feature authors of the highest esteem in the law enforcement, military, and civilian realms of personal protection, family security, and armed self-defense.

The bottom line is that I know self-defense. I understand the mind of the criminal, and I understand what it takes to defeat them- mentally and physically. And I understand the mind of the concerned, prepared citizen, because... that is who I am.



WHY AM I SHARING THIS INFORMATION NOW?

It is a fact that we live in the most violent times in the history of our country. Even though we as a nation spend four times as much on police as we did fifty years ago, violent crime is four times as bad as it was then.

And we haven't seen anything yet. No matter where you live, we here in the USA are staring down the barrel of a 'perfect storm' of violent crime. On the one hand, we're quickly losing the financial capacity to keep our police on the road. You see it everywhere- police departments being downsized, and officers being laid off. To make matters worse, we're also losing our ability to afford to keep our violent offenders behind bars. Prison costs are taking up a larger and larger portion of state budgets each year, and right when they need the money the most – when prison populations are at record highs – states are being forced to cut their budgets back to levels that would have been considered 'low' decades ago. Because of this, our prisons are becoming dangerous places to work. And most shockingly, sentences of violent criminals are being cut shorter and shorter. In addition, hundreds of thousands of convicts are being released early from our over-crowded prisons, pushing them back out onto the streets. Our streets.

Then, we have the third, critical factor – our criminals are becoming more ruthless, more violent, more motivated, more numerous, and worst of all: more educated. Gone are the days of the clumsy thief. The tactics that criminals are using these days are born of many years of experience, and all too often, repeat sentences in prisons, where criminals learn even more violent, more successful techniques.

BAD THINGS ONLY HAPPEN
TO BAD PEOPLE IN BAD
NEIGHBORHOODS, RIGHT?
WRONG.



1

DENIAL IS THE REAL KILLER

Without a doubt, most of the violence in the United States throughout our history has been either gang related, or organized crime related violence. The instances of armed robberies, muggings, and other types of assaults on innocent parties – even though disturbing – have always been in the minority of overall violent crime. This is one of the most alarming aspects of the growing home invasion trend: the violence is completely directed toward innocents. Not just any innocent group, and not just anywhere however – home invasions target the most productive people (homeowners and renters), and what’s more is that unlike a mugging, which happens when we are entering the domain of the criminal, a home invasion strikes us where we are most vulnerable, and where we least expect it: our homes.

Home invasions are quickly becoming the most common type of armed assault in the United States. It is estimated that in the U.S. at least one property related crime occurs every three seconds. Even more alarming home invasions are becoming the most deadly type of armed assaults that we citizens are likely to face. With alarming regularity, we’re

seeing a dramatic rise in the willingness these attackers have to take lives of entire families, for little to no reason. These thugs have learned that by storming into a home in broad daylight, when the family is alert and awake, they can quickly overpower most home owners and take control of the house using violence and hostages. When they are finished collecting valuables, sometimes they leave without inflicting further pain and violence on the victimized family; however, much of the time, they do not leave so peacefully.

Equally as alarming, is the fact that home invasions are not limited to densely populated urban areas, or suburbs surrounding urban areas, where most assume they would be the most common. Home invasions are on the rise equally in almost every environment of all 50 states here in the USA. Even those in sparsely populated rural areas are not safe from this threat. In fact, statistics show that home invasions are typically more violent in those places furthest from cities and towns.

The trend for home invasions continues to rise dramatically across the country. In addition, we find that offenders who perpetrate them seem to be getting smarter, more pre-

pared and better equipped. It seems as if the more homeowners and prepared citizens attempt to better protect their homes, the faster criminals begin learning new ways to overcome those protective measures. A tragic example of this is with the common home alarm system. As these alarm systems became more and more common, criminals began learning that their best attempt at a free and clear robbery of the assets in treasures found within the home, was to simply attack the house while occupants were inside and wide-awake – the only time these alarm systems are typically deactivated.

What we get in these situations when there is a home invasion is nothing short of an infuriating and senseless tragedy. The average home invasion occurs so quickly that even the most prepared heads of household find themselves unable to fight back, with no other option than to attempt to comply with the home invader's demands. Unfortunately, all too often these home invasions end up like the case in Connecticut a couple years ago. During that particular home invasion, two home invaders attacked the house in broad daylight, while the father and mother were at home with their daughters. While neighbors enjoyed a lazy afternoon a dozen feet away, these two convicted felons who had just been released from prison brutally assaulted and raped the

man's wife and daughters, while making him watched from a bound and gagged position. When the violent criminals were finished, they murdered the wife and daughter, and set the house on fire. The husband managed to escape, to provide a record of this brutal, awful story.

You may think this is a rare story – one that would garner national media coverage. Unfortunately, stories like this are rarely brought into the mainstream, both because of how common they are, and how devastating they are to the health of a community. If most people understood how common these brutal home invasions were, our country would look like a very different place. Even more so, persons arrested for what the police or media may refer to as “home invasion” are actually charged with crimes such as robbery, kidnapping, homicide, rape, or assault. On March 15, 2011, a bill making home invasion deaths a capital crime in New Hampshire passed the New Hampshire House without debate. This shows how just how heinous these incidents can be, and how serious we must be in our defense.

Even with all of these alarming statistics and stories... And even factoring in the tens of thousands of violent criminals who will be released from prison early this year alone simply because we as a nation cannot afford to house them any longer... We as responsible citizens must accept one

DENIAL



IS WHAT KEEPS
US FROM TAKING
REASONABLE,
RESPONSIBLE, AND
PRACTICAL MEASURES
FROM PROTECTING OUR
FAMILIES FROM THESE
TYPES OF THREATS.



critical truth if we want to have any chance at all of assuring that our families are not victimized by these types of violent criminals. This one truth is that the home invader himself – a prior convicted man often strung out on illegal drugs – is NOT the most devastating enemy we face when it comes to protecting our families.

That's correct: the enemy we face is a much larger... more crippling... And more difficult to face than even a team of these brutally violent home invaders. And that is why it is so critical that we bring this enemy into the light right now, and swear to ourselves that we will never again allow this enemy into our homes – because there is a good chance that THIS enemy already has made its way into your home. In fact, this enemy may be with you while you read this report right now...

The enemy that we face... The one that has allowed for the victimization of every victim: home invasion here in our country is DENIAL. You see, when you learn the dynamics of a home invasion: what a home invasion looks like, what the home invaders are thinking, why they are thinking it, and what tools they use – it is really not that difficult to protect your family from this brutal and very real threat. However, we may as well tear the locks off of our doors, throw our firearms into a lake, and put a big sign on our lawn that says “valuables inside unprotected” if we do not FIRST stand down and destroy the even bigger threat that is DENIAL.

DENIAL is what keeps us from taking reasonable, responsible, and practical measures from protecting our families from these types of threats. Do you have smoke alarms in your home? Do you lock the door in the evenings before you go to bed? Do you even have a firearm within reach of your bed? Almost all homeowners have smoke alarms in their homes. Almost all homeowners and home renters lock their doors when they go to sleep at night. Many homeowners and renters keep firearms in their bedrooms to defend their homes. But very, very few homeowners have home invasion emergency plans, which they have rehearsed and imprinted into the minds of those who depend on them for safety and protection. You must understand now, that DENIAL is what has made this trend a “tragedy in the making” for most Americans.

So what can we do to make sure that we are not falling

victim to DENIAL when it comes to protecting our loved ones and homes from a brutal home invasion? By reading this report, you are taking that important and potentially life saving first step. By understanding that keeping a loaded gun near your bed is A VERY SMALL part of home defense (one that is simply not good enough on its own), you are taking the first step. By understanding that locking your



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FAILING TO TAKE HOME DEFENSE MEASURES IS GAMBLING WITH YOUR LIFE.

door even during the day does almost nothing to prevent a home invasion from happening, you're taking the first step. By accepting that having a high tech home burglary alarm system and the local police's number on speed dial are USELESS during a home invasion... You are taking the first step. By accepting the truth that FAILING to take the specific home defense measures outlined in this report is like gambling with the lives of your loved ones... You are taking the first step. So keep your eyes and ears open, do not lose the motivation and sense of duty that brought you here to reading this report right now, and keep reading – you are on your way to giving your loved ones the most precious gift you can give them: safety and security. You're on your way to fulfilling the duty that you have to them by protecting them from this critical threat. The knowledge that you will gain from reading this report will be the difference between becoming a statistic and becoming a responsible homeowner or renter.

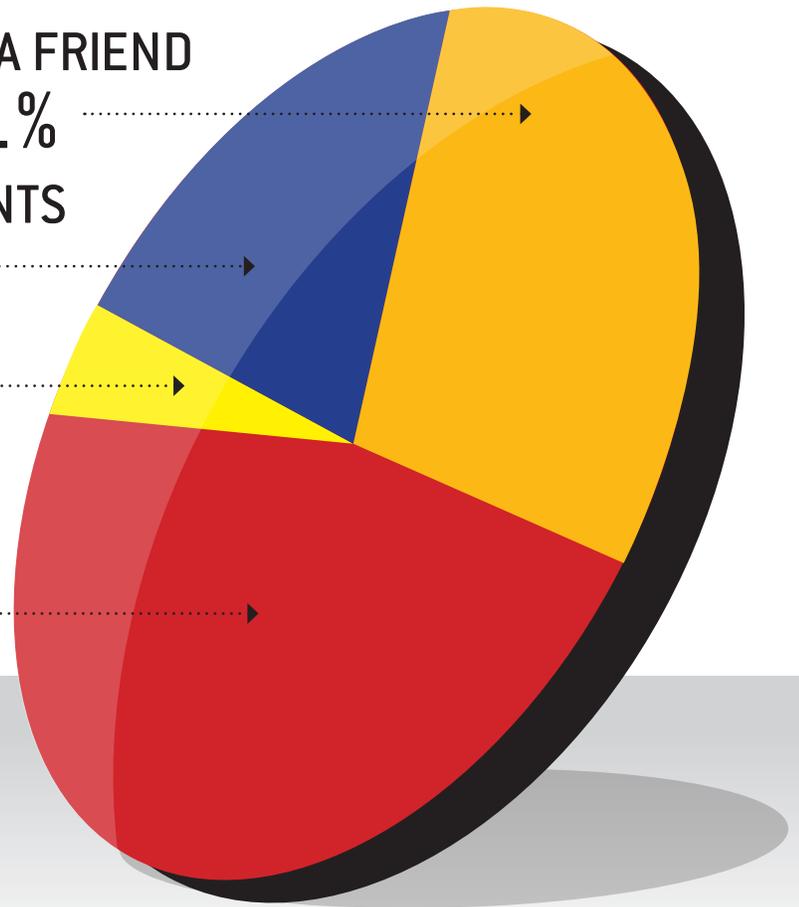
**PICKING A
POTENTIAL
HOME
FOR A
TARGET**

**TIP FROM A FRIEND
31%**

**KNOWS THE OCCUPANTS
18%**

**RANDOM ACT
4%**

**OBSERVING TARGET
47%**



[2]

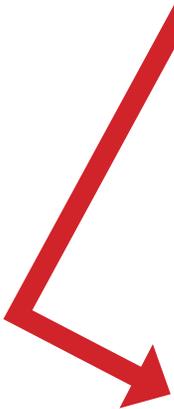
AVOID THE ATTACK BY HARDENING YOUR HOME

The first step to preparing your home from a home invasion, is to understand the goals of a home invasion. Just as you'd expect, the home invader is looking for valuables. Things he can take from you to use for his own gain, which usually involves quickly selling or exchanging for drug money. It has been said that nearly 89% of home invasions are directly related to drug use. Therefore, as common sense dictates, the more attractive and valuable a house seems, the more lucrative of a target it is for a home invader. It is said that criminals are on the lookout for willing victims, not opponents. If the risk is higher than the reward, the chances are your home will be passed by.

There are lots of items that can be seen in a quick glance that will be viewed as valuable by a home invader. A nice car in the driveway is generally a quick giveaway that there are other valuables inside. Something as simple as pulling your vehicles in the garage and closing the door can make your home appear to be a hindrance for a common thug.

Being able to see expensive electronics such as computers or television from the ground-level windows also presents an attractive target to the home invader. A well decorated house that seems "feminine" is another giveaway that there are probably worthwhile valuables inside the home. There are also many other things that can draw the attention of a potential home invader. Houses that sit back from the road, houses with attached garages, and houses with back porch areas with paned glass windows are all things that can increase the criminal's desire to invade a house. Something that most individuals find counterintuitive, is that signs of poor maintenance actually increases the chances of a home invasion. For example, hedges that are grown up near or over a window or door, presents an easy entry opportunity for a home invader.

Therefore, your first objective in protecting your family from the home invasion, is to simply make your home a less appealing target for a home invader. To be clear, no



WHICH HOUSE LOOKS THE LEAST VALUABLE AS A TARGET?



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one is saying that you should lower the value of your home, but be cognizant that your outside doesn't entice a criminal enough to want to see what is inside as well. You can do this by installing blinds that you keep close, by moving valuables out of sight from ground level doors and windows, and by keeping fancy cars and possessions out of view from the street or road. If you are in doubt about this, go out in front of your house and look at some of the other houses surrounding you. If you were a criminal, which house would you choose to attack? Which house looks the most valuable and easy to enter? Was it your house? If not, how does your house compare to it? Which house looks like it would present the most daunting challenge to enter? Which house looks the least valuable as a target? How can you make your home look less valuable than it does? This is the first objective in preparing your home for a home invasion, because executing this objective properly can actually prevent a home invasion from ever happening. One key to remember is that although criminals are smart, they are lazy...they will always choose to go for the easiest target. This report outlines some things that will assist you in accomplishing this goal.

Other than simply keeping valuables out of sight, there are other, more active things we can do to prevent a home invasion from ever happening. These are things that will intimidate a home invader. Repair any lingering unmaintained items on the exterior of your home: trim those hedges, cut those weeds, replace those screens, touch up the paint around those windows, and remove the cobwebs and dirt from the basement windows. Criminals want to blend in and they are attracted to those things which they feel are under the radar. Make every corner of the exterior of your

house shout to the world that it is a center of attention. Replacing the bulbs on porches and in motion activated lights is also a great active step you can take. Generally, the more exterior lights that you can install on and around your home, the more intimidating of a target your home will seem to a potential home invader. This works even though most home invasions happen in daylight – because lots of lights are a sign of a very active, concerned and prepared homeowner.

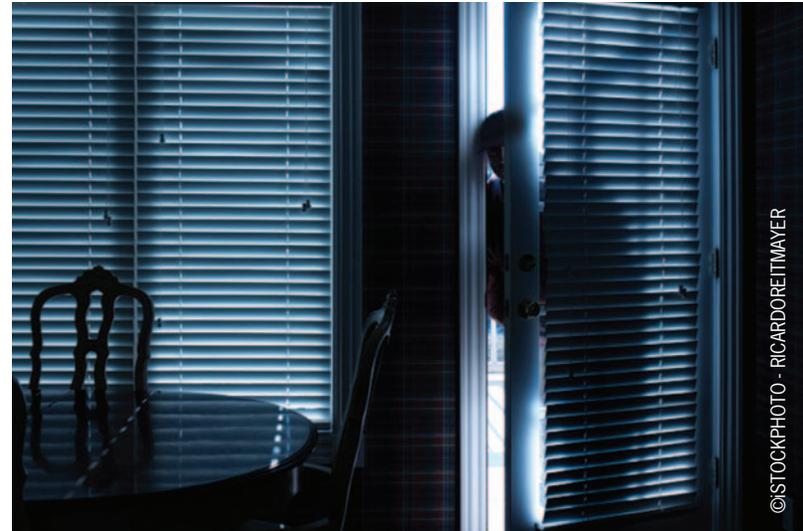
Next, check the status and quality of all of the windows and doors on your home. Most prepared homeowners are surprised to realize that several ground-level windows were unlocked – this is especially true if you are married or have children. Once they are locked, evaluate the locks themselves. Does the lock seem to have decent integrity? Is it possible to jimmy the lock with a screwdriver or thin saw blade? If so, you may want to consider replacing the lock altogether, or adding a supplementary lock, and the more visible the lock is from the outside of the window, the better. Don't forget the windows into the basement as well,

just because they are small doesn't mean a criminal won't try to get in. They don't care how they gain access to your valuables, and most people don't have a locking basement door to eliminate this threat. Just remember, you need to be concerned about fire safety as well. You want to make it difficult to get in your home, but very easy to get out of it. If you install any new locks, be sure that everybody who lives in your house knows fully well how to operate them in case of a fire.

You may be wondering: if a simple rock can shatter the window, or if a sturdy man kicked in your door, how can doing things like replacing light bulbs and locking windows prevent the home invasion from ever happening? The answer is very simple, and it may surprise you. You see, your goal is not to make your house an impenetrable fortress, impossible for a criminal to enter. All you need to do, is make your home a little less valuable, and a little more intimidating than the houses around you. Most criminals are simply checking your area out for a potential target. If they decide to come in for a closer look on your house, seeing that there are fresh, new locks on the windows and doors of one home in particular can easily sway them into checking out a different house instead. So essentially, what you're doing with these types of measures is sending the criminal down the street to somebody else's home. This is a sad fact about home invasions. But the bottom line is, you have the duty to protect YOUR family first, just as your neighbor has a duty to protect his. And, it's very possible that one or two of your neighbors will already have implemented one of these measures that could end up sending a criminal your way. So, do not feel guilty about making your home a less valuable and intimidating target to potential home invaders. Don't hesitate on letting your neighbors know the information in this report. Because just like a criminal will go for the easier home, he will also go for the easier neighborhood.

Finally, it is possible to take far more active measures in sealing your home against a home invasion. Door jamb wedges, bars over ground floor windows, internal motion activated lights, and alarm systems that make a lot of noise can indeed help you during a home invasion. Door jams can help give you more warning, and buy you a few sec-

onds when somebody is trying to kick in your door. Noisy alarms can also grant you these few critical seconds. For a night invasion, internal motion activated lights (such as movement in your entryway triggering the activation of



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FRESH, NEW LOCKS ON THE WINDOWS AND DOORS OF YOUR HOME CAN EASILY SWAY A HOME INVADER INTO CHECKING OUT A DIFFERENT HOUSE INSTEAD.

a hallway light) can scare a sneaky criminal, and warn a drowsy home owner. Most of these tactics come at a high price, and they each have specific benefits and disadvantages that must be considered. The biggest downside to most is cost, and with some of them (such as placing bars over ground floor windows) can come at the price of making it more difficult to escape during a fire. However, it is possible for these more overt anti-home invasion methods to cause a stressful atmosphere for your loved ones inside your home. For that reason, we must find a healthy balance between being prepared for a home invasion, and making our homes lose the warm, welcoming atmosphere that cause our loved ones to view their home as a sanctuary. For some situations, having bars over the windows is an essential upgrade. In other areas, it is not practical or warranted.

Remember: The bottom line is not to make yourself an obvious, easy or tempting target. Your home is your castle — protect it accordingly. If the risks of an attack outweigh the rewards, he will choose another victim.

38.1%
occurred
during the
day

20.5%
occurred
during the
night

15.3%
occurred at
an unknown
time

more than
60%
of all
burglaries
involved
forcible
entry

33.2%
of all
burglaries
occurred
through
unlawful
entry

**2010 STATS OF
HOME BURGLARIES
(INVASIONS INCLUDED)**

[3]

THE BRUTAL TRUTH ABOUT MOST HOME INVASIONS

Once you have done everything you can to prevent a home invasion from happening by making your home a less valuable and more intimidating target, you must move on to preparing for a home invasion. After all, a home invasion can happen to any house, regardless of how many attempts we have made to prevent that.

The first step to preparing for an active home invasion, is to understand WHO these criminals are, and what their mindsets are. Most home invaders are career criminals, who have already accepted that prison is inevitable. They have been “institutionalized” in this sense, and believe that while they are NOT behind bars, everything in the world around them is for their pleasure and benefit.

Most of these types of career criminals are addicted to illegal street drugs – and these are very expensive. Some of their habits can cost them as much as \$2,000 per day.

And the only way to make that kind of money is by stealing things that they can then exchange or sell.

When these criminals have crossed that line of believing that everything in the world around them is there to serve only for their pleasure and benefit, terrible things are bound to happen. This is the mindset that creates the type of criminal that people like you and I cannot understand or relate to. We understand pickpockets, and so we don't let \$100 bills hang out of our pockets – in fact, when we know we have lots of money in our wallets, we often put them in our front pockets where we have more control of them, instead of our back pockets. However, it is much more difficult for us to try to understand these home invaders. It is sometimes hard for us to imagine that these things can happen at all, let alone happen to us. These are the kinds of people who commit senseless murders. After one success-

INCARCERATED AMERICANS

source: Justice Policy Institute Report: The Punishing Decade, & U.S. Bureau of Justice Statistics Bulletin NCJ219418 - Prisoners in 2006

1920
100,000

1980
500,000

2006
2,400,000



ful home invasion, a pair of invaders were sitting in their car at a stoplight, when a young lady pulled up in the other lane next to them. She was very fatigued from a long night of working as a nurse, and was on her way home to relieve her babysitter, and see her young daughter. As she sat staring at the red light waiting for it to turn green, one of the home invaders decided to pull up his sawed-off shotgun, point it at the female's driver-side window, and pull the trigger. The young, hard-working, single mother was killed instantly. There was no reason other than being there at that particular moment. When the home invaders were apprehended weeks later, and admitted to the murder, the shooter was asked by the police: "what reason did you have to kill this young lady who you have never met?" The home invader replied: "I don't know – I was bored." These people feel no guilt. It is impossible to predict their conduct, as they have a complete disregard for the consequences of their actions.

This is the enemy who we are facing. The enemy was concerned only about the next couple hours of his life. If he thinks that killing your entire family over a few hundred dollars worth of stuff would help him avoid the inevitable return to prison, and to allow him a couple more highs while he's free, he will not hesitate to pull the trigger. We see this countless times across the country. To take a life means

“WHAT REASON DID YOU HAVE TO KILL THIS YOUNG LADY WHO YOU HAVE NEVER MET?” THE HOME INVADER REPLIED: “I DON’T KNOW – I WAS BORED.”

nothing to these people, because their own lives are completely worthless to them. A gold necklace is much more valuable than a human life in their eyes.

These criminals won't stop if they get away with it. Ensuring that you won't be the next victim of one of these creeps is up to you. This is an example from a Washington Post news story of a serial home invader:

A housekeeper was tied up and sexually assaulted and a mother and teenage son were tied up during a home invasion in Bethesda early Wednesday morning that Montgomery County police say involves the same suspect as in a home invasion Tuesday in Wheaton.

It shows you that these creeps have no problem committing these crimes over and over, and no moral reasoning to not try again no matter what they have to do to you.

This is why agreeing to the demands of a home invader



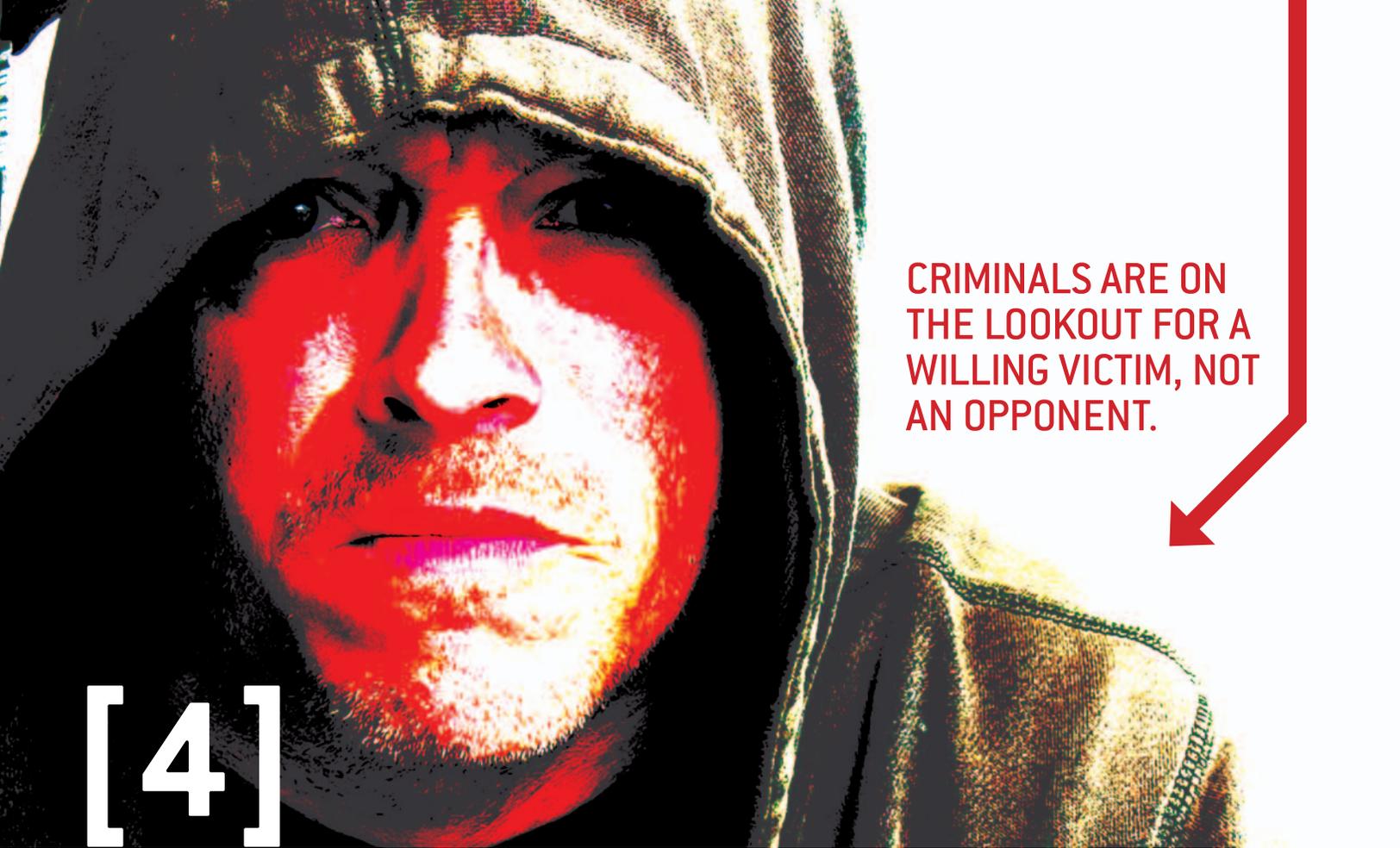
**ASSUME THAT
THEY PLAN ON
REMOVING YOU
AS A WITNESS.**

is almost never a good idea. Since they believe everything in a world exists only for their pleasure and benefits, they (like almost all other criminals and con artists out there) will say and do anything they can to get you to do what they want. They know YOU know where the valuables in your home are. Sure, they could just kill you and look for themselves, but they know it would be quicker if you would identify them, and tell them where they are. So they will make any promise that they can to get you to comply with their demands, usually something to the effect of “we won’t hurt any of you if you just tell us where your valuables are”. And in the eyes of a rational, peaceful human being like yourself, this way of thinking is perfectly reasonable. After all, if somebody does everything the criminal with a gun and says, they have earned their lives – right? Certainly not so with these types of hardened, violent criminals. Not only have you now served your purpose to these criminals, but now you have become a liability and could cause their lifestyle to be ended with the promise of jail in their future.

This is why it is almost never a good idea to peacefully comply with the demands of a home invader. If you could trust these people, they wouldn’t be in your house threatening you with violence. Some home invaders have been known to spend hours rummaging through homes while

the homeowners are bound nearby, forced to watch in terror. Some of these criminals have even been known to eat meals, watch TV, or take a nap — In YOUR home. A major fear is that the robbers might progress and commit more violent acts like, sexual assault and even murder. Do not believe a word they say, and if they have got the drop on you, be constantly looking for a way that you can fight back – but more on that in a few seconds.

If you have been overpowered and are now being held at gun or knife point, you must be very observant about the behavior of the criminals, and look for signs that they do not plan on leaving any witnesses. If they ask to tie you up or lead you to a secluded area in your home, it is very likely that they did not plan on leaving peacefully. Never let yourself be tied up. From there, you have zero options. If your attackers are demanding that you let them tie you up, demand instead that they shut you and your family and a secluded room while they collect your valuables. If they will not agree with this reasonable alternative, you can only assume that they plan on removing you as witnesses, and you have only one chance for your loved ones to come out of this alive, and that is fighting back. You need to realize that it is either you or them, and your family is only depending on you to survive.



CRIMINALS ARE ON THE LOOKOUT FOR A WILLING VICTIM, NOT AN OPPONENT.



[4]

MOST HOME INVASIONS ARE DECIDED IN THE FIRST 30 SECONDS

It is a fact that it is always better to fight back during a home invasion, and here's why: home invaders are looking to get what they want, and then to get out. While they will not hesitate to kill, they absolutely are not looking for a fight. As earlier stated, criminals are on the lookout for a willing victim, not an opponent. And as long as they can still escape, typically at the first sign of resistance, they will take their opportunity to leave while they can. You have just seconds to show these individuals that nothing in your home is as valuable as them getting away. Very few home invaders have the sort of pride that may cause them to stick around and duke it out in either a brawl or gunfight with a homeowner. There are some very practical, and some very scientific reasons for this, which we will go over in just a second.

First, what does a home invasion look like? A home invasion is a very violent attack on your home, where the

criminal attempts to quickly and quietly gain entry into your home, take complete control, get exactly what they want, and then leave.

They can begin in any number of ways. Sometimes, anywhere from one to five home invaders kick in your front door and storm the room that you're in. Other times, single or smaller group of home invaders will try to discreetly enter your home and then take you by surprise somewhere within it. Other times still, they may pose as city or utility workers to try to get you to let them in. No matter what the situation, when it is revealed exactly who these people are they will be depending on fast, massive action to take you by surprise, and overpower you into submission. Their goal is for all of this to take place within just a few seconds – before you even realize what is going on.

Essentially, these criminals want all the control in as little amount of time as possible, because they know that

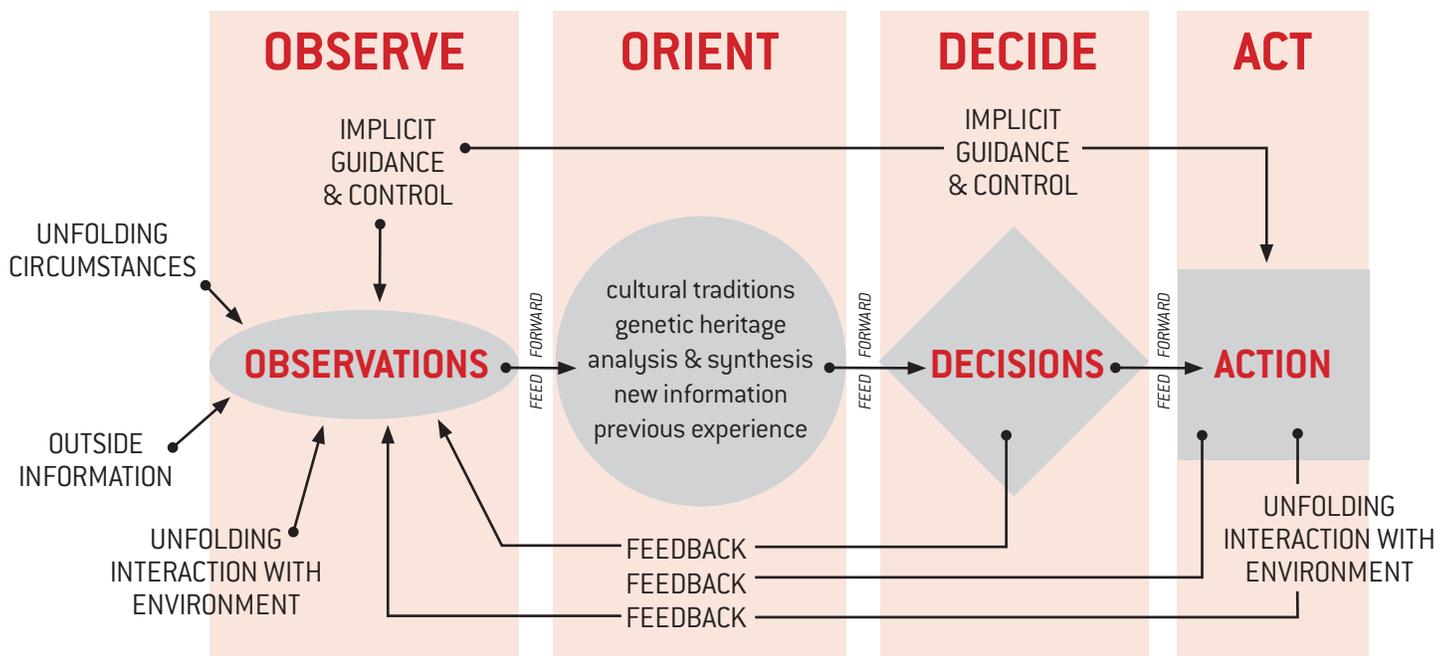
as soon as they have control over the situation, it will be almost impossible for you to fight back – and win. So what you have to do, is fight back WHILE the power grab is still taking place. This is NOT when you're being led down the hallway at gun point – by then, they already have the power and control. Sure, you may be able to get to your gun, and you may be able to fight back and win in this situation, but it is excruciatingly likely that by then you won't be able to, or an accomplice will already be covering your loved ones in another part of the house, ready to pull the trigger if they hear shooting. So you need to fight back WHILE the power grab is still taking place – and that is almost always within the first 5,10 and at the most 20 seconds during a home invasion.

When you fight back, you are resetting what is known as the “OODA Loop” inside the mind the home invader(s). “OODA” stands for Observation, Orientation, Decision, and Action - and the concept of the OODA Loop dictates that we as humans are constantly observing our environment, orienting ourselves to our environment, and then deciding what action should thus be taken, and finally acting on that decision. These OODA impulses take place within microseconds. If suddenly a car slides into your path while driving down the highway, you observed the car entering your pathway, you orient yourself realizing that you will collide with a car if you don't swerve, and then you

decide to swerve, and then your hands jerked the steering wheel – all within a few tenths of a second. It is a commonly established principle in ANY sort of fighting- whether that's hand-to-hand, knife, or gunfight- that the only way to emerge from a fight victoriously, is to perform what is called an OODA Loop Reset. What this means, is that you need to force the home invaders to react to you. This is not an easy feat.

From the opening seconds of a home invasion, you will be reacting to your home invaders. They have the element of surprise on their side almost completely from the get go. They have this, because they decide when to invade, and when to act. And as long as all you are doing is reacting to THEIR actions, you are allowing them to have control of the situation. Let me rephrase that using the OODA Loop concept: as long as you are observing what THEY are doing, then orienting yourself to what you observed THEM doing, then deciding to react based on that observation, and then acting on that decision – **you are giving the home invaders complete control of the situation.**

But when you fight back against these home invaders- even if you are outnumbered, outmatched, and outgunned, you are causing them to begin reacting to you. By your actions you are now in a brief position of superiority, not because you are stronger, but because you took the most powerful thing away from the attackers - the element



of surprise. Suddenly, they are observing YOUR actions, and orienting themselves to what they observed YOU doing. And the moment this transfer of reaction takes place – the moment you cause them to begin reacting to you – is the moment you take control back of the situation. And if there is one thing these criminals cannot stomach, it is not having control in a situation – especially when their lives and livelihoods are on the line.

So by far the best chance you have of stopping a home invasion in progress, is to fight back with every ounce of violence that you can muster immediately. If they kick in your door, throw what's in your hand at them and charge them – with no hesitation. If you are armed, use your weapon. If your weapon is down the hall or in a separate room, you CAN try to gain access to that weapon and use it to fight back, but understand that every second you spend running away from these attackers is another second that

they have control of the situation – and it'll be that much harder for you to regain that control, and cause them to back down and run away from this unexpected fight. What's even more important to consider, is that if home invaders kick in your door or in some other way gain access to the room you and your family are in, it would be reckless and irresponsible of you to abandon them to go for a weapon. Instead, stand your ground, and provide the most violent offensive defense that you can muster. Someone once wrote, "Always fight dirty. There's nothing "sporting" about self defense. If you have to attack, attack vital areas such as the eyes, throat or groin. Use a weapon if possible. Let your attacker know you'll stop at nothing to survive." Remember criminals fight by no rules and fight to win, you must do the same to survive.

No sane human being wants to enter a gun fight with a knife, or a knife fight with their fists. And certainly, no sane

THE BEST CHANCE YOU HAVE OF STOPPING A HOME INVASION IS TO FIGHT BACK WITH EVERY OUNCE OF VIOLENCE THAT YOU CAN MUSTER.



person wants to enter a fight with multiple assailants. But if home invaders have gained access to your house, you need to understand that at this point, all bets are off. Even though you didn't ask for it, you are suddenly gambling with not just your life, but the lives of every innocent person in your household. And since compliance almost never works with home invaders, you fighting back is the only chance your family members have to survive this brutal encounter. It is a well

documented fact by the FBI that when an individual is attacked and they do not fight back, they have a 60% chance of being injured or killed. However, if the individual fights back, the odds of them being injured or killed plummet by half: to only a 30% chance. Yes, this still seems high, because it is. But the fact of the matter is, if armed men have entered your home to steal valuables to sell to support their drug habit, your odds (and your families odds) are not very good to begin with. So if you can cut those in half by fighting back immediately, and resetting their OODA Loop, that is an opportunity that you absolutely must take advantage of.

The moment you begin resisting, you can expect the criminals to be faced with a split second decision: to either match your level of violence and fight back, or to flee. Your only goal should be to get these criminals out of your house as quickly and as safely as possible. And so you need to make the decision to FLEE the best decision they have. To do that, you must do the following: first, you of course need to make it very clear that if they stay, they are in for one hell of a fight. Equally importantly, you must not block their exit or do anything that would make leaving seem like a bad option. Therefore, do not get between them and an exit, and more importantly, do not put any of your loved ones between these criminals and an exit. Your best opportunity of course is to fight them at the exact spot where they're trying to gain entry. If you can prevent them from



IF YOU DON'T HAVE A WEAPON ON YOU, STASH SOME SAFELY AROUND THE HOUSE.

gaining full entry into your home in the first place, they will almost always take the option of leaving and running.

Finally, once you accept the fact that you are going to have to fight the criminals where they stand (and where you stand), it becomes painfully clear that you need to be able to utilize a weapon in the areas of your house where you are most likely to be what he home invasion occurs. Ideally, you would have this weapon on your person at all times when you are in your home. However, that neither always possible, nor always very practical. So, it may be wise to “stash” weapons in certain areas of your home. No, I do not mean putting a pistol in every drawer of your house – because the only point of preparing your home for a home invasion is SAFETY. And it would be very easy to make your home a less safe place for your family to be by undergoing reckless and you're responsible home defense preparations. However, there are things you can do that will give you an advantage when it comes to having a tool or a weapon to use to fight back in these situations. A baseball bat, or a golf club leaned in the corner are relatively safe objects that can become very deadly when the moment calls. A knife on the belt can be useful, but a concealed pistol worn inside the home would be ideal. Even if you don't have an object specifically placed nearby you, you should observe what you can use in the even of an invasion and plan for that in your emergency plan — more on that soon.



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[5]

**HAVING AN
EMERGENCY PLAN
DOESN'T MEAN
SCARING YOUR
FAMILY INTO FEAR
AND UNCERTAINTY.**

LACK OF A COORDINATED EMERGENCY PLAN

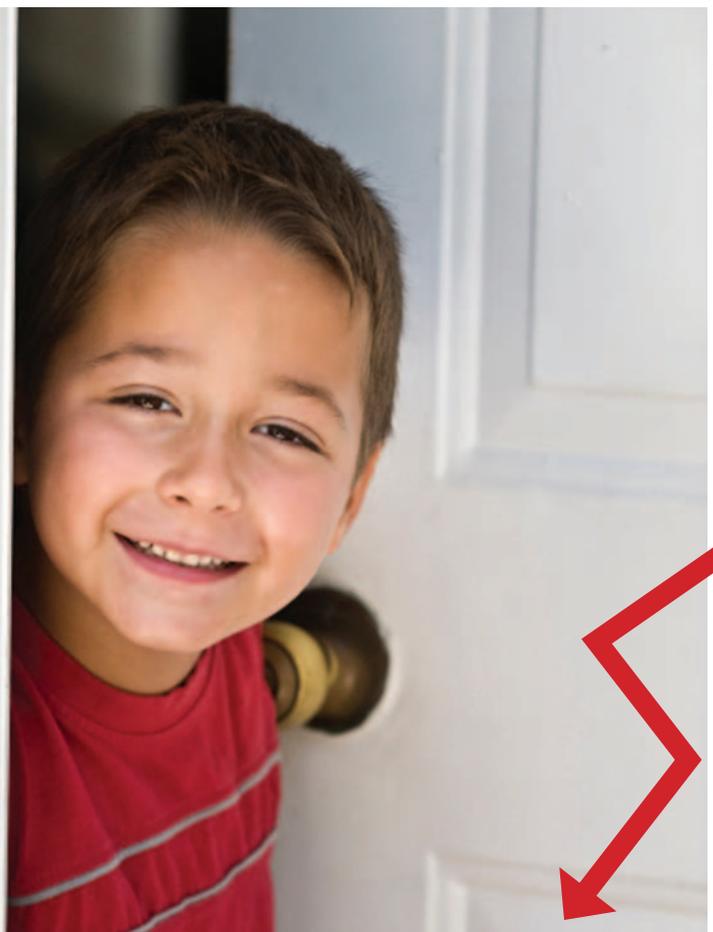
No matter what weapon you can conjure up, and no matter how quickly you can react with violence toward your home invaders, these things will never be able to offer you a way to completely protect your loved ones if you don't have a home invasion emergency plan that you have coordinated and rehearsed with your loved ones ahead of time.

What is a home invasion emergency plan? To put it simply, the home invasion emergency plan is simply a protocol that your loved ones will understand to follow in the event that your home becomes the target of a home invasion. The advantage of having this kind of protocol is that, should your home become the target of a home invasion, you can rest assured that your family is doing their part to run and hide from the threats, so you can focus on doing your part, and fighting the invaders off.

Maybe placing a graphic with a sheet of paper headlined "Home Invasion Emergency Plan" in handwriting with other text below it would be beneficial here. What then, is a home invasion emergency plan? Well, it could be as simple as "if you are ever in your bedrooms when you hear shouting and fighting, lock your doors and hide under your beds... And if you are ever out in the living room when this happens, run into mommy and daddy's bedroom lock, the door, and hide under our bed." Or, your emergency plan could be more detailed – it all depends on your needs. Many experts in home defense recommend telling small children to hide under beds, because enter a door or closet could potentially give away their location. Primarily, you should consider all the different places your family could be when he home invasion happens. Understand that most home invasions happen during dinner-

time hours. Where is your family from 5 PM to 10 PM? Think of all these different scenarios, and imagine what the best courses of action would be for them should a home invasion occur at any point. If they are tucked away in their bedrooms when a home invasion happens, then they should understand that the safest thing for them to do is to hide and stay silent in their bedrooms – calling 911 if possible. They should understand that if you all are in the family room when armed men burst in, they should try to escape while you fight the men – and they should be completely clear on exactly which escape routes to use, and where to go after they have managed to escape. In some emergency plans safe words have been established for two separate scenarios: 1.) To hide quietly in every one's current location, and 2.) To escape the house to the outside for immediate safety. The need for these is something that you should determine when coming up with your individual plan, and your loved ones should be able to remember them with no hesitation.

You face a slight challenge when communicating with your family about a home invasion emergency plan for a couple reasons. First, it is possible to alarm your family, and cause an atmosphere of fear and uncertainty within your home. This goes completely against your desire to keep your family safe and secure – so you must work to avoid that. The best way to avoid scaring your family, is to take a very serious but confident attitude when bringing up the subject. You can give the emergency plan topic the attention it deserves, while avoiding scaring your family, by scheduling a specific 'family meeting' dedicated solely to home security and safety. For example, you can begin the family meeting by showing your family what the smoke



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A CHILD ANSWERING THE DOOR IS AN EASY TARGET TO GAIN QUICK ACCESS TO A HOUSE.

detectors sound like, explaining the fire escape routes, and pointing out fire extinguishers. Then, you can talk about what your family would need to do during the event of a tornado. And finally, you can then ease into explaining what they all should do in the event of a home invasion. Creating a sense of comfort and participation with your loved ones will make this more beneficial in the end result.

One thing to consider is discussing with your loved ones who should open the door. Many of these criminals observe your actions and habits. If they repeatedly see you answer the door without question, or have a child answer the door it makes you an easier target to gain quick access. The most important thing is for your loved ones to not be afraid of the door, but to be proactive in their decision to know who is on the other side.

WILD ANIMALS
PLACE THEIR
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THE MOST SAFE
AREAS FURTHEST
FROM HARM'S WAY
WHILE PUTTING
THEMSELVES
DIRECTLY IN
THE LINE OF FIRE.

WHY
SHOULDN'T
YOU?



THEY GOT TO THE KIDS FIRST: LACK OF HAVING KIDS SLEEP IN THE MOST PROTECTED AREAS

[6]

This brings us to a very important point about home defense and homeland security, and that is the mistake that many people make when laying out their home arrangements. All too often, we see couples whose bedrooms are in the areas furthest from the entrances to their homes, with the rooms of their children scattered somewhere in between. This is completely illogical, and if you look at animals in nature, you see that wild animals always – without exception – place their offspring in the most safe areas furthest from harm's way, while putting themselves directly in the line of fire. This is something that should be considered in the building process of any new home.

In fact, if possible, you would keep your kids completely away from the ground floor if your house allows for that. Essentially, you want to make sure that in order for anybody to get to your kids, they have to go through you and your spouse first. If you don't do this, you are crippling your

ability to defend your home, especially with a firearm: you need to be 100% positive of where you can and cannot fire a weapon inside your home WITHOUT the risk that your bullets passed through one, two, or three walls and hitting one of your loved ones. If your bedroom is the closest to the entrance, you know that you have a set shooting lane in front of you. In addition, you also will make your home invasion number two plan that's much easier for children, because a child always knows how to get to his or her room, even in the most stressful situations. If there room is near an entrance, you complicate your emergency plan by having to tell them to go to a different room in the house, thus fighting their instincts to return to their bedroom. For children to not only feel safe, but truly be safe you need to know where they are at all times during a home evasion. The worst thing you can do is inadvertently bring the criminals to them. Be sure to make sure that your children know what to do and the importance of adhering to the plan.

[7] AFTER THE FIGHT: THE LIMITATIONS OF THE CASTLE DOCTRINE

This brings us to what is almost always the most overlooked aspect of home security and home defense, and that is the ultra-dire situation that you'll find yourself in AFTER you have successfully defended your home a violent attacker. This is where the fine print of life comes into play. Most people assume that since "their home is their castle", they can fight off a violent home invader using any tool it means required. And, they assume that their community and the law will agree with them in the decision they made. Still more people make the very false and dangerous assumption that their state laws will protect them in this situation. Unfortunately, that is all too often proving not to be in the country that we live in any longer.

These days, we are seeing a huge influx of people being prosecuted, jailed, and fined defending their homes from violent attackers. You see, very few self-defense situations are as cut and dry as they seem – and the police know this. All the police are required to do is collect the facts, and help build a case. Then, they pass those facts in the case off to the prosecuting attorney's office in your county. The case then goes to court, where it will be your job to prove that what you did was not only self-defense, but was the most responsible action that you could have taken. And in contrast, it will be the court's job to prove otherwise – that you did not act in the most responsible manner. You will be put into a position that even though you did was needed to protect your family, you are the one now that needs protection.

Now it is true that most courts recognize a man's right to defend his property – especially when his loved ones inside were afraid for their lives. But it is also true that we will be dragged into court to prove that we acted properly in self-defense. This can be a huge struggle for us as armed citizens, because we are not experts of the law, and also because we will have just emerged from one of the most stressful and intense moments of our lives here

on this earth. In short, we absolutely will not be in a good position to provide a rational argument for our actions. This is where an expert attorney comes in. This is where



IT WILL BE YOUR JOB TO PROVE THAT WHAT YOU DID WAS NOT ONLY SELF-DEFENSE, BUT WAS THE MOST RESPONSIBLE ACTION THAT YOU COULD HAVE TAKEN.

we need a subject matter expert more than ever before.

In the situations we can either attempt to slug it out in court on our own and run the risk of winding up paying huge fines and penalties at best, or end up losing our gun rights forever and serving time in jail or even prison at worst – or we can hire a competent, professional self defense attorney to represent us in court. This is always the best option, because these professionals understand the law, they understand what should be said, and what should not be said, and the know how to make sure you go home to your families, with your rights and freedoms still intact.

After all, nothing destroys your reputation in a community quicker than a conviction for something as serious as a shooting inside your home. However, nothing will cement your reputation in as a hero and protector faster, then walking out of the courtroom having been proven a justified, competent, and responsible citizen. This is why hiring

an expert attorney to represent you following this type of shooting is absolutely essential.

The only downside to this is that hiring an attorney of this nature is extremely expensive. Let's face it, most of us don't have tens of thousands of dollars in our change jar. That is where the Home Defense Association of America (HDAA) comes in to help you as an armed citizen. Members of the HDAA enjoy the guaranteed, insurance-backed benefit of the Home Defense SHIELD- an unmatched membership benefit that provides every single HDAA member with a substantial amount of legal liability protection. This means that if you're forced to use a firearm to defend your home, you will have a serious ally at your back when you're hauled into court.

HERE'S HOW IT WORKS:

The Home Defense SHIELD benefit is a massive Firearms Liability insurance policy held by the HDAA, Inc. that designates its members as beneficiaries. This means that individual underwriting is not required- all you have to do in order to receive this benefit is become an HDAA member, and you are automatically granted this insurance-backed benefit. Remember if you sign up after the incident happens, HDAA, Inc. is legally unable to help you. We can't expect to call Geico after we get into a car accident.

The reason we are able to guarantee the protection offered through the Home Defense SHIELD benefit is because of its backing by a major insurance company: Meadowbrook Insurance Group, Inc. They (and their insurance company subsidiaries) have been rated A (Excellent) by A.M. Best Company, and in 2010, Meadowbrook Insurance Group, Inc. wrote over \$801,900,000 in policies. These guys are standing right next to me, ensuring that you're not alone in your legal struggle following a shooting. Here's how your Home Defense SHIELD benefit will help you:

If you're not already familiar with the US justice system, it is separated into two halves: criminal court civil court. As an armed citizen, you need to be aware of both halves of our justice system, and here's why:

CRIMINAL COURT:

When people use their weapons to defend their homes,

they are usually charged with a crime while the investigation takes place. If you are charged with a crime, you'll have to defend yourself in a criminal court. If you are successful, you will be "acquitted" of the charges against you, and the whole thing will be erased from your records. If you're unsuccessful, you'll be "sentenced". Either way, you're on the line to pay for the legal bills you rack up during this panicky, fast-paced process.

CIVIL COURT:

Whether you are charged in criminal court or not, you still stand a very good chance of being sued in a civil court. Civil matters are all about money. For example, if you shoot a man in self-defense, he or his family has the right to sue you for damages in a civil court. I know this seems unrealistic, but recently, one innocent man was court ordered to pay a career criminal's "lost wages", because home invasions were how the career criminal produced income. If that doesn't infuriate you, it should. Listen to this story:

*"Shooting a robber was the most expensive thing I have ever done. He didn't have a weapon, but I couldn't tell because it was dark. He survived and sued me. Four months and tens of thousands of dollars later, I walk. I Defended my family and *I* almost do time!"*

This is the world we live in, and this is why a Home Defense Association of America membership is such a critical part of a well-rounded, responsible home-defense plan.

You see, the Home Defense SHIELD benefit protects you on both the Criminal and the Civil side of the law, and we offer three different HDAA Membership Levels: Silver, Gold, and Platinum. The difference between each membership level is the amount of firearms liability financial protection they offer, which is known in insurance terms as the 'occurrence limit' (how much money you're able to use on a single self-defense incident). Take a look:

As a Silver Member, you'll have a \$50,000 Occurrence limit. You can use all of it in a Civil court if you don't need it for the Criminal side, or you can use as much as \$25,000 on the Criminal side if you are charged with a crime. Since the occurrence limit is \$50,000, using \$25,000 on the Criminal side would leave you with \$25,000 to use on the Civil side.

Silver

Insurance-Backed
Home Defense Benefits
\$50,000.00
Civil Liability and/or
Occurrence Limit

\$25,000.00
Criminal Liability Limit

Gold

Insurance-Backed
Home Defense Benefits
\$100,000.00
Civil Liability and/or
Occurrence Limit

\$50,000.00
Criminal Liability Limit

Platinum

Insurance-Backed
Home Defense Benefits
\$300,000.00
Civil Liability and/or
Occurrence Limit

\$75,000.00
Criminal Liability Limit



MEMBER BENEFITS

As a Gold Member, your occurrence limit will be \$100,000 worth of firearms liability protection, of which up to \$50,000 can be used to fight in the Criminal courts. By far the best protection that you can get from an HDAA Membership comes at the Platinum level. In fact, over half of all upgrading members so far have chosen the Platinum Membership. That's because as a Platinum member, you'll have a total occurrence limit of \$300,000 worth of firearms liability protection, and up to \$75,000 can be used to fight in Criminal courts.

I have always believed that reliability and simplicity go hand in hand! I was sure to employ this standard of simplicity when designing the Home Defense SHIELD benefit, because like our guns and emergency plans, we armed citizens need to know that the tools we depend on will work every time we need them. This was something that I believed in because I didn't want to see another responsibly armed citizen have to deal with this alone.

The Home Defense SHIELD benefit interacts differently with each side of our justice system. Here's how:

On the Criminal side, Home Defense SHIELD works by refunding all of your court and legal expenses following your acquittal. This includes the lawyer you hire and any other legal expenses you incur related to your self-defense criminal case. The reason for the refund to occur after you

win your case in criminal court is simply this. Since this type of coverage simply cannot be (and isn't) offered by anyone (No insurance company in the USA would ever dream of offering what's called "first dollar criminal coverage"), we're offering the best criminal defense protection that can be offered, by refunding your court and legal related expenses following your acquittal up to the criminal liability limit shown for each level of membership (as much as \$75,000 for a Platinum Membership).

On the Civil side, Home Defense SHIELD kicks into full effect by fighting your case for you, and covering any financial settlements or awards that you may be forced to pay, up to the civil liability limit shown for each level of membership (up to \$300,000 for a Platinum Membership). If you're sued in Civil court, our insurance company will actually send one of their own lawyers out to fight your case. Chances are, their expert attorneys are going to win any lawsuit that some two-bit criminal (or his family) can throw at you. But even if a settlement must be paid, your HDAA membership will kick in and cover the settlement right out of your Home Defense SHIELD civil liability limit.

The HDAA has always watched the backs of its members, and with the Home Defense SHIELD benefit, the advantage of being an HDAA member will offer an unprecedented advantage to the armed citizen. ★