

WOMEN'S  
**SELF DEFENSE**  
**101**



**Master Chong's**  
**World Class Tae Kwon Do**



Hello,

My name is Grandmaster Sun Chong and I am the founder of Master Chong's World Class Tae Kwon Do. For over 20 years our schools have taught thousands of students how to defend themselves and stay safe. I can say without hesitation that knowing how to protect yourself is one of the most valuable skills you can possess.

In Self Defense 101 you will learn the ABC's of personal safety: Avoidance & Awareness, Boundaries, and Contact. Our first goal is always to prevent a dangerous situation from developing. Your greatest success would be to never have to use a single self defense technique. However, should such a situation occur, Self Defense 101 will also teach you simple and highly effective self defense techniques.

With Self Defense 101 you will be taking an important step in improving your personal safety. I encourage you to practice the techniques you learn in an on-going basis. With practice comes increased confidence, stronger abilities, and the best possible results.

Congratulations on taking an active approach in improving your safety. I know you will find Self Defense 101 informative and practical, and enjoyable, too.

Sincerely,



Grandmaster Sun Chong





# The ABC's of Self Defense 101



## = Avoidance & Awareness

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# **Avoidance & Awareness**

General Principles

Your Home or Apartment

While Driving

At the Mall or Store

Leaving Work Late / Leaving School Late

Returning to Your Car

Hotel Safety / Traveling

When Walking / Jogging

Night Clubs / Parties

Using ATM's

Awareness Checklist





# General Principles



**Awareness  
Avoidance**

## Be Aware of Your Environment

- Is anything out of place?
- What are your options?
- What to avoid (Plan ahead)

## Stay Alert

- Use all of your senses
- Trust your instincts and rely on your intuition
- Avoid distractions (headphones, cell phones, etc)

Is it fair that women have to ask someone to walk them to their car, think twice about going out late at night, or take extra precautions when traveling? No, but that is reality.

Terrible things can happen even when you are prepared, but they happen more frequently to someone who is unprepared.

**Awareness is half the battle.**

## **Learn to be your own bodyguard!!**

Ask yourself:

*How well do I know where I am?*

*How well do I know who is around me?*

*How ready am I to fight or flee if necessary?*



**Awareness  
Avoidance**

## **Your Home or Apartment**

- Install motion sensitive lights or keep outdoor lights on at night
- Avoid thick brushes near doorways
- Have your key ready
- If something or someone is out of place, leave immediately
- Know your neighbors
- Keep doors, windows, and garage door locked; use deadbolts
- Have a phone in the bedroom
- Check through the peephole before opening the door.  
(Many homes and some apartments do not have a peephole. Make sure you have a clear view of the person before opening the door. Never open an unchained door without knowing who is on the other side)
- Avoid female only name on the mailbox or answering machine  
(use the default voice message or ask a male friend)
- Vary your schedule

*Apartments: avoid using the laundry room alone or at odd hours*

*Require identification of unexpected repairmen, servicemen, etc.  
Call to verify their identity (look up the phone number in the  
phone book, the phone number they give you may be phony)*



**Awareness  
Avoidance**

## **While Driving**

- Always travel with adequate fuel for your trip
- Keep all valuables in your vehicle out of view
- Keep your doors locked while driving
- Keep friends or family posted on when, where, and how long you will be gone
- Have directions and the phone number of unfamiliar destinations; be willing to backtrack, instead of 'figuring it out'
- Belong to AAA or other roadside assistance provider; have your car maintenance checked regularly
- Have a cell phone and use it at the first sign of being lost or afraid
- Never hitchhike

### If your car breaks down

- Call a roadside assistance provider, your home, or a friend. If a passing motorist offers help, remain cautious - keep your distance and stay on the phone with AAA or a friend.

### If you're in an accident at night or in a low-traffic area

- Communicate to other motorist to drive to an occupied area

*Think about the routes you tend to take - to work, school, the mall, etc. If you can picture a spot along the way (day or night) where you would feel uncomfortable if your car broke down, change your route to one that is more comfortable.*



**Awareness  
Avoidance**

## **At the Mall or Store**

- Carpool / go with a friend
- Avoid parking too far from the entrance
- Avoid parking / walking in poorly lit areas
- Make sure to lock your door
- Ask an employee to walk you to your car (especially if you are carrying packages) or wait until several other groups are exiting (such as when a movie lets out)

## **Leaving Work Late**

- Move your car as close to the exit as possible when the other employees are leaving
- Have security or a co-worker walk you to your car

## **Leaving School Late**

- Exit with other classmates
- Move your car as close to the exit as possible when other classmates are leaving
- Have security or a trusted classmate walk you to your car

### If you are waiting for a ride

- Do not wait by yourself. Arrange to be picked up in a well populated, well-lit area or wait with a group (don't be the last one left - ask someone to wait until your ride arrives and leave together)

# Returning to your Car

## From the Mall, Your Job, an Event... Anywhere



**Awareness  
Avoidance**

- Have your keys ready as you approach your car and hold your keys in a position to strike; look under your car as you approach
- Look at the cars parked on either side of your vehicle. If a male in a vehicle is sitting alone in the seat nearest your car, or if you are parked next to a van, always enter your car from the side opposite the strange vehicle
- Make sure the back seat is empty before unlocking your car

*Women have a tendency to get into their cars and sit (doing their checkbook, making a list, etc.) Don't! You will not notice someone approaching your car.*

*As soon as you get into your car, lock the doors and leave.*



**Awareness  
Avoidance**

## **Hotel Safety / Traveling**

- Choose hotels located in safe, populated areas (research online or with a travel agent)
- Make reservations for two; at check-in request a keycard for a companion that will be ‘joining you later’
- Does the hotel gym have an attendant?
- Lock & chain your door
- Park close to the building in a well lit area
- Avoid very early or late at night check-in/check-out times
- Carry the address and phone number of the hotel with you so if you get lost you can find the hotel easily
- Sit near the driver when on a bus or subway
- Travel in licensed taxis only

## **When Walking / Jogging**

- Go with a partner (or your dog)
- Carry a cell phone
- Always stay alert and aware of what’s going on around you
- Avoid using headphones (if you must, keep the volume lower and walk/jog only in safe, populated areas during the day)
- Go against traffic so you can see approaching cars
- Alter or vary your route (but stay on safe paths)
- Wear reflective material (but try to avoid running before dawn or after dark)
- Do not get close to a vehicle if being asked for directions. Stay cautious and keep moving while replying.



**Awareness  
Avoidance**

## **Night Clubs / Parties**

- Carpool / go with a friend
- Don't leave your drink unattended
- Don't consume a drink brought to you (including strangers and unfamiliar dates or friends)
- Exit with large groups of people; use main entrance/exit

*90% of rapes occur between people who already knew each other; half of rapes happen on dates.*

*Be alert for date rape drugs (slipped into a drink brought to you) which cause symptoms similar to excessive drinking. In a 'party atmosphere' your condition may be overlooked.*

## **Using ATM's**

- Choose an ATM in a highly visible, well-lit area
- Be aware of anyone loitering nearby; leave and pick a safer location
- Choose the safest ATM, not the closest one

## Notes:



# Awareness Checklist

- Women tend to be sympathetic - be suspicious and keep a safe distance from someone who asks for the time, directions, or help in or around their car (regardless if they 'look safe')
- If you see a suspicious person, cross the street or change directions; if you are being followed, immediately attract attention
- Walk in the middle of the sidewalk rather than too close to buildings or cars where a person might be waiting
- When arriving at home by taxi or a ride, ask the driver to wait until you are inside
- Use discretion in revealing your personal plans to other people (especially in environments with unfamiliar people)
- Your clothing and footwear may impose limitations on your movement (are you still able to run or fight back in your 'going out' clothes)
- Question if expensive jewelry is a smart choice for the occasion (where are you going, who will you be around)
- Avoid alcohol or drugs - they can impair your judgement and reflexes
- Safety in numbers

*Call or take action whenever danger threatens. Don't worry about being paranoid. It is always better to risk being embarrassed from a false alarm than to be injured or killed.*





# **Boundaries**

Posture

Eye contact

Voice Tone

Setting Verbal Boundaries

If Awareness and Boundaries Fail...



## **Posture**

- Stand tall; head and shoulders up high
- Move with purpose
- Keep your hands free and active
- Face people squarely

*Keep your body language strong. This will keep you from looking like a victim or an easy target.*

## **Eye Contact**

- Look directly at a person if they follow you or approach you
- Scan; assess the people around you

*Always keep your eyes up - don't look at the ground. If you are passing someone, make eye contact and stay confident.*



## Voice Tone

- Speak loud and clear
- Sound confident.

## Set Verbal Boundaries

- When threatened, attack with your voice:

“Back off”

“Leave me alone”

“Stay away from me”

“What do you want”

*Your voice can achieve two goals at the same time:*

- 1. showing that you are not an easy target*
- 2. drawing attention to the attacker and the situation.*

**Notes:**





## If Awareness and Boundaries fail...

### 1. Run, Run, Run

Even if the attacker has a gun but you are not under his control, take off. Most likely he will not want to draw attention to the situation by firing the gun. And if he does, experts say that the attacker will only hit you, a running target, 4 out of every 100 shots. And even then, it most likely will not be a vital organ.

*Don't forget to scream for attention. Unfortunately, yelling 'Help' does not always work (some people don't want to 'get involved') Yell 'Call 911!' or 'Fire!'*

### 2. Never go anywhere with the attacker.

The likelihood that you will be seriously injured is ten times greater if the attacker can take you to a different location.

### 3. Fight back.

Listen to your instincts and try to determine if a counter attack is the best approach. If you do decide to fight, make sure your first move is as forceful as possible.

#### ***Try Anything and Everything!***

- *If he asks for your purse, toss it away from you and run.*
- *If you're trapped in a car, do something to cause an accident.*
- *If you're thrown into the trunk of a car, kick out the back tail lights, stick your arm out the hole, and start waving wildly. The driver won't see you, but everyone else will.*







## **Contact**

Strong point vs. Weak point

How to generate more speed and power

Tapping into your Inner Strength

What will martial arts training do for you?

Who can benefit from martial arts training?

Why Master Chong's Tae Kwon Do?



## Strong Point vs. Weak Point

Hit where it counts - find a weak point and strike repeatedly until you are able to get away. Some of the basic vulnerable areas are:

- eyes
- knees
- groin
- throat
- shins

Use your strength, quickness, accuracy, balance, and focus.

## How to Generate More Speed and Power

- React as early as possible.
- Don't hesitate - it will slow you down.
- Be determined. If someone is trying to hurt you, then you need to hurt them.
- Commit 100%. Don't be squeamish.  
Break fingers, gouge eyes, slap ears, kick groins and knees, stomp the tops of feet, scratch, bite - nothing is off limits.
- Anything is a weapon in times of self-defense. Use your fingernails, keys, purse, nail file, hairspray, umbrella, rocks... anything that is convenient and can do damage.

*An attacker can cross 7 yards (21 feet) in 1.5 seconds. Your personal safety area can be compromised very quickly. Strike immediately if you are forced to defend yourself. It will give you the best chance of survival.*



## **Tapping into Your Inner Strength**

You must have the right mindset to survive:

- Trust your intuition.
- Don't let fear control you.
- Know your motivation.  
(to save yourself, to be there for your child or spouse...)
- Focus on your outcome.

Have a plan of attack ready in your mind. Practice how you will defend yourself and then if the situation arises, you will be mentally prepared for what you may have to do to defend yourself.



## Where do you go from here?

A common denominator among many who have been confronted with the task of defending themselves is that there is little time to think. Any physical response to aggression **must be trained** to the point where it **becomes a natural response**.

*Skill requires putting knowledge into action. **This requires practice.***



## What will martial arts training do for you?

- Enhance your physical fitness:
  - strength
  - speed
  - power
- Enable you to respond instinctively
- Build your self-confidence
- Give you a more calm, centered demeanor
- Introduce you to a friendly and supportive group of people.

## Who can benefit?

- Women living by themselves
- Young ladies starting or currently in college
- Teenagers entering the workforce
- Women who tend to get out of work late or work alone
- Mothers with young children
- Business women who tend to travel
- Children
- Retired women who want to be safer
- Anyone who uses public transportation
- Self-conscious girls or women that want to increase their confidence
- Women who live or work in less-than-safe neighborhoods
- Anyone who wants to increase their safety



## Why Master Chong's Tae Kwon Do?

One of our missions is to **provide as many women as possible with strategies that they can use to improve their personal safety immediately**. For over twenty years our schools have helped countless people to grow up happier and healthier as a result of Tae Kwon Do training. As the area's largest martial arts organization, we are proud of the numerous benefits our schools have to offer, including:

- Patient and understanding teachers
- Enthusiastic, encouraging environment
- Over 20 years of experience in teaching students of all ages
- Flexible schedule of classes
- Classes for **adults, children, and families**

*You don't need any prior martial arts experience - you can get started at any time.*





**Contact**

### **Adult Classes:**

*Master Chong's Tae Kwon Do offers adults a program of self-defense skills and an increase in mental, emotional, and physical strength.*

- Improved endurance, flexibility, and strength
- A healthy option for stress relief
- Positive relations with enthusiastic and motivated people
- Greater variety than traditional exercise programs
- Self-defense skills and awareness for greater personal security

### **Family Classes:**

*A unique opportunity at Master Chong's Tae Kwon Do is the chance to attend class as a family. Special times are reserved for parents and children to learn side by side.*

- A common interest everyone can share
- Greater respect between family members
- An exercise program everyone can do together
- Meeting other positive, health-oriented families

### **Children's Classes:**

*Master Chong's instructors are experts in working with kids. All children are taught at their own pace to develop their present capabilities and bring out their maximum potential.*

- Develop self-confidence and an "I can do it" attitude
- Improve strength, coordination, and athletic abilities
- Interact with many great male and female role models
- Have lots of fun while developing social skills in class and at special events

**Call today and learn how to get started!**

(See back cover for more information on our FREE Trial Program)

#### **Amherst**

*1569 Niagara Falls  
Boulevard  
in the Target Plaza*

**833-9100**

#### **East Amherst**

*5921 Transit  
north of Maple  
between Klein & Casey*

**688-6868**

#### **Lancaster**

*4905 Transit  
behind Napa and  
Dunkin' Donuts*

**656-7300**

#### **Orchard Park**

*3334 Southwestern  
Commons Plaza  
next to Mighty Taco*

**677-0123**



# Master Chong's World Class Tae Kwon Do



Try Tae Kwon Do and  
Learn Self-Defense Skills  
*with Master Chong's*

## **FREE VIP Program**

Our **FREE VIP Program** includes:  
**2 Private Individual Classes**  
**Group Classes**  
**Free Uniform**

*No prior martial arts experience is needed.*

**Call to get started today!**



Master Chong's Tae Kwon Do  
offers a flexible schedule of classes for:

**Adults**

**Children**

**Families**

(take class with your children)

See inside for more information about our classes  
and why Master Chong's is right for you.

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