

Target Market Demographics:

Men & Women – 18+
Income - \$30K+
Education – High School and up

Book Summary:

Featuring over 200 high-quality photos, detailed step-by-step instructions and an online video companion, you can now learn how to effectively escape, block, strike, trip and throw your attacker - regardless of your prior experience. The **Self-Defense Survival Guide** will boost your confidence, reduce your worry and stress, and allow you to enjoy a better quality of life through a greater sense of personal security.

Gain the skills, confidence and proper "warrior mindset" that will allow you to survive and keep yourself and your family safe from harm when faced with the unthinkable. Instantly learn from this comprehensive guide how to prepare yourself both physically and mentally in order to know what it takes to survive when your life depends on it! Your personal safety and the safety of your family is one of the most important responsibilities you have.

In order to protect yourself and your loved ones, you need 3 main things:

1. the right knowledge
2. the right mindset
3. the right skills

This book condenses Master Pete Canavan's 20+ years of experience teaching martial arts and reality-based self-defense classes into a simple, practical self-defense guide that can be used by anyone - from regular people with zero prior knowledge to law enforcement and military professionals.

You will learn how to use simple, effective and natural body motions in a hand-to-hand combat survival situation to emerge the victor. Anyone from the novice to the experienced person will gain some measure of knowledge from this book depending upon their prior exposure to this type of content.

LearnSelfDefenseOnline.com Statistics:

500 Unique Visitors per Month	1500 Page Views per Month	6000 Minutes Watched per Month	300+ Subscribers	1.5K+ Facebook
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Summary:

Doing the wrong thing in a threatening situation could end up being the worst mistake of your life. You must prepare beforehand so that when there is no time to think you react decisively and instinctively. Your personal safety is your ultimate responsibility.

Press Release:

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AUTHOR AND CONSULTANT TEACHES HOW TO INCREASE YOUR PERSONAL SAFETY THROUGH INCREASED AWARENESS AND PRACTICAL SKILLS THAT BOOST YOUR CONFIDENCE AND REDUCE YOUR STRESS.

Wilkes-Barre, Pennsylvania (January 20, 2016) - Our safety and security is something that most of us take for granted...until something changes that places us in harm's way.

When that happens, life can take a turn for the worse - unless you are prepared for it.

One man has made it his mission to provide practical personal safety and self-defense skills to a time and money-constrained public that is simply unable to undergo formal martial arts or self-defense training.

Enhanced awareness, mental preparedness and simple techniques can be learned by anyone with a desire to learn through step-by-step instruction using detailed photographs and online video companion. This allows students to learn at their own pace and to be able to review the information at any time.

The owner of LearnSelfDefenseOnline.com, Master Pete Canavan says the following:

"With typical martial arts or self-defense training, the time it takes to learn to become effective at protecting yourself is beyond the reach of most people. Everyone today has limited time, yet, the need to stay safe and be able to defend oneself has never been greater. By boiling down essential skills into an easy-to-learn method that starts with the proper mindset, it is possible for the average person with no or limited skills to develop proficiency in a much shorter period of time than what most people believe is possible."

Using the *Self-Defense Survival Guide* book (available in print and digital format) as well as online videos on his web site, the problem of learning highly effective self-defense techniques without spending years of time and thousands of dollars has been solved.

Since he set out to solve this problem, the public response and support has been tremendous, confirming that there is a need for simple, effective self-defense skills that are quickly and easily learned by anyone from small children to the elderly.

Master Pete has over 20 years of martial arts and self-defense training and is Act 235 Lethal Weapons Certified. His experience, along with extensive research and use of technology, has allowed him to develop practical training materials, books and videos that enable anyone to enhance their own personal safety as well as the safety of their family and friends. He has taught numerous seminars and conducted workshops for various groups, schools and businesses.

You may request an interview or learn more about personal safety training by visiting LearnSelfDefenseOnline.com or send Master Pete an email to MasterPete@LearnSelfDefenseOnline.com.

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Tags: self-defense training, personal safety, street fight, mugging, boost confidence, warrior mindset, reduce stress, increase awareness

Book Reviews:

“A great step-by-step guide for practical self-defense.” - by Anthony R. Michalski on October 14, 2015

"Self-Defense Survival Guide" is a great step-by-step guide for practical self-defense. Note the word "practical." THAT'S the important word. So many self-defense books either assume a person is some sort of ninja or they lack the detailed instruction so that one can actually learn how to perform the moves.

Pete Canavan's impressive book does neither. "Self-Defense Survival Guide" is replete with pictures, vivid descriptions, and, perhaps most importantly, sage advice.

The pictures are well-done, something one doesn't find too often in a self-published book. They're detailed, crisp, and illustrative. They make sense.

The accompanying descriptions obviously come from someone who not only knows the moves and tactics, but also has taught them to MANY people. It often seemed that the author was reading my mind and answering the questions I had.

Many self-defense books come across as canned and trite, full of old chestnuts and bromides. The author here tends to avoid those and instead offers advice that a person would actually need in order to put up a proper -- and working -- defense. For example, the author includes a section about getting into the "mindset" of defense, thereby overcoming the "fear" of having to hurt another human being.

All in all, this is an excellent book, an excellent guide. Get it because even a casual perusal will more than likely insert that one nugget of information into one's psyche that can be the difference between life and death.”

“Excellent at both mentally and physically preparing the reader.” – By Mrs. Wolfwood on December 15, 2014

“There are a lot of reasons to buy this book, but maybe the best is that it is an easy-to-read, well-researched, clearly illustrated guide to basic self-defense, and full of handy tips and wisdom that go well beyond just preparing the reader for an unexpected confrontation. If you read this book, even if you don't actively try the techniques with a partner, you will still have better prepared yourself mentally and you will feel more confident with your own understanding and abilities about ways to avoid and handle difficult and sometimes physical situations. Highly recommended to anyone who wants to increase their understanding of potential attacks and simple self-defense techniques. As a woman, I think it's an excellent book for everyone to read and periodically refer to just to remind yourself that not everyone is your friend in life. Great investment.”

“An Excellent Instructional Guide.” By Professor Thomas A. Drazdowski on May 17, 2015

“An excellent step-by step guide to self-defense with clear and practical instruction and high quality photographs that act as visual aides. It is evident that Master Pete Canavan is the real deal when it comes to teaching self-defense. I have a large library of books in this area, but this book is my new favorite - it has something for beginners and experts alike.”

“WOW! What A Book!” By Trista W. on September 30, 2015

“WOW! What a wonderfully well written and informative book. As a woman from a small town where we don't have any self defense classes, this book taught me so much on how to be better prepared to protect myself should I ever need to. Excellent writing and fantastic information.”

About The Author:



Master Pete Canavan has been studying the martial arts for over 20 years, and in that time has trained hundreds of men, women and children of all ages in self-defense. He is an author, information technology consultant, entrepreneur and owner of LearnSelfDefenseOnline.com, an online membership-based multi-media web site companion to his self-defense books.

He teaches regular classes in the Korean martial arts of Hapkido and Taekwondo 3 days a week to both children and adults. Master Pete also teaches self-defense seminars for various groups including concerned citizens, neighborhood watch groups, realtors, bartenders/wait staff, bouncers, law enforcement, security personnel, prison guards and the elderly in addition to his regular classes.

He has attended various seminars and workshops on different styles of martial arts in an ongoing quest to keep learning. Styles he has studied include Tae Kwon Do, Hapkido, Kuk Sool Won, Eishin-Ryu Iaijutsu, Karate, Judo, Aikido, Wing Chun Kung Fu, and Jiu Jitsu. He holds formal certifications from the *World Hapkido Federation*, the *United States Tae Kwon Do Council*, the *North American Hapkido Tae Kwon Do Federation*, and *Nippon Kobodo Jikishin-Kai USA*.

Master Pete is proficient with many traditional martial arts weapons including the Bo, Kumdo, Tonfa, Sai, Nunchaku, Three-Section Staff, Cane, Knife, Escrima, Kama, Belt, and Kubotan. He is also an *Act 235 Lethal Weapons Certified Agent* and is proficient with various types of firearms including handguns, rifles and shotguns.

He resides in Pennsylvania with his wife, Susan and their 3 sons.

Master Pete is available for:

- Training (*custom instruction available depending on your needs – e.g. self-defense for security guards, home invasion defensive tactics, realtor safety workshops, sexual assault techniques, etc.*)
- Speaking Engagements (*e.g. bullying, travel safety, anti-terrorism awareness, rape prevention, etc.*)
- Conferences & Symposiums (*various personal safety and self-defense topics*)
- Article Contribution (*various personal safety and self-defense topics*)
- Television (*interviews or professional commentary*)
- Radio (*interviews or professional commentary*)
- Online Events & Webinars (*various personal safety and self-defense topics*)

Online Bio Page with additional information and pictures: <http://learnseldefenseonline.com/master-pete-bio/>

You may download Master Pete's high quality pictures here:

In Suit: <http://learnseldefenseonline.com/wp-content/uploads/2016/03/PJC-suit2.jpg>

In Uniform: <http://learnseldefenseonline.com/wp-content/uploads/2016/03/PJC-close1.jpg>

Self-Defense Survival Guide book cover:

<http://learnseldefenseonline.com/wp-content/uploads/2016/03/SDSG-wht-outline.jpg>

Staying Safe At College & On Campus book cover:

<http://learnseldefenseonline.com/wp-content/uploads/2016/02/College-Cover-8-3.jpg>

Self-Defense Items For Everyday Carry book cover:

<http://learnseldefenseonline.com/wp-content/uploads/2016/03/EDC-white-outline.jpg>

The 4 Types Of Attacker book cover:

<http://learnseldefenseonline.com/wp-content/uploads/2016/02/The4TypesOfAttacker.jpg>

Top 12 Anti-Burglary Tips book cover:

<http://learnseldefenseonline.com/wp-content/uploads/2016/03/12-Burglary-Tips-wht-outline.jpg>

How To Survive A Riot book cover:

<http://learnseldefenseonline.com/wp-content/uploads/2016/01/HowToSurviveARiot.jpg>

Questions and Answer Topics For Master Pete

1. What is the “Warrior Mindset” and why is it important to have it?
<https://www.youtube.com/watch?v=2SnPp5jDR24>
2. You talk about being “Armed With Awareness” - what does that mean?
https://www.youtube.com/watch?v=_fb0FyV02to
3. Can you explain what “Self-Defense Weapons For Everyday Carry” are?
<https://www.youtube.com/watch?v=Zr71fPPTKXQ>
4. Why is training for women's self-defense different than general self-defense?
<https://www.youtube.com/watch?v=4B8O2y5wW4Y>
5. What is your stance on guns and firearm ownership?
<https://www.youtube.com/watch?v=-JSX6vZc0Fg>
6. How can the “Self-Defense Survival Guide” help those with no experience?
<https://www.youtube.com/watch?v=xi3ZqigWOYY>
7. What does it mean to “Discover Your Why?”
<https://www.youtube.com/watch?v=rG0sE4OXZUk>
8. What is the Altitude Of Your Attitude?
<https://www.youtube.com/watch?v=ybI4u1yEQoU>
9. What is the Law Of Success and how can it help me succeed?
<https://www.youtube.com/watch?v=MEwsdpFUG84>
10. How can you Create Success by Intention using Segmental Goal Setting?
<https://www.youtube.com/watch?v=mCL5XMh39XM>
11. What do you know about the Law of Attraction?
https://www.youtube.com/watch?v=9M1p_fJ8h44