



Dieses Dokument in Deutsch

“THE CONCEPT” BE YOUR OWN BODYGUARD

Intensive training for supreme PERSONAL PROTECTION
personal security, self-protection and self-defense - for VIPs,
managers, people at risk, and private individuals in general
and basic training for professional bodyguards
([info about the full professional training here](#))

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BE YOUR OWN BODYGUARD

This motto can be heard as a slogan used by providers of self-defense courses here and there. We - the BRILLSTEIN and COBRA Services LC close protection team - mean this *literally*. **THE CONCEPT** is NOT about self-defense, and most definitely not about „sports martial arts“. We'll get to that in a bit.

If you're interested in more detail about the whole „philosophy“ of THE CONCEPT, [please refer to THIS WEB PAGE incl. a 30 minute video](#), and get more detailed info about this concept (the page is in both German and English).

In our intensive seminars "BE YOUR OWN BODYGUARD" – we also call it simply THE CONCEPT - we teach you how to use professional personal protection tactics of the top bodyguards as a private citizen, as a VIP, as a manager or as an endangered person to create real personal security – in short, anyone who wished MORE security in their daily lives.

This program also is the first module of our professional close protection training – [more info here](#).



It's probably no big surprise, given the security situation worldwide, that more and more people of all walks of life use this type of training in order to enhance their personal safety and security...

Due to the catastrophic security situation and the increase in extreme violence on our streets, right up to brutal robberies at home, it is not surprising that security training courses, like ours, are experiencing a dramatic rise in general interest. Countless well-known personalities from the media, film and television, from authorities and

companies use this type of training.

These include e.g. celebrities like members of the bands "The Eagles", "One Direction", "Coldplay" and "Maroon 5", Kate Perry, Roger Waters, Gwen Stefani and many more.

We cannot reveal the names of our private, business and government clients - but one thing is certain: more and more people around the world feel the need to learn how to effectively protect, rescue and defend themselves in an emergency. And that's no wonder – one look at any objective newspaper tells you why.

Our course participants do not want or need to learn the full craft of a bodyguard because this would be very time-consuming and it's also not necessary for the application for private, personal security. For this reason, with BE YOUR OWN BODYGUARD we offer the essential basic training - which is also the first step for professional training as a bodyguard.

You see: **the essential art and ability of a personal protection professional is NOT that he can fight and shoot particularly well** (yes, this is part of the training, but it is NOT the central task).

If a bodyguard has to fight and shoot, something has gone very drastically wrong and he has not achieved the actual goal of his work.

The goals of real, professional close protection are

- **To prevent danger**
- **Reduce risk**
- **Avert danger**

in this order in terms of importance.

Professional bodyguards are “**PROBLEM PREVENTORS**”, not “fighters” or “gorillas”.

The use of self-defense or weapons should only be **THE LAST MEANS** if the 3 goals have not been achieved in a particular situation ...

These goals and principles are EXTREMELY IMPORTANT, and you have to understand and know these goals exactly, and train them correctly in order to act professionally and correctly as a bodyguard.

That is why real professional training as a bodyguard is quite a complex matter, with training over years. For example, the bodyguards of the US President (Secret Service) must have worked as investigators for several years before they can be included in the training program for personal protection. That's the standard in most high-level official security agencies. This tells you a little something about the most important skills a close protection pro really needs...

The good news is: it's nowhere near as time-consuming and complex if you, as a private citizen, want to learn the necessary skills to act as your own bodyguard!

Provided you know the exact, correct tactics, you can easily understand and learn how to use these tactics in a relatively short time under professional guidance.

You have to continue practicing these tactics as regularly as possible, no question.

However, there are tactics that are particularly effective and, at the same time, require relatively little training ...

It is e.g. obvious that an armed person can defend themselves much more easily than an unarmed person. The use of weapons has long been first choice to defend against dangerous wild animals or brutal attackers, it's advantageous, which can be easily understood. **Here is rule number one:**

There's no fairness in self-defense, it's NOT a sport!

There's another slogan to that end: **soldiers are not sportsmen, and sportsmen are no soldiers**. Granted, you might not be a soldier, but the rules of warfare apply to a certain degree. **The TRUE self-defense out in the street is about SURVIVAL, it's NOT about „winning a fight“. It's about PREVENTING dangers, and it's about ENDING a confrontation as fast as possible (if you were unable to prevent it).**

In fact, in realistic SELF-DEFENSE, we have to be specifically „UNFAIR“, and act aggressively and possibly even „violent“ for a short moment. We don't know how far an attacker will go - thieves have been known to turn rapists and rapists have become murderers (in order to eliminate a witness)... **WE DON'T KNOW if we will get a SECOND CHANCE.** Thus, we cannot take a chance and IF physical self-defense becomes necessary, we use it in order TO SURVIVE. We will still first try to prevent and avoid a danger – and this training will teach you this in detail – **but IF push really comes to shove, we will act decisively and END the confrontation with all means necessary.**

We can and should NEVER count on the mercy or gentleness of the attackers, criminals or terrorists. If we have a chance to avoid, to evade, to flee, we'll do that – if we cannot, we HAVE to defend ourselves with the clear readiness to use violence (albeit within the framework of the law) in order to stop an attacker. In order to gain the best momentum, we don't do that empty handed, if at all possible. **That is why rule number two results from the above**

We ALWAYS use WEAPONS for our defense whenever this is possible

Then the question arises, WHAT ARE "weapons"? What weapons can I legally own and carry with me?

Regardless of all the possible weapons - which are also legally classified as weapons, such as firearms, knives, firing and stabbing weapons, etc. - there are above all the IMPROVISED WEAPONS.

Legally, these are not weapons in themselves, but objects and objects from the environment and from everyday life around us that we can use for defense in an emergency. These are not necessarily deadly weapons at all.

Objects that we find in almost every house, that we find in the workplace, or that we carry with us, such as a bag, a walking stick, a flashlight etc. Some such objects are more suitable for repelling (as protective shield) - and SUCH are extremely valuable. So please realize that weapons are not compelling deadly weapons, but "defensive instruments". That's why you can carry them and own them without problem.

WHAT WEAPONS CAN BE FOUND IN ALMOST EVERY HOME, in the basement, in the garden, in the garage or your car?

Here are some of the life-saving tips from our course "BE YOUR OWN BODYGUARD" - included in both the seminar and also in the online / video training:

- Which potentially lethal weapons can be carried almost anywhere, and WHICH CAN NOT? We want to avoid legal problems by all means, but we still want to maintain the ability to defend EVERYONE effectively EVERYWHERE – the defense by using „objects“ is much safer than with empty hands!
- What weapon does almost EVERYONE already have in their basement, in the garage or in the garden, a weapon that can also be used to stop attackers high on drugs etc.?
- How can you use household materials to whip up a defensive weapon that is better than tear gas, in just a few seconds and with guaranteed success?
- What is the "janitor weapon" and how can we use it so that every burglar will flee in panic?

- How can you bring every attacker to the ground with just LIGHT? And I do NOT mean flashlight *blinding*, which is useless. We show you how even a 50kg girl can fend off a 100kg „gorilla“
- You might already be carrying a potentially deadly "weapon" with you almost daily, without knowing it, a weapon that you can even take on a plane with ease, a „weapon“ that has been notorious in intelligence and assassination circles for several hundred years ...
- we show you how you can bring every attacker to his knees with an old SOCK ... a nasty old trick that has been known for a long time, especially in prisons
- you will learn how to use DUCT TAPE in order to instantly get a "punch" like Mike Tyson and deck any attacker...
- we show you how you can use everyday garden tools as effective defense weapons and thus become a master of close combat
- and much, much more ...

These important KNOWLEDGE, SKILLS,
TACTICS and BASIC PRINCIPLES can be
learned and used by EVERYONE in a relatively
short time – this is the type of training included in
both our INTENSIVE SEMINARS and our
ONLINE TRAINING.

Below is information about our two different training options:

1. Option

ONLINE & VIDEO TRAINING „BE YOUR OWN BODYGUARD“

As busy managers, business and business travelers, and for many other reasons, many clients cannot easily afford to spend 3 or 4 days in order to attend one of our seminars. Other clients also want further support before and/or after the seminar in order to be able to read content or to refresh what they have learned, by using our instruction videos.

For this reason, we offer the BE YOUR OWN BODYGUARD content, parallel or separately to the seminars, as ONLINE / VIDEO TRAINING.

This online/video training includes:

- Videos
- Texts
- Podcasts
- this also includes online support from our professionals (contact via a special online learning platform)

Our chief instructors each have up to 35 years of experience in training close protection professionals, and for well over 25 years also through distance learning courses. As a client, you can now benefit from this immense experience.

All content (see a more detailed description listed below under “option 2”) is also available as online courses. The content is divided into 10 „modules“, or individual courses.

All 10 modules of "BE YOUR OWN BODYGUARD" are available as a online/video package for a special set price of only as of 395.- EURO for this entire program of security and self-defense training.

That's a saving of more than 50% compared to the price of buying the modules individually!!! However, these 10 modules can also be purchased separately and individually, and cost from 55 EURO each (depending on the course).

The available modules are as follows (more detailed description of content down below under „option 2“ (seminars):

- 1. PERSONAL PROTECTION** - basic tactics - how to create security at home, on the go, while traveling, at work, for yourself and your family, how to create a security plan, and what it must include, and more
- 2. BASIC SELF-DEFENSE** - Tactics - learn that the use of force and determination at the right moment are more important „techniques“ or muscle power. Learn the basics of realistic close combat, it's not not a sport, but a real struggle for survival, with and without weapons. Learn how to move in a relaxed way, avoid tension, in order to react faster and smoother, learn correct

breathing techniques to control fear and pain, learn to understand the principles of bio mechanics you can use to defend yourself better, and why „techniques“ are not important and „situational defense“ is much more effective; and much more

3. **Basic tactics SURVIVAL** - "always prepared" is the famous motto of the scouts. Learn WHAT that really means and includes in order to be prepared for emergencies of all kinds

4. **Basic Weapon Tactics** – Learn, why you should arm yourself in any case, how to find the right weapon for you, what the 8 weapon categories are, and *what* can actually be used as a legal weapon. Learn a basic training concept which allows you to master defensive object of ALL 8 categories, in a short time

5. **Advanced PERSONAL PROTECTION** - preventive defense, hazard detection, immediate analysis, risk reduction, and many more

6. **Advanced SELF-DEFENSE** - building on the basic training, learn in-depth tactics with and without weapons. You don't fight an attacker, you CONTROL them and that way eliminate the threat. The goal is to end a confrontation fast in order to SAVE yourself, to let you escape and evade to safety

7. **Advanced SURVIVAL** - in-depth survival training for various situations (in the city, in the wildness, at home, while travelling, and in general daily life) – safe house concepts, and others

8. **In-depth training with IMPROVISED „WEAPONS“** - use any and all objects around you for defense – including your own clothing, learn how to quickly create effective defensive objects yourself with everyday objects and things that can be found in the area around you, even your own clothing

9. **Knife, stick, club** - in-depth training with the "trio of self-defense", learn deployment and defense with such weapon categories

10. **Escape, movement, decision** - in an emergency the question arises - be it a natural or man-made disaster, riots, revolts, terrorist attack or any other attacks – how to avoid and evade danger, when should you flee, when should you hide, when do you have to

fight? In this module we deal with such decisions and how to make them correctly.

2. Option

SHORT SEMINAR **„BE YOUR OWN BODYGUARD“**

Our SEMINAR "BE YOUR OWN BODYGUARD" (Executive VIP seminar; this is also module 1 for the professional close protection training) our instructors - with up to 35 years and more personal experience as bodyguards, trainers and close combat instructors – will teach you all essential tactics, skills and knowledge to this area – this corresponds to the 10 modules listed under option 1.

This seminar "BE YOUR OWN BODYGUARD" includes all important and essential tactics and skills of professional personal protection that are needed for the personal safety of VIP, managers, travelers (business, private), of particularly vulnerable persons and for all „normal“ private citizens. It teaches you to recognize dangers and risks at an early stage, to avoid them, and to be able to react correctly in all the emergency situations of life that are possible in this world of today.

Also included are all tactics listed under option 1 – all tactics of the online/video course are thus being practiced and explained hands-on and under supervision and instruction of a highly skilled instructor!

These seminars last 3-4 days (depending on the desired scope, more on that in a moment) and deal with the most important tactics and principles for professional personal protection RELATING TO THE USE FOR PERSONAL SECURITY.

However, our course already includes many professional techniques and “tricks and gimmicks” from professional close protection, so that the course is definitely extremely useful for security personnel as an add-on course or as a refresher or as a first step into the profession as bodyguard.

In just 3-4 days NOBODY can of course learn such a complex profession as that of the bodyguard completely, this should be clear (for professional advanced complete training we also have courses available, for participants who want to continue this to become professionally active as bodyguards – [click here for more details](#)) .

In these 3-4 days of the seminar, the participants will learn and practice all important, valuable tactics that will be in an emergency, and the participants get an excellent overview of professional personal protection, with insight to the

essential tactics and functions of a bodyguard .

At the end of the course, participants are able to

- **Detect dangers early**
- **To avoid and evade from dangers with adequate means,**
- **reduce personal harm and risk,**
- **and acquire basic and advanced skills in realistic tactics of self-defense with and without weapons (focus on stick and knife, improvised weapons and basics of firearms)**
- **to save themselves from emergency situations and to bring them to safety**

The MAIN FOCUS of this course “BE YOUR OWN BODYGUARD” is on PREVENTING HAZARDS and minimizing DAMAGES, bringing yourself to SAFETY, as well as on SELF RESCUE.

Overview of the main content of the seminar BE YOUR OWN BODYGUARD:

- Protect yourself and your family with the tried and tested tactics of professional bodyguards
- Equipment and preparation - survival kit for all situations
- Fundamentals of personal protection - what is necessary to protect you against current, common and expected types of threats
- You learn not only to see, but also to RECOGNIZE - and how important attention and observation are
- Not only recognize, but also REACT - danger recognized, danger eliminated? Maybe. Because only if you REALLY RESPOND to a danger can you save yourself!
- ANY PLAN is better than NO plan - learn why initiative is a valuable commodity and what you need to do to increase your chances of self-rescue
- Learn all the essential basics of recognizing danger, avoiding danger, reducing risk, and saving yourself
- Situation-related information - learn how CP (close protection) professionals manage and master dangerous situations
- Preventive Defense - learn to use the environment for your safety and protection as an extension of attention training
- Risk assessment and immediate analysis of a danger - this way you can recognize a danger early on, avert danger, reduce damage and recognize when self-defense is necessary and WHICH is best suited
- Reaction to firearm attacks - what to do if a firearm attack occurs (active shooter), on the street, at school, in a mall, etc.
- Protected movement - the safest way to move between two locations when

under attack or in danger (flight)

- Vehicle protection measures - how to safely move a car out of a danger zone
- How to lower your personal risk profile (avoid being selected as a victim)
- How to make your immediate surroundings safer (at home, work, school, daily commute to work)
- Correct decision-making in the event of injuries, removal or measures on site
- The 3 most important measures to maintain and keep control in the event of a threat
- Defensive tactics for attacks by one or more attackers
- Immediate analysis of buildings - correctly assess protection options from and in buildings, use the conditions to your advantage, immediately recognize the best hiding places, escape routes, etc.
- Entering and leaving buildings or cars, such as CP professionals, entering and leaving buildings or cars correctly, and which are the most dangerous traps
- Checkpoints - learn what criminal or illegal checkpoints are, how to use them for your protection and to control the environment
- Most private citizens cannot legally carry firearms with them in everyday life. Alternatively, learn how you can use OTHER WEAPONS from 7 different categories to LEGALLY defend, protect, save
- Pocket knife - the last emergency aid, which is the right choice, how and where it should be worn on the body
- Safety rules - learn how to SAFELY use sharp blades so as not to hurt yourself under stress
- Disarming - when and HOW you can and should disarm an enemy with a knife, and when NOT
- Angles, distances, control - master movement, attacks and movements with knives or other blades, even when the attacker is armed
- The “mechanics” of a knife attack - maintain the security of the PS professionals in the use and / or defense against blades against one or more attackers
- Injuries - what injuries can a knife inflict, which are the most dangerous injuries, how to avoid them, how to treat them?
- Anatomy of attack and defense - at the end of this course you will know the optimal effect of your knife, both in attack and defense and also with the inclusion of LEGAL principles
- Karambit - learn the meaning and optimal use of the special Karambit knife for defense in close combat
- A lot of attacks and attacks take place in the evening and at night - learn the art of defense with a STICKTASCHENLAMPE, learn the tactics of the PS professionals
- Distance and position - learn how to optimally position yourself against an attacker (position, movement) at all times to control the situation and provide

the best protection

- Flashlight application - tactical use, application, handling of flashlights
 - Surprise and get the initiative - surprise the attacker, tactically retreat, overpower the attacker
 - Immediate reactions - learn the best reactions to surprising attacks, and form instinctive defense reactions from them
 - Close combat - tactics for defense in very close quarters where only restricted movements are possible (very important!)
 - Action or retreat - when you should attack and when you shouldn't
- Disarming - how to use your flashlight to disarm attackers
- What to do when there is no weapon at hand? - You don't have a weapon at hand ... learn how to turn ALL objects around you into a weapon
 - Recognize the possibilities - learn how to IMMEDIATELY recognize objects in your environment that are suitable for defense as a “weapon”
 - “Improvised” weapons - become an expert on how you can instantly turn everyday objects into defensive tools in all 8 weapon categories, learn how to make and use such tools
 - Safety rules - how to stay SAFE yourself and avoid injuries when using everyday objects as a weapon
 - Surprise and initiative - how to surprise opponents and how to achieve and maintain control by taking the initiative with improvised weapons
 - Disarming using improvised weapons - you will learn how to disarm and control armed opponents using improvised weapons
 - Multiple attackers - you learn to use improvised weapons correctly against multiple attackers, recognize the right moment to attack or retreat, recognize which of the attackers is the right target of your counterattack at all times
 - Escape - Learn to escape hostage-taking using improvised weapons and the right tactics
 - Disarmament techniques - in some situations there is no way around it, and you MUST face the situation and disarm attackers. HOW is this possible without increasing the risk? Learn the most important disarmament tactics against weapons of all kinds
 - Threat or attack? - How can you determine with a high degree of probability whether an attacker just threatens with a weapon or really wants to use the weapon?
 - Unarmed response - what are the best tactics when you need to fend off an armed attacker unarmed?
 - Secrets, tricks, tricks - learn the best tactics on how to control an armed attacker, how distract, inflict pain and get out of doge quickly
 - Different blades, different defenses - you learn the best defense tactics for different types of blades, from pocket knives to swords
 - Disarming firearms - learn the tactics of elite military and military teams
 - Guns - learn how to safely defend against clubs, baseball bats, and other weapons, and how best to use them for your own defense
 - Improvised weapons for self-defense – heighten your awareness in order to

identify suitable objects within 1, 2 seconds, wherever you are, which objects in the area can be optimally used as improvised weapons
· And much more

We deliberately do NOT describe some of the tactics included in the seminar in this overview, and you will probably also want to keep these tactics "secret" because they'll give you an edge over attackers.

You can use such “special techniques” as a kind of “secret weapon” if and when it becomes necessary.



For closed groups of approx. 6 people or more, we also offer special „FOCUS TRAINING“ - our instructors will come to you, prices and exact content on request:

Possible such „focus seminars“ are:

Focus on travel security - the seminar contents are supplemented and specially adapted for trips abroad, crisis areas, business and business trips - this then also includes areas such as kidnapping, terrorism, emergency rescue, emergency communication, etc. These seminars last a minimum of 4 days. Content is can be fully customized (after consultation)

Focus on firearms training - in addition to the seminar offer above, training with firearms of all kinds (small arms, long weapons, automatic weapons) - seminar duration then at least approx. 5 days, venues in France, Israel or South Africa

Focus on self-defense - special close combat for quick self-rescue, with and without

weapons. This focus seminar lasts at least 4 days, longer seminars are possible.

All these types of seminars can also be arranged as a weekly seminar (5-7 days) and are excellent as incentives or training for group dynamics, team building, as a gift to your important customers, friends, family members etc.

Locations: our seminars take place regularly in southern Germany (not far from Freiburg, Baden-Württemberg), France, Israel, USA, South Africa - as well as various locations in Central/South America (Mexico and Brazil) and Asia (mainly Thailand and the Philippines, as well as Hong Kong) – availability and prices on request

PRIVATE GROUPS: for closed, private groups of 6 or more participants, we offer the possibility of an closed group, and this can be done at one of our locations or at your location. Fees and details upon request.

COSTS: for a 3-day seminar “BE YOUR OWN BODYGUARD” in Germany or France starting at 595.- EURO per person (plus accommodation, meals, travel) - other locations, durations and offers upon request

The course fee includes the training, the use of training weapons and equipment necessary for the course, some of which you CAN KEEP AND TAKE HOME after the course. It also includes the detailed VIDEO TRAINING as preparation for the relevant seminar, as well as a personal TRAINING PLAN for the subsequent long-term self-training.

NO PRIOR KNOWLEDGE IS REQUIRED to participate in the seminar – beginners as of 21 years of age, male and female.

The course is suitable for all healthy participants (meaning there are no medical grounds that advise against your taking part) from the age of 21 (younger participants on request).

**TRAINING TO BE AN INSTRUCTOR FOR THIS COURSE IS AVAILABLE - → please contact us by email if you are interested ←
Become a licensed safety trainer for THE CONCEPT – BE Your Own BODYGUARD; you can teach others this valuable training and earn money with it!**

BE YOUR OWN BODYGUARD is an intensive course in techniques of PERSONAL PROTECTION specifically for the use of private individuals in their daily life - at home, on the go, on vacation, at work, etc. **As part of the instructor training**, you acquire the ability to teach everyone to pass on the abilities listed above to other people, and thus achieve an exciting, beneficial and definitely lucrative

ADDITIONAL INCOME or a even new MAIN OCCUPATION!

The techniques are being taught by highly-skilled and very experienced close protection instructors, and are based on the best tactics used by the close protection agents of the world's most famous elite teams.

At the end of this seminar, each participant receives a certificate of attendance or a trainer license (for instructor training).

This seminar is counted as [module 1 of professional training to become a bodyguard](#).

For all questions regarding registration, booking, as regards cooperation as affiliate partners, business customers or companies and booking information, etc. please contact our team at any time - simply send a message now:

- **YES, I have questions regarding this offer -
please send me more free information now about BE
YOUR OWN BODYGUARD**

THANK YOU for your interest.

We're looking forward to hearing from you soon,

Brillstein and Cobra Services LC

-BE YOUR OWN BODYGUARD – The Concept -

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