



PRETTY LOADED

STRONG • AWARE • CONFIDENT

www.prettyloaded.org



YOU ARE THE FIRST RESPONDER



TRAVEL & PUBLIC SAFETY



DEFENSIVE HARDWARE OPTIONS



PREDATOR MINDSET & TACTICS



KRAV MAGA



SITUATIONAL AWARENESS



INTUITION, BODY LANGUAGE & VERBAL



REAL ESTATE SAFETY PROTOCOL

Personal Safety and Situational Awareness Training



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INTRODUCTION

About Pretty Loaded

Pretty Loaded has developed a proactive and preventative personal safety training that uses situational awareness, body language, criminal tactics, and de-escalation techniques to prevent injury or harm.

Pretty Loaded is well known for their viral personal safety videos that have been viewed and shared by hundreds of millions of people and large news networks all over the world. The training is used by law enforcement departments, the U.S. Courts system, Langley Air Force Base, Frontier Airlines, Real Estate schools, security services, hospitals, and other large corporations worldwide. Pretty Loaded submitted the National Situational Awareness Day to the National Day Calendar in 2015, and the day is celebrated September the 26th.

Beth, the founder of Pretty Loaded, began her company with a clear mission and vision to instill strength, awareness, and confidence to people throughout the world. Beth began her journey after a close encounter with a would-be predator. She quickly realized there were martial arts and gun training in the self-defense world, but no training on how to avoid a violent situation and realized this training would be invaluable worldwide. Beth launched Pretty Loaded in 2013.

Our Mission

A globally recognized personal safety and situational awareness company that has a significant effect on minimizing injury or harm by educating and empowering people to be situationally aware and prepared to be their own first responder. Awareness of key techniques can have a profound effect on your personal safety.



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Real Estate Safety Protocol

REAL ESTATE PHOTO

- Your real estate photo should not be seductive or submissive. Criminals look for targets based on their photo.
- Don't put your hand on your neck which is submissive, and do not show more than your face. Both hands under the arms is also submissive body language. Use a photo that has dominant body language like a hand on a hip or hands showing.

PRE-SCREENING

- Run a background check or use a Look Up App, Forewarn App, or other Apps that have a background check feature. Just enter a phone number, address or name they give you.
- Meet at the office or a place where others are around to check ID and other identification measures.

VALUABLES

- Do not wear expensive watches or jewelry and wear shoes you could run in.
- Leave your purse, bag or backpack in your trunk.

SHOWING A HOME

- Remove all distractions when showing a home – be present!
- Owners of the home need to have all valuables out or locked up.
- Don't walk in front of the client/clients.
- Do not go into areas that you can get trapped.
- Three types of typical attacks- bathroom (they say there is something wrong with the toilet leaking so you look down and then they attack.) Hallway or closed spaces. The client asks you to look up at something to distract you.
- Carry a defensive tool and know how to use it. Make sure it is accessible to you.
- Park in the street so you don't get blocked in.
- Auto theft is on the rise and it would be easy for someone to demand your keys at a showing. Put a club in your car for the ultimate protection in case they are there to steal your car. Get the kind with the code and not the key.
- Tips for selling an occupied home - At the beginning of the showing, let them know that the sellers will be returning at any time because they forgot something in the house.

- Know that drug seekers go to these homes to search bathrooms and rooms for prescription drugs or valuables. They often work in pairs to distract you.
- If a person offers too much information (also known as “Too Many Details”), they are usually lying.
- Buyers drive themselves, always.

PERSONAL SPACE

- Know that 2-5 feet is the distance for close friends and co-workers. Anything closer than 2 feet is for intimate partners. Understand that it is not normal to invade someone’s personal space.

BODY LANGUAGE

- Pay attention if you feel the person is odd or that you are in danger.
- Trust your gut. If anything seems wrong at all then find a reason to leave the situation.
- Micro expressions can be picked up in 1/25th of a second. So, if you feel like you saw an evil glare then you most likely did.
- If your intuition is sending you a warning, then it is best to have a handout with all the features about the house that you want to share and then tell them you need to wait at the front for your boss to bring a contract you forgot to sign.
- Always use Situational awareness- understand that what happens in your environment is not in your control, but your awareness to what is around you is completely in your control.

OPEN HOUSES

- Open houses are most dangerous at closing time. Consider doing virtual open houses. Set up a camera in the main area of the showing.
- Show with another agent or hire another person to be in the home with you.



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Safety Tips

1. Live in Condition Yellow

- Be alert, look people directly in their eyes, scan in front and behind of you, watch people, things, hands, eyes and anything out of place. Look for possible dangers and always be aware of where you could escape if you need to. Know where exits are in stores or restaurants.

2. Trust Your Intuition!

- This is your sixth sense security system! If your gut sends you doubt or suspicion, then you have all the information you need. Trust it.

3. Keep Your Personal Space

- Your personal space that you “own” is 21 feet. If you tell someone to get out of your space and they don’t then they have announced bad intentions. You need to be aware of your surroundings at least 30-50 feet around you.

4. Use Verbal Commands

- If a stranger is coming at you and starts to ask a question, remember to get your body in the fighting stance with your hands up (this is the universal sign for no) and say: “Stop!” “Sorry Sir or Mam, I can’t help you!” “Back off!” Remember to have strong command presence.

5. Body Language is Over 90% of ALL Communication

- Ominous signs are staring without blinking for long periods of time. Clenching and unclenching fists or jaw. Hands in pockets. Shaking and walking your way.

6. Remember Predator Tactics

- Forced teaming, charm and niceness, loansharking, typecasting, the unsolicited promise, discounting the word no.

7. Display Strong Body Language

- Walk with purpose, head up, walk fast, have hands free of bags, purse crossed over the body or on non-dominant arm, keys in your hand (not at the bottom of your purse), look ahead to your car and make sure no one is standing by it, and look people directly in the eyes. (*Do the Power Pose every day☺)

8. Predator Strategy

- Target you (Do you look distracted and weak? This is not you! You are aware and strong, stare the person in the eyes. Remember this sends a subconscious signal to the predator that you are a fighter.)
- Position (Can the predator get close to you without you noticing? The element of surprise is to the predator's advantage. Do not let them get close. Remember to use your verbal commands and have strong body language.)
- Test or Interview (This is where they ask you a simple question. Do NOT answer the question because if you do it shows you are compliant or submissive to them and they will likely attack or steal.)
- Assault (This happens if you have failed the above.)

9. Carry Defensive Hardware to Protect You

- You need to “own” whatever you have to protect yourself and practice using it.

10. Physical Defenses

- You ARE STRONG! Palm strike, elbow strike, kick, use the back of your head, scrape their shins and stomp on their foot, wrist release, choke-hold release, fingers in eyes, break knee cap, and hammer fist. Take a class in martial arts or watch Krav Maga videos on YouTube. Remember, predators do not want a fighter. An amazing training tool that is world renowned in teaching how to use your body to fight is: www.targetfocustraining.com



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PLEASE TAKE A FEW MINUTES TO DISCUSS THE FOLLOWING POINTS WITH YOUR CHILD AND MAKE SURE THEY UNDERSTAND HOW TO BECOME MORE AWARE OF POTENTIAL THREATS AND WHAT TO DO WHEN THEY IDENTIFY THEM.

Walking to and from Home:

- **NEVER** get in a car with someone you don't know. Your parents will not send a stranger to get you. Establish a code word with your family so they know it's safe to go with a family member or a friend.
- Stay away from any car or person who may ask you a question. Ignore them and move as quickly as you can from the person.
- Adults do not ask children for help, ever; this is a warning sign that something is wrong with the interaction.
- A dangerous person may be male or female. Do not judge them by appearance even if they seem nice or are attractive.
- Kick, scream, and draw as much attention as you can if someone grabs you.
- Learn to say "NO" firmly. It is one of the most important words you will ever learn when it comes to your safety.
- Walk to and from school with other children that live nearby. There is safety in numbers.
- Make sure a house key remains hidden at all times since this may alert others that you may be home alone.
- Never wear clothes, backpacks, bags or accessories displaying your name.
- Point out safe houses along the school route like fire stations or a trusted neighbor's home. Know where to run in case the situation calls for it.
- Always pay attention to your surroundings.
- Have strict procedures on such things as going to and from school and where to go after events.
- **Trust your instincts**; if it feels wrong, it probably is wrong.
- Only go to **safe and secure locations that are familiar to you**.
- **Only look at your phone when you are not moving and pay attention to the people and environment around you.** A lack of situational awareness skills is responsible for a high percentage of Emergency Room visits.
- **Teach your child that no one should ever touch or look at their private areas on their body and they need to tell you if that ever happens.**



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THE FOLLOWING SAFETY TIPS ARE SIMPLE, AND CAN BE TAUGHT TO YOUR CHILD. SOME RECOMMENDATIONS ARE AGE DEPENDENT.

Mall and Event Safety:

- **Take a “Safety Selfie” before you go to a Mall or crowded event, so you have a recent photo of what the child is wearing and what they look like.**
- **Discuss a location to meet should you get split up.** Make sure they know the name of the location and have them repeat the name to you. The location needs to be easily understood by others. Examples: fish tank, service desk, or play park.
- **You need to know where your child is at all times if he/she is under the age of eight.** Do not trust that your child will stay by you just because you told them. Children get easily distracted and it is normal for them to wander off. It’s hard to shop and watch at the same time, so you may need someone else along to help.
- **Teach your child that if they are lost to find a woman and preferably a woman who has children with her.**
- **Inform your child to NEVER go outside or to a different location with a stranger** even if the stranger says they know where the parents are located.
- **Your child needs to know your first and last name.**
- **Educate your child to scream,** “He is not my Dad, or she is not my Mom!”, if someone tries to take him/her outside or to a different location. Most onlookers will not stop to help a child if they are only yelling, “No, no!”, because it appears to be a disciplinary problem.
- **Go to an employee or service desk to have them announce a description of your child that is missing over the intercom.** It is very important to know exactly what your child is wearing. Do not wait too long to do this.
- **Dress your child in brightly colored clothing so it is easy to spot them.**
- **Be very careful and at an arms-length with little ones around elevators because the doors can close before you can get to them.**
- **Put a harness on your very young child if the location is crowded.**
- **Invest in a wearable GPS tracker for your child. A list of trackers is located here.**
- **Do not let your child use the bathroom alone if they are under the age of 8. Have someone go with them or take them into a family restroom.**
- **Ask others to yell out the description of your child if he/she is lost. Example: We are looking for a three-year old boy, blonde hair, red shirt, jeans, and blue shoes. Repeat it over and over so the whole crowd will assist in looking.**

Get your situational awareness and personal safety training at www.prettyloaded.org

VIOLENT BEHAVIORS

Body language is over 90% of all communication. Look for ominous body signals.

SHALLOW BREATHING

AVERTING GAZE & THEN STARING

JAW CLENCHING/ SILENCE

NOSTRIL FLARING

FIDGETING

CLENCHING FISTS

ARMS INTO RIGHT ANGLES

"FIGHT CROUCH"/BENDING OF KNEES

BLADING THE BODY

BOUNCING ON FEET

DOMINANT LEG MOVES BACK

WHEN YOU SEE THESE, BEWARE.



"Watch the eyes because they are focusing on the target, but watch the hands because they do the harm."