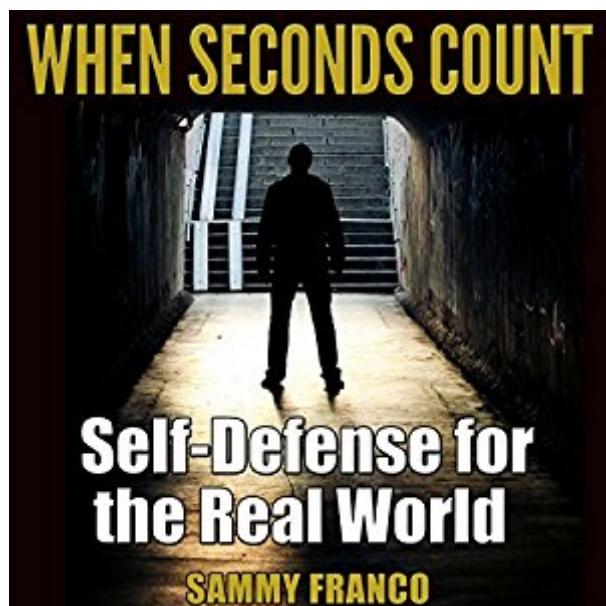


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# When Seconds Count: Self-Defense For The Real World



## Synopsis

When Seconds Count is a comprehensive street smart self-defense book instructing law abiding citizens how to protect themselves against the mounting threat of violent crime. You can't learn this in a Karate class or mixed martial arts school. In fact, there are many instructors out there who are doing a lot more harm than good by making people believe they are trained to cope with vicious street criminals. Truth is, the martial arts techniques that score points and win trophies could get you killed in real-life self-defense encounters. Learn how to: Protect yourself and your family from vicious street criminals Hone your awareness skills Assess threat levels De-escalate situations before they turn violent Fight back with simple, no nonsense self-defense techniques Use self-defense weapons skillfully Prepare your family for a home invasion Remain calm and focused when faced with fear Cope with the aftermath of violence Get realistic self-defense training Self-defense expert, Sammy Franco is no stranger to violence and personal protection. With decades of experience, he is the author of numerous self-defense books and the innovator of Contemporary Fighting Arts, a reality based self-defense system that breaks self-defense down to its simplest elements: practical skills, proven techniques and the confidence to use both on armed and unarmed criminals. When Seconds Count is considered by many to be one of the best books on real world self-defense instruction. Ideal for men and women of all ages who are serious about taking responsibility for their own safety. By studying the concepts and techniques taught in this book, you will feel a renewed sense of empowerment, enabling you to live your life with greater confidence and personal freedom.

## Book Information

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## Customer Reviews

I have read just about every book out there on self defense and this book by Sonny Franco is right up there with the best of them. Like all good self defense books, this one puts a big emphasis on awareness and de-escalation skills. But where I think this book stands out is when it gets down to the nitty gritty- the physical confrontation with the attacker. Mr. Franco teaches survival- plain and simple. The techniques described are meant to maim and kill. Nothing pretty, just whatever is necessary. I thought this book was very empowering. If one fully integrated the information from this book into their psyche, that person would be as ready for trouble as you can get.

This book will help open your eyes to just how fast and violent an encounter on the streets can be. You have to be faster and more violent than the attacker(s) if you want to survive. Sammy Franco gives you the tools and the knowledge to protect yourself and your loved ones from these attacks.

The world is a dangerous place, and you need to be prepared. That's the message. "When Seconds Count: Everyone's Guide to Self-Defense" starts off with an almost depressing review of what life is really like. I say depressing in the fact that most of us seem to live in a nice little bubble on the Earth where nothing bad can really happen to us, or so we think. This book immediately bursts that bubble by showing us what the REAL world around us is like whether we have previously acknowledged it or not. The purpose is not to depress us or cause paranoid fear, but to educate the reader as to the realities of what can and often does happen when we least expect it. The following segment covers the differences between the author's own fighting system "CFA" or "Contemporary Fighting Arts" and the more common "Traditional Martial Arts" such as Karate, Kung Fu, Aikido, Ju-Jitsu and the like. Subsequent sections go into topics like: Awareness, Assessment, De-Escalation, Fighting Back, Weapons and the Author's Closing statements which are every bit as valuable as the rest of the book. The segment which hit me most was the section on "Awareness." It asked question after question which in application really makes you think about how safety minded you REALLY are. It even includes a questionnaire which IMO very accurately assesses how likely you are to be attacked by a criminal assailant. This section alone was more than worth the cost of the book to me and it provided more education on the topic of situation/tactical awareness than did almost twenty years of other more "traditional" martial arts and self-defense training. I absolutely recommend this book to EVERYONE!

Look, it's like this. You can go anywhere and spend literally hundreds on self-defense material that will sell you empty promises of turning you into a stone-cold killer assassin overnight. You're more

than welcome to spend your money there if you believe that but, before you do, hear me out on this one. Sammy Franco doesn't make those promises. He doesn't need to. Contained within this book is the key to opening the door to your new lifestyle, should you choose to accept it and you have what it takes. Once you open this book, Sammy Franco takes you through the harsh reality that no other self-defense instructor will. Sammy Franco cuts through the dogmatic nonsense that most traditional martial arts offers you. So, let's sum up. You can spend hundreds of dollars on overhyped DVDs, McDojos and "certified" instructors who probably bought their certifications and only studied it from an academic perspective. That's definitely your option but, you can spend less and get far more valuable information from this book. As desperation grows in this country, this book is truly **EVERYONE's** guide to self-defense. Bottom Line: Ditch the charlatans and snag a copy of **When Seconds Count** NOW!!!

I've been the victim of physical assault and I wish I had known about Mr. Franco beforehand and this book is like a 'bible' of personal protection and self-defense for the real world 21st century we live in today. I cannot really find anything I didn't like about the book. The layout is easy on the eyes and mind and can be understood very simply with the authors excellent diagrams, photos, and real world examples. Includes actual movements and drills one can practice to better comprehend the truth behind the ideas being presented in the book. A **MUST HAVE!!!**

"When Seconds Count" is one of the best, if not the best, book on self-defense that I've read. Mr. Franco takes a step-by-step approach to explain in detail the various aspects of self-defense. He paints a rather graphic picture of the evil human beings are capable of committing. Next, he provides, in detail, the preliminary aspects of self-defense: awareness, assessment and de-escalation. By increasing our skills in these three areas, it is possible to avoid the need to fight back. But if that is not possible, Mr. Franco provides the tools to do so. The last option available is the use of deadly force. He explains, in detail, the advantages/disadvantages of using guns and knives. The material is presented in such a way as to make the reader understand their responsibility in their own self-defense. I particularly liked the quiz, which helped me assess my risk as a crime victim. In addition, Mr. Franco provides a chapter on CFA Safety Rules & Guidelines covering automotive, street, child, home, workplace, telephone and vacation & travel safety which I have found to be very useful. I recommend this book to anyone concerned about this issue. I particularly would recommend it to women. Although I initially found some of the material rather graphic and disturbing, further readings and experience convinced me of its truthfulness. The less illusions

people have about self-defense, the less likely they are to be surprised by violent crime.

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