



To whom it may concern,

My name is Brent Sanders, I am the Managing Director of Winning Edge Strategies. Our company specialises in providing seminars, courses and training on self-protection and conflict psychology for men and women.

Firstly, let me thank you for taking the time out of your busy schedule to peruse the enclosed information. I am confident that the next few minutes will reveal a totally unique, proven, and effective presentation essential for the well being of your employees, which is unrivalled anywhere in Australia.

The Backoff! programme is **NOT** a physical marital arts type course, but rather an overall, holistic self-protection programme based on self motivation, mental strength and assertiveness combined with the psychology of offenders in every type of conflict scenario from verbal harassment through to weapon and gang confrontations.

With more than 60,000 men and women trained during the past nine years from over 150 different businesses, corporations, government departments, universities and education establishments in NSW, Queensland and Victoria, this is without doubt the most successful recognised course of its kind in the country.

With the personal well-being of your staff, not only in the workplace, but travelling to and from work, such an important issue in today's society, I am sure you agree that a specialist course to address such issues plays an essential role in the personal development and self esteem of all employees, from front line staff through to the boardroom.

We trust that the enclosed information has been of benefit to you and if I can be of any further assistance, please contact me at our Sydney office on (02) 665 1312. I look forward to hearing from you should you feel our course is of interest to you and your staff.

Kind regards,

A handwritten signature in blue ink, appearing to read "Brent Sanders".

Brent Sanders
Managing Director

BACKOFF!

The Total Self-Protection Program for Men

A complete strategic defence system that puts YOU in total control.

Based upon the key elements of effective self-protection developed for our original Backoff! Program for Women – this MEN'S course deals specifically with male issues of conflict.

Incorporating the totally unique 10 phase
“Streetwise Strategy” available only through
Backoff! Seminars

Designed to enable you to deal effectively with any type of potentially volatile confrontation.

Topics covered include:

- Fear Management
- Total Self Motivation
- Body Language Interpretation
- Verbal Defusing Techniques
- Offender Psychology
- Male ⇔ Male Conflict
- Weapon Confrontations
- Gang Confrontations
- Open Discussion, Question time and Feedback

*Creating Power Through
Knowledge*

Course Duration:

2 x 2 hour sessions