



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 unrivaled 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 be "Brent Sanders", written in a cursive style.

**Brent Sanders**  
**Managing Director**

Winning Edge Strategies  
PO BOX 1879 BONDI JUNCTION NSW 2022  
Phone: 02 9665 1312 Fax: 02 9665 1612  
[www.winningedgestrategies.com.au](http://www.winningedgestrategies.com.au)  
mail@winningedgestrategies.com.au

# **BACK OFF! SEMINARS**

**A woman's guide to survival in the new millenium  
The total Self Protection Programme with a difference**

...The difference is.....**IT WORKS!**

This is not a physical based martial arts style course - this is a total self-protection programme centered around **Self Motivation, Assertiveness** and basic **Conflict Psychology**.

**Conflict resolution is 99% mental attitude- 1% physical application**

The programme has been designed, created and is presented by, **Brent Sanders**, Managing Director of Winning Edge Strategies.

Brent is an ex-Police Officer with more than a decade of experience and knowledge gained through Policing and public speaking.

**PREVENTION IS THE BASIS OF THE PROGRAMME  
TOGETHER WITH KNOWLEDGE AND SELF CONFIDENCE**

No other individual or company anywhere in Australia has spoken to more women on self-protection than Brent. Since 1991 over **60,000** women from more than 150 corporations, Government departments' etc., have attended in excess of 1,500 seminars Brent has conducted throughout N.S.W.

**THE RESULTS ARE GUARANTEED**

**110% money back for any female attendee not totally satisfied  
after attending any seminar.**

**Absolutely no questions asked!**

# **BACKOFF!**

## ***The Total Self-Protection Programme for Women***

Unlike the majority of self-defence courses that focus only on physical force, our course has been developed around the 3 key elements of effective self-protection:

- \* **The Ability to control how we think in pressure situations**
- \* **Knowing what the offender is thinking**
- \* **The importance of always having a strategy**

The expertise of Brent Sanders, the facilitator, does not come from books, videos or movies, but from a combination of real life experiences as a front line Police officer together with ten years of research, study and conducting seminars for women throughout Australia.

Topics covered include:

<b>Fear Management:</b>	<b>Offender Psychology:</b>
* <b>Self Motivation &amp; Belief</b>	* <b>The Stranger Rapist</b>
* <b>Negative Role Models</b>	* <b>The Weapon Confrontation</b>
* <b>Dealing with Harassment</b>	* <b>Group &amp; Gang Confrontations</b>
* <b>How the Harasser Thinks</b>	* <b>Effective, Proven Strategies</b>

- \* Open discussion, Question time and Feedback
- \* Simple, effective physical strikes

**The amount of knowledge you take into a situation is directly related to your ability to control it!**

**Course Duration:** Full Day (or 2 x ½ day sessions)

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