

THE FOUR PILLARS OF

HOME DEFENSE



THE FOUR PILLARS OF HOME DEFENSE

KEEP YOUR LOVED ONES SAFER THAN EVER BEFORE



HELLO, MY NAME IS TIM SCHMIDT.

I'm the president and founder of the United States Concealed Carry Association. I have a ton of critical information to share with you today, so let's dive right in. We're here to talk about one thing: how to make you and your loved ones safer than ever before.

More specifically, I'm going to reveal the Four Pillars of Home Defense and how you can immediately put them to use to turn your home into a *fortified castle* and completely protect your family.

Now before we begin, I need to address something blatantly obvious. When I look around at the state of crime in the U.S., it's easy to feel discouraged. Even though crime has been decreasing across the country, the FBI still reports that a burglary occurs every 14 seconds and a violent crime occurs every 22 seconds.

Frankly, those numbers are scary, and when you start hearing about the brutal home invasions that are happening to families across the U.S. every day, the situation looks even bleaker.

Yet to you and me, these numbers aren't really all that important. Here's what I mean: From a preparedness perspective, I don't care if a violent crime occurs once every 22 seconds or once every 22 days. Frankly, I don't have life insurance because I think I'm going to die tomorrow. And chances are, my family won't have to use that life insurance anytime soon (*knock on wood*). Likewise, I don't expect to have to pull the trigger in self-defense tomorrow, but I am going to prepare myself to the best of my ability to ensure that IF something were to ever happen, I'm 100 percent ready for it.



IT'S MY RESPONSIBILITY...



YOU SEE, IT DOESN'T MATTER HOW PROBABLE IT IS

that we'll get attacked. If the chance exists, it's my responsibility to do something about it. And it's my responsibility to make sure that I'm prepared as responsibly and effectively as possible.

Make sense?

Here's the thing: I live in a really safe neighborhood. I have a home security system. I'm even friends with a lot of local police officers.

But when it comes to protecting my family, all of that counts for almost nothing.

Here's why:

None of those things are going to protect my three kids if someone makes it into my house with malicious intent.

Sure, a security system or a "safe" neighborhood can deter some of the bad guys from entering in the first place. But that security system and that "safe" neighborhood (along with the police) don't do anything for us if the bad guys DO make it in.

At the end of the day, the ONLY person responsible for the protection of my family is ME.

It's a hefty responsibility, but I wouldn't want it any other way. And I'm guessing

that, since you're reading this, you feel that same pull to protect *your* loved ones.

So listen:

Whether you're brand new to all this "home defense stuff" or you've been locked and loaded with a fortified house for over 30 years, I guarantee that this report and the USCCA are going to help you take your preparedness and your family's safety to the next level.



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THE “30 SECOND” BIO...



NOW BEFORE I REVEAL THE FOUR PILLARS OF HOME DEFENSE,

I want to share a little bit of my history with you. I like to think of it as the “30 second version” of my story: a little bit about me, my background and the USCCA.

I’m 40 (some) years old and live near USCCA Headquarters in West Bend, Wisconsin. In 2004, I took the biggest risk of my life and started a magazine from scratch. You see, in 2000, I had a frightening awakening when I realized my family was completely vulnerable to any thug with a weapon more deadly than his own two fists ... so I started learning everything I could about protecting my family: home defense, concealed carry, advanced firearm training, martial arts — you name it.

I was learning everything I could about self-defense when it became painfully obvious that the people who made the deci-

sion to responsibly carry concealed didn’t have a solid resource to go to. I decided to create *Concealed Carry Magazine*. Let me tell you, starting a magazine from scratch is probably the most dangerous investment a person can make!

Within 9 months, I was over \$100,000 in debt and thought that if I didn’t figure it out soon, I’d lose everything. Fortunately I had the never-ending support of my family, and things turned around when I created the United States Concealed Carry Association, which provided way more value than just a magazine. Since those tough early years, we’ve grown to over 300,000 USCCA Members.

Even still, there was something missing. As you know, a LOT of people care about protecting their loved ones, but they simply don’t want to carry concealed every day. So how could I provide the same level of lifesaving value and protection to the millions of Americans who want to better protect their homes and loved ones? The answer to that question is this very guide.

You see, the Four Pillars of Home Defense are straightforward ways to protect your home and family. Let’s examine them to see how YOU can start preparing right now.



SO HOW COULD I PROVIDE THE SAME LEVEL OF LIFESAVING VALUE AND PROTECTION TO THE MILLIONS OF AMERICANS WHO WANT TO BETTER PROTECT THEIR HOMES AND LOVED ONES? THE ANSWER TO THAT QUESTION IS THE FOUR PILLARS OF HOME DEFENSE.



THESE ARE THE FOUR PILLARS OF HOME DEFENSE



FORTIFY YOUR HOME

*FORTIFY YOUR HOME TO DISCOURAGE EVEN THE MOST
DETERMINED OF CRIMINALS...*

1

READY YOUR FAMILY

*READY YOUR FAMILY TO SNAP INTO ACTION WITH A
HOME INVASION EMERGENCY PLAN...*

2



PREPARE YOURSELF

*PREPARE YOURSELF TO TURN THE TABLES ON A
VIOLENT ATTACKER...*

3



PROTECT YOURSELF

*PROTECT YOURSELF FROM THE LEGAL CONSEQUENCES
OF USING YOUR GUN IN SELF-DEFENSE...*

4



Let's take a deeper look at these four pillars.



FORTIFY YOUR HOME

FORTIFY YOUR HOME TO DISCOURAGE EVEN THE MOST DETERMINED OF CRIMINALS...

The best crime is the one that doesn't happen, and that's why Pillar No. 1 is all about making your home look unappealing to potential invaders.

Fortifying your home is actually pretty simple. The first principle is taking active measures to make your home LESS of a target. Believe it or not, this is the most effective method of avoiding the terrible consequences of a home invasion.

The first step is to understand the goals of a home invasion. Just as you'd expect, the home invader is looking for valuables — things he can take from you to use for his own gain, which usually involves quickly selling or exchanging them for drug money. It has been found that

nearly 89 percent of home invasions are directly related to drug use. Therefore, as common sense dictates, the more attractive and valuable a house seems, the more lucrative of a target it is for a home invader. This means your first goal must be to make your home completely uninviting to the criminal mind. And one of the most uninviting and unappealing visuals that a home invader can have is that of a perfectly maintained house.

MAKING YOUR HOME UNATTRACTIVE TO CRIMINALS

Focus on things on the exterior of your home that might attract the attention of a criminal, and work to improve those

areas. For example, keep your grass cut short. Keep your bushes and hedges trimmed and away from windows.

Keep screens in good shape with no fading, tears or holes. Clear cobwebs away from windows — especially basement windows. Make sure the painting around the windows seems fresh and is without fading or chips. Check the status of all lights on the exterior of your home. If there is a light bulb, it should work.

HIDE THOSE VALUABLES...

The next step within the First Pillar of Home Defense is to ensure that valuables are kept out of sight; the reason why is obvious. However, time and time

HOW DO HOME INVADERS CHOOSE THEIR TARGETS?

again I'll see friends who have left jewelry, laptops and other valuables that are easy to carry off in plain sight.

When I say plain sight, I mean this: If you can look in your windows and see your valuables, they're in plain sight. Don't make the mistake of thinking that desperate criminals won't walk right up to your windows and take a look!

By simply keeping your valuables out of sight, maintaining a less vulnerable home exterior and doing simple things like replacing broken window locks, you're

making your house look like more trouble than most criminals want to deal with.

HOW DO HOME INVADERS CHOOSE THEIR TARGETS?

Take a look at the following statistics that break down how a criminal chooses his target:

- **47%** by observing a potential target
- **31%** by getting a tip from a friend
- **18%** through knowing the occupants
- **4%** are random acts

By far the most frequent reason a home invader chooses one house over another is from his own personal observation. Very rarely does a criminal choose a house based on a whim. That's good news for you.

You can help prevent your home from being targeted by simply being aware of what the home invader looks for. Remember, the best crime is the one that doesn't happen. Use the handy checklist below for quick and easy ways to fortify your home and protect everything and everyone inside.



Home Security Checklist

Simple Steps That Will Have the Most Impact

☐ IMPROVE THE EXTERIOR OF YOUR HOME

- Grass Cut and Bushes Trimmed
- Exterior Lights Working
- Windows Clean and Secure

☐ HIDE YOUR VALUABLES

- Keep jewelry, laptops, and other valuables out of plain sight

☐ PRACTICE GOOD SITUATIONAL AWARENESS

- Observe your surroundings when entering or exiting your home

☐ CONSIDER INVESTING IN:

- Locking Metal Screen Door
- Security Alarm System
- Additional Exterior Lighting
- High Security Door Locks
- High Security Casement Windows

☐ PUT TOGETHER A PLAN FOR YOUR FAMILY

- Take into consideration what each family member will do in several different situations

☐ ADD ON YOUR OWN CHECKLIST ITEMS:



READY YOUR FAMILY

READY YOUR FAMILY TO SNAP INTO ACTION WITH A HOME INVASION EMERGENCY PLAN...

The next Pillar of Home Defense focuses on creating a solid plan of action for the event of a home invasion. This concept goes by many names, and we're going to refer to it simply as a "home invasion emergency plan."

There's an old saying in the self-defense world: You fight like you train. Rarely has anything more true been said than this. We aren't born ready for battle. When we're in our moment of truth, the only thing we'll have to fall back on is our training.

When a human being is attacked, his natural instinct is to throw his arms up in front of his face (or in front of the stomach or groin, depending on where the attack was directed). Nobody's instinct is to draw his weapon or punch somebody in that perfectly vulnerable place.

All these things must be learned — and then they must be practiced.

In addition to this absolute truth, we have another gaping vulnerability to patch up when it comes to defending our home and family. That vulnerability is the fact that if somebody attempts to invade our home, we can never focus completely on fighting them away. That is because the people in our home — our family — are our complete responsibility. And if we focus solely on fighting the violent criminals inside our home, we will be putting our family in danger, thus shredding the purpose of fighting with the home invaders in the first place.

A home invasion emergency plan solves this problem. It enables our fam-

ily to avoid becoming bystanders and lets them get to safety while we use our weapons and abilities to both cover their exit and eliminate the threats we face.

The bottom line is this: You absolutely cannot rely on "doing the right thing at the right moment" under pressure. If you do not practice — if you do not rehearse — you WILL freeze up and fail to do your duty for those who depend on you for safety. This is why the Second Pillar of Home Defense centers on creating and rehearsing your home invasion emergency plan. What is a home invasion emergency plan? To put it simply, the home invasion emergency plan is a protocol that your loved ones will follow in the event that your home becomes the target of a home invasion.

2013 STATS OF HOME BURGLARIES (INVASIONS INCLUDED)

65% occurred during the DAY 35% occurred at NIGHT

A home invasion emergency plan could be as simple as reinforcing the direction again and again to your children that “if you are ever in your bedrooms when you hear shouting and fighting, lock your doors and hide under your beds. And if you are ever out in the living room when this happens, run into mommy and daddy’s bedroom, lock the door and hide under our bed.”

Or your emergency plan could be more detailed. It all depends on your needs. When forming your emergency plan, you should consider all the different places your family could be when the home invasion occurs.

Take a look at the statistics at the top of this page.

THE BRUTAL TRUTH ABOUT WHEN HOME INVASIONS OCCUR

Those numbers show us that most home invasions happen during the day. Think of different potential scenarios and imagine what the best courses of action would be for your family should a home invasion occur at any point.

Understanding the numbers also makes it very apparent that just keeping a shotgun near where you sleep will only help in 35 percent of the home invasions that happen every day around this country. Most people picture a home invasion in the dead of night, so they don’t spend the necessary time visualizing all of the possible home invasions that could occur when they aren’t in bed.

TALKING TO YOUR LOVED ONES ABOUT HOME DEFENSE

You face a slight challenge when communicating with your family about a home invasion emergency plan for a couple reasons. First, it is possible to

alarm your family and cause an atmosphere of fear and uncertainty within your home. This goes completely against your desire to keep your family safe and secure — so you must work to avoid that. The best way to avoid scaring your family is to take a very serious but confident attitude when bringing up the subject. You can give the emergency plan topic the attention it deserves,

“I’ll do the right thing under pressure’ ... no, it doesn’t work like that.”

while avoiding scaring your family, by scheduling a specific family meeting dedicated solely to home security and safety.

For example, you can begin the family meeting by showing your family what the smoke detectors sound like, explaining the fire escape routes and pointing out fire extinguishers. Then, you can talk about what your family would need to do during the event of a tornado or some other natural disaster. And finally, you can ease into explaining what they all should do in the event of a home invasion.

Creating a sense of comfort and participation with your loved ones will make this more beneficial in the end.

WHY A HOME DEFENSE EMERGENCY PLAN IS CRITICAL

Creating a home invasion emergency plan is important. It is also critical that you regularly rehearse and talk to your family about your plan.

Here’s why:

You’re counting on your loved ones to react properly in the moment of truth — yet they will freeze or do the wrong thing if you don’t help them learn what they need to do.

When you regularly go over your home invasion plan with them, your family will be safer and feel more prepared. They’ll feel like they’re part of the team instead of in your way.

That way, if an intruder or group of invaders does make it into your home, you can be confident your family knows how to react to keep themselves safe so that you can focus on your job. And your job is stopping the threat before it has a chance to get to the ones you love.

So let’s take a look at Pillar No. 3, which is all about turning the tables and stopping the attackers in their tracks.





PREPARE YOURSELF

PREPARE YOURSELF TO TURN THE TABLES ON A VIOLENT ATTACKER...

That brings us to the Third Pillar of Home Defense: understanding how to effectively fight one or more home invaders from within your home. There are multiple parts to the Pillar, and we will start from the top.

First things first: You must understand who it is that you may find yourself fighting in the event of a home invasion. You have to understand the minds of these types of criminals. Now this may be hard to grasp, imagine or accept, but you must understand that the people who would invade your house have almost completely given up their humanity.

They feel no empathy. Your suffering and the suffering of your family is of

no concern to them. To see an innocent woman begging does not cause these people any guilt, sorrow or shame. They don't have pity. They don't have remorse. Your life and the lives of those you love are not important to them. Your lives are without value! You hear of people killing other people for five or ten dollars, and you think, "What a waste. That stupid criminal didn't know he was only going to get ten bucks from that guy, or else he wouldn't have shot." Listen — that is not how these people's minds work. To them, the human life has no value, and so to kill somebody for \$10 is perfectly reasonable.

And I'm telling you now: These people will not hesitate to kill you and your

entire family — even if it means something as small as a couple more days outside of jail where they have access to drugs and other vices.

THE INHUMANE ENEMY WE FACE

Therefore, you must accept right now these two things: First, you must accept that there is no reasoning with these types of people. You cannot trust them or their word. If they say that they won't hurt you if you obey them, they probably don't mean it. Or, they may mean it right then, but their drug-addled brains are apt to change completely from one minute to the next. So the moral here is that compliance does not work; you cannot

expect to obey these people and get a guarantee that your life and your family's lives will be spared.

Second, you must accept that the only way to reason with these people is through force. That's right: to these people, who have resorted to using violence to take what they feel they are entitled to, words have no meaning. The only thing that will cause them to think twice is for you to fight back. I understand that this sounds brutal, but police understand this already. If we are to have any chance of success against sadistic criminals, we must understand that the only way to truly protect our families is to stop these people in their tracks. If they choose to turn and run away when we show force, good! Let them go! But if they learn that you are willing to use deadly force to stop them, and they keep coming, then they are telling you that they think they can kill you before you kill them.

That is the enemy we are facing.

ESSENTIAL HOME DEFENSE SKILLS

That said, there are a few essential skills that you absolutely must learn in order to protect your family from within your home using force. A few of these are:

- **Selecting the right weapon to use inside a home.**
- **Understanding what kinds of ammunition will overpenetrate and put your loved ones' lives in danger and which kinds are underpowered and will not stop the threats.**
- **Learning how to effectively clear a house that you suspect has been intruded.**

- **Learning how to fight hand-to-hand in close quarters, even though your opponent may be much larger than you, stronger than you and hopped up on drugs.**
- **Having the ability to navigate your home in low-light conditions, while holding your weapon in a way that will not let it be taken from you.**

These things take time to learn. And if you haven't mastered them yet, that's just fine. In terms of preparedness, the fact that you're reading this puts you ahead of a vast majority of the population.

And when you have access to the right training and the right experts, learning these important things becomes very easy.

The USCCA and *Concealed Carry Magazine* have hundreds of contributing authors who are experts in self-defense. Our blog, **www.USCCA.com/blog**, is full of articles and videos that will help you take your ability to fight off attackers and protect your loved ones to the next level.

Now, because people are always asking me what I think is the best gun for home defense, I'll tell you:

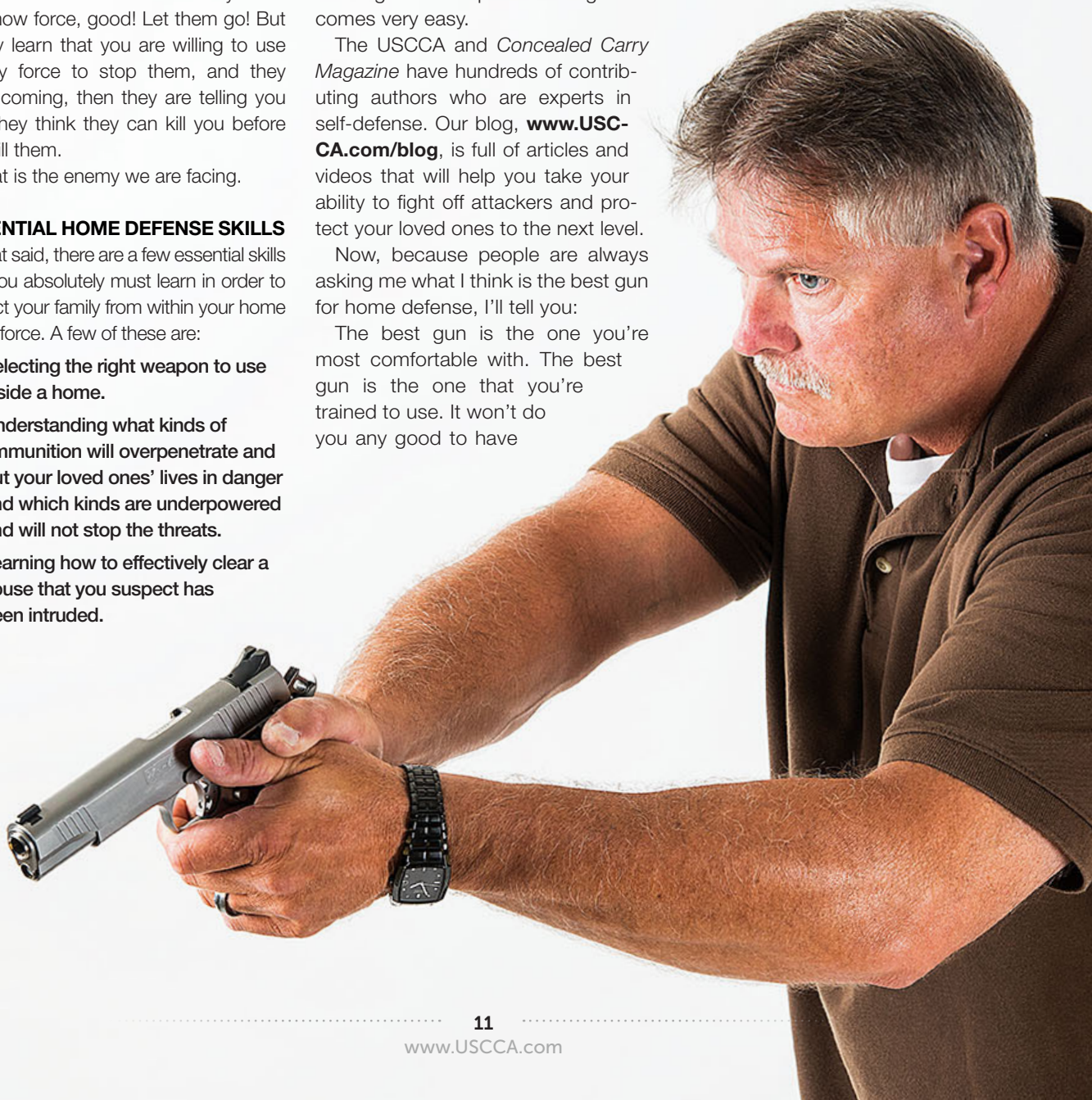
The best gun is the one you're most comfortable with. The best gun is the one that you're trained to use. It won't do you any good to have

a shotgun for home defense if you only practice with a handgun.

Likewise, a handgun won't do you much good if you don't practice with it. Therefore, I highly recommend going to a range that allows you to try out multiple guns and finding the one that works best for you.

And when you find that gun, get trained. Practice with it in respect to the ways you may be forced to use it to protect your loved ones. We have several articles and videos about training available at **www.USCCA.com/blog**.

Let's move on to the most overlooked, and often most dangerous, Pillar of Home Defense...



PROTECT YOURSELF

PROTECT YOURSELF FROM THE LEGAL CONSEQUENCES OF USING YOUR GUN IN SELF-DEFENSE...

Now I need to address the major problem that has quickly become one of the biggest concerns for all responsibly prepared citizens of the United States.

The best way for me to summarize this concern is with the huge question that people are always asking me:

"The state I live in is pretty friendly toward self-defense and home defense. But it seems like you hear all these horror stories about people who still end up getting sued. What gives?"

Look ... whether you live in a state that's friendly toward guns or not, gun magazines and Hollywood movies give you a glamorous picture of what happens when the good guy defeats the bad guy. But if you're anything like me, you appreciate a straight shooter, so I'm going to tell you like it is: After you pull the trigger and successfully defend your

family, you are opening a HUGE can of worms in the form of legal battles, court costs and a financial burden that may impact your life in a pretty harsh way.

Yes, you have to understand this even if your state has adopted the Castle Doctrine. Castle Doctrine laws typically state that you are not required to retreat within your own home and acknowledge that deadly force is justified when the actor reasonably fears imminent peril of death or serious bodily harm to himself or another. But the fact is, you're still at risk from all the aforementioned legal and financial consequences of using a gun in self-defense.

Now I don't want to scare you away from using a gun to defend your loved ones, because you cannot put a price tag on life. And I hope you agree that ANY amount of legal trouble is better

than having your family violated and killed by a violent thug. But you HAVE to know what you're opening yourself up to because unless you know the real possibilities of what can and WILL happen once you use your handgun in self-defense, you're doomed from the get-go.

A CRASH COURSE IN WHAT HAPPENS AFTER YOU PULL THE TRIGGER

So here goes a little crash course in what happens after you use your gun to defend yourself and your loved ones.

It's true that you stand a pretty good chance of being arrested and charged with a crime if you are ever involved in any type of self-defense incident. It happens to good guys every day — even in the cases that seem the most cut and dry. I've seen these charges include "unlawful discharge of a weapon," and

charges related to disturbing the peace, to negligence, to brandishing a deadly weapon, to assault, to manslaughter and all the way up to murder. The fact is, when the cops roll up on the scene, no matter how clean-cut the situation seems, they have to suspect the worst. It's their job.

The police will almost ALWAYS launch an investigation to make sure your story checks out. Sometimes they will be content with confiscating your gun, taking down your information and letting you go about your life while they investigate and check the facts. But other times they're going to want to keep you where they can see you — and that means jail.

Look: Being thrown in jail stinks, but there is NO shame in going through this process. Our legal system is there to decide who should be punished and who shouldn't be.

Once you're arrested, you'll have to sit in jail until you appear in front of a judge and are arraigned. This is when you are formally read the charges against you — manslaughter in the first degree, for example. This is when you have to plead guilty or not guilty. From here, many things can happen, and it can get pretty confusing.

THEY WILL PROBABLY TRY TO TRICK YOU

They will probably try to trick you. In an attempt to save money, the state may offer you a plea bargain where they tell you something like, "If you are convicted of these crimes, you'll be put in prison for years. But plead guilty to this lesser crime, and we'll let you go with a big, stiff fine — sometimes a short jail sentence — and you will never be able to legally own a firearm again." Or, if your criminal defense lawyer stinks, he or she may not be able to convince a jury that you were really acting in self-defense. If that happens, things could go from bad to worse.

And of course, we've all heard the horror stories involving criminals who sue the people they were trying to rob ... and win! I have heard of courts making good, innocent people like you and me send wounded criminals money every month because when we shot them, we — get this — "took away their source of income."

Again, all kinds of things can happen, and, unfortunately, I've seen it all. I've seen guys who had no choice but to fire their weapon end up doing 12 years hard time, shoulder to shoulder with the convicts who were friends with the thug the good guy had to shoot.

Now this paints a pretty hopeless picture, but the solution is simple:

The solution to all of these problems is to have a good, reputable attorney. A good attorney will grease the wheels of justice for you. He'll speed up your arraignment and get you out of jail quicker so you can await the trial from the comfort of your home without missing your job. He'll get you lower bail. He'll get you a better plea bargain. For example, instead of having to surrender your gun rights for life, you may just have to take a gun-safety class. And best of all ... he will keep you innocent in the eyes of the court (and out of prison).

Yep, the difference between FREEDOM and PRISON ... or PROTECTION and BANKRUPTCY is the difference between a good attorney and a mediocre one.

BUT — there's a "but," and you're probably ahead of me on this one! — good lawyers cost a lot of money. In fact, the cost of going from "pulling the trigger on a violent criminal" to "acquitted on grounds of self-defense" can be as high as \$250,000, especially once you factor in the civil lawsuits that may be thrown at you by the guy you had to shoot (or by his surviving family).

Heck, even SMALL charges, such as "illegal discharge of a weapon," can cost as much as \$5,000 to sort through.

These are astronomical amounts, and it puts good people like you and me in a dilemma: We refuse to let our lives be taken by cowardly thugs who want our lives and wallets, and we refuse to serve time in prison for a crime we did not commit, but we don't have \$250,000 to spend on a lawyer.

WE WILL PROTECT OUR LOVED ONES ... SO WE'RE ONLY LEFT WITH TWO OPTIONS

So, what can you do? There are really two options: You can rely on the counsel



of a tired, underpaid, overworked public defender who represents criminals every day and might not even support your rights or believe you're innocent, OR you can become a member of the United States Concealed Carry Association. Kudos if you're already a member!

I for one got tired of seeing good people being punished for doing the right thing. And that's why the USCCA exists: to help responsible men and women protect what matters most.

HOME DEFENSE MADE EASY...



AS YOU CAN SEE, ALL FOUR PILLARS OF HOME DEFENSE

are easy to prepare for when you have access to the right people, the right information and the right opportunities.

Together, these Four Pillars combine to make your home and your family as safe as you desire.

By fortifying your home, readying your family with an emergency plan, preparing yourself to turn the tables on a violent attacker and protecting yourself from the legal and financial consequences of us-

ing your gun in self-defense, you'll have a significant advantage over those who seek to do you harm.

The United States Concealed Carry Association is here to help. To access free videos, reports and resources about home and self-defense, visit the USCCA blog at www.USCCA.com/blog.

To get more free videos, reports and resources about home defense, visit the USCCA blog.





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