

HARD TO TARGET™

CONFIDENCE. AWARENESS. AUTHORITY.

— QUICK REFERENCE GUIDE —



Prepared,
Not
Paranoid.

You are **NOT**
an an easy
target.

H

HEIGHTENED AWARENESS



SEE IT BEFORE IT HAPPENS.



Head up. Phone down.



Scan exits, entrances, and people.



Watch hands, posture, movement, and behavior.



Trust your intuition immediately.



If something feels "off", leave.

ASK YOURSELF:

- Who is near me?
- What changed?
- Who is watching me?
- Where is my exit?

R

READY POSTURE



LOOK LIKE A HARD TARGET.



Stand tall.



Make eye contact.



Walk confidently.



Shoulders back.



Scan while moving.



Avoid looking distracted.

NEVER:

- ✗ Walk with head down
- ✗ Stay buried in your phone
- ✗ Ignore your surroundings



FINAL REMINDER:

PREPARED. NOT PARANOID.

A

ASSERTIVE BOUNDARIES



YOU DO NOT OWE STRANGERS POLITENESS.

USE YOUR VOICE:



"Stop."



"Back away from me."



"Do not come closer."



"I said NO."



"Can I help you?"
(strong tone)



REMEMBER:
DISTANCE IS
YOUR FRIEND.

D

DEFENSIVE OPTIONS



YOUR GOAL IS ESCAPE, NOT EGO.

KNOW YOUR OPTIONS:



Leave early



Create distance



Draw attention



Use non-lethal tools



Use lethal force
ONLY if necessary

EVERYDAY CARRY IDEAS:



Pepper spray



Flashlight



Alarm



Phone ready



Firearm
(if trained)



YOUR AWARENESS TODAY
PROTECTS YOUR TOMORROW.