The FOUR PILLARS of HOME DEFENSE
Hello, my name is Tim Schmidt. I’m the president and founder of the Home Defense Association of America. I have a ton of critical information to share with you today, so let’s dive right in… We’re here today 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 US, it would be easy to get discouraged. According to the FBI, a burglary occurs every 14 seconds in the US. 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 US 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 wife 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% ready for it.

THE 4 PILLARS OF HOME DEFENSE

“These are the 4 reasons I’m prepared...”
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 3 kids if someone makes it into my house with malicious intent. Sure, a security system or a “safe neighborhood” can deter the bad guys from entering in the first place. But they (along with the police) don’t do anything for us if the bad guys do make it in. The ONLY people who are responsible for the protection of my children are my wife and I.

Likewise, when we take our kids over to grandma and grandpa’s house, we expect grandma and grandpa to keep them safe. And believe me - I’ve seen my dad shoot and I’ve talked to him plenty of times about his home defense plan - you’d have to be a fool to break into that man’s house (not that anyone would think about it, because he’s mastered Pillar #1)...

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 Home Defense Association of America are going to help you take your preparedness and your family’s safety to the next level (or the next, next level, for those of you who aren’t experts yet) ;)

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Home Defense Association of America, Inc., and Delta Defense, LLC are not responsible for mishaps of any kind which may occur from use of published firearms information, equipment recommendations, tactics and training advice or from recommendations by staff or contributing writers. Use of a firearm can be very dangerous if you are not well trained and familiar with the weapon you’re using.

Now don’t get us wrong, it’s not the government’s job to tell you how much training you need! It is your responsibility as an armed citizen. It is also the responsibility of the reader to understand the laws in his/her city, county, and state.

AUTHOR’S DISCLAIMER

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Now before I reveal the Four Pillars of Home Defense, most readers are already familiar with my story, but I’m sure there are a few people reading this whom I haven’t had a chance to meet yet; so I want to give you the “30 second version” so you’ll know a little more about me and my background…

I’m 40 years old and live in Jackson, Wisconsin with my wife and our three children. 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 decision 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 wife, 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 60,000 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 life-saving 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 Home Defense Association of America.

I’ll tell you all about the HDAA a bit later. Right now, let’s examine the Four Pillars of Home Defense, and how YOU can prepare for each of them immediately.
THESE ARE
THE FOUR PILLARS
OF HOME DEFENSE:

1  FORTIFY YOUR HOME

Fortify your home to discourage even the most determined of criminals...

2  READY YOUR FAMILY

Ready your family to snap into action with a Home Invasion Emergency Plan...

3  PREPARE YOURSELF

Prepare yourself to turn the tables on a violent attacker...

4  LEGAL CONSEQUENCES

Fully protect yourself from the legal consequences of using your gun in self-defense...

Let’s take a deeper look at these four pillars...
PILLAR #1:
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 #1 is all about making your home look unappealing to potential invaders.

This is the easiest way to prevent someone from entering your house in the first place. Now for you veterans, this is going to start off pretty basic... but I promise you we’re going to get into some pretty intense stuff very shortly.

Okay… 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. Take a look at the graph on the following page:

How Do Home Invaders Choose Their Targets?

By far the most frequent reason why a home invader chooses one house over another is from his own personal observation. Therefore, if you can learn WHAT criminals look for in selecting a target, you can immediately cut your risk of a home invasion in half.

Fortunately, we DO know what causes criminals to choose their victims, and taking advantage of this knowledge is the First Pillar of Home Defense.
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 for drug money. It has been found that nearly 89% 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.

So your first goal needs to 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.

Focus on the things on the exterior of your home that attract the attention of the criminal, and work to improve those areas. For example, keep your grass cut short. Keep your bushes and hedges trimmed, and away from the windows. Keep your 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 those 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 again I’ll see friends with jewelry, laptops, and other valuables that are easy to carry off, in plain sight.

And 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.

You see, your goal is **not** to make your house an impenetrable fortress that a criminal cannot enter – because that’s impossible. And fortunately, you don’t even need to do this. All you need to do is make your home a little less valuable, and a little more intimidating.

To help you out with this, I’ve created a short checklist called **Simple Steps for Ultra Effective Home Security**.

I’ll be releasing a free copy of this exclusive report soon, and you can find it here: [www.HDAA.com/action/simple-steps/](http://www.HDAA.com/action/simple-steps/)

If you take only a few of the simple steps in this free download, your home will be significantly less appealing to home invaders, exponentially increasing your safety and the safety of your loved ones.

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1) By observing a potential target - 47%
2) By getting a tip from a friend - 31%
3) Through knowing the occupants - 18%
4) Random Act - 4%
T he 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.

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

A home invasion emergency plan solves this problem, because it enables our family to avoid becoming bystanders, and to get to safety while we use our weapons and abilities to both cover their exits, and eliminate the threats that we are facing.
“I’ll Do The Right Thing Under Pressure...”
No, It Doesn’t Work Like That...

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 this “home invasion emergency plan”.

What is a home invasion emergency plan? To put it simply, the home invasion emergency plan is simply a protocol that your loved ones will understand to follow in the event that your home becomes the target of a home invasion.

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 chart that follows:

The Brutal Truth About When Home Invasions Occur:

Understanding this chart shows us that most home invasions happen during the day. Think of all these different scenarios, and imagine what the best courses of action would be for your family should a home invasion occur at any point.

Understanding the chart (on the right) also makes it very apparent that just keeping the shotgun near where you sleep will only help in 35% 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, 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 then 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 that your family knows how to react to keep themselves safe, so you can focus on your job...

And your job is stopping the threat before an intruder has a chance to get to them...

So let’s take a look at Pillar #3, which is all about turning the tables and stopping the attackers in their tracks...
Alright, that brings us to the Third Pillar of Home Defense, and that is 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 thing’s 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 — that is to say, 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 whom you love — are not important to them… They 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, and if we are to have any chance of success against these sadistic types of criminals, we must understand that the only chance we have of truly protecting 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 over penetrate 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 lowlight 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 Home Defense Association of America has hundreds of contributing authors, and a panel of experts. Our website, www.HDAA.com, 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 find the one that works best for you.

And when you find that gun, get trained. Practice with it with 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.HDAA.com.

Let’s move on to the most overlooked, and often times most dangerous Pillar of Home Defense...
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”, to charges related to disturbing the peace, to negligence, to brandishing a deadly weapon, to assault, manslaughter, and all the way up to murder. The fact is, when a cop rolls 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 arraigned and formally charged with a crime.

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 still 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 towards 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, which typically states something along the lines of: “Deadly force is justified when the actor reasonably fears imminent peril of death or serious bodily harm to himself or another.” The fact is, you’re still subject to 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.

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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 and 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 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 already 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 **two hundred and fifty thousand dollars** once you factor in the civil lawsuits that will be thrown against you by the guy you had to shoot, or his family. Heck, even SMALL charges,
like “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, over-worked 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 Home Defense Association of America.

No, I’m not kidding, get a load of this:

I for one got tired of seeing good people go to prison for defending themselves, and so I spent almost an entire year researching, planning, and working with lawyers and insurance companies to come up with a solution- and that solution is the Home Defense SHIELD.

Home Defense SHIELD makes HDAA members the beneficiaries of an insurance policy that the HDAA holds, and it’s backed by one of the most reputable insurers in America- a company rated A-(IX) by A.M. Best. They had over $801,000,000 of gross premiums written in 2010, and they’re solid.

Now, first dollar coverage for criminal defense expenses simply cannot be sold in the USA. What I mean is this: You cannot buy an insurance policy from anyone, anywhere that would give you money the instant you get arrested -- insurance companies simply WON’T do this.

But here’s what CAN be sold - legal defense protection that refunds your court costs and legal expenses after you’ve been acquitted. So you still have to find a good lawyer and fight your case - but you are going to do that anyway, because you are NOT willing to accept a 12-year prison sentence for defending your life from a violent attacker.

So with an HDAA Membership, HDAA members will be reimbursed for your lawyer bills and legal fees after your acquittal. And even better, if anyone tries to sue you in a civil court, the powerful insurance company that backs the Home-Defense SHIELD benefit will actually swoop in and use their own lawyers to fight on your behalf- after all, it’s their money that’s at stake!

There are three different levels of HDAA Membership, and the membership cost is based on the amount of financial protection that you desire.
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.

If you’re missing even one of these critical pillars, then the foundation of your home defense and ultimately your family’s safety is vulnerable to the attack of the evil that will always exist in this world.

That’s why these four pillars are at the core of everything that we do at Home Defense Association of America.

HDAA is the ONLY member-owned, association that equips you to turn the tables on violent attackers, stay out of prison, and survive the legal and financial consequences of armed self-defense.

To get more free videos, reports, and resources about home defense, visit www.HDAA.com/action/

Here’s what you can expect to find there:

Take a look inside the mind of four sadistic home invaders that raided a rural home in New Hampshire. Find out why they selected the home, what they were after, and exactly how sick the adversaries are that we’re up against...

www.HDAA.com/action/true-story/

Use the “Ultra Effective Home Security Checklist” to make your home less inviting... to home invaders, that is! You’ll find several simple steps that you can take this weekend to decrease the chances that home invaders will break into your home.

You can download a free copy of this exclusive checklist at www.HDAA.com/action/checklist/