

## Everything Self-Defense



**Dallas Jessup has, so far, reached 1,200,000 girls with JUST YELL FIRE. She's 17 years old.**

Please do yourself a favor and go to <http://www.justyellfire.com>

Tom Callos

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**M** meet 17 year old Dallas Jessup --and read thru her website. THIS my friends, is some of the fire you have to capture. You can do this in your own town, on a small scale...and you should know it's not work that's any less important.

What Dallas had was the guts to step up --to take lots and lots and LOTS of action. I have spoken to her mother, but not to Dallas yet, but I'd wager that the young lady didn't know what she could or could not do...she just went about it.

Now for crying out loud, if a 17 year old girl can manage to reach 1,200,000 other girls ---you can, I'm sure, reach your community's population.

I'm always hearing about martial art teachers who are crying the blues about not "getting enough leads" or about business being tight. Well...let me tell you, for starters, you're not working hard

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enough or smart enough. Right here a 17 year old has trumped you --and for good reasons.

She's on a mission. OH, and here's a piece of her bio:

As a 13 year old black belt martial artist, Dallas learned the frightening statistics that 1 in 4 girls will be sexually assaulted and that there are 114,000 attempted abductions each year

in the United States alone. She set out to create a home movie to teach her schoolmates at Portland's St. Mary's Academy High School some street fighting techniques to defend themselves.

So get a lesson from someone who doesn't care about her "bottom-line" --and who has out-marketed and out-educated most of us, times 10. Consider her your teacher. Find out what she's teaching and support her. Find out how to teach YOUR students to do some of what Dallas is doing.

The whole point of this note is to get you to, as my friend John Bielenberg says, "THING WRONG." Let's add to that THINK BIGGER, THINK SMARTER, and think about SERVING in extraordinary ways, before you start expecting to see return. ■