



**Simple Self Defense for Women®**  
**A Very Unique Marketing Approach**  
**To Attract and Retain Clients**

- ♀ We have a very innovative marketing approach to attract and retain clients that has mass female appeal and promotes a topic everyone has great interest in - **The Personal Safety of Women.** As creators of the TV Show **Simple Self Defense for Women®**, we have taken a very unique approach to a serious topic and can still keep it entertaining!
- ♀ Your clients and potential customers as part of their responsibilities may be visiting unfamiliar businesses or homes. Tired of the same old marketing approach why not offer a **Simple Self Defense for Women®** seminar to **attract potential female customers to your location.** IE: Private night sales, open houses and special invitations.
- ♀ Assist in customer retention with **client appreciation events.**
- ♀ **Guest speaking at conferences.** Often folks attending a conference think it's going to be one lecture after another. We would love the opportunity to have the women on their feet participating, learning, sharing and talking about how their conference was unlike any other! They will love it!
- ♀ Provides everyone a **unique team building event** that offers education in safety that they can be later shared with family, friends, and the community in general, branding your company in a very positive way.