



Nancy Hightshoe Seminars

Protect Yourself, and Others

You Care About with

“The Lady Was A Cop” 130-Decibel Personal Safety Alarm With Flashlight

If you have been feeling a bit more vulnerable recently, it's not your imagination. A violent assault occurs every 19 seconds. We are all aware of the stories of violent crimes such as carjacking and the physical injuries resulting. Even the “Safe Suburbs” are not so safe any more. Statistics show that we now have a one in four chance of becoming the victim of a violent crime or a theft even living in suburbia.

Because of my background, several manufacturers of personal safety products have asked me to endorse or represent their items. Wanting to be very careful about any product I would endorse, I have always declined in the past. My three evaluating criteria are:

1. Is the article designed so that it will promote escape from an assailant?
2. Is the product likely to deter a potential attacker?
3. If the item is taken away from the intended victim, can it be turned against him or her and cause injury. (Pepper spray and “stun guns” fall into this category.)

There are only two safety tools I have recommended it to audiences - Personal Safety Alarms and cell phones. I have carried a Personal Alarm for 20 years. In all these years, I've never needed to activate it. In all the years I carried a weapon as a cop, I never needed to use it either. But I am sure that both tools made me more aware, self-confident - and safer.

Audience participants frequently had trouble finding a good quality alarm, so, after numerous phone calls and emails from participants requesting a good alarm, I have chosen to make an excellent alarm available.

If you feel threatened, simply activate the alarm by pulling the pin. Once activated, the alarm emits an ear-piercing 130-decibel siren and turns on a bright flashing light that becomes a diversion as you flee to safety, while alerting others that you need help. The unexpected noise and light can surprise and disorient an attacker, giving you those precious moments to escape.



(Page One of Five - Order Information on Page Five)

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I own two alarms. One alarm is ALWAYS in my purse – in exactly the same easy-to-access location no matter which purse I’m carrying. The second is in my “junk drawer” to carry if I walk in the evening or bike in the park (whether alone or with a friend), etc. The alarm from my purse is NEVER removed! It’s too easy to forget to return the alarm to my purse if I take it out.

The alarm goes with you wherever you go. It should always be available for quick access to the cord in the event of a surprise attack. The alarm is designed to allow for attaching neatly and comfortably to your belt, purse, briefcase or clothing.

The alarm can also be used to protect personal items like your camera, purse, shopping bag, briefcase or carry-on suitcase if they are next to you in a restaurant, airport waiting area, etc. Position the alarm securely

to the outside of the item you want to protect, then attach the long cord to your belt or wrist. If a thief tries to snatch away your belongings, that individual will also be left holding a shrieking alarm which should cause the felon to drop your property and run.

ABOUT THE ALARM (1-1/2" h x 3/4" across. Small enough to fit into a pocket):

- Ear-piercing 130-decibel siren (5 dBs louder than a jackhammer. VERY Startling!)
- Light which flashes when the pin is pulled
- The light can operate separately as a flashlight to light up a dark path or doorway, by depressing an on/off button
- Belt clip for attaching to waistband, belt, purse or briefcase strap
- Long cord to attach to your camera, briefcase, shopping bags or other belongings
- Lanyard can also be used to hang the alarm around your neck or wrist if more convenient

\$\$ We offer this alarm for a special price of \$14.00 (includes all state & local taxes) plus shipping and handling. Our goal in keeping the price this low is to make owning and using the alarm fit into every budget. Similar alarms (often without the light) are offered for up to \$25.00

FREE: At no additional charge, we will email you the eBook, EFFECTIVELY USING YOUR “THE LADY WAS A COP” PERSONAL SAFETY ALARM © (A \$4.95 Value) with suggestions for how to use your alarm in different situations as well as a subscription to LifeSkills with additional safety and business tips. FREE

We urge you to carefully consider a Personal Alarm.

It truly is an investment in your Peace of Mind - and a thoughtful, caring gift.

Valuable, unique fundraising opportunity!

Please share this information with your family, friends and co-workers.

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The Personal Safety Alarm is Perfect for Any Adult!
Several of our client companies have purchased alarms for all their employees and as gifts to show clients they care!

Remember: Any time you're alone, you're vulnerable. Don't be paranoid. Be Aware! Be Prepared!

- Most of us don't realize how isolated we can quickly become. Busy cities turn into ghost towns on quiet Sunday afternoons. I live in the City and love it! But, when I take my trash out, there is no one in that alley to come to my aid! Anyone who has traveled knows how completely deserted hotel hallways are. *Think of the examples in your own life and the situations where you quickly become all alone...*
- Mom walking her children to the bus when the neighborhood is still asleep
- Business travelers who are usually busy, stressed and in unfamiliar locations. (Your personal alarm will pass through airport security.)
- Shift workers who walk out on an empty parking lot late at night or early in the morning
- A mail carrier, jogger or walker approached by a snarling dog
- Anyone out after dark. Though the highest percentage of assaults occur during those hot summer months, it's after dark that we feel most vulnerable - not knowing what's around that next corner. Single or divorced women are notorious for running to the grocery store at midnight because we are too busy the rest of the time!
- College students - who seem to do their best work in the middle of the night and who are always going to the library and study groups in the middle of the night!
- People who live alone and older individuals who may need to summon assistance
- A skier or hiker who is injured on the trail
- A lost child on a family outing or hike

Times it's especially important to have your alarm:

You reduce your chances of assault significantly when there are 2 of you.

So, invite a friend to exercise or shop or share an adventure with you!

- Parking lots and parking garages
- Shopping, walking, jogging, roller-blading, bike riding...the list goes on!

The Personal Alarm is the Perfect Gift! Great as a stock-stuffer or gift for Channukah, Kwanza or other celebration - like graduation, a new job or moving to a new city!

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moving to a new city!



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Nancy's Background, Experience & Expertise...



Nancy Hightshoe
"The Lady Who A Cop"
Police Detective
Who Changed the System

Nancy Hightshoe is an expert in:

- Professional and Personal Effectiveness
- Safety, Security and Survival.

Her experience includes both a career as a police detective and an entrepreneur. As a speaker, consultant and coach, Nancy's programs have a foundation of personal courage and responsibility. Her accomplishments include:

- Has spoken for businesses, government agencies, associations and schools throughout the United States and in 17 foreign countries
- Successful Entrepreneur, Corporate Consultant and Business / Life Strategies Coach
- On-camera expert for St. Louis NBC affiliate
- Media spokesperson for a Fortune 100 corporation
- Author of numerous articles on business and safety topics
- Master's Degree in Human Relations and in The Administration of Justice; Bachelor's Degree in Psychology
- One of the first female beat patrol officers in the nation
- Designed the St. Louis County Sexual Assault Investigative Unit
- As a detective, cleared 85% of her cases: the national average is 49%
- Recognized POST-certified continuing education instructor (Police Officers Standards and Training)
- Named to the *World Who's Who of Women*

She has also received the Giraffe Project Commendation, "whose courageous actions illumine all our lives making manifest the Truth that people who believe in themselves and care for others can meet any challenge life presents".

As an expert on personal safety, Nancy has presented hundreds of customized safety programs to a wide variety of audiences throughout the world. We look forward to developing a unique seminar to meet your specific safety needs.

A Partial List of the Focus of Past Programs:

- * *Busy Professionals who, with demanding schedules, are often not paying enough attention to their safety*
- * *Business travelers who face unique issues - especially when traveling overseas*
- * *Preventing Identity Theft - from both the individual and the organizational perspective*
- * *Conflict Management to reduce the threat of crime & to achieve both professional and personal goals*
- * *Real Estate agents who are frequently alone with strangers*
- * *Nurses and others who work shifts and often walk onto empty parking lots at odd hours*
- * *Partner and spouse programs with individuals who take the information back to their families and communities*
- * *Families - where safety becomes a project involving everyone from grandparents to the little ones*
- * *Children who learn how to be safe from child molesters and abduction (Kindergarten - 8th grade)*
- * *Students in high school & college who are in a high-risk group for many crimes*
- * *Individuals of wealth who are at risk of being kidnapped for ransom*
- * *Executives and their families who are at risk not only of ransom demands but also grudges against the company*
- * *Preventing Workplace Violence seminars to prepare employees and management teams*
- * *Utility workers who are at risk from disgruntled customers when they are effecting a disconnect*
- * *Evangelists who go door-to-door sharing their concern for the well-being of their neighbors*
- * *Senior Citizens who lead active, busy lives and feel vulnerable*

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3-in1 Personal Safety Alarms Order Form

Protect yourself, your possessions and light your way

We urge you to carefully consider a Personal Alarm.

It truly is an investment in your Peace of Mind - and a thoughtful, caring gift.

Please share this information with your family, friends and co-workers.

*** Order online at: <http://www.nancyhightshoe.com/alarm.html>
or by mail or phoning: 314-865-2944**

Name: _____

Address: _____

Cash: _____ Check: _____

Credit Card #: _____ Exp Date: _____

3-digit code _____ Type of card: _____ Phone #: _____

E-Mail Address: _____

(For your manual and additional safety suggestions)

of alarms at \$14.00: _____ Alarm Total: \$ _____

Shipping : \$6 for up to 3 alarms;
\$2 for each additional 3 alarms: \$ _____

Order Total: \$ _____

***Fundraising or orders of more than 35 alarms, please phone
314-865-2944 for special pricing and to place your order***

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Thank you!


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