



**MUNIO**  
SELF DEFENSE



CERTIFIED INSTRUCTOR MANUAL

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## ***About the Inventor and MUNIO***

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Phil Ventrello is a passionate martial artist and self defense advocate. He is a 6th degree black belt Senior Master Instructor and teaches Combat Hapkido.

To support his efforts to empower personal safety, he combined his two professional career skills to encourage more people to carry a self defense product. He combined the appeal of “designer style” with the simplicity and versatility necessary in an effective self defense product – and created the MUNIO Self Defense Keychain. Pronounced “moon-yo”, the name MUNIO means “I defend” or “I protect” and perfectly reinforces Phil’s mission to improve public safety.

MUNIO has been enthusiastically embraced by the self defense and law enforcement community, and continues to gain recognition as an innovative and effective self defense product.

MUNIO has been featured in publications such as BUDO International Martial Arts Magazine, Tae Kwon Do Times, and College News Magazine, and is distributed by world renowned Century Martial Arts.



*I believe everyone should be able to protect themselves from harm.*

*I am confident MUNIO empowers people with a personal safety advantage and can help prevent them from being victimized.*

*Thank you for joining our mission to help to create safer lives worldwide.*

*Philip Ventrello*





## ***The MUNIO Self Defense Workshop Concept***

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The general public does not share your martial arts/self defense mentality, nor skills, so adopt a positive KISS principal – Keep It Super Simple. The majority have never even raised a hand in peace, much less a fist in fear. The average “student” is typically a female (statistically those most victimized by criminals) who has never had any martial arts training. Remember the skill level of your audience. DO NOT teach martial arts!

All counter-attacks with MUNIO should emphasize speed, power, full range of motion and intensity. The goal is to disable the attacker as quickly as possible... and escape! Emphasize that you may have to chain multiple MUNIO moves together, rather than relying on just a single move. For example, a strike to the face may flow immediately into another strike, and/or whipping with the keys.

In addition to using MUNIO, you can mention the natural use of other simple self defense tactics or options (screaming, biting, scratching, kicking, etc.) that could be helpful for making an escape.

DO NOT teach complex compliance/submission tactics that rely on, for instance, pressure points, joint locking/manipulation, or other “law enforcement” methods typical to the kubotan.

DO NOT leave anyone with the wrong idea about MUNIO, or self defense. Assume that what can go wrong - will! Be realistic and create a sense of empowerment... but not false security.

## ***Wording Recommendations***

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Due to some public/corporate perceptions, we suggest that you avoid using the following words:

***weapon*** – instead use “tool, product or device”

***stabbing*** – instead use “striking”

***slashing*** – instead use “whipping” or “smacking”





## ***Using “Safe Training MUNIOs” for practice***

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People seem to have more control pressing with MUNIO's point and simulating strikes than they do swinging the keys at each other. So, to maintain the highest degree of safety, 20 Safe Training MUNIOs are included in your Starter Kit. Each Safe Training MUNIO is one of our stock “Urban Patriot” MUNIOs attached to 3 red, soft vinyl keys. Now, we certainly do not advise trainees to slash other trainees' faces/bodies full force with the “safe” keys. But, compared to actual metal keys, if there is any accidental contact during controlled training, Safe Training MUNIOs will significantly minimize injury.

## ***MANDATORY Attack Simulations***

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The (simulated) attack scenarios on the following pages are MANDATORY and give workshop participants an understanding of the close and aggressive nature of an attack, and the necessary repetition and concepts so they can use MUNIO effectively. Stress how aggressive your attacker may be, and how shocking and uncomfortable that attack may be. Explain that they will be gentle and careful in their simulations, but if this were real life, they need to be very aggressive.

We have found this particular sequence works best, so simulate each attack in order. You and your assistant will simulate the attack, and then show them their options with MUNIO. Once you have done this, you will have them do it with their partner and take turns. Then repeat this process for the rest of the attacks. Have the “attackers” alternate their right/left hands for the appropriate attacks. Reinforce the concept of flowing, chained together striking or whipping, which may be necessary to best disable the attacker to allow escape.

It is critical that you promote the effective use of MUNIO in their most natural and economic way. Show them options for striking and whipping, as well as various targets. Include the really nasty ones, like the eyes, neck and temple.

As they're practicing, observe each pair to ensure they're doing it right, holding MUNIO properly (with point down and keys dangling for use of both striking and whipping) and correct them as necessary. Try to save Q & A until the end unless it aligns with the attack you are simulating. That way the people who don't want to stay after the hands-on training are free to leave during the Q & A. You will most likely get questions, so we recommend you save about 10 - 15 minutes for Q & A.

**IMPORTANT NOTE:** *You want to simulate every attack with your assistant in an aggressive, full contact manner, but with careful control – for obvious safety reasons. Doing this gives your audience a bit of a “wake up call”, and continuously reminds them throughout the workshop how aggressive a real life attack would be. Again, they should not be as aggressive with their partners, but you should be doing this in your demonstrations. As soon as your assistant has simulated disabling you, the assistant should start the motion of running away.*





### ***Important Points to Mention during the Simulations***

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- The goal of defending yourself with MUNIO is to disable the attacker as quickly as you can so you can escape to safety without being harmed – NOT to stand and fight it out with the attacker, nor beat them to a pulp.
- Keep defending yourself even if you don't hurt the attacker enough at first. If necessary, you may have to use a combination of striking and swinging the keys. Your counter attack turns you into a "hard target" instead of an "easy victim" and can immediately alter the dynamic of the attack in your favor.
- Stress the difference between striking with power, or pressing in with the point and dragging/carving. For example, in the bear hug from behind, you could either strike with all of your power into the upper thigh, or simply reach up, press the point firmly into the hand, and viciously drag along the skin with MUNIO. Be more vicious than the attacker! Hurt and disable the attacker so badly that you can escape safely.
- Mention that you can always use any additional self defense tactic you know of and are comfortable with (such as biting, scratching, screaming, kicking, etc) if it can help you to escape.
- Emphasize that we're being gentle with our partners, but in real life, ALL actions should be performed with maximum power, speed and intensity, and that a combination of actions may be needed to escape.
- Although we prefer that everyone remain aware of their surroundings at all times for their safety, crime statistics prove that bad things still happen. Stress that, obviously, MUNIO will not work if it's buried in your purse or pocket. If you are in an environment where you have any concern about your safety – you should already have MUNIO in your hand, ready to use.



## ***Attacks from the FRONT: Neck Grab / Hair grab / Chest grab (with 1 or 2 hands)***

These attack scenarios are grouped together because whether you are grabbed by your neck, your hair, or your chest, you can still use the same defensive moves with MUNIO. Essentially, because the attacker's arms will be in the same height and location, you can use any of the options shown here.

***Neck Grab***



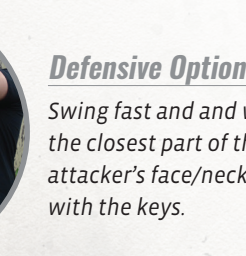
***Neck Grab***



***Hair Grab***



***Chest Grab***



### ***Defensive Option 1***

Strike with the pointed tip into the top of the attacker's hand (or any area of the arm you can reach), and without losing contact, immediately dig in with the point and drag hard, pulling backwards on the attacker's skin.

### ***Defensive Option 2***

Strike the closest area of the attacker's face, top of head, neck or upper chest with the pointed tip.

### ***Defensive Option 3***

Strike the rib area under the attacker's armpit with the pointed tip, and without losing contact, immediately dig in with the point and drag hard, pulling backwards on the attacker's skin.

### ***Defensive Option 4***

Swing fast and whip the closest part of the attacker's face/neck/eyes with the keys.





## ***Attacks from the FRONT: Bearhug Grab around your arms***

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### ***Defensive Option 1***

*Strike with the pointed tip into the closest area of the attacker's side, torso, or hip or leg, and without losing contact, immediately dig in with the point and drag hard, pulling backwards on the attacker's skin.*



### ***Defensive Option 2***

*Strike with the pointed tip into the lower back/spine, (causing the attacker to arch away from you) and without losing contact, immediately dig in with the point and drag hard, pulling backwards on the attacker's skin.*





## ***Attacks from BEHIND: One arm choke***



### ***Defensive Option 1***

Strike with the pointed tip into the top of the attacker's hand (or any area of the arm you can reach), and without losing contact, immediately dig in with the point and drag hard, pulling backwards on the attacker's skin.



### ***Defensive Option 2***

Strike backwards into the closest area of the attacker's side, torso, hip or leg, and without losing contact, immediately dig in with the point and drag hard, pulling backwards on the attacker's skin.





## ***Attacks from BEHIND: Hairpull Grab***

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*Immediately turn/pivot to the side (right or left), while stepping back and lowering your body to improve your balance and power.*



*Continue turning and strike with the pointed tip into the closest area of the attacker's body that you can easily reach.*



*This shows a turn made in the opposite direction with a strike into the attacker's side.*



*After you have turned in and struck, you will be practically facing the attacker (even if you missed your first turning strike). Follow up immediately with another hard strike and/or whip the attacker in the face with your keys.*



## ***Attacks from BEHIND: Bearhug Grab around your arms***

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### ***Defensive Option 1***

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*Strike with the pointed tip into the top of the attacker's hand (or any area of the arm you can reach), and without losing contact, immediately dig in with the point and drag hard, pulling backwards on the attacker's skin.*



### ***Defensive Option 2***

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*Twist into the attacker and strike backwards into the attacker's upper leg or groin.*



## ***The MUNIO Self Defense Workshop OUTLINE***

### **1) As participants come in, have them:**

- Sign In on your Liability Waiver (recommended)
- Select and take the MUNIO design of their choice for them to keep (but put out of the way since they will be using Safe Training MUNIOs for the workshop)

### **2) Introduce yourself and your assistant/co-instructor, briefly giving your credentials/background.**

### **3) Thank everyone for coming and if sponsored by a company/group, thank them for doing so as well.**

### **4) Deliver Statistics:**

The following statistics alert participants to potential danger, and stress the importance of fighting back. We say something like this below, emphasizing the statistics:

*“We encourage you to always use common sense safety tips, such as: always be aware of your surroundings, don’t talk on your cell phone while walking, don’t walk alone, etc. However, despite these tips, statistics show a staggering amount of victimization...”*

- ***Every 35 seconds, someone in the U.S. is a victim of a violent assault***
- ***1 in 5 women will be sexually assaulted in their lifetime***
- ***College aged women are 4 times more likely to be sexually assaulted***

Those statistics are horrible but – there is a solution that can help...  
Its FIGHTING BACK against the attacker, and research supports that fact.

- ***A woman who fights back aggressively against an attempted rape gains an 86% chance of escaping unharmed.***

### **5) Present the potential danger in a personal way...**

Have you ever really thought about being attacked? A real life attack will most likely be violent and unexpected... and you need to be prepared. That is what this workshop is all about.

### **6) Introduce MUNIO**

MUNIO can help you to fight off an attacker and escape safely. MUNIO is an evolution of martial arts tools that have been use successfully throughout history for protection. (This gives MUNIO credibility and handles any doubt by inexperienced people who don’t understand the effectiveness of impact weapons/force multipliers). The name MUNIO comes from a Latin word meaning “*I protect*”, or “*I defend*”... and thats exactly what it can do for you and your loved ones.

### **7) Let them get a closer look at MUNIO:**

- Show them how to hold MUNIO correctly. Explain that this grip allows versatility so MUNIO can be used effectively for both striking AND whipping, and will also work against a surprise attack from behind this way.
- Demonstrate the effectiveness of the pointed tip by having everyone take their MUNIO and “gently” poke themselves, starting with their opposite hand, working up the arm, to the chest, up the neck and around the face and skull, down to the thigh and knee etc. – and explain how badly it will hurt when used with full force/intensity.





- Demonstrate full force, full speed slashing movements with the keys. Stress “do it this way” (dynamically/aggressively) and “not this way” (lifelessly/weakly).

**IMPORTANT NOTE:** Steps 2- 7 should take no longer than 10 minutes max. (We recommend having a stopwatch) The majority of your workshop is hands on, leaving about 10-15 minutes for Q & A.

**8) Get people partnered up and begin to go through the Mandatory Attack Scenarios**

An assistant instructor should pass out a Safe Training MUNIO to each pair of people to share for practice (as they trade off the roles of attacker VS defender)

REMIND everyone before starting! *“You need to be gentle with your partners (making controlled movements and contact), but in real life, you must be fast, powerful and aggressive.”*

**Attacks from the FRONT \***

- 1 or 2 hand choke from the front
- Related frontal grabs such as: a 1 or 2 hand hair pull (mainly for women) and a 1 or 2 hand chest grab (mainly for men). This reinforces that you can use the same MUNIO responses for similar attacks
- Bear hug over the arms

**Attacks from the BACK \***

- One arm wrap around choke from the back
- 1 hand hair pull from the back
- Bear hug over the arms

\* REMEMBER that you want to simulate every attack with your assistant in an aggressive, full contact manner, but with control – for obvious safety reasons.



**9) Present your summary as you wish**

We say something like this –

*“These are just a few of the common ways that you might be attacked. You can see how versatile and effective MUNIO is, and how the responses that you practiced today can easily be adapted to other threatening situations. MUNIO empowers you with an immediate safety advantage! We just hope you never need to use it! Stay safe!”*

**10) Collect all the Safe Training MUNIOs and offer the survey request, referrals, and extra MUNIO sales**

- OPTIONAL: Ask permission to gather everyone together for a group photo for your website, social media, etc.
- Surveys are also optional, but we find the feedback very helpful and great for testimonial publishing.
- Have your business cards/fliers handy and encourage satisfied participants to let others know about the MUNIO Self Defense Workshop.
- Also mention that they can purchase MUNIOs for anyone else whose safety they care about.

**11) Offer time for Questions and Answers (at about 45 minutes into the workshop)**

**12) That’s It! We hope you Stay Safe! Thank You and Goodbye!**



## ***Questions you should be prepared to answer during the Q&A time***

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Remember... be humble, be honest, be realistic.

NO self defense training or product is guaranteed to save you!

- Will MUNIO really stop an attacker?
- Why would I need MUNIO? I don't ever want to get that close to an attacker...
- Why would I need MUNIO? I'll just kick 'em in the balls...
- Why would I need MUNIO? I have a gun... or my husband carries a gun...
- What if the attacker has a gun? Or knife? Or ...
- What if the attacker throws/drops me onto the ground?
- What if there is more than one attacker?
- What if the attacker grabs my wrist or hand holding my MUNIO?
- What are the advantages MUNIO has over other self defense products?  
(For example, compared to: a stun gun, pepper spray, another keychain impact weapon like the Black Cat or Brutus the Bulldog, a gun, a monkey fist, a knife, etc.)
- What are the disadvantages of MUNIO?
- What if I freeze during an attack?
- Can/should I use MUNIO to stop a dog from biting me?
- What if the attacker doesn't grab me but is verbally threatening me?
- What if the attacker lunges at me to grab me, or punches at me?
- What if the attacker is wearing clothing that minimizes/prevents the pain of the strike  
(for example, a dense winter/leather jacket)?
- What if the attacker is just a really tough guy, or is on drugs, and does not react to the pain of the strike?
- Has anyone ever used MUNIO in an attack? Have you had any people come back and tell you they've used MUNIO and escaped an attacker?

*We welcome your comments. If you want to add some questions to this general list that you think will help other instructors be better prepared, please contact us.*





## ***Contact***

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