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**MUNIO**  
SELF DEFENSE



CERTIFIED INSTRUCTOR MANUAL





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

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

In an effort to help many more people be safer than he could ever reach with his martial arts classes, he blended together his skills as a designer/illustrator and a martial arts instructor and created an innovative self defense force multiplier tool.

He combined the appeal of designer aesthetics, or “FORM” with the simplicity and versatility, or “FUNCTION” necessary in an effective self defense product – and created the MUNIO Self Defense Keychain. The name MUNIO (pronounced “moon-yo”) means “*I defend*” or “*I protect*” and perfectly reinforces Phil’s mission to improve public safety.

MUNIO’s low-profile, stylish looks encourage more people to carry a less-than-lethal self defense product with them, regularly and openly.

MUNIO continues to grow in public popularity, and has been enthusiastically embraced by the martial arts/self defense and law enforcement communities, who endorse it as a practical and competent personal protection impact weapon.



*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!*

*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 who has never had any martial arts training, and can perceive themselves as being more vulnerable. 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



In our workshop experience, more people have better control simulating striking with the point than they do swinging the keys at each other.

So, although it's not mandatory, we recommend using Safe Training MUNIOs to maintain the highest level of safety.

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 participants to slash other participants' faces/bodies full force even 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.

## Teaching the MANDATORY Attack Simulations

The (simulated) attack scenarios and their sequence (shown on the following pages) are **MANDATORY**. They 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 an attacker may be, and how shocking and uncomfortable that attack may be. Explain to your workshop participants that they should be gentle and careful in their simulations, but if this were real life, *they will need to be very aggressive*.

Simulate each attack in the order that it's given. This way, you're gradually getting your participants more acclimated to confronting an attack, especially the more physically and psychologically challenging attacks.

You and your assistant will simulate the attack, and then show them their options with MUNIO. Simulate each and 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. Your assistant should simulate the techniques needed to disable the attacker, followed immediately by escaping and running out of harm's way.

Once you have done this, have the participants take turns practicing it with their partner. Then repeat this process for the rest of the attacks. Have the “attackers” alternate their right/left hands for the appropriate attacks. Since your workshop participants should be paired up with a partner, if there's an odd number, the extra person can join a pair. Observe each pair as they're practicing to ensure they're doing the techniques correctly, and holding MUNIO properly (with the point down and keys dangling for both striking and whipping options) and correct them if necessary.

Reinforce the concept of seamlessly flowing from striking with the point to whipping with the keys, and vice versa. Help them understand that doing this may be necessary to best disable the attacker to allow escape.

It is critical that you promote the effective use of MUNIO in the 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.





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

- 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 will have to use a combination of striking with the point and whipping with 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 that's grabbing you, 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.

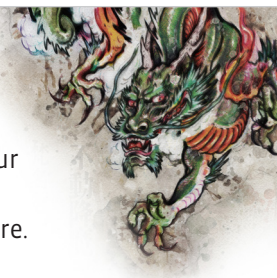


MUNIO Self Defense Certified Instructor **Bryan Ware** teaching students about self defense while on a mission in Africa.



## ***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 techniques 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.



**1 Hand  
Neck 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 immediately dig in hard with the point. Drag pulling backwards on the attacker's skin until the attacker's grip loosens and you can escape.



**2 Arm  
Neck Grab**



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

Strike the closest area of the attacker's face, top of head, neck or upper chest with the pointed tip and immediately dig in hard with the point. Drag pulling backwards on the attacker's skin until the attacker's grip loosens and you can escape.



**1 Hand  
Hair Grab**



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

Strike the rib area of the attacker's side with the pointed tip and immediately dig in hard with the point. Drag pulling backwards on the attacker's skin until the attacker's grip loosens and you can escape.



**2 Hand  
Chest Grab**



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

Swing fast and whip the closest part of the attacker's face/neck/eyes with the keys. Strike powerfully, and more than once if needed, until the attacker is disabled enough and you can escape.



## ***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, hip or leg, and immediately dig in hard with the point. Drag pulling backwards on the attacker's skin until the attacker's grip loosens and you can escape.*



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

*Strike with the pointed tip into the lower back/spine, (causing the attacker to arch away from you) and immediately dig in hard with the point. Drag pulling backwards on the attacker's skin until the attacker's grip loosens and you can escape.*





## **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 immediately dig in hard with the point. Drag pulling backwards on the attacker's skin until the attacker's grip loosens and you can escape.



### **Defensive Option 2**

Twist/turn into the attacker (on the same side you are holding your MUNIO) and strike backwards into the closest area of the attacker's side, hip, leg or groin.



Strike powerfully, and more than once if needed, until the attacker's grip loosens and you can escape.





## ***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. Strike powerfully, and more than once if needed, until the attacker's grip loosens and you can escape.*



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



*In this case, after you have turned in and struck, you will be practically facing the attacker (even if you missed your strike while turning). Follow up immediately with another hard strike and/or whip the attacker in the face with your keys. Strike powerfully, and more than once if needed, until the attacker is disabled enough and you can escape.*



## ***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 immediately dig in hard with the point. Drag pulling backwards on the attacker's skin until the attacker's grip loosens and you can escape.*



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

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*Twist/turn into the attacker (on the same side you are holding your MUNIO) and strike backwards into the closest area of the attacker's side, hip, leg or groin. Strike powerfully, and more than once if needed, until the attacker's grip loosens and you can escape.*



## 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.

*If you don't have Safe Practice MUNIOs, they'll be taking the MUNIO they chose to keep, out of its packaging to use in the workshop. Otherwise, they will put them aside 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) Present Appropriate Statistics (Our source: <https://rainn.org/statistics/victims-sexual-violence>)

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 used 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 that's 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 with the point AND whipping with the keys, and will also work against surprise attacks 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. Do your best to save Q & A for last to stay on schedule.

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

If you have Safe Training MUNIOs, this is when your assistant instructor should give one 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
- 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 techniques for similar attacks
- Bear hug over the arms

### Attacks from the BACK

- One arm wrap around choke
- 1 hand hair pull
- 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 techniques 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!”*

## 11) OPTIONAL: Ask permission to gather everyone together for a group photo for your website, social media, etc.

## 12) Quickly mention that they can purchase MUNIOs for anyone else whose safety they care about (and your assistant can take the orders)

## 13) Save the last 15 minutes for Questions and Answers and also to request that they complete the survey, and to handout any promotional materials. During this time, your assistant will be collecting the Safe Training MUNIOs (if you're using them) and handing out the survey (and pens). If you want your participants to complete the survey, announce your request before you start the Q & A. We find the survey feedback very helpful and great for testimonial publishing. This is also the perfect time to hand out your business cards/fliers to promote any other self defense classes and programs you offer in addition to the MUNIO Self Defense Workshop.

## 12) That's It Everyone! 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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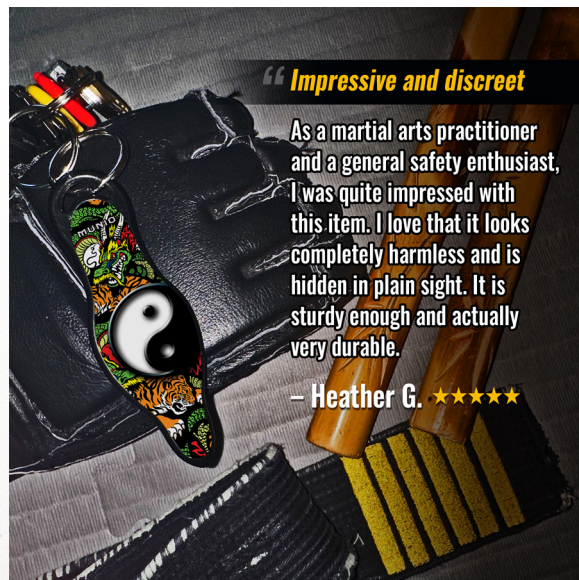
MUNIO complies with the U.S. Consumer  
Product Safety Improvement Act



**“It saved her life!”**

My daughter has to take the garbage out in the dark in an alley behind her work, and it's not the greatest area. She had to use it when someone grabbed her from behind. She said it saved her life!

– Nancy H. ★★★★★



**“Impressive and discreet**

As a martial arts practitioner and a general safety enthusiast, I was quite impressed with this item. I love that it looks completely harmless and is hidden in plain sight. It is sturdy enough and actually very durable.

– Heather G. ★★★★★