



# THE 60 DAY

BE YOUR  
OWN HERO

Challenge



LIBERTY BELLE

Empowering every woman to be her own hero.



BE YOUR OWN HERO

# BE YOUR OWN HERO MISSION STATEMENT

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Welcome to our community!

Here at Liberty Belle we focus on uplifting, encouraging and motivating each other to be the best versions of ourselves.

In our community, you'll find many incredible liberty loving women who are on this journey with you.

Our biggest advice is that you get what you give. You'll find so much value in helping other women and sharing your accomplishments.

We can't wait to get to know you better throughout these next 60 days!

*A Liberty Belle:*

NEVER GIVES UP.

GIVES NO EXCUSES.

PUSHES THROUGH.

LOVES HERSELF.

SPREADS JOY.

GETS IT DONE.

IS CONFIDENT.

ENCOURAGES OTHERS.

TAKES ACTION.

STAYS FOCUSED.

IS UNSTOPPABLE.

# First, Let's Recap...



We challenge you to form the critical self-defense tool of practicing situational awareness every day for the next 60 days!

*This challenge is all  
about focusing on YOU!*

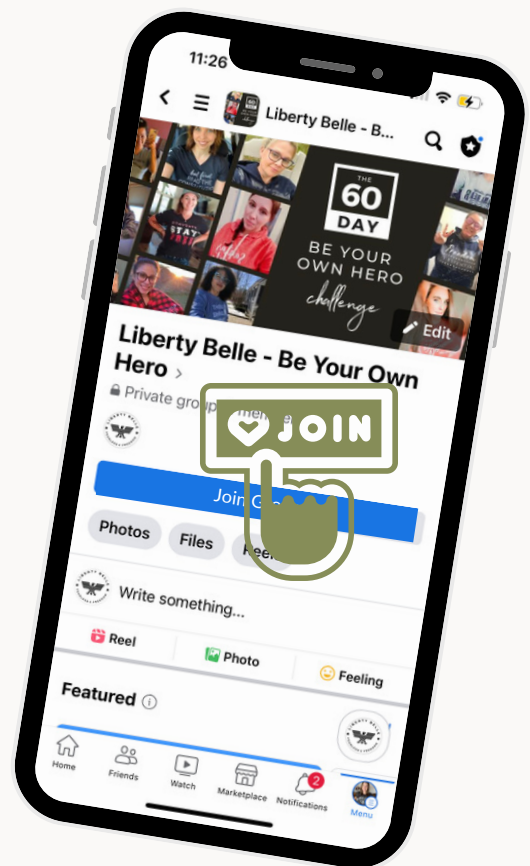


BE YOUR OWN HERO

# Join the Community

The entire challenge is hosted within our Facebook Group - Liberty Belle Be Your Own Hero.

This is where we will have our weekly meetings, stay up to date with each other & announce prizes!



*We can not wait to meet you!*

BE YOUR OWN HERO

# Post Your Pledge

To make things official and enter this round of the 60 Day Be Your Own Hero Challenge, you need to write on your pledge card how many situational awareness exercises you will practice per day.

Don't worry, we have exercise ideas for you in this packet and will have more in our group!

Then, post your pledge in our Facebook group & introduce yourself!



BE YOUR OWN HERO

# Your Pledge Card

*Make sure you post your  
pledge in the group  
and introduce yourself!*



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I PLEDGE TO PRACTICE

SITUATIONAL AWARENESS  
EXERCISES

PER  
DAY

FOR THE NEXT 60 DAYS!

# Your Calendar

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Print out the next sheet so that you have a calendar to track your progress throughout these next 60 days!

There is something incredibly rewarding about seeing it filled out completely at the end.

You will be SO proud of yourself!

*Have fun decorating it and making it yours!*





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BE YOUR OWN HERO

*challenge*

WEEKLY  
CHALLENGES

week #1	1	2	3	4	5	6	7
week #2	8	9	10	11	12	13	14
week #3	15	16	17	18	19	20	21
week #4	22	23	24	25	26	27	28
week #5	29	30	31	32	33	34	35
week #6	36	37	38	39	40	41	42
week #7	43	44	45	46	47	48	49
week #8	50	51	52	53	54	55	56
week #9	57	58	59	60	YOU DID IT!		

MY GOAL: \_\_\_\_\_ EXERCISES PER DAY



# WHAT SHOULD I PLEDGE?

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Your goal is 100% up to you and dependent on your own situation and schedule. Anything from 1-5 exercises per day is a great pledge! Each exercise should only take a minute or two to perform, so this is not time intensive making it easy to fit in your daily routine.

When building any new habit, it is consistency that is most critical. Doing one exercise each day is more effective than doing 10 exercises on one day and then nothing for the rest of the month, so select something that feels attainable.

You can always change that number up or down as you go through the challenge if it feels like too much or not enough.

*"Your mindset is your primary weapon"*  
*- Jeff Cooper*

## WHAT IS SITUATIONAL AWARENESS?

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Situational awareness is the use of the sensory system to scan the environment, or in simple terms, **being aware of what's going on around you** so you can anticipate things happening and take action, ideally before it happens.

By being situationally aware, you're cognisant and continually aware of your surroundings at any given moment.

It is the number #1 self-defense technique you can utilize because it could give you valuable seconds to avoid or react to a dangerous situation.

There are several exercises you can use in your daily practice. You can rotate through them or do the same one each day - it is completely up to you.

# BE YOUR OWN HERO

## EXERCISES

1

### THREE AREAS SCAN

When you enter an environment, use your sense of sight to divide the area into three areas: foreground, midground, and background. Actual distances will differ depending on the environment you have entered.

**Foreground:**

This is the immediate space around you and the area you will assess first because the things closest to you are usually the most threatening.

The less distance you have from the threat, the less time you have to react. When assessing the foreground, don't just look at what is directly in front of you, but do a quick 360° observation to see what is to your side and back.

**Midground:**

This is roughly the area halfway between your background and foreground. Depending on the overall space of the environment, people in the midground are only slightly less threatening than those in the foreground.

The average person can clear 10 meters/30 feet in about 2 seconds or less which is not a lot of time to process what is happening, react while under pressure and potentially draw, aim and fire your firearm if necessary.

**Background:**

This is the farthest area in the environment where someone can still have an influence over you. Threats in the environment can be dynamic. For instance, moving cars or someone using a firearm causes a threat to move very quickly from the background to the foreground.

The background also becomes important when assessing your emergency escape route.

**EXERCISE:** Stop and scan all three areas of your environment. What do you see in each area? What are people around you doing? How are they acting? Can you identify an emergency exit if you are inside a building?

*Action is faster than reaction.*

# BE YOUR OWN HERO

## EXERCISES

### 2

### YOUR SIXTH SENSE

One of your most effective but least used defensive tools is one you were born with called intuition or “sixth sense.”

Intuition is always right in two important ways: First, it is a response to something you should be paying attention to and take notice. Second, your intuition will guide you toward what’s in your best interest.

Learning to “trust your gut” will be your top safety skill. Some of the messengers of intuition are nagging premonitions, persistent thoughts, humor, wonder, anxiety, curiosity, hunches, gut feelings, doubt, hesitation, suspicion, apprehension, and fear.

For this exercise, let's imagine our "alarm system" is like a traffic light that offers you three possible states. Green, Orange, Red. In this example, pretend you are out for your morning jog:

**Green:** This is your neutral baseline emotional state. It’s important to know what this feels like so that you can compare changes in your internal condition.

**Orange:** It is now the second time you have seen a red sedan with two men drive past you. As they pass, the driver looks at you.

Your internal state changes from neutral to uncomfortable. This intuitive feeling may manifest as a sensation in the body. This is often referred to as a “gut feeling”; but for some people, it is a little voice in the back of your head that says, “watch out”. It’s your spidey sense of talking. Listen to them!

**Red:** The car passes and stops 200 meters down the road. The driver gets out of the car and starts to look at his phone. Your skin “crawls” and your heart beats faster. You have felt this before. Fear! Your most primitive warning system has hit condition RED. Time to change direction and get out of there.

**EXERCISE:** When you are out today, stop and take a moment to observe your gut feeling and what it is telling you. Identify how those feelings are manifesting in your body.



# BE YOUR OWN HERO

## EXERCISES

3

### THE PARKING LOT / PARKING GARAGE

When you pull up to the grocery store, you are likely thinking about what you need to buy, possibly dealing with getting your kids out of the car safely, or one of a million other things that occupy our attention each day.

Parking lots and garages are “fringe areas”, meaning that they are a higher risk for an assault or encounter by a predator so make sure you heighten your situational awareness skills and pay extra attention in these areas.

#### **EXERCISE - ARRIVING:**

Instead of hopping right out of the car, take 60 seconds to scan and assess your environment.

What cars are parked next to you?  
Who is walking in or out of the store?  
What are they wearing?  
What are they doing?  
Who are they with?

After doing a 360 scan, what color is your internal alarm system right now (refer to exercise 2 if you haven't read it yet).

Now imagine you are walking to your car in a dark parking garage and you think you are all alone, but then a non threatening looking man in a suit appears “out of nowhere” and seems to be headed for you.

What is going through your mind right now? Do you have a plan if you start feeling code orange gut feelings?

#### **EXERCISE - LEAVING:**

If you are leaving the store, gym or your office after work, stop and assess the environment as soon as you step outside.

Who else is in the parking lot?  
What do you hear?  
What cars or vans are parked next to yours?  
If it is at night, do you have a clear lighted path to get back to your car?  
If you are at your car and loading groceries or children, what is happening around you - doing periodic 360 scans until you are in your car.

**Our intuition is like a muscle; we must practice listening to it and trusting its wisdom!**

# BE YOUR OWN HERO

## EXERCISES

### 4

#### PEOPLE WATCHING

Most people think of situational awareness as being only observation, however there is a critical second step, orient.

So, what's orient about? It's about knowing what it is that you need to be looking for. That provides our observations with some context.

Looking, just to be looking, can overwhelm our senses. But when we are looking for specific things, we can filter out what doesn't matter and focus on what does.

##### **EXERCISE:**

When you are out getting coffee or grabbing a bite to eat, or somewhere where they are a number of people around, spend a minute people watching and look for:

##### **BEHAVIOR**

Is how they are behaving out of sorts with the environment you are in?

##### **EMOTIONS:**

Do they seem irritated, angry, nervous, impatient, relaxed, stressed? Can you guess their current emotional state?

##### **HANDS**

Where are their hands? At some point in time, every criminal is going to have to get their hands on a weapon. This either means that they are going to come in the door with their hands inside their clothing or are going to reach inside their clothing once they are in.

##### **CLOTHING**

How are they dressed?

Is it appropriate or normal for the weather that day?

Does their clothing give you clues as to their type of work or where they are going to/coming from?

##### **PHYSICAL DESCRIPTION:**

Could you describe this person in detail if you needed to make a report to the police? See if you can commit their features to memory and try to recall it later in the day.

# BE YOUR OWN HERO

## EXERCISES

5

### HEIGHTEN YOUR SENSES

One of the most effective sense enhancement exercises is to cut out one of your senses.

Research has shown that people who are born blind or become blind early in life often have a more nuanced sense of hearing especially when it comes to tracking moving objects in space (imagine crossing a busy road using sound alone),

With stimulation and training, our neuroplastic brains have the capability to develop new connections that give us enhanced sensory abilities.

#### EXERCISE IDEAS

##### **Move in the dark:**

Move through your house in the dark. Use your entire body's sense of touch to understand spaces around the house.

##### **Alternating focus:**

A great eye exercise; alternating your focus. See how quickly your eyes can adjust to light, detail, sharpness and how quickly it recognizes shapes and objects. Look all around rather than simply up and down; slow your gaze, drink in the surroundings and notice minute detail in objects.

##### **What do you hear?**

Focus solely on listening – notice every sound, close, far, loud, quiet. Listen for rhythms, beats and repetitive noises. Pick out distinct sounds like individual birdsong.

Or listen to music with your eyes closed. Try following two separate sounds individually. For the ultimate test try listening to two different recordings on headphones: one in each ear! See if you can follow and understand both recordings.

# BE YOUR OWN HERO

## EXERCISES

6

### SCAVENGER HUNT - ONE FOR THE KIDS

This is a great exercise that you can practice with kids and make it a game. It's almost like a version of the classic "I spy with my little eye" if you remember playing that game. It's a great thing to do to keep them occupied while passing time as well.

Teaching our kids good observation skills from a young age is really important especially since they live in age of digital distraction.

#### **EXERCISE:**

This can be used anywhere like in a shopping mall, a home or park, but a space that has more "things" in it is better.

The idea is to be able to notice specific items in your visual field and remember them.

Give your partner/child a list of items that are visible and not likely to move in a particular place. Keep the number of items age appropriate. If it is a longer list of more than 2-3 items for older kids you can write it down for them.

Give them a few minutes to find everything on your list.

Then take the list from them and carry on doing something else in order to distract them from what they saw.

At the end of the distraction period, again this will depend on age, teens are going to be able to remember things a lot longer than a 5 year old, ask them if they can repeat back to you all the things they saw during the game.

If they are old enough to write, have them make you a list also and play with them!



## EXERCISES

### 7

#### PERIPHERAL VISION

Most of us walk around with tunnel vision all the time, only seeing that which we are focused on (usually our phones).

But if we are looking for something or someone to move, our peripheral vision is actually more useful, because it detects that movement even more easily.

However, it doesn't give us a whole lot of detail about what that thing is that's moving.

#### **EXERCISE:**

In order to improve your peripheral vision, get in the habit of scanning everything in front of you, without moving your head, just moving your eyes.

- Start out by scanning your eyes from right to left, covering an area that is just in front of you.
- Refocus your eyes a little farther away, then scan back from right to left.
- Repeat this action, back and forth, dividing the space in front of you into segments, by distance, scanning each one.
- When you get better, try describing things that are to the extremes of your peripheral vision, without taking the time to stare at them.

"Self-defense is not only our right; it is our duty"  
Ronald Regan

# BE YOUR OWN HERO

## EXERCISES

8

### EXIT INTERVIEW

It's always easier to spot something, when you know what it is that you are looking for.

But how well do you see things, when you're not looking for anything in particular?

Do you notice the things around you or do you tend to ignore them? If you're like most people, you ignore them.

This exercise will get you thinking about seeing what is around you, rather than just letting your eyes pass over them.

#### EXERCISE:

You will need a partner for this game.

As you leave a store, restaurant or other location, quiz each other on what you saw there. You're looking for things like:

- a. How many people working there?
- b. What the people at the next table had to eat?
- c. How many patrons?
- d. Where were the exits?
- e. What decorations on the wall?
- f. How many tables or display racks?

The person who can recall the most details wins.

BE YOUR OWN HERO

# WEEKLY CHALLENGES

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Challenge yourself even further!

Every week we will have a new mini weekly challenge to help you grow in all aspects of self-defense, firearms, preparedness and mindset.

You can participate in as many or as few of them as you like.

Every Sunday, the winners of that week's challenge will be announced!

*60 days of working to become more  
empowered to be your own hero!*

# WEEKLY MEETINGS

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Join us every Sunday at 7:00pm EST via Facebook Live within our group to:

- Recap the week
- Announce weekly challenge winners
- Announce next week's challenge
- Share motivation
- Learn from our guest expert speakers

*We can not wait to see  
you in the meetings!*





# LET'S TALK PRIZES

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## WEEKLY WINNERS

Every Sunday we will announce the winners of that week's challenge:

**GOAL CRUSHER:** Someone who hit their exercise goal every day that week!

**WEEKLY MOTIVATOR:** Someone who showed up and offered support and encouragement to the group that week!

**GRAND PRIZE WINNER:** At the end of the challenge, we will send out a survey asking the group who they feel helped inspire/encourage them throughout the challenge. Those votes will help in deciding our grand prize winner!

*We pick winners based on who is showing up and supporting each other!*

# MILESTONE & END OF CHALLENGE PARTY

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At the halfway mark (30 days) we celebrate our accomplishments, give out prizes, have trivia & flash sales! It's going to be a ton of fun.

Then, join us for an even BIGGER party at the End of Challenge Party with even more prizes & fun!

*Needless to say... you don't  
want to miss these!*

# Your Checklist

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## WHAT WE RECOMMEND TO GET THE MOST OUT OF THE CHALLENGE:

- ✓ Post your pledge selfie in the group & introduce yourself.
- ✓ Check in as often as you can with how many exercises you did that day.
- ✓ Participate in the weekly challenges.
- ✓ Join the live meetings every Sunday at 7:00pm Eastern.
- ✓ Share encouragement and offer advice to a fellow community member in need.
- ✓ And last but not least, STEP OUT OF YOUR COMFORT ZONE - challenge yourself to make friendships & try things that are hard for you!

## FAQ's

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### **Q. How do I join the challenge?**

A. By posting your selfie in our Facebook group with your pledge card, you have officially entered the 60 Day Be Your Own Hero Challenge!

### **Q. I don't have a printer to print my pledge card, can I still join?**

A. Absolutely! Many members use their phones to keep track. There are a bunch of creative ways to still make your pledge like crafting a pledge by hand with marker or paint! Anything goes.

### **Q. What if I am starting the challenge late?**

A. Still join! Print your pledge card, post your selfie & introduce yourself. While the grand prize is reserved for those that started on day 1 with us, we still have a LOT of sub category prizes anyone can win, regardless of when you started. **And anyone, new or old members, can win our weekly challenge prizes!** So keep an eye out for the next weekly challenge, announced during the Sunday live meeting & jump on in right away!



## FAQ's

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**Q. Do I have to participate in the weekly challenges?**

A. No you definitely don't have to participate in the weekly challenges to win the grand prizes at the end. However, we definitely encourage it since they are a fun way to challenge yourself on more aspects of your life!

**Q. Should I post my exercises completed every day?**

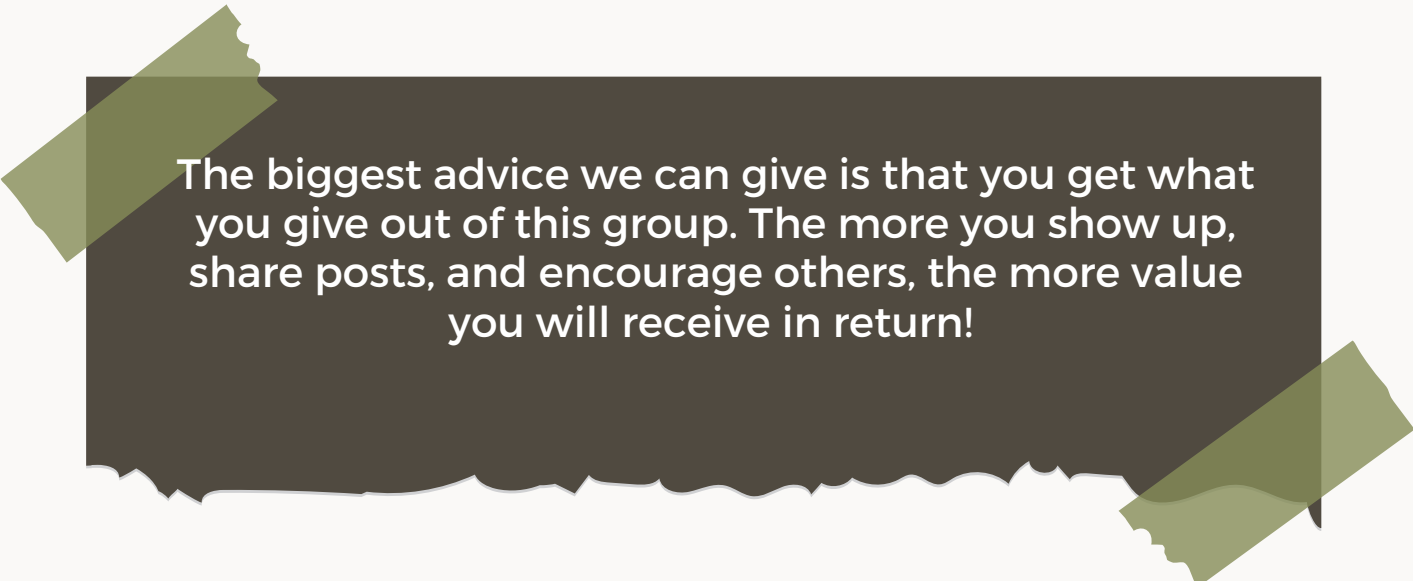
A. We know life gets busy... but we definitely recommend checking in and sharing with the group how your progress is going often.

**Q. How do we know what the weekly challenge is & who that week's winners are?**

A. Every Sunday at 7:00pm Eastern we will announce the winners & the next week's weekly challenge in our Facebook group via live video. Also we will send out an email each Monday morning to all registered participants which will include that week's challenge. It will also contain a link to the previous night's group live so you can replay it if you weren't able to make it and a recap of the weekly winners.

## FAQ's

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The biggest advice we can give is that you get what you give out of this group. The more you show up, share posts, and encourage others, the more value you will receive in return!

Q. How do I win the grand prize at the end?

A. Liberty Belle is about challenge, accomplishment and change. We'll be following along everyone's journey and rewarding people we think embody all that this challenge & more importantly what Liberty Belle represents.

At the end of the challenge we will ask the group who they feel helped inspire/encourage them throughout the challenge and those votes will help in deciding our grand prize winner(s)!



**LIBERTY BELLE**

*Empowering every woman to be her own hero.*