

# Email #1

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February 5, 2009  
Dr. Ignatius Piazza  
Founder and Director  
[www.frontsight.com](http://www.frontsight.com)

I Have NEVER Done This Before and I Will Likely  
Never Do it Again.

I Am About to Give My Personal Endorsement to  
Another Trainer and Tell You that You are Absolutely  
Crazy Not to Take Advantage of An Amazing Opportunity  
His is Offering.

Here's WHY...

Dear (mail merge)

Front Sight Firearms Training is the absolute best  
firearms training in the industry, bar none. We proves it  
weekend after weekend with thousands of students each  
month raving about their Front Sight Experience to all of  
their family and friends.

That's great, but what do you do when faced with a lethal  
attack and you don't have your gun?

Shame on you for ever being without your gun, but hey, it can  
happen and you need to be able to incapacitate your opponent  
just as fast and just as down-and-dirty with your bare hands as  
if you had your trusted sidearm in your hand.

I know... that is why we offer our Empty Hand Defense and Edged  
Weapons Courses, but I also know that most of you have not yet taken  
these outstanding courses because you can barely find the time to  
travel to Front Sight for all the firearms courses we offer you.

Well, you have NEVER seen me do this before and I'll bet you  
never see me do it again because I am going to recommend that

YOU and EVERYONE associated with Front Sight take advantage of an amazing offer to receive Tim Larkin's (At Home)Target Focus Training DVD Package.

Here is it: <http://www.targetfocustraining.com/frontsight/>

I mean it. I have never endorsed ANYONE before, but I am endorsing Tim Larkin and his (At Home) Target Focus Training DVD Package because what Front Sight is to Firearms Training, Tim Larkin is to unarmed self defense. No exaggeration. He is the real deal.

I'm as serious as a gun fight here.

EVERYBODY reading this e-mail should take advantage of what Tim Larkin is offering... EVERYBODY!

I speak from experience as I know Tim personally, have had him train my own Front Sight instructors, and I have ALL of his materials in my at home training library!

The fact that he has made his best package of at home instructional DVD's available for you is nothing short of astounding!

Get it here: <http://www.targetfocustraining.com/frontsight/>

(I actually told Tim he is foolish to do this because he is giving away all his best, most efficient training material for next to nothing... And after you received his most deadly, easiest to learn and quickest incapacitation techniques on DVD's to use and train with at home, there would be no reason for you to attend his live seminars, but he wouldn't listen to me...)

Honestly, you probably couldn't get into his courses anyway because he is spending much of his time these days overseas, training military and special operations forces in the techniques required to incapacitate an opponent with your bare hands in less than five seconds, no matter how much bigger or stronger he is than you and whether he has a weapon or not!

I'm not blowing smoke. Again, this is serious stuff. EVERYONE, no matter what your age or physical condition can very quickly learn and use Tim Larkin's Target Focus Training techniques.

So here is your chance. Don't blow it because I doubt Tim will ever do this again and you won't ever see me endorsing another trainer to my list of subscribers.

Take advantage of Tim Larkin's (At Home) Target Focus Training DVD Package by going here: <http://www.targetfocustraining.com/frontsight/>

You will be glad you did and you will be as equally impressed with Tim Larkin as I am.

Again, I want YOU to take advantage of this offer and then share the DVD's with your immediate family so they too can command their immediate environment even if they do not have their gun with them.

Sincerely,

Dr. Ignatius Piazza  
Founder and Director  
Front Sight Firearms Training Institute  
<http://www.frontsight.com>  
[info@frontsight.com](mailto:info@frontsight.com)  
1.800.987.7719

## Email #2

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February 12, 2009  
Dr. Ignatius Piazza  
Founder and Director  
[www.frontsight.com](http://www.frontsight.com)

An Old, Fat, Out of Shape, Killing Machine...

Dear Ignatius Piazza,

Last week I did something I have never done before and will likely never do again... I gave my personal endorsement to another trainer and told you that you were absolutely crazy not to take advantage of his amazing at home, self defense DVD series.

Well, hundreds of you have taken advantage of it and the testimonials are flying in.

I expected as much, but one testimonial caught my eye because it sums up WHY I recommended that EVERYONE associated with Front Sight take advantage of Tim Larkin's (at home) Target Focus Training Self Defense DVD offer.

Here is what one old, fat, out of shape guy had to say..

Dr. Piazza,

I want to report an incident which took place in Rome.

We had toured the city on the open-top buses, and just enjoyed a glass of wine at an outdoor cafe near the bus terminal.

We were walking toward the taxi stand and I noticed a small group of ruffians lounging around the entrance to the subway. As we walked along two of them left the group and began to follow us and close the distance. When one of them reached into my back pocket I grabbed him by the neck, rotated through and bounced him off the wall of a building. I put him on the ground and ascertained that he had nothing of mine in his hands. I looked around for his companion and discovered that he had run off. (My significant other was holding her

walking stick ready to strike at either of them).

Now let me describe myself... I am 57 years old, 5' 11" and 330 pounds. I am in lousy physical shape, as I work behind a desk and eat too much and don't get enough exercise.

My significant other is older than I am, and neither of us is likely to run away from a dangerous situation successfully.

How did I become an old, fat, out of shape killing machine? Well the old, fat, and out of shape part took years to perfect, but sometime in 2006 I became aware of Tim Larkin and Target Focus Training...

I was interested in the philosophy expressed on the TFT web-site.

Two things impressed me immediately.

The first was the concentration on function, not form. The objective is to cause a disabling injury to your opponent.

Second, the training is available to people of every size, gender and physical condition. The size or condition of the opponent is of secondary importance because the physiological reactions to the TFT strikes and kicks are involuntary.

If one learns to deliver a disabling injury and follows through, no opponent can prevent one's successful self defense.

I ordered the DVD set and it arrived promptly.

Tim Larkin made the point that criminal violence doesn't depend on skill or practice, but on inflicting injury on a victim. I watched the DVDs every night for a week and realized that this information was useful and of vital importance.

The sessions are well described, the instructions are clear, and the practice shown is illustrative and helpful. I learned a good deal from this abbreviated set of DVDs and determined to get more TFT training.

When the sixteen disc course became available I immediately sent for it. It took me a couple of weeks of evening sessions to watch the whole series, which essentially condenses the three day live course into about 16 hours of instruction.

This set of DVDs is terrific!

The whole course is presented logically, with the sections on asocial violence, legal responsibility and post incident considerations thoroughly handled.

Each section on different types of injuries is concisely covered, and the demonstrations are just as real as when you are attending the class. No one is seriously injured, thanks to the quality of the instruction, but some of the instructors and mastery class members come away with bruises. You watch real people practicing the moves, being coached by first class instructors and learning to strike, rotate and follow through.

I have re-watched almost every one of those discs and find each time that I learn more and reinforce the training. The technical side is thoroughly and carefully explained and the time devoted to practice and coaching makes it clear how the training works and why it does.

I cannot endorse them highly enough, and would cheerfully buy them again at full price, which is remarkable for someone as frugal as myself.

I like to travel and to walk around the various cities we visit both in the US and abroad. In the past I have been apprehensive in various neighborhoods and wondered how I would react if we were confronted by bad guys.

I regarded many younger larger and probably stronger individuals as threatening, especially in unfamiliar neighborhoods and unknown cultural situations.

I stayed aware, and tried to appear confident but I was uncertain what I would do if violence began.

With the benefit of the TFT training DVDs I know that, while anyone can be outnumbered (and TFT is excellent on dealing with multiple adversaries) I have the tools to protect myself and my significant other against an attacker.

Since viewing and reviewing the TFT DVDs I look at bad guys on the street as potential Targets, not as Threats. It is hard to convey in words how profound the transformation has been.

The TFT training DVD course is extremely thorough, dealing with everything from the nature of violence to the physics and physiology of inflicting injury to dealing with armed attackers and multiple adversaries.

I do not believe that anyone can watch the whole sixteen hours or so and not come away prepared to defend him or herself effectively from violence in our society.

I'm a great example of how anyone of any age or physical condition can learn how violence works, and how to counter it by causing injury to an opponent.

I can't think of a better opportunity to learn how, than these TFT training DVD's and want to thank you for bringing this information to the attention of your Front Sight students.

You are right, an unimaginable amount of freedom and self confidence is gained through knowing how to incapacitate a violent opponent within 5 seconds or less. Take it from me, you are also correct that everyone should own this amazing DVD collection!

Sincerely,

John Rapinchuk  
Importer  
San Francisco

Do what John Rapinchuk did and gain a profound transformation in your ability to walk the streets in command and control, regardless of your age, size, or physical shape.

I recommend that that YOU and EVERYONE associated with Front Sight take advantage of this amazing offer to receive Tim Larkin's (At Home) Target Focus Training DVD Package.

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