



Brand Mission Statement Overview: Personal Defense Network

Our Vision	To be the leading source of high-quality personal defense information, training, and commentary for those who are serious about their personal safety.
Mission Statement	<i>It is the mission of Personal Defense Network to provide people of all abilities with reality-based personal defense training and information that is widely accessible, affordable, and specifically designed to help people prepare for, avoid, and/or deal with threats to their safety. We seek the expertise of the most knowledgeable personal defense experts and professionals in order to deliver comprehensive personal defense offerings for all PDN Subscribers and Members.</i>
What We Do	PDN provides reality-based personal defense information and instruction to help individuals prepare to defend themselves in all aspects of their lives, primarily with the use of firearms, but by other means as well. PDN advocates defensive techniques, tools, and training that exemplify efficiency.
How We Do It	PDN is always on! Visit the website to view an entire library of personal defense videos at your fingertips, plus brand new videos to enjoy throughout the month. You'll also find informative articles, product reviews, a blog, and lots more. And make sure to follow our social media pages, take a training class, and tune in to our live streaming events.
Why We Do It	We believe, as the saying goes, that an ounce of prevention is worth a pound of cure. For those willing to apply their resources - time, effort, and money - PDN stands as a trusted resource, dedicated to providing no-nonsense personal defense training whenever and wherever your training takes you.

Brand Personality	Authentic, Confident, Informed, Engaged		
Tone of Voice	Approachable, Straightforward, Confident		
Key Messages	Stay Informed	Train with a Purpose	Develop Confidence
Examples	Join the community Ask questions Engage with content	Train for one thing: personal defense Apply resources wisely Eliminate unnecessary impediments	Practice, evaluate, and adjust Advance as skills evolve Push yourself to improve