

Tip of the Day—July 15, 2025

Don't Fall into the Normalcy Trap

The **normalcy trap** is what gets people hurt or killed.

It's when your brain says:

"This can't be real..."

"Stuff like this doesn't happen here..."

And by the time you accept it *is* real, it's too late.

Don't let that be you. Here's how to stay ahead:

▲ **Trust Your Gut — and Move**

That uneasy feeling? That quiet alarm going off?

Listen to it.

Your instincts process danger faster than your conscious mind. Read "The Gift of Fear: And Other Survival Signals That Protect Us from Violence" by Gavin de Becker)

Don't second-guess it. **Act.**

◆ **Don't Pretend It's Normal**

Glass breaking. Yelling. Someone is acting unusually.

Believe what you're seeing.

This isn't the time to be polite or passive.


React. Create distance. Stay sharp.

◆ **Move First — Sort It Out Later**

If something feels wrong, **move.**

Change direction—step inside a business. Call a friend.

Your safety is more important than feeling socially awkward.

 **The normalcy trap freezes people. And frozen = vulnerable.**

You don't need to be 100% right, but you can't be **5 seconds too late.**

If it *feels* wrong, it *probably is*.

 React early. Stay ahead. Stay alive.

#SelfDefenseTip #TrustYourGut #StreetSmarts #SituationalAwareness
#HardTargetMindset #NormalcyKills