

*You still have some time,
but the clock is running. . .*

Everybody Knows Things are Getting Worse. . .

**Yet You Haven't Done Anything to Prepare Your Family
for a Coming Disaster and the Upheaval it May Bring?**

**The Urban Survival Playing Cards Provide the Easiest Way
Available to Get Yourself – and Your Loved Ones –
Quickly Up to Speed. . . .**

Don't Put Off Getting Prepared Any Longer.

From: David Morris
November 10, 2011
Denver, Colorado

Dear Aware, but Maybe not so Prepared Friend,

I'd like to take few minutes to exhort you a bit. It's all well-meaning, because it's about how you can take a simple step today toward improving the security and well-being of your family in the unstable times that we live.

For those who pay even a little attention to the trends in our world today, there's a growing sense that there's some upheaval ahead for us as a country. It's hard to say what the trigger event may be – it could be a terrorist attack, a big storm, or an earthquake. It might be political unrest, or economic collapse. Whatever it is that sets things off, the result will be the same. . .

Our currently stretched systems – which includes utility companies, grocery stores, gas stations, drug stores, first responders, and local, state, and federal governments – will not be able to function and provide the services that everyone is used to. And consequently, all who are dependent on these systems will be left to fend for themselves.

Not a good situation.

But as frightening as this scenario sounds, it's not what concerns me most.

Frankly, it's just a matter of time before this kind of situation – even if it's just for a limited period – will become a reality. There are just too many societal forces converging to form the perfect storm. And there's really nothing you or I can do about it.

What concerns me the most is that so few are prepared for this kind of crisis situation.

According to a recent survey, 91 percent of Americans are NOT prepared for a disaster. So, when some kind of disaster hits – whether it be a blizzard, hurricane, food shortage, or some kind of economic trouble – 91 percent of those affected will quickly be without food, water, and possibly power.

That's a large percentage of people. So large that there's a strong likelihood that *you* are among that number. . .

And that's why I'm writing you today. I don't want you to be among the unprepared.

Think for a moment if there were an event that suddenly stripped the grocery store shelves of food and left your home without power. . . *for days*.

Where would that leave you and your family?

Don't let this question pass too quickly. Let it sink in some. You need to think about this because you need to consider what you can do now while you still have the opportunity.

Once a disaster unfolds, it will be too late. You'll be totally dependent on the mercy of others.

And if history is any guide, there's not always a lot of mercy around when an unprepared population finds itself in a state of panic.

There's Something You Can Do

When I first thought about this scenario myself, it shook me to the core. And I knew I had to do something to prepare. There was no way I could allow my family to go unprovided for – if there was any way I could help it. I had to make some provision for them in the event of a disaster. . . which to me appeared all the more likely as I observed

the direction of our society.

So, make preparations I did.

I contacted experts I had access to in all areas of preparedness – including psychological fitness, food and water storage, security, disease prevention, alternative communication and currencies, and more. And as I gathered knowledge, I began to formulate a plan, and implement it with my own family.

As these experts – along with others – became aware of what I was doing, they became impressed with the organization of what I had put together, and interested in applying it themselves. And before long, I was sharing my plans with others. . . and eventually creating full-blown materials designed to help those who wanted to prepare themselves like I did.

It's out of all this work – work that really has become a passion for me – that I found myself in the position to help others like yourself with preparation for your own family.

You see, even though planning for an unknown disaster can seem overwhelming – *so overwhelming that it keeps most people from doing anything* – it's really pretty simple. All you need to do is understand some basics, develop an organized strategy, and then begin to implement it.

And that's why I've created the materials that I have. . . to help people like you – people with spouses, and children, and neighbors, and jobs, and community responsibilities – to actually get themselves ready for the kind of crisis that could leave you without the essentials you need to stay alive.

You see, there is something important for you to understand about disaster preparedness:

Real-world preparedness does not have to involve a rural retreat loaded with supplies – contrary to popular conceptions. For most, that's just plain unrealistic. . . and for a lot of reasons, it's really not all that desirable anyway.

It's because of this, the disaster preparedness I've implemented for my family, and recommend for others, is all about learning how to survive in the place you currently live and work.

All of my material is based on this. And it makes taking the steps to prepare for a disaster easier than you might have thought at first – which, of course, is a big deal, because if getting prepared seems too difficult, it's unlikely you're going to do it at all.

This is why I'm so excited about the **Urban Survival Playing Cards** I've developed. They really help those who use them to see how taking the steps to survive an urban disaster is not only possible, but something most people can do once they know what it involves.

In this deck of cards, I've pulled together 52 insider secrets covering such areas as operational security, psychology, field expedient medicine, basic survival skills, field tested tactical skills, and more. All of this information has been carefully selected to help you not only survive, but thrive when a disaster occurs. . . even if there's a breakdown in social order.

The material found in the **Urban Survival Playing Cards** provides you with some of the most important lessons found in my comprehensive **SurvivalInPlace.com Urban Survival Course**. By learning these lessons, and seeking to apply them, you'll have the most basic information you need – covering a whole range of possible scenarios – to keep you and your family safe.

Learning what's in these cards is about the simplest step I know of for you to quickly learn what you need to know and make some serious inroads with your preparation. . . all, of course, in a way that's doable, and will help you be ready for the dark days that seem imminent.

Of course, these cards won't teach you everything you could know about preparedness. But, if you were to apply 52 insider secrets on the subject, wouldn't you be way ahead of where you are now?

Consider this Picture Carefully

Think for a minute about a time when you unexpectedly found yourself in a very bad neighborhood. You knew it was unsafe. And you wanted to find a way out of there faster than a cat in a pack of wolves. Do you remember how you felt at the time?

I remember such a time. I felt vulnerable, trapped, anxious, and actually a little embarrassed as I wondered how I got myself in such a situation. And I knew for sure that I never wanted to be in that situation again. . . NEVER. Especially if my family were with me.

Well, I suspect when a crisis comes – one that shuts down the systems we're all used to – there's going to be a lot of people feeling the same way. Men especially. They're going to be kicking themselves asking, “Why didn't I do something when I had the chance?” And it will hurt the most when their wives and kids are looking at them wondering the

same thing.

As you think about such a possibility, you have to remember that we aren't talking about some far-fetched, irrational fear. We're talking about reality. The type of events that shut down basic services and leave people hungry *already* happen. There's tornadoes, hurricanes, floods and wildfires that disrupt lives all of the time. . . and in some places there's earthquakes and tsunamis, too.

And then there's unrest caused by political and economic instability. This is becoming more and more of a factor for us. And as our own country adopts a European brand of socialism, we should not be surprised when we eventually end up with European style shortages and riots as well.

All this points to the need to take the possibility of disruption caused by any kind of disaster very seriously. If you have any doubt about that, keep in mind that there are experts who have identified 23 probable events that could derail food supplies for 30 to 40 days. Read that highlighted part again.

When you remember that 91 percent of the population is unprepared for an event like this, the picture becomes very sobering. And the potential outcome for so many lives is catastrophic.

But for now, instead of feeling yourself anxious and vulnerable in such a situation, see yourself as prepared. . . as one of those who listened to the warnings and his own conscience. . . and took steps to get ready.

What does *that* feel like? Pretty good, doesn't it? It gives you a feeling of security and the confidence that you and your family will be able to manage. It also gives you the good feeling that you can be in a position to help others, rather than be a drain on them.

Being Ready Can Be a Reality for You

As you sit back and ponder what it would be like for you to be prepared to survive the shortages and unrest that may lie around the corner, I want to assure you that it's possible for you to actually get yourself in that position. . . and you should get yourself in that position.

And besides just telling you that, I want to help you get there.

First, I want to see you prepared and ready for whatever might come, because I don't want your family to suffer needlessly. I'm just that kind

of guy. If I know of a way that someone can dodge oncoming hardship, I want to do what I can to help them avoid the suffering.

But there's a second reason that I want you to be prepared for what's to come, and that's that I know the more people there are who are prepared, the much better it will be during a disaster – and the time of rebuilding that comes after.

Now, you may be wondering what makes me qualified to help you to prepare. . .

I have been studying the area of preparedness in some form or fashion for nearly twenty years. And in recent years, I've sought out the top experts to answer the questions I had to have answered as I put together my own plan.

But actually, what I think that you will find most helpful is that I've figured out how to make this stuff practical.

So much survival information has you buying a lot of gear you don't need, and relying on a place of safety way out of town – again, very unrealistic.

With this approach, you may have a lot of neat gear, but no workable plan to actually use it when you'll need it most.

But I've painstakingly thought through what it takes to survive in the place you're at. I've looked at this need from every conceivable aspect. . . and **from all my research and experience, I've come up with a plan that works for ordinary people.**

Now, to give you an idea of how deeply I've probed this subject, here's just a sample of the kinds of things I've learned. . . and have been passing on for the benefit of others.

- Why staying in an urban area may be your best option.
- How to avoid being a target for thieves now and looters later.
- How to train your mind to become your most valuable survival tool.
- How to prioritize your buying list and avoid survival gear you can't use.
- What your communication options are after a disaster occurs.
- What areas civil breakdowns will affect most.
- How to make your 72 hour kit.

- What free techniques to use to reduce your chances of getting the flu.
- What you need to know about terrorist threats.
- How to create a safe room.
- How to build a team of like-minded people without compromising your security.
- How to “harden” your home and protect it from criminal attack.
- How to handle food storage in a way that's agreeable to the whole family.
- How to handle your finances after a disaster.
- Where to find drinkable water.
- How to be careful of and sort through misinformation.
- Why you don't want to trust bureaucratic proposals in a disaster situation.
- Why shelters may be your worst solution.
- How to respond with speed and purpose while others are paralyzed by fear.
- What the best barter items are.
- How to “smell” danger before it arises.

This is just a representation of what I've learned and have been teaching through the years. It's all interesting and important info when it comes to learning how to survive a disaster. . .

And many of the most important of these lessons are what I used to put together the **Urban Survival Playing Cards**. This is why they are such a good place to start for anyone beginning his own disaster preparations.

The Urban Survival Playing Cards

When it comes to developing a personal survival program, everyone has to start somewhere. Some start scouring the internet for articles on the subject. Others jump right into a formal training program. And, there are those who just start buying a lot of gear.

Personally, I believe starting with the **Urban Survival Playing Cards** is a good way to

begin, because they focus on the *basic, most important aspects of what you need to know to safely navigate an urban disaster.*

As you explore the whole world of survival training, you'll find that there is a whole lot of information out there – and theories – which can end up immobilizing you and keeping you from doing any preparing at all.

On the other hand, if fundamental, proven, and workable concepts and skills become engrained in you, you will be in a good position to evaluate everything else you come across. . . as well as apply what you learn to your own situation.

The **Urban Survival Playing Cards** are designed to fill this role.

But don't think they're just good for newbies to the survival world. They're even good for seasoned survivalists who need to refocus on what's really important – *and what works.*

There are number of other practical benefits that I think you'll find appealing about these cards. . .

- ◆ They are small and light weight, so you can take them anywhere.
- ◆ They can be used as flashcards to hardwire essential survival skills in your brain.
- ◆ They are inexpensive so you can have several packs for your GO bags and cars.
- ◆ They are priced so you can give them as gifts to encourage others to prepare.
- ◆ They are readable so you can use them in high stress, low light situations.

When you add these benefits to the primary benefit of having essential survival skills right at your fingertips, the **Urban Survival Playing Cards** are a preparedness tool you don't want to be without.

It's no wonder they have become so popular.

What Others are Saying

As I've worked in this area of survival training, I've had the satisfaction of helping hundreds of households become prepared for a disaster and all the disruption it may entail.

How do I know I've helped? Because people let me know.

Take a look at some of the kind words people have sent my way for helping them become more secure through my various products. . .

God bless you for this program, and I feel this was put here for all of us who know we need to get our “stuff together” and be ready!” – Dwight

As a cliff-dweller in NYC, I have been keenly aware of what is at stake for a native who will not move out. You are the only source that I have found who offers hope for those of us who will stay and not run out to the suburbs or cross-country. I thank you for that. I understand and take seriously your suggestions for crisis preparation. Cities or urban areas need attention and support. For all that you offer you deserve to make money and thrive. I wish I could convince others to take heed. I believe you give the straight deal. . . Well done. – Ellen

For the first time ever, I feel safer just knowing there are tools for me in every room of my house in case I need them. My husband works out of state for months at a time, so you see how necessary this all is for us. He will be gone again, but this time I won't feel so vulnerable. He feels better too. – Jean

I was out here trying to put a plan together without focus until I came across your website. I can now put feet to my plan. Bless you, bless you, bless you. – Janice

I've been doing my best to prepare our family for financial setbacks, and have also been trying to build a Survival Plan on my own. Your info is so timely, and easy to understand. . . Just the mental preparation is crucial to survival. Thanks so much! – Daryl

Thank you very much for offering this OUTSTANDING and IMPORTANT information... Too many don't think anything is going to happen, and those will be the people we will have to defend against. – Wendy

Thanks for all of the info! Haven't found a thing that I could not use yet. In today's world anything that will help to survive what I am afraid is coming is well worth getting. – Larry

Thanks, David, for refreshing information on how to expand peripheral vision and increase awareness of surroundings, especially danger zones. As former military and LEO, now retired, your courses are reawakening my alertness to possible

dangers, without becoming paranoid. I'm enjoying your lessons and sharing with my wife in order to sharpen our level of alertness. – Bill

I have 9 adult children that need this information. Keep up the good work.– Gail

David Morris clearly epitomizes the old adage that if you do something you love and are passionate about it, you can make a living doing it. I am a survivalist at heart, and I read things from many different sources, but I have never found any author/mentor like David Morris. . . . I don't know if it will be one day or one decade until the many things I've learned from Mr Morris will go from a "passion for preparedness" to literally life-saving, but I know the day will come where I most likely will say David saved my life. Keep up the great work my friend. – Tom

Insightful, encouraging and without question...very useful – Michael

Thanks for your support and info. I am making good progress on my plan. It is good to know that there are others out there that think like we do. – Dan

Really good information! I like your approach of using simple and easy to implement solutions for developing an effective survival plan. – David

There are many more testimonials I could pass on, but I'll stop here.

In addition to these testimonials, though, I'll quickly mention a couple of other things. . .

First, the **Urban Survival Playing Cards** have been recommended on the Glenn Beck Show.

And second, my **Survive in Place** course was recognized as the best 2012 Survival Guide available in a recent online review.

In that review, there was one remark in particular I thought you might appreciate. . .

“David Morris helps you to educate your family without them thinking you've gone off the deep end.”

Why Playing Cards?

From all that I've passed on about our current need to prepare, my experience in this area, the benefits of the **Urban Survival Playing Cards** – plus the good reports from

those who have used my materials – I think you can see why I believe you really ought to have these cards. . . and in a moment I'm going to tell you how you can get them.

But before I do, let me answer a question that some people like to ask. . .

“Why playing cards?”

In the mind of some, the information I'm making available is too important to put on something as trivial as playing cards. The concern is that the information will somehow be diminished by using this medium.

I understand that concern. . . but let me explain that there are some real advantages to using this method.

First, even though preparedness is serious business, it should be enjoyable. After all, it's as you become prepared that you find you are able to relax and enjoy life more – even in hard times.

Second, preparedness should be mainstream. There's this idea that preparedness is for the eccentric and paranoid. But I disagree, Everybody ought to have a survival strategy that works for them.

Third, preparedness begins by having a certain mindset about the need to be aware of your surroundings and unforeseen circumstances. The only way to develop this mindset is to be familiar with basic survival principles.

Fourth, preparedness should be a family affair. In order for survival skills to work effectively when you need them, they need to be embraced and understood by the whole family.

Fifth, getting others to adopt a preparedness lifestyle often starts with an ice-breaking conversation and overcoming some resistance.

Now, with these objectives in mind, think about playing cards – they're enjoyable, they're mainstream, they're familiar, they're used by families, and they provide a means for conversation and breaking down barriers.

In fact, I can hardly think of an easier way to get someone talking about preparedness – who may have some resistance to the idea – than over a good game of cards.

So, when you consider it that way, using playing cards to convey the way of survival makes a lot of sense – don't you think?

And, I'm sure that you can come up with a bunch of ways to use these cards in your own situation. . .

But, in order to do that, you have to get a set for yourself.

Order Your **Urban Survival Playing Cards** Today!

To get your own deck of **Urban Survival Playing Cards**, pay only \$17 – that's less than it costs to take the family out for ice-cream. . . and it's far more valuable – it may save your life.

ORDER NOW

I urge you not to wait. . . though these cards are presently available, they won't be for long.

Our first printing **SOLD OUT** in 24 hours! The second and third printing **SOLD OUT** before we got the order. We are currently taking orders on the fourth printing **and they are going FAST!**

But you also don't want to wait because the window of opportunity to prepare is closing.

The deteriorating conditions around us are obvious with each passing week. The time will come when you will no longer have the opportunity to prepare. It will be too late.

And if you haven't done what you need to by that point, you will be totally dependent on others, and you may find that the only place you can find access to life's essentials is a government run shelter or camp.

But if you act now, you can learn and prepare in time to spare yourself the regret and misery that will be the lot of those who would not make the most of the opportunity when they had it.

Not to sound too over the top, but you can be a hero to your family by doing what needs to be done.

So, get started today with your own personal survival program by ordering your set of the **Urban Survival Playing Cards**. You'll be glad that you're on your way.

ORDER NOW

Wishing you peace amid the storm,

David Morris

P.S. By placing your order, you are making a responsible decision. You've decided to take action for your own good – and the good of those you love. Lives may be saved by the choice.

P.P.S. With the decision to begin basic survival preparations now, you are positioning yourself to be part of the solution to the hardship that threatens us all. Those who don't prepare are part of the problem – those who do are part of the solution.

As soon as you place your order, the process to get you your cards will be in motion.

ORDER NOW

One last thing. . . If after examining the cards for a period of 30 days you don't think you can benefit from them, send them back and we will refund your money according to our no hassle return policy. *Your satisfaction with the **Urban Survival Playing Cards** is guaranteed.*

