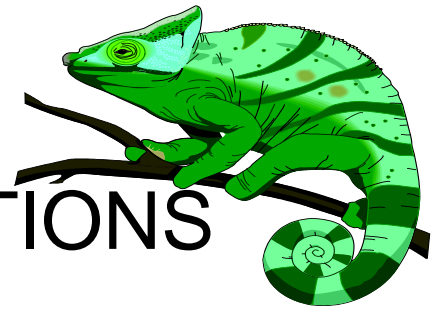


***VERBAL JUDO***  
**TACTICAL COMMUNICATIONS**



**“The Contact Professional”**

**Presented by:  
Joel Francis  
National Director**

**The Verbal Judo Institute, Inc.**

**PO Box 79123**

**Charlotte, NC 28271**

**(800)448-1042 (704)773-1415**

**joel@verbaljudo.org  
www.verbaljudo.org**

The logo for Verbal Judo, featuring the words "Verbal Judo" in a bold, black, sans-serif font, oriented vertically within a rectangular frame that has a double-line border and a slight 3D effect.

The trademark “Verbal Judo” is a federally registered trademark of the Verbal Judo Institute and George J. Thompson, Ph.D., and the materials used in the Institute’s programs are protected by federal copyright registration. Any unauthorized use of the Mark “Verbal Judo” or the Verbal Judo Institute’s training materials is an infringement of the federal registrations.

It has been brought to my attention that individuals not affiliated with the Verbal Judo Institute, Inc. have been conducting communication training program using the “Verbal Judo” trademark and materials developed by the Verbal Judo Institute.

I would ask that you please advise me if you are contacted by anyone using the “Verbal Judo” mark or materials, who is not affiliated with the Verbal Judo Institute. Thank you for your assistance.

Sincerely,

Pam Thompson, CEO

PO Box 1132 • Durham, N.C. 27717 • (800) 448-1042

PamThompson, CEO

# INTRODUCTION.....

Contact Professionals know they must be mentally flexible to handle all the situations that come up in a typical day. They understand how to use words as a tool rather than as a weapon. And they keep focused on the goal of each encounter.

To be successful we must be able to read people and situations as opportunities for progress, taking appropriate action for each event without letting our personal feelings sabotage the results we are looking for.

Verbal Judo teaches the skills necessary to remain centered and focused during any verbal circumstance. You will learn to redirect behavior, diffuse difficult situations, and generate voluntary compliance from people not on their best behavior. Although people may not always like what they have to do, they will understand the need to be cooperative.

With citizens, peers, supervisors, subordinates, or even family members, Verbal Judo will give you the edge in any encounter, increasing the value of the organization and the quality of your life.

Welcome to Verbal Judo, where work doesn't have to be another four-letter word.

# ABOUT THE FOUNDER.....

Verbal Judo was developed by George Thompson, founder of *The Verbal Judo Institute*. Dr. Thompson held a Ph.D. degree from the University of Connecticut, and completed postgraduate work at Princeton University. He completed his undergraduate work at Colgate University. He taught university level English for ten years and worked as a police officer in Emporia, Kansas. Mr. Thompson held black belts in both Tae Kwon Do and Judo and has taught the communication art of Verbal Judo to thousands of professionals. The Verbal Judo Institute is honored to carry on Doc "Rhino" Thompson's legacy by sharing this powerful art of communication.

## **VERBAL JUDO**

### **TACTICAL COMMUNICATIONS FOR THE CONTACT PROFESSIONAL**

#### **INTRODUCTION:**

THE GOALS OF THE COURSE

#### **MODULE ONE: PROFESSIONALISM**

THE GOAL OF THE PROFESSIONAL  
THE TOOLS TO ACCOMPLISH THIS  
THE HABIT OF MIND NECESSARY:  
MUSHIN

Three Kinds of People

How to Handle Verbal Abuse

THE CONTACT PROFESSIONAL  
THE ART OF REPRESENTATION

#### **MODULE TWO: COMMUNICATION**

COMMUNICATION: A PERFORMING ART

Listening

Roles

Content

Voice

Other Non-Verbals

#### **MODULE THREE: TACTICS**

VERBAL KARATE vs. VERBAL JUDO  
THE FIVE-STEP STYLE OF PERSUASION  
HOW TO RECOGNIZE WHEN WORDS FAIL  
AND BE PREPARED TO MOVE TO ACTION  
THE EIGHT-STEP MEET & GREET

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# GOALS OF THE COURSE

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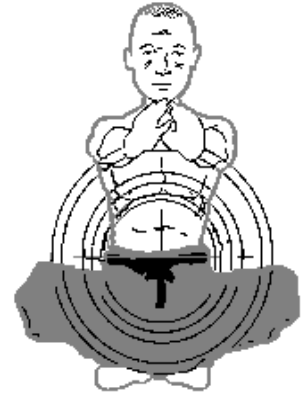
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- ENHANCE PERSONAL SAFETY
- ENHANCE PROFESSIONALISM
- DECREASE COMPLAINTS
- DECREASE VICARIOUS LIABILITY
- LESSEN STRESS AT WORK AND AT HOME



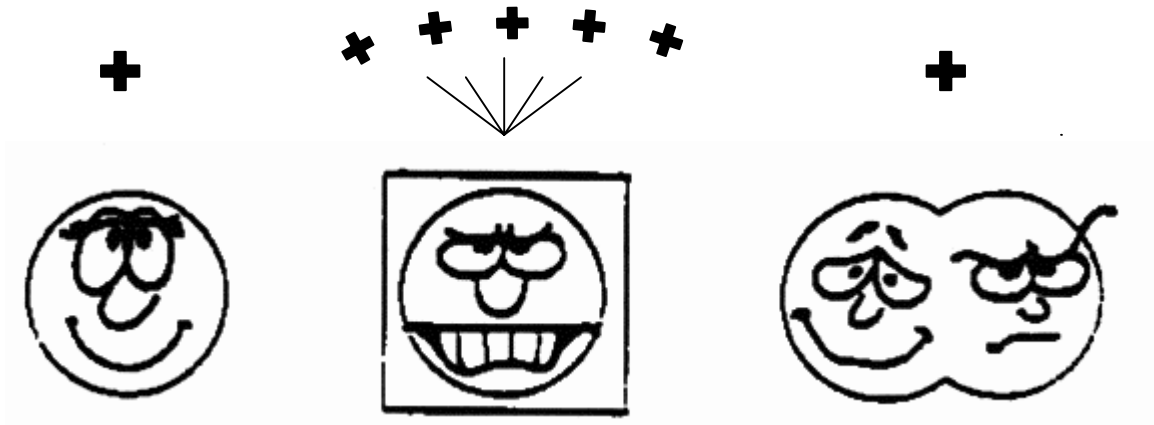
III. HABIT OF MIND: **“Mushin”**

- Disinterested
- Open
- Flexible
- Unbiased



**KATA**

THREE KINDS OF PEOPLE



**You Must Be Skillful With All Three!**

## HOW TO HANDLE VERBAL ABUSE

Natural Reaction - Confrontation  
Versus  
Studied Response - Deflection & Redirection

Ancient Samurai Say: Use Deflection techniques; strip phrases

**KATA**

- “preciate it,” but . . .
- “I understand that,” but . . .
- “Oh, Yes,” but . . .
- Combination phrases
- I hear that, but . . .
- I got that, but . . .
- I believe that, but . . .
- I see that you’re upset, but . . .
- Sorry about that, but . . .
- It’s that way, but . . .

### REASONS TO DO THESE:

- 1) Makes you feel good!
- 2) Springboard-focus technique
- 3) Disempowers the other
- 4) Sounds good! (High Visibility)

### THREE PRINCIPLES:

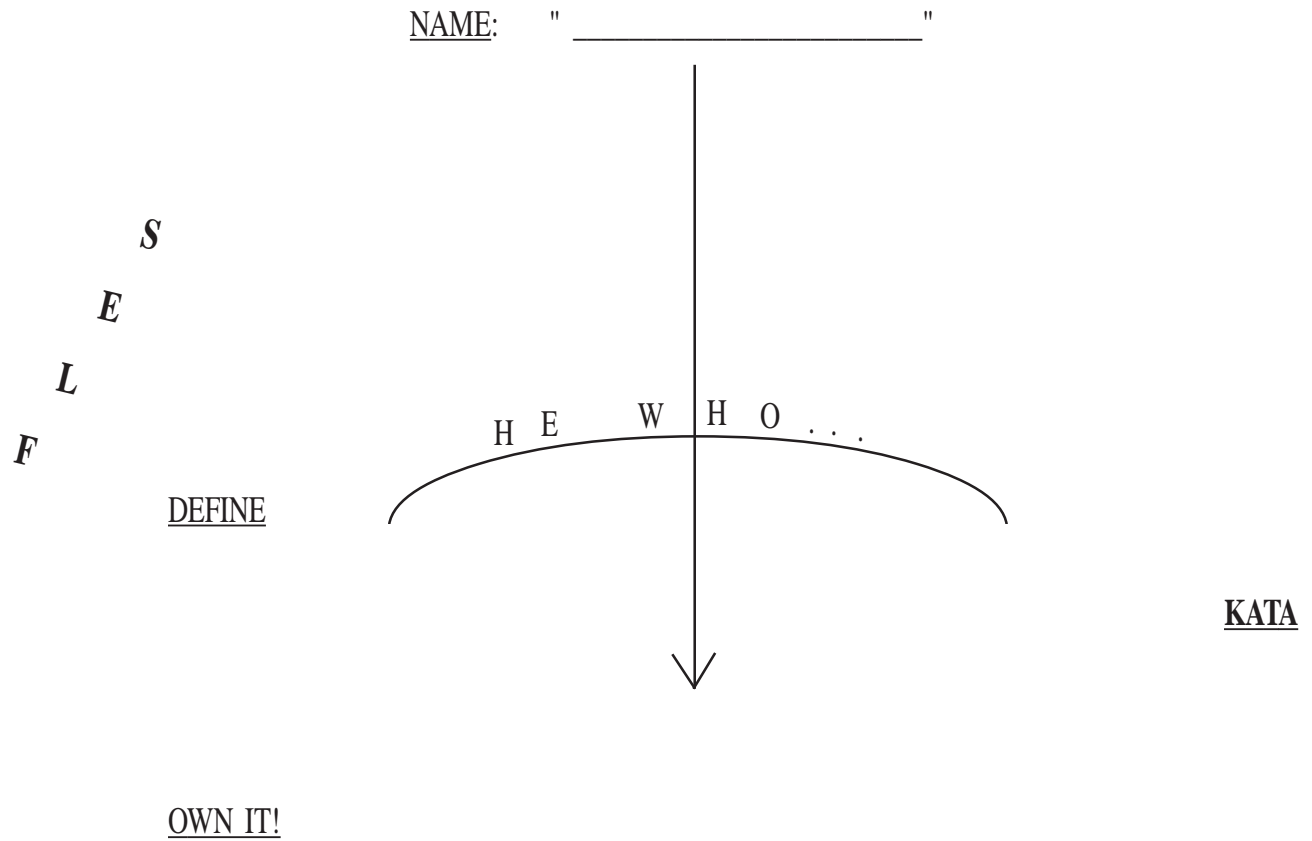
- 1) Say what you want, DO what I say! (Unless Safety Threatened)
- 2) I’ve got the last ACT; you’ve got the last WORD.
- 3) REspect vs. Respect



**V. OUR IDENTITY: THE CONTACT PROFESSIONAL**

- A. IN CONTACT WITH THE ORGANIZATION.
- B. IN CONTACT WITH SELF.
- C. IN CONTACT WITH PEOPLE.

**MUST KNOW OUR WEAKNESSES**



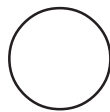
***TO GENERATE VOLUNTARY COMPLIANCE  
IS THE ESSENCE OF PROFESSIONALISM***

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*THE FIRST GREAT ART:*  
**“THE ART OF REPRESENTATION”**

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**THE FIGURE EIGHT**



**POWER PRINCIPLES**

- 1) As ego goes UP, power and safety goes DOWN!
- 2) As ego goes away, power and safety RISE!
- 3) You must DISAPPEAR to have influence over others!

# COMMUNICATION

What is the opposite of talking?

It should be listening, but for most people, it is waiting...waiting to interrupt!

Steps in Active Listening

- 1.
- 2.
- 3.
- 4.

## ROLES

2 people = 6 people

- |                                |                              |
|--------------------------------|------------------------------|
| • Real Self (RS)               | • Real Self (RS)             |
| • Self as seen by Self (SS)    | • Self as seen by Self (SS)  |
| ☆ • Self as seen by Other (SO) | • Self as seen by Other (SO) |

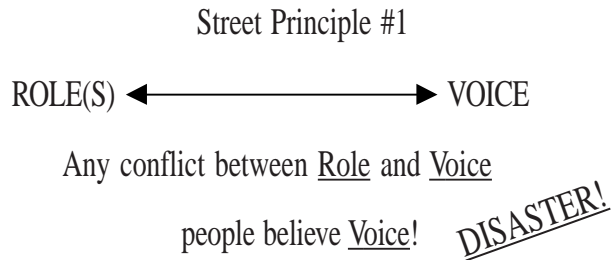
# COMMUNICATION : FROM THE RECEIVER'S POINT OF VIEW

Content	7-10%	} 93% = Delivery Style
Voice	33-40%	
ONV	50-60%	

1. CONTENT

2. VOICE

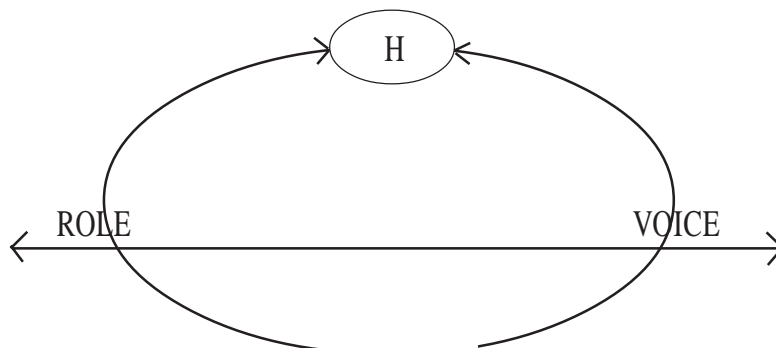
A. "Tone" = Attitude



Amateur example:

Professional example:

**KATA**



**LESSON: VOICE MUST LIE!**

Voice (cont.)

B. PACE:

PITCH:

MODULATION:

Safety Example: VOICE SPEEDS UP!  
VOICE SLOWS DOWN!

Command Presence Example: HOW you say it, not WHAT you say!

## LESSONS:

- 1) Fine tune your ear!
- 2) Voice = Window of a person's INTENTIONS!

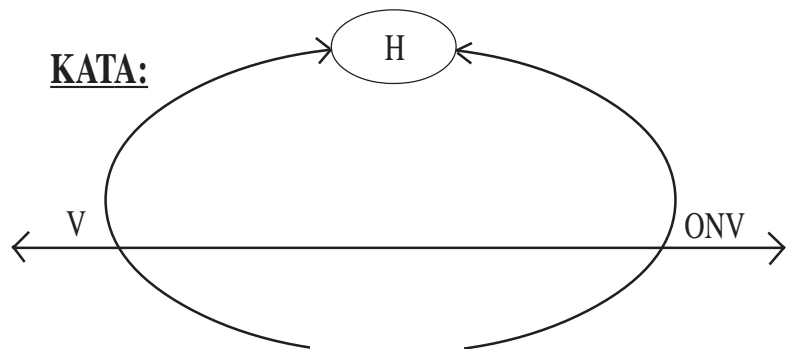
3. OTHER NON-VERBALS (ONV)

Street Principle #2

VOICE ←————→ OTHER NON-VERBALS

Any conflict between Voice and ONV,  
people believe ONV!

A. Body Language:



Street Principle #3

+ 90% Body Language ←————→ -10% Body Language

The body can't lie, but 90-99% of it can.

Therefore, whenever you detect a contradiction

in body language, be prepared to believe

minor element.

## B. Proxemics: Spatial Relations

## VERBAL KARATE

- the unprofessional use of language
- the use of words to express personal feelings
- the use of self-referential language
- not in “contact” with the audience
- off-target reactions

## VERBAL JUDO

- the professional use of language
- the use of words to achieve professional objectives
- in contact with the audience
- skillful communication that is on-target

**VERBAL JUDO:** *The mastery of communication by redirecting behavior with words*

- JU = gentle, flexible; DO = way
- Redirection rather than resistance
- Maximum efficiency and maximum effectiveness with minimum effort
- A “Contact” art
- Mastery through adaptation

**5 STEP HARD STYLE! KATA!**

***THE VERBAL JUDO PROTOTYPE***



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# FIVE-STEP KATA

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# THE FIVE-STEP “HARD STYLE”

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**ASK** (Ethical Appeal)

**SET CONTEXT** (Reasonable Appeal)

**PRESENT OPTIONS** (Personal Appeal)

**CONFIRM** (Practical Appeal)

“Sir, is there anything I can say to earn your cooperation at this time? I'd like to think so.”

**ACT!:**

# THE TACTICAL 8-STEP

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1. Greeting

2. ID Self/Organization

3. Reason for contact

4. Any justification?

5. Request

6. Persuade ( 2 - 4 of the 5-step )

7. Decision ( or ACT! )

8. Close ( and Document )

## **Advantages:**

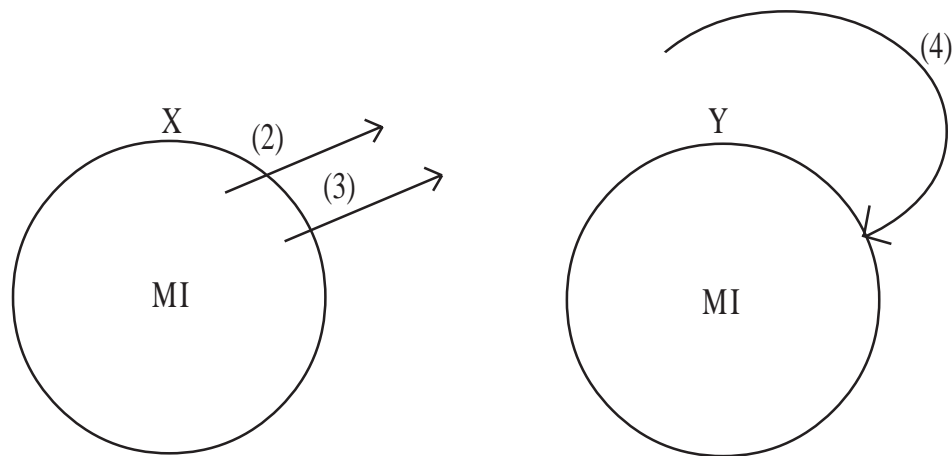
- Courteous
- Center Command presence
- Deflects Crap
- Buys Assessment time
- Sounds Good
- Creates a "Style"
- Meshes well with the 5-step hard style
- Disciplines SELF

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***THE SECOND GREAT ART:  
“THE ART OF TRANSLATION”***

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**KATA:**



CODE and SEND according to your AUDIENCE to ensure proper DECODING!

The Armstrong Story: Green Cheese to Rabbits

***LESSON: NEVER USE WORDS WHICH RISE  
NATURALLY TO YOUR LIPS!***

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# *THE THIRD GREAT ART:* **“THE ART OF MEDIATION”**

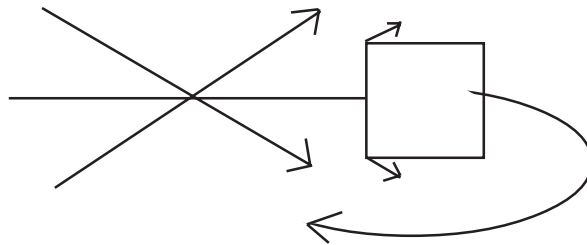
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## 1. “Media”

- Child Story/Traffic Light
  
- News Media

## 2. Example: “The Personal Appeal”

KATA



## 3. Our committment to "service"

We think for others as they might think for themselves 48-72 hours later.



## ASK —

*The 5 types of questions:*



1) Fact Finding — Who, What, Where, When, Why, and How

2) General —

3) Direct —

4) Leading —

5) Opinion Seeking —

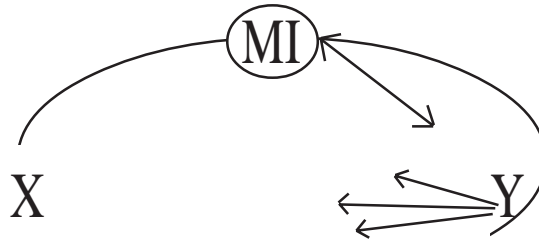
*Strategies in questioning:*

- 1) Forecast/Set Context — explain to your audience the direction you'll be taking and the purpose of your questioning.
- 2) Vary the questions — to lessen resistance or to calm the audience.

**PARAPHRASE** — *the single most powerful communication tool.*

Paraphrase is a necessary backup system to communication.  
Put the other person's meaning into your words.

**KATA**



## **SUMMARIZE**

- 1) Creates decisiveness and authority.
- 2) Reconnects communication when temporarily interrupted.



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# THE ART OF PARAPHRASING

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## THE MOST POWERFUL COMMUNICATION TOOL

*Definition:* Paraphrasing is a necessary backup system in communication. It means to put the other person's-**MEANING** into your **WORDS** and give it back. As a power tool it does 14 things to improve your communication power.

- ✓ 1) You can **INTERRUPT** someone and not generate resistance.
  
- 2) You take **CONTROL** of the encounter.
  
- 3) You “get it right” on the spot. We don’t always hear well.
  
- 4) The other can **CORRECT** you if you have made an error. Makes the other feel good, and is good for you.
  
- ✓ 5) It **MAKES** the other a better **LISTENER**. No one will listen harder than to his **OWN** point of view.
  
- ✓ 6) It **CREATES EMPATHY**. The other will believe you are trying to understand.
  
- ✓ 7) It often **MAKES** the other **MODIFY** his/her initial statements (become more reasonable) because he or she gets to hear his or her **MEANING** in different **WORDS** and tones.

8) It overcomes SONIC INTENTION. People often think they have said something to you because they have “heard” themselves say it in their mind. When you paraphrase, they hear what you have heard, not what they THINK they have said.

9) It can CLARIFY for those who may be standing nearby.

— 10) It prevents METAPHRASE: the use of the “skewed phrase.” The good paraphraser will never “put words into the other’s mouth.”

+ USING EXIGENT LANGUAGE, METAPHRASE A MUST!!

11) Whenever you GIVE directions to others, insist THEY paraphrase back to you your meaning. 8 out of 10 people misunderstand the POINT of a verbal exchange. Protects you as manager/supervisor.

12) Whenever YOU take direction, it ensures you heard and interpreted correctly the other’s MEANING. PARAPHRASE BACK. The other may not have even said what he/she intended. Covers you from making errors. Makes you EFFICIENT and EFFECTIVE.

13) It reinforces your own memory. The mind remembers what the mind DOES. Your reports, written or oral, will be more concise and accurate.

✓ 14) It generates “THE FAIR PLAY” response. You have listened and made an effort to understand the other. The other is almost forced (psychologically) to do the same for you.

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# ERP P

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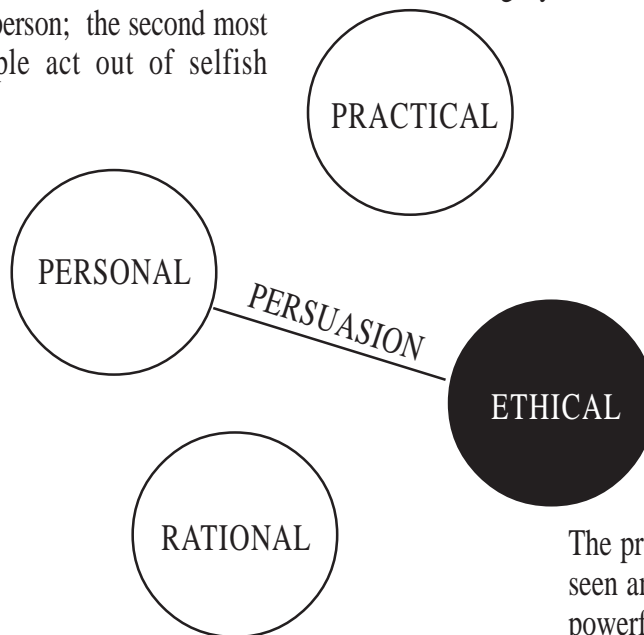
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## ***THE FOUR APPEALS:*** **SOURCES OF PERSUASION**

The Contact Professional's work entails bending the will of others to conform to the law; the way in which this is handled makes a great deal of difference to those coerced. The Contact Professionals ultimate reputation and power depends on how well he/she can skillfully manage other people's behavior.

The use of off-beat strategies that will gain compliance from the person, providing they do not compromise your safety and integrity or violate the law (humor, etc.)

Relating to or affecting a person; the second most powerful appeal — people act out of selfish interests so show empathy.



The professional presence projected which is seen and felt by others; necessary and very powerful in establishing credibility

The use of reason and logic is weakest appeal because most people do not think rationally nor logically in crisis situations. Once people are calmed, this appeal has the power. Only powerful to SET CONTEXT.

**LESSON: WHEN FACED WITH RESISTANCE, VARY THE APPEAL!**

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# PRINCIPLES OF DISINTEREST:

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## KEEPING THE MIND FLEXIBLE!

- ✓ 1) Always keep PROFESSIONAL FACE, never try to save PERSONAL FACE.
- 2) Distinguish between RR and SR: Reasonable Resistance vs. Severe Resistance.
- 3) Every encounter is UNIQUE.
- 4) Everyone has “GOOD REASON” for what he or she does.
- 5) People care about KNOWING: hence, set CONTEXT.
- 6) As Contact Professionals, YOU have to CREATE and MAINTAIN CONTINUOUS RAPPORT with the other. Remember, VERBAL JUDO is a “hands-on/contact” art.
- 7) “Check” your ASSUMPTIONS: beware of BRAIN DAMAGE.
- 8) CONTROL events and encounters; don’t be a VICTIM of them.
- ✓ 9) The Contact Professional USES adrenalin; the amateur is RULED by it.
- 10) Respond to people, don’t REACT.
- 11) FLEXIBILITY is strength, RIGIDITY is weakness.
- 12) People are FLAWED, not evil.
- 13) See other as other sees: Remember: up to 93% of communication is delivery and presentation style.

- 14) GOLDEN RULE: Always treat others as you would want to be treated in IDENTICAL circumstances.
- 15) Never depersonalize by ABSTRACTION: keep language SPECIFIC.
- 16) ANTICIPATE, don't EXPECT.
- 17) Use POSITIVE FEEDBACK when you least want to.
- 18) Always MEDIATE for others.
- 19) Always TRANSLATE for others; beware of self-referential language.
- 20) Use SELF-TALK to maintain control; Use PAVPO, PACE, LEAPS.
- 21) Never violate the EQUITY PRINCIPLE.
- ✓ 22) "Cultivate" your group or division; don't try to absolutely control or run them.
- 23) REDIRECT RATHER THAN RESIST.
- 24) Never inflate "People" with adrenalin.
- 25) The way a person loses face is his/her only way back!
- 26) BAD words color good deed NEGATIVE!

# ***VERBAL JUDO STREET MAXIMS***

1. Not enough to BE GOOD, got to LOOK GOOD and SOUND GOOD, or NO GOOD!
2. Say WHAT you want, DO what I say!
3. You can have LAST WORD, I have LAST ACT!
4. Never use words that rise most readily to your lips!
5. As EGO rises, POWER and SAFETY go down!
6. If it makes you FEEL GOOD, NO GOOD!
7. Never perform the INNER VOICE.
8. Never step on a person's PERSONAL FACE.
9. Voice must lie!
10. Only show PROFESSIONAL FACE(s), never PERSONAL FACE!
11. Goal is to be RESPECTED in the streets!
12. If you can't control yourself, you can't control your work place!
13. If you lose your sense of humor, you're dangerous to yourself AND others!
14. The less EGO you show, the more POWER you have over others.
15. Most dangerous weapon you have is your cocked tongue.
16. We must learn to WALK THE WALK, and TALK THE TALK, yes, but the greatest skill is to "WALK YOUR TALK" and "TALK YOUR WALK."
17. Never tell someone to "CALM DOWN!" Calm them down by your performance.
18. We deflect verbal abuse for a living!
19. People are like steel. When they lose their temper, they are useless!
20. Whenever angry, if you say the first thing that comes to mind, you will create the greatest speech you will ever live to regret!
21. When your mouth opens, your ears close!
22. Common sense most uncommon under pressure.

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# S A F E R

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## *MOVING BEYOND WORDS: THE FIVE CONDITIONS WHEN WORDS FAIL*

### SECURITY —

- 1) Whenever others are in imminent jeopardy — ACT!
- 2) Whenever property under your control is threatened — ACT!

Imminent  
Jeopardy

### ATTACK —

Whenever your personal danger zone (PDZ) is violated - ACT!

- Based upon:
- 1) Training
  - 2) Situation

### FLIGHT —

Whenever a person unlawfully flees your presence — ACT!

Set Verbal  
Context

### EXCESSIVE REPETITION —

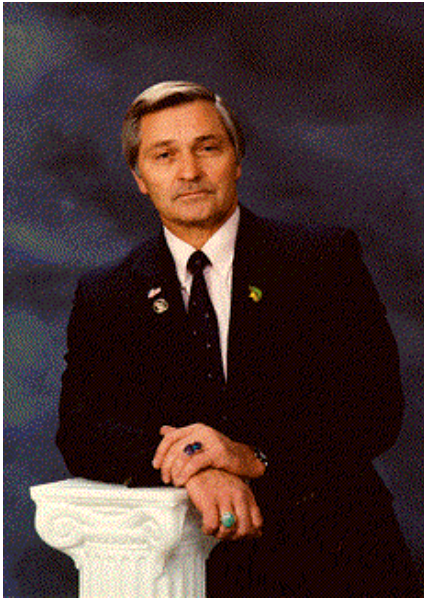
- 1) No voluntary compliance is forthcoming.
- 2) You have exhausted all verbal options — ACT!

### REVISED PRIORITIES —

Whenever a matter of a higher priority requires your immediate attention or presence - act!

**LESSON: ACT WHEN ONE OR MORE OF THESE CONDITIONS ARE PRESENT!  
BE PREPARED TO JUSTIFY SELECTION OF FORCE OPTIONS.**

*NOTE:* Preclusion determines the choice of force options 3-6.



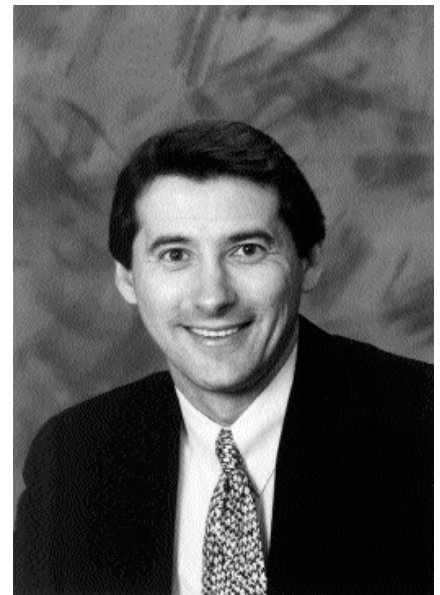
**Dr. George J. Thompson** is the President & Founder of The Verbal Judo Institute, a police training and management consultant firm now based in Auburn, NY. Dr. Thompson has an eclectic background. He has taught English on the High School level (4 years), English Literature on the University level (10 years), and worked as a full-time and part-time police officer. He is also a martial artist, holding Black Belts in Judo and Tae Kwon Do. He has applied this diverse experience in developing the only nationally recognized course in Tactical Communication, Verbal Judo.

Dr. Thompson has written three books on Verbal Judo, each analyzing ways to defuse conflict and redirect behavior into more positive channels. The Institute offers Basic and Advanced courses in the Tactics of Verbal Judo. Dr. Thompson received his BA from Colgate University (1963), his Masters and Doctorate in English from the University of Connecticut (1972), and completed post-doctoral work at Princeton University in Rhetoric & Persuasion (1979). He is widely published in magazines and national periodicals, and his training has appeared on such national shows as NBC, ABC, CBS news, CNN, 48 Hours, Inside Edition, LETN, In the Line of Duty, and Fox News. Recently, Doc "Rhino" has completed specially designed courses for educators and medical personnel who also have to deal with difficult, often violent people.

The Verbal Judo Institute has branch offices in Canada and Australia, and a national team of full-time and part-time Instructors. Dr. Thompson has taught over 175,000 police officers, and his Verbal Judo course is required in numerous states across the country. You can contact Doc Rhino personally at [Doc@verbaljudo.com](mailto:Doc@verbaljudo.com) or the office email, [verbaljudo@mindspringt.com](mailto:verbaljudo@mindspringt.com), or write to 2009 W. Genesee St. Rd., Auburn, NY 13021 or call 1 800 448-1042.

**Lee Fjelstad** brings his audiences the skills of a humorous, highly animated, and dynamic presenter with over a decade of experience as a professional speaker in the United States and Canada. The Vice President of the Verbal Judo Institute, and an expert in how language affects people under stress, he entertains and informs audiences about how to communicate effectively.

Lee's professional background includes five years as an Operations Supervisor for a \$130 million computer research and development facility, and six years of law enforcement and security work for the government protecting nuclear weapons systems. He holds second degree black belts in both Japanese and Korean karate styles, and, schedule permitting, still teaches self-defense seminars. Aside from being an on-going student of psychology, philosophy, and generally how people act on a daily basis, his educational background includes degrees in English and Business. Lee now travels over 250 days per year teaching Verbal Judo. His clients include airlines, cruise lines, government agencies, corporations, and sales associations in addition to law enforcement agencies in the United States and Canada. Lee can be reached by calling 888-255-5353 or mail: PO Box 49047, Sarasota, Florida 34230. Email: [leefjelstad@verbal-judo.com](mailto:leefjelstad@verbal-judo.com)



**Mike Manley**, Vice President of Operations and National Trainer for the Verbal Judo Institute, has created an exciting, edge of your seat, powerfully informative Verbal Judo presentation. Mike brings mastery to the classroom as a result of his extensive experience. That experience includes over two decades of hands on conflict resolution in the streets of New York City as a police officer/supervisor and over 10 years of conducting interactive seminars.

As Vice President of Operations, Mike coordinates and oversees the training conducted by Associate Instructors when not conducting training courses himself for private corporations, customer service representatives, educational institutions, security departments, government agencies and law enforcement throughout the United States, Canada and the Caribbean. Some of Mike's clients include Radio City Music Hall, BellSouth Telephone, HardRock Cafe, and CableVision and MediaOne cable companies. Mike can be reached at the NYC office of the Verbal Judo Institute, 217 Hart Avenue, Staten Island, NY or by calling (888) 966-7421 or by e-mail at [mike@verbaljudo.org](mailto:mike@verbaljudo.org).



**VERBAL JUDO:**  
**THE GENTLE ART OF PERSUASION**

For both law enforcement and non-law enforcement, this book was written to provide you with descriptions of the impact Verbal Judo can have on your personal and professional life. From the home to the boardroom, Verbal Judo arms you with the skills and know-how you need when faced with day-to-day power plays.

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For anyone who wants to deal more effectively with people, this book provides the reader with descriptions and examples of the maxims of Verbal Judo. The skills can then be easily translated into everyday use in business and professional situations. **\$10.95**

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**WORDS AS A FORCE OPTION**

This book will help police officers and other contact professionals develop verbal strategies that can transform potentially explosive encounters into positive resolutions. Dr. Thompson explores all kinds of confrontation rhetoric and offers both a theoretical and practical account of how to handle street situations. The principles and techniques described can be used in practically every verbal encounter. **\$29.95**

**VERBAL JUDO:**  
**AUDIO SERIES on 6 CD's**

For any listener who wants the essence of Verbal Judo as taught to over 600,000 people. From corporate and government boardrooms and offices to Law Enforcement agencies across North America and Western Australia.

**Order Now! \$99.95**  
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A wallet size plastic card containing the Tactical 8-step Meet & Greet, the 5-point approach to dealing with difficult people, and a review of the five conditions where words fail and action must be taken. **\$3.00**

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An 11 oz. blue & white ceramic coffee mug inscribed with a chameleon and " Verbal Judo" "Woosha!"

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**Eastern Regional Office**  
**217 Hart Avenue**  
**Staten Island, New York 10310**  
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