

ANALYTICAL · TOOL 09

The Reverse Profile

Weekly Self-Assessment Protocol

A structured checklist for evaluating your own target profile. Covers gait, load, routine predictability, digital exposure, and environmental habits.

Read yourself the way a predator would. Once a week. Find the one pattern that makes you readable, and break it before someone else uses it.

Why this exists

Most personal safety training teaches you to read other people. The Reverse Profile flips the lens. Once a week you sit down and read yourself the way a predator would. Not to scare yourself. To find the one or two patterns that make you readable, and break them before someone else uses them.

Criminological interviews with convicted violent offenders are remarkably consistent on what they look for. Distraction. Isolation. Perceived weakness. Load. Predictability. None of these are about size or strength. All of them are about pattern. Pattern is what you can change.

This protocol is a 10 to 15 minute weekly review. Do it on the same day each week. Sunday evening works for most people because it sets the next week's behavior. Score honestly. The point is not a clean score. The point is to identify the one thing you will change in the coming week.

How to use this document

Run the five sections in order. Each one has a short set of yes/no questions and a scoring line. At the end, total your flags and pick a single corrective action for the week. One change, executed consistently, beats five changes you abandon by Wednesday.

Scoring is simple. Each unchecked item counts as 1 flag. Lower is better.

0–2 flags	Low readability. Maintain.
3–5 flags	Moderate readability. Pick one corrective action.
6+ flags	High readability. Pick two corrective actions and rerun mid-week.

Be honest. The protocol only works if you score what is actually true, not what you wish were true.

SECTION 01 · GAIT

Gait and posture

How you move is the first thing a target selector reads, and it reads at distance, before they can see your face. A purposeful, upright stride with visible awareness is consistently rated as a difficult target by violent offenders. A slow, head-down, shuffling walk with no visible scanning is rated as easy. You cannot change your size. You can change how you carry yourself in under one second.

- I walk with my head up and my eyes scanning at least every few seconds.
- My stride is purposeful and steady, not slow or wandering.
- My shoulders are back and my chest is open, not collapsed forward.
- I am not looking at my phone while walking in transitional spaces (parking lots, lobbies, sidewalks at night).
- My hands are free or carry-light enough to move quickly.
- I make brief, neutral eye contact with people I pass instead of avoiding all eye contact.

Flag count for this section: -----

Notes: -----

SECTION 02 · LOAD

Load

Load is what you are carrying and how it limits you. Bags that pin your arms to your sides, headphones that delete an entire sense, shoes you cannot run in, hands full of coffee and keys. Each piece of load is a small surrender of options. You do not need to live ascetically. You need to know which options you have given up on any given day, and decide if it is worth it.

- I am carrying only one shoulder bag or backpack, not multiple bags that bind both arms.
- My dominant hand is free at least 80 percent of the time when I am moving.
- My shoes allow me to run if I had to, right now, without changing them.
- My headphones are off or in transparency mode in transitional spaces.
- My phone is not the default object in my hand when I walk.
- I know where my keys are without looking, and they are accessible in under three seconds.

Flag count for this section:

Notes: -----

SECTION 03 · ROUTINE

Routine predictability

Predictability is the single most exploitable variable in your profile, and the one most people refuse to address because it is comfortable. The same coffee shop, the same parking spot, the same gym time, the same dog-walking route, the same Friday night restaurant. None of these are wrong. Stacking all of them together, every week, is the problem. A pattern with five matched data points is trivial to anticipate. Break one or two and the pattern collapses.

- I varied my route to or from work, school, or my main daily destination at least twice this past week.
- I do not park in the same spot every day when other spots are available.
- My gym, run, or dog-walking time shifted by at least 30 minutes on at least two days this week.
- I do not post real-time location to social media (gym selfies, "at the airport" stories, geo-tagged check-ins).
- My grocery, bank, and errand schedule is not locked to the same day and time each week.
- If someone followed me for seven days, they would not be able to predict my Tuesday.

Flag count for this section:

Notes: -----

SECTION 04 · DIGITAL

Digital exposure

Digital exposure is the modern extension of the Reverse Profile. Threat actors no longer have to physically follow you to build a target package. They can build most of it from your public accounts in an afternoon. Home interior shots reveal layout. Daily story posts reveal schedule. Tagged photos with friends reveal your network and their schedules. None of this requires sophistication. It just requires you to keep posting.

- My home address, neighborhood, and street view are not inferable from my public posts.
- I do not post real-time location while I am still at the location.
- My vehicle plate, make, and parking habits are not visible in any public post.
- My daily routine (gym time, coffee shop, commute) is not reconstructible from a month of my content.
- My children, partner, or housemates are not tagged with locations, schools, or schedules.
- I have reviewed my followers and connections in the past 90 days and removed accounts I cannot identify.
- My phone number and primary email are not publicly tied to my real name on any data broker site I have checked.

Flag count for this section:

Notes: -----

SECTION 05 · ENVIRONMENT

Environmental habits

Environmental habits are the small choices you make in physical space that either preserve options or remove them. Where you sit. Which door you face. How you approach your car. Whether you walk past your own front door without scanning. These do not require paranoia. They require a default setting. Once the default is set, the choice becomes free. You stop spending attention on it.

- When I sit in a public space, I face the entrance or have a clear view of it.
- I scan the parking lot before I walk out to my car, not after I am already at the door.
- I have my keys in hand before I reach my vehicle, not after I am standing next to it.
- I lock my car the moment I get in, before I do anything else.
- I do not stand directly in front of elevator doors as they open.
- I notice the people near my front door, garage, or building entry before I commit to entering.
- I have at least two exit routes identified in any space I spend more than 30 minutes in.

Flag count for this section: _____

Notes: _____

Total and corrective action

Total flags across all five sections:	-----
Section with the highest flag count:	-----

The single highest-leverage correction usually sits in whichever section scored worst. Do not try to fix the whole profile in one week. Pick one item from that section and execute it for the next seven days.

This week's corrective action:

How I will know it worked:

The mirror question

Before you close this document, run the original Reverse Profile prompt one time, out loud:

"If I were selecting a target right now, would I pick me?"

If the answer is yes, change one thing before you leave the house tomorrow. Phone away. Earbuds out. Different route. Different shoes. Bag on one shoulder instead of both. You do not have to change everything. You have to break one pattern.

The goal is never to be unreadable. It is to be readable enough to live a normal life and unreadable enough that someone selecting a target moves past you to an easier read.

Weekly log

Keep a four-week running log so you can see drift before it becomes a pattern.

Week of	Total flags	Worst section	Corrective action	Held the change?

The Reverse Profile is Tool 09 in the SENTINEL Framework. It sits in the Scan phase alongside the 2-Second Snapshot and the Acoustic Map. Awareness is protection.