

Afterword By Gillette

On April 1st, 2009, I disbanded the lair that I had been the leader of for a year. It was not an easy decision to make since, over the course of that year, that which occupied my thoughts most often was not the women I was dating, nor the life I was building around me, but my lair. My life as a lair leader involved checking the lair board once every few hours to read through the posts that had been made to ensure that they followed the rules, with each session of checking taking between several minutes to several hours. Each week I attended lair meetings without fail to ensure that members conducted themselves accordingly and when I was not at meetings or checking the board, I would do administrative things. I would spend my time going over new member applications to get a feel for my members and to figure out which would be troublesome. Every month or two I would review the constitution, which Frank has presented to you here, to ensure that I always remembered what the rules were and how they formed the backbone of a functioning lair. I spent my time doing my best to improve the quality of my lair by creating a curriculum, by chairing meetings myself, by recruiting guest speakers and making the tough decisions like banning members or turning members away. I willingly donated a considerable amount of time to the lair because I knew that I was doing my part in making the world a better place.

In the end, I gave up running my lair for 3 reasons and I will share them with you so that as a potential or current lair leader or moderator, you will be aware of the work that comes with running a lair and so that you can make the most informed choice possible.

The first reason I gave up running my lair was time. The fact was, I was devoting a lot of time to my lair and I was getting very little out of it. For a time, I enjoyed giving back to the community that had given so much to me. I had been a regular member of Frank's TorontoLair.ca before he had made me a moderator and it was during my time in Frank's lair that I had done most of my developmental work. By the time I took over as lair leader, I had already reached a level of competence and was learning very little at meetings and on the forum. I spent the majority of my time on the forum reading posts and dealing with problem members and it was then that I learned that if you leave your doors open to new members, it is almost guaranteed that some kind of problem involving these new members would eventually arise. Over the course of that year, I dealt with more things than I ever thought I would encounter in my lifetime. I dealt with people who showed up drunk to meetings, minors who attempted to get in, people who thought teaching minors was okay, people who simply wanted to exploit my lair and recruit my members for boot camps, attention junkies who wanted to take up lair time, other types of manipulators, closet homosexuals, those who were extremely socially inept, those who were naïve, those who did not understand the need for rules and those who were simply, for lack of a better word, stupid. If you choose to run your lair in a way that promotes and facilitates learning and development, as I have and as Frank did before me, then you will have to deal with these things as well and much more. The fact is that to run a lair properly, you must devote a huge amount of your time into doing so. In a lair, there will be periods of drama and periods of calm that may not be so calm for you since you will be anticipating the drama that is to come. Such is the nature of a lair and such is the existence of a lair leader. It was not long before I decided that, as a great a thing as my lair was, that I wanted to be able to spend the time that I had spent on my lair on the other aspects of my life, which brings me to my second reason.

The second reason I chose to give up being a lair leader is the fact that I had to put my own development on hold. I spent so much of my time reading posts and making sure that the lair did not implode, that I had little time to date and be with the women that I wanted to be with which defeated the purpose of my joining the community in the first place. Although I was still able to date sporadically, I was forced to let many an opportunity go by simply because I needed the time that I would have spent on those women to maintain and run my lair. I was forced to make the lair my priority. Again, I made this choice willingly because I knew that a properly functioning lair was needed in my city but at some point, it becomes a reason to move on to the next part of your life.

The third reason, and the most influential one, is simply the attitudes and the brokenness of the community itself. I wrote an article, which I posted on my lair, called *The Dark Side of the Community* that outlined much of this brokenness. I will do my best to communicate the contents of that article to you in this final chapter now. Much of what I wrote in that article has been covered by

Frank in the *Undesirables* section of this lecture, but I will nevertheless cover a few of the same ideas in hopes of presenting a slightly different angle than Frank did.

The Dark Side of the Community

In my experience, the Dark Side of the community can be broken down into a few parts. The first part that I want to discuss is the attitudes and behaviours that are prevalent throughout this community simply because of the age group that dominates it. Having been involved in lairs for about 2 years at this point I can safely say that the large majority of people who join lairs and become involved in seduction are guys who are in their 20s, probably still in school and are usually quite socially inept. They have little else, in terms of a life, going for them outside of their community involvement and thus, stake a lot of their self-identity on the fact that they are involved in the study of pick-up and seduction.

Because of the population that makes up this community I have found, on a consistent basis, that the level of maturity in the community is extremely low. If I am insulting anyone, I apologize, but that does not change the truth. Time after time, I have seen help respectfully being offered to a community member only to have that member trash those who have helped him. Time after time, I see guys in this community joking about things that should not be joked about and generally being inappropriate, doing things that are extremely miscalibrated and passing them off as being “alpha” and clinging to generalizations and beliefs without any life experience to support them. These are all traits of children since only children make inappropriate jokes because they simply don’t know better. A child does inappropriate things and says that everyone else around them simply doesn’t understand and it is a child that clings to ideals like “All people are good” or “All people are bad” or “All guys outside this community are AFCs” or “All women cheat.”

Closely related to this lack of maturity is a lack of seriousness when it comes to the study of pick-up and seduction. The fact that we call the ability to attract women “game” does not help the matter. The simple truth here is that the guys who usually end up getting into this look at it without any depth and without any empathy. They take this whole lifestyle change about as seriously as they take any other game and do not pause to think about the fact that they are affecting the lives of everyone that they try to “game” including themselves. The only difference between the way this game is regarded and how every other game is regarded is that these types of guys look at pick-up and seduction as a way to break the rules, a way to transcend social norms and bypass everything while they’re more than willing to accept the rules built into any other game. This willingness to look past social norms like being respectful and polite is what makes these guys dangerous.

So with all that said, how does this relate to you as a lair leader? Well, the short of it is that these are the “men” who will be joining your lair and who you will have to watch over. Their reluctance to follow social norms means that they will have even less respect for the rules of your lair than they do for norms. These are the types of guys who will attend your meetings and will throw questions to the floor that will make any guy with experience look at him as though they were aliens. Trust me, it will happen. When it does happen, I hope that this afterword will provide you with a guide to what the motivation and mindset of such a guy is. He is young, he is misguided and he simply does not know any better but that doesn’t mean you can allow him to break the rules unpunished.

When it comes to rule breaking, I follow the rule: first time gets a warning, second time gets a ban. Frank has gone over this already in his lecture, but knowing the importance of it, I feel that it’s only fair to go over it again. When a member breaks a rule, if it’s his first time and it’s not something really severe, then give him a warning. Cite the section of the constitution that he has violated and let him know that he is getting his first and ONLY warning. The next time he breaks a rule, ban him. No other questions asked, just ban him. As a leader, you must always be asking yourself, “What kind of example am I setting? What kind of precedence am I setting?” The rules that are obeyed are those that are enforced and if you do not enforce the rules, then they will get broken. This does not mean you enforce the rules *sometimes*, it means that you enforce the rules *all the time*. As far as I’m concerned, there are no exceptions to the rules. The moment you allow your resolve to slip and make concessions when a rule is clearly broken, you open the door to all types of inappropriate behaviours. It’s simpler for you as a lair leader and it’s simpler for your members to know that if a rule is broken,

then the infractions will be punished instead of having to second guess what your course of action will be.

Another part of this community that has caused me grief and will almost certainly make your life difficult is the PUA mindsets that are taught and believed to be gospel in this community. The fact of the matter is, the mindset of the PUA is one of taking and not one of giving. Even the PUAs who I have met who advocate an attitude of giving value are takers and end up creeping out everyone they meet. Again, Frank has spoken about this, at length, in the *Undesirables* section of this lecture but it is something that is so important that I am going to repeat it. The fact is, PUAs are takers and that is, in my opinion, the second biggest reason that lairs around the world struggle to function (with the first being lack of rules). These are guys who objectify the world around them and filter their experiences through a lens of "How can I use this to my advantage?" because to them everything is part of "The Game" and the things that appear in "their reality" are simply tools for them to make use of. They look at a lair and see a group they can exploit for its knowledge, its attention and, in general, its resources. These guys, however, are not the worst the community has to offer since their intentions are easily understandable: they want to take what they deem to be beneficial to them. The guys who are toughest to deal with are those who join a group preaching a mentality of giving. They join a group saying "I have so much value that I am going to give and give and give." In my experience, these types of guys are far more problematic than the previous type because they come "bearing gifts" and make it seem like they're great people because they're there to give, however, they are rarely there just to give. The nature of lairs is that those who need a lair are almost never in a position to give or teach, therefore, a lair member who is in a position to teach is almost a contradiction in terms. In my mind, the only instance that makes sense where you have a member who is in a position to teach and give back is when that member developed to the point of mastery in your lair and feels an obligation to give back to your lair because they got so much from it. That is why I have always been extremely wary of those who show up at a new members' meeting and, in their introductions, say that they are there to teach and "give back" when there is no evidence that they took anything in the first place. Do not fall into the trap of thinking that "Oh it doesn't matter if he didn't take, he wants to give back! He must be a great guy!" because if he did not get anything from the community but says he wants to give back, then he is a liar and if he's willing to lie about this one aspect, how many other things is he willing to lie about?

The last thing that I want to highlight in this afterword is an aspect of the community that drives it and keeps it alive but is likely its most dangerous aspect: the marketing. In my opinion, the marketing aspect of the community, while it has made some of the instructors and gurus of the community extremely wealthy, does very little for the members themselves. In fact, it harms and damages MANY of them especially when the marketing becomes intertwined with the teachings themselves. So many guys preach that they have the secret system for "bedding the 10" or "banging the hottie in the club" that nobody can be trusted. Those who use this type of marketing strategy are basically selling sex and nothing more. Nowhere in all this talk of "banging the hottie" is there mention about a relationship or a girlfriend. None of these guys talk about what happens after you've gotten the girl. The fact is, these teachings focus on short-term gratification. They focus on satisfying lust and do nothing for the guy who wants something more sustaining and real. A guy coming into the community who wanted nothing more than a girlfriend ends up getting bombarded by guru after guru, instructor after instructor, telling them that to get good with women, they have to go out to clubs 4 nights a week and to just practice talking to them and escalating and picking them up. That is the path that they force onto their students without thinking about whether or not that lifestyle would be beneficial to them.

The simple fact is, clubs may be a good place to interact with a large number of women in a short period of time, but clubs attract a very specific type of girl and many types of women avoid clubs like the plague. Therefore, guys who train themselves to be good with women by going to clubs end up taking on an extremely skewed perception of what women are. Because of the fact that they know they can get a make-out in 5 minutes, they decide that all women are susceptible to buying temperature techniques. Because they can meet and pull a girl home in one night, regardless of whether or not she has a boyfriend, they figure that all women cheat and are ready for sex if the right guy comes along. Well, sorry to burst that bubble, but life is a little more complex than that. I have personally met women in many different contexts and I have helped members and lair brothers

seduce women that they have met in other contexts and I can say with certainty that not all of them respond to club-style game no matter how much it is toned down. I have seen the end result when a guy who only wanted to have a girlfriend is coaxed into living the lifestyle of a pick-up artist. If he gains skills and becomes successful at picking up girls in bars and clubs, he ends up becoming disillusioned and can never trust women again. Other times he becomes bitter and takes on a hatred of women that is difficult to defuse since it stems from an intense disillusionment in his views of what women are to him. He may have felt once that women were beautiful and honest and lovable, but having been trained to pick-up and “bang” the club girl, he trusts nothing because the reality that he now lives in is so far removed from that which he used to belong to. Little better is the fate of those who don’t acquire the skills to get the club girl because his disillusionment will not be with the girls themselves, but for the community overall. These guys usually have inner demons that they have refused to battle and, therefore, blame the community as a whole for their own shortcomings.

While I have painted a pretty nasty picture of this community, I must also say that this community has a lot of positive aspects. I have met people in this community who were and are truly devoted to improving and helping others. They set out to do just that and are some of the most balanced people that I have ever met in my life but the price that comes with having such balanced people in this community is that there must also be those who are extremely broken. For some who join your lair, their problem never has and never will be seduction. They are simply in need of therapy and as much as you may want to help them, you likely will never be able to because, as I reminded myself often during my time as a lair leader, you can only help those who want to be helped. Your job as a lair leader is to simply build and sustain an environment where your members can develop and become more attractive men.

To sidetrack slightly and to speak a little on the idea of development itself, your greatest tool for building an environment that is conducive to the development of your members are the rules as presented in this lecture and, above even the rules themselves, your willingness to uphold them. The fact that you uphold the rules will do more for the development of your members than you will realize. The fact that all those rules are in place, subcommunicates the idea that they are being taken care of and watched over. The sense of camaraderie that builds as a result of this is amazing. Members begin to understand that they are all subject to the same rules and guidelines and that no one is better or worse even if they are at different skill levels because, when you come down to the facts, they are all guys who have strengths and weaknesses. On top of that, by enforcing rules like “Other members must respect other members at all times,” the guys coming into your group may be experiencing, for the first time in their lives, respectful behaviour which serves as a template for how they are to be treated in all their interactions with women. On the surface, the rules laid out in the lair constitution look as though they’re simply there to keep order and although that is what they’re there for, they will end up being the heart and soul of your lair.

Something that I said at every new members’ meeting that I chaired was, “I know there are a lot of rules but this lair doesn’t run *in spite* of these rules; it runs *because* of them.” Always keep this in mind. If you strive to uphold the rules, your lair will grow and your members will improve. In my time as lair leader, I have seen some great successes that have come about because of my willingness to uphold the rules even if it meant that I would be the “bad guy” in the situation because that is simply the role of a lair leader. Because I was willing to turn away new members who pirated seduction material, I was able to bring in some very notable guest speakers. Because I only banned those creepy guys who broke the rules, the creepy guys who did not break rules developed into incredible people. Because I discouraged theory-based, keyboard jockey-like discussions, my members went out, got experience and results. In short, they got laid with at least a handful of those being virgins losing their virginities. Because I was willing to discipline those who were respectful, members were willing to share their deepest fears when it came to women and were able to overcome them to find the relationships they sought.

As a lair leader, you will see the best and the worst of this community. You will see the guy who, after a lifetime of being rejected by the women he liked, find a girlfriend that likes him for who he is and have a great relationship with her. You will see guys who are creepy and unattractive to women learn the skills and deal with their inner problems to become smooth, suave and attractive men. You will also meet guys who are closet homosexuals trying to infiltrate your lair as a way of seducing the men in it. You will meet guys who talk as though they have game but really have none

when the cards are shown. You will see guys who go out of their ways to help someone else in need only to be stabbed in the back by those they help. You will see friendships be broken and alliances be formed. You will see guys become pained by their own success and you will see guys become pained by their lack of success.

With all that said, a lair – when run well – can be an incredible place of learning and support. To demonstrate this fact, I would like to end with my personal narrative of the conclusion of The Toronto Lair which I've titled *The Last Meeting*. I've included it here to illustrate just how fruitful a well-run lair can be.

The Last Meeting – Sunday March 29, 2009

The meeting began as any other meeting. I called the meeting to order and brought everyone's focus onto me, as I was the chair for the meeting. I could still remember the first time I had sat in that chair and how nervous I had been. I had stammered and stumbled through the meeting topic that I had prepared for the first half and had barely made it through. That meeting seemed like a lifetime ago as I began reading the rules to start off the meeting. Everyone in the room knew the rules and some the moderators in the room had even helped write the rules, but we read them before every meeting anyway. We all knew and had grown to accept the security and strength the rules had brought to our lair and the quality of people that it had attracted. Nobody bothered pointing out that because it was the last meeting, the rules technically could not be enforced since no one could be banned and, therefore, if someone wanted to, they could act out as they chose. Every person in the room was simply too high quality to make such a comment.

"...10. All members need to help with the enforcement of the above rules.' Welcome everyone to the very last meeting of The Toronto Lair," I said. "Most of you will probably remember your first meeting and how you had to talk a bit about how you found the lair and what your goals were. I think it is only fitting that tonight, we do something that's a derivation of that. We'll go around the circle and I'd like each of you to talk a bit about how you found the community and the lair and to give a bit of an update on the goals that you came into the lair with. I know that most of you probably don't remember what goals you wrote on your application form but that's fine. Tell us what your goals are now and make sure to tell us a bit about what you're going to after this. I'll go first."

With that, I dove into my story. I talked about how I initially found the lair, how I had come into the lair looking for more experience and the support of other guys who were also in the process of development. I talked about how my ultimate goal in joining the lair was to simply get this part of my life handled. I did not speak eloquently or with strength. I simply spoke and a part of me wishes that I could go back and add things to my story. I wish I could have talked about how, after being a part of the lair for 6 months, I finally had sex with the girl I had broken up with after we had dated for 2 and ½ years in a sexless relationship. I wish had talked about how I had lost my virginity 3 months after joining the lair. I wish I had recounted the final straw that pushed me headlong into the community. I wish had talked about how I had dated multiple women for the first time in my life or the impact that many of the other members had had on my life and on my development. But the moment had passed it was the next person's turn.

The member to my left began to speak. He was a friend of mine who I had known from the days when we members and moderators of Frank's lair. He spoke of going from being a guy who had things happen by accident to having things happen "by purpose." He was now dating 3 girls and had various prospects on top of that. The next member spoke of all that he had learned in the community and how his entire life had changed and how he had recently developed a reputation as a player in one of his social circles. The next spoke of overcoming an overwhelming hatred of women to finally having fulfilling relationships women to being in a loving relationship with his girlfriend; one in which he had set up so that he could still date other women. His story was followed by yet another story of going from someone who had no chance with women, to someone who could do something about his chances with women. I sat and listened to success story after success story. More than once, I heard the phrase "I was a virgin when I joined the lair." More than once I heard the phrase "I'm now dating multiple women." There was a feeling of empathy and compassion in the room that I had not anticipated, as we could all relate to the struggles and frustrations of everyone else and with each

story told, the energy in the room thickened. The atmosphere was heavy, emotional and extremely moving as we listened to story after story while half reliving our own stories of development and half living through the story that was being told. Still the stories came. Member after member spoke of becoming emotionally healthy by learning to give up the emotional needs of a woman to take on the emotional needs of a man. I was shocked and astonished by a few of the stories that were told since I was hearing some of them for the first time. A member who had problems upholding his boundaries talked about how the fog seemed to be lifting from the world. Another member talked about how the girl he had lost his virginity to, who had left him to be with another guy, had recently come back to him. A guy who had previously been a manic-depressive thanked us for saving his life.

I was taken aback. While I had been entrenched in the administration of the lair, I had missed an important event: the boys had died and men had been born.

Finally, the last story was told and I offered up a few comments. I thanked them all for being such incredible members. I told them that one of the things that I had come to realize and that I offer to any lair leaders reading this is, "A lair's most valuable resource is its members and if you look out for them, they will build your lair."

It was 8:30pm and thus, time for a break. I talked to a few guys about what they would do now that the lair was over and to a few others about the great relationships they had been managing before realizing that it was time to call the meeting to order.

The second half, we ran as a regular lair meeting. I opened the floor to questions and handed control of the meeting over to the asker of the question. Questions were asked; brilliant answers were given and everyone received a more than satisfactory answer to their questions. A member remarked to me afterward that it felt as though we really blew the questions out of the water that night and I agreed. The fact that all the questions focused on things of an advanced nature was not lost on me either. There were no questions on what to say or how to approach. Instead, these were questions on how to stay emotionally healthy in a relationship and how to enforce the rules of your relationship. A part of me simply wanted the question and answer period to go on and on, but I knew all good things must come to an end. At 10:25pm, I told everyone, for the last time, to put the chairs away, to sign the attendance and asked for donations.

A round of applause rose from the members.

19 people attended the meeting, 19 people attended our usual post-meeting dinner. We needed to have 2 large round tables to seat everyone. We talked and reminisced about past events and past members. We recalled and recounted the success stories of some of those who did not attend the last meeting. We talked about members who were creepy but worked hard at this aspect of their lives to become suave. We traded stories and talked about the future. There was a feeling of camaraderie and brotherhood in the air but also a feeling of completion. It was as though we were all graduating from some college or training course and were ready to go out into the world to be on our own. Yes, that was the feeling. It was a sense of quiet confidence in the knowledge that we would all be okay even without the lair. It was the type of quiet that can only come about when one has experienced and lived through a period of intense chaos and insecurity. We had all lived through our own stories of pain and had each reached a place where we had the knowledge and skills to exist and continue to develop without the lair. That was my gift and the lair's gift to the seduction community of Toronto; I hope that that will be yours as well.

- Gillette

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