

Letter from the founder: Hi, I'm Dave Maynard. If you're reading this?
Thank you, I'm really looking forward to meeting you and training with you soon.

BLUF:

My life in the professional gun game? It started with SEAL Team One in 1972.

Today? I've spent 72 great years on this planet. (It's currently 2024.)
While MANY of my last 52 years was successfully spent behind a gun,
in low and high threat environments around the world, and in a wide array of
training environments, it was always about finding the best way to win a gunfight.

Some estimates have me at a million trigger pulls. Maybe more. Maybe less.
Regardless? Every day for me on the trigger, was with winning a gunfight in mind.

Some operators might call these words "fluffy", but it's my bottom line up front. (BLUF)
How do you plan to win a gunfight? Well, I'm here to transfer that knowledge to you.

My goal is to share the most critically important things I've learned about gunfighting.
Because too much of it I had to learn the hard way, and along my lifelong journey?
I've known and seen, too many damn good people, injured or killed in real world CQB,

due to:

- Lack of training overall. Which leads to a maximal risk, minimal ability to perform.
- Poor training. Which leads to unnecessary added risks to act in most situations.
- Misguided training. Which leads to false confidence and often risky principles.
- Overconfident training. Which lands one into not knowing what they don't know.

ALL the above, are EASILY resolvable issues. For ANY willing participant at any level.

It doesn't even matter if you've never held a gun? By the end of day one, YOU WILL
understand the very basic fundamental principles of what will help you win a gunfight.

If you're a JSOC asset? I'm equally confident after my 50+ yrs... there are fundamental
things, you've taken for granted (with ALL DUE RESPECT) and it's likely there are some
basic gunfighting principles, you may've never been shown, or may've let slip away.

If you're somewhere inbetween? Never having shot a gun, or a JSOC asset? (What's a
JSOC asset? Look it up.) Well, that should cover anyone reading this. Respectfully.

My point is: anyone who loves God given freedoms for every human on Earth? That's
who I want to share this info with. If that's you? Whether you are a civilian, LE, DoD,
OGA, or at any level of gun competency... We can train you to be better and safer.

I look forward to meeting you.

A handwritten signature in black ink that reads "Dave Maynard". The signature is written in a cursive, flowing style with a large, sweeping "D" and "M".