

# PRACTICAL TIPS FOR HANDSELLING LADS

## WHAT IS THE BOOK ABOUT?

LADS is a toolkit for teenage boys on respect and consent, giving them the courage to call out bad behaviour and the confidence to be their best selves.

## WHY DOES EVERY BOY NEED IT?

We've all been in a situation where someone is making lewd comments and making the people around them, particularly women and girls, feel uncomfortable. This book is about how not to be that guy, how to call out that guy in a safe way, how to be a good ally and how to be a force that can make positive change.

## WHAT ARE THE BENEFITS FOR PARENTS?

This can help start important conversations around serious issues such as #MeToo, Andrew Tate, toxic masculinity and encourage an open dialogue with their son(s).

## WHO IS THE AUTHOR?

Written by Alan Bisset, author, activist, Alan has previously worked as a bookseller and university lecturer and is the co-author of the viral video 'Don't be THAT guy'

## WHAT TOPICS DOES THE BOOK COVER?

- Locker room talk
- Flirting
- Negative online influences
- Pornography
- Consent
- Being a good friend

## WHAT IF PARENTS ARE WORRIED THEIR SONS WILL THINK THEY'RE ACCUSING THEM?

This book is NOT an accusatory book, it's about having a conversation, man to man, about proactive, positive actions boys can take to create change and make the world a happier, better and safer place for everyone.

**"IT'S TIME TO HAVE A CONVERSATION, MAN TO MAN, ABOUT SOME OF THE BEHAVIOURS THAT MEN OFTEN BELIEVE TO BE NORMAL"**

