Along with a few loyal followers he took a muddy ranch and began to build a small city. Yes, I want to teach you how to start your own cult. .. or a small group at the top and one where the power is distributed to priests or inner leaders. Building Your Cult : Power, Politics and People by Dantalion Jones. 20 Jun 2017. 1991 I did eventually make my exit along with two other disaffected comrades. I saw this as potentially useful in helping to understand how people become leaders. On his reading list, I found the work of the political theorist Hannah Arendt. Not all leaders want to get rich, gain sexual favours, or grab political power.