

Lance Mason

Lance Mason is the founder and creator of PickUp 101, part of the Art of Attraction program.

Though Lance has been acknowledged as one of the top pickup artists in the world by his peers, his true strength is as a teacher. PickUp 101 is a showcase of Lance's innovation and creativity as an instructor, and his never ending commitment to the students success.

Lance was a pioneer of bringing 'Natural Game' methods of attraction and rapport to the once 'underground' pickup community.

A former Silicon Valley 'geek' himself, Lance was not always good with women, and his story of going from zero to romantic hero resonates with both men and women.

A charismatic and captivating speaker, Lance not only has great insights into man-woman social dynamics, he also has a wealth of humorous stories from the dating world.

Lance has been featured on CNBC's "On The Money", the Armstrong & Getty show, USA Today, San Francisco Magazine, and Razor Magazine.

Lance has been a featured speaker at the Cliff's List Dating Seminars, David DeAngelo's Advanced Dating Techniques Seminar, the Interviews With Dating Guru's series, and is a popular guest on radio station talk shows across the USA & Canada.



"Lance's presentation at the Cliff's List Seminar was a real treat. Lance's command of the stage and clear explanation of his subject matter was among the best of the presenters. He has a relaxed, knowledgeable manner that is easy to understand and down to earth, and was clearly a crowd favourite."

Clifford Lee

Cliff's List Inc. Montreal



I have your Surefire Attraction Secrets course and it has literally turned my world around for good. This course is not just about picking up women, but a new way to live life to the fullest!

**Charles A. Physician
Milton Keynes, UK**

Lance's presentation at the Everything You Know About Women Is Wrong program, was truly revolutionary for me. The way I view my interactions with women have been different from the moment I walked out of the seminar room that day. I feel like I have such a clearer understanding of what's really going on when talking to women.



Anthony M., Paramedic - Los Angeles CA

Lance's More Popular Topics Include

Everything You Know About Women Is Wrong! - Exploding the myths and misconceptions about women, sexuality, and dating.

How To Sweep a Woman Off Her Feet, Anywhere, Anytime - Attraction in less than 60 seconds, Soul Mate in less than 60 minutes, and ANY guy can do it.

Never Spend Money On A Woman Unless You Are Sleeping With Her - Why buying gifts, taking her to dinner, and giving flowers is the worst way to get her attracted to you.

How To Read A Woman's Body - Women rarely say what they mean with words, but their bodies can't lie.

Kino: The Secret Language of Touch - Men are afraid to touch women, yet it's what they crave.

How To Radiate Rock-Solid Confidence - Confidence is physical and starts with body language.

Attraction In 60 Seconds... Any Man Can Do It - The most powerful mechanisms of attraction

"I have learnt more about body language from Lance in 2 DVD's and a workshop than I learnt from 4 years at university and 20 years experience."

Trevor R., Psychotherapist - Dorset UK

"Pickup 101 has some of the most innovative and powerful ways I've ever seen to build attraction with a woman FAST... and connect with her on a DEEP EMOTIONAL LEVEL."

David DeAngelo - DoubleYourDating.com

"In my life I've been fortunate to have experienced world class communications training in different settings: as a student at the Harvard Business School, and as an investment banker in my firm's 'rising executives' program. The emphasis in those 3 programs was on developing 'alpha' leadership traits (no, they didn't teach us how to flirt at Harvard!).

The trainers of those programs were brought in from high powered firms like McKinsey/BCG, etc. and they were extremely expensive. But I felt that the quality of the PickUp101 training, the presentation of the material and the skill level of the teachers was at the same quality level."

**Mike K., Palo Alto CA
Harvard Business School Alumni
Retired Investment Banker**

Lance's Appearances Include

- CNBC "On The Money"
- USA Today
- San Francisco Magazine
- The Armstrong & Getty Show
- The Jeff & Jeremy Show
- Interviews With Dating Gurus
- Learning Annex San Francisco
- Utah Afternoon News with Scott & Maria
- 680 News Radio Toronto
- KDKA Radio Pittsburgh
- Documentary Film "Social Proof"
- Cliff's List Seminar 2005, 2006
- Advanced Dating Seminar