

## **Dating Expert Warns Men Buying Gifts And Dinner Is The WORST Way To Attract Women!**

**Nation's leading expert on dating and relationships coaches men that,  
"Buying a woman gifts (or even dinner) to gain her affection  
is the absolute #1 recipe for failure!"**

This powerful statement comes from Lance Mason, Founder of PickUp 101, during National Singles Week. As one world's most sought after dating coaches for men, Mason flat out advises men never to buy a woman gifts (or even dinner) as a way to generate attraction, saying "It's a loser strategy."

Mason states that buying a woman gifts to win affection is not only absurd, it's terrible advice, especially during National Singles Week. Mason believes that this kind of advice just feeds the myth that the way to a woman's heart is by spending money on her. "I can teach any man to be more attractive to women." Mason says confidently. "I can teach him how to get the women he desires attracted in less than 60 seconds, and he won't have to spend a dime on her." he adds.

Mason has coached hundreds of men on the fundamentals of how to meet and attract women, and says "One of the first things I teach them, is NEVER to buy gifts, dinner, or even drinks UNTIL you have bonded with a woman." Mason goes on to explain that for most men, buying things for a woman is the ONLY way they know to get her to pay attention to him. So the message that comes across is 'I don't have enough confidence in myself, so I am buying your affection with these gifts'.

Mason explains that he has an entire workshop devoted to teaching men how to attract the women they are interested in. "It's 3 days of training on the first 3 minutes on an interaction with a woman" Mason said, "It takes that much time to undo the wrong ideas men have in their heads about women"

Some of the other non-traditional ideas Mason teaches are:

1. Never get a phone number! Get a date instead. If you can't get a date when you are with her in person you can forget about convincing her on the phone days later.
2. Never ask a woman what she wants to do. Always lead. Women hate a man who's wishy washy, but they will never tell you to your face. She just won't return your calls anymore.
3. Never plan long dates. In fact the shorter the better while you are getting to know each other. This also makes it easier to do free things and not feel the pressure to spend money on her.

Lance Mason is the founder PickUp 101 ([www.PickUp101.com](http://www.PickUp101.com)), is the author of Everything You Know About Women Is Wrong, and has been featured in USA Today, San Francisco Magazine, Razor Magazine, and Interviews With Dating Gurus.

For further information or to schedule an interview call 877-742-5879. For more information on PickUp 101 call toll free 877-742-5879. Members of the press can find more information in the PickUp 101 Press Room