

## **Is This The Real Life School For Scoundrels?**

Lance Mason teaches men how to be confident and how to date the women of their dreams, similar to Dr. P (Billy Bob Thornton) in the new hit movie School of Scoundrels. Mason's 'school' has been around for three years now and has taught men from all over the world the confidence and skills they need to be attractive to women.

There are some important differences however, "We don't use paint ball or military tactics" Mason explains, "we just teach men how to confidently approach and get dates with the kind of women they have always wanted. We give them confidence and confidence is attractive."

PickUp 101 teaches men how to understand women and what they really find attractive in a man. "The good news is any guy can do it." Mason says, "Being attractive doesn't involve 6-pack abs, big bank accounts, or how much hair you have on your head."

PickUp 101 has developed a series of exercises that teaches each man the skills to attract women. "Someone once referred to us as Cosmo for men, but we go much deeper than that." Says Senior Instructor Sean Newman, "We actually teach men how to connect with women. We want these guys to have long lasting relationships."

A typical workshop is 3-days long, and includes a long day of training in the classroom learning about body language, banter, storytelling to convey personality, how attraction works, and how to understand social dynamics. Then the students go out to meet women in real situations with our coaches watching every move.

There is also practice with women. "We actually use real women in our programs, and they won't knock the guys down either." says Mason, referring to the scene with Michael Clark Duncan dressed as woman. "But they will be very honest and tell him how he comes across. It's great feedback."

There is also a style consultation for each man. "First impressions are huge and it's difficult to overcome a bad one." explains Mason, "We want to make it easier for our clients, and most guys are clueless about fashion when they come to us."

PickUp 101's programs run almost every weekend in San Francisco, and have expanded to New York, Washington D.C., and are looking to add Montreal, London, and Amsterdam early next year.

Perhaps Mason's School for Scoundrels will soon be coming to a city near you.

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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. Members of the press can find more information in the PickUp 101 Press Room

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