

San Francisco's Very Own School For Scoundrels

Can Lance Mason and his team of Dating Coaches at PickUp 101 show you how to be a man who gets the ladies, just like in the new hit movie School for Scoundrels?

"You bet!" Replies Mason, "We give guys the confidence and the skills they need to approach women. And women find confidence attractive."

Mason is the founder of PickUp 101, and has been teaching workshops on how to meet women in San Francisco for three years. Private 1-on-1 coaching is also available for men who request it.

But is Lance Mason the real life Dr. P (played by Billy Bob Thornton)?

"Dr. P. is pompous and cruel to his students, I'm just the opposite." says Mason, "Honestly, if you wanted to compare what I do to a Hollywood movie, I'm much more like Hitch (played by Will Smith) than Dr. P. I want my clients to get the girl of the dreams, and I'll do what ever it takes to help them succeed."

Unlike school of scoundrels, there is no drill sergeant yelling at you, no paint ball war games, and definitely no men dressed as women to practice on. "We use real women" states Senior Instructor Sean Newman, "They give the kind of feedback only women can. It's one of the most eye-opening parts of the training, since in the real world, women are usually too polite to tell you these things."

According to Mason, Every guy has attractive qualities, the big problem is men don't know how to express them. Mason and his team of instructors have developed a training program to teach men how to overcome shyness, fear of approaching, and to know exactly what to say and do.

The Art of Attraction is PickUp 101's primary workshop. As Mason puts it, there are no tricks, gimmicks, or cheesy pickup lines taught in the workshop. Instead it involves teaching men how to convey personality, how to be fun and playful, and how to recognize when a women is interested or not.

In addition to the class room training, there are two nights of going out to nightclubs to practice interacting with women under the watchful eyes of the coaches. According to Mason, it's not unusual for a shy guy who has never approached a strange woman, to talk to 20 or more women over the weekend, get numbers and even a date or two.

Men travel from all over the world to attend these workshops. However the lion's share of his clients are Silicon Valley engineers. No real surprise considering the ratio of men to women.

A former Silicon Valley 'techy' himself, Mason says he wasn't always good with women, and that's why he started teaching other men. "We change men's lives, and nothing makes me feel better than hearing back from these guys on how happy they are after taking the workshop" says Mason "I love my job!"

Lance Mason is the founder PickUp 101 (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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