

Brent Smith and Mitch Rabin, Absolute Power Dating business partners, recently provided an interview for the release of their iTunes application 'Absolute Power Dating'. Their blog can be found on their [web site](#). Absolute Power Dating can also be found on [Facebook](#), [YouTube](#), and [Twitter](#).

When was Absolute Power Dating formed and how was it started?

Brent Smith: *Absolute Power Dating was started in 2005 in my studio apartment in New York City. I was working a corporate job at the time and teaching men how to have a better social and dating life wasn't even on my radar. That all changed with an interview that I did for **David DeAngelo's** 'Double Your Dating, Interviews with Dating Gurus' program. I wasn't convinced that it was a real business so David DeAngelo had to literally pull me into it kicking and screaming...so to speak. I started out helping with a simple phone coaching program and coaching guys on nights and weekends. The rest is history.*

What makes you guys so good at lifestyle coaching?

Brent Smith: *25 years of experience on the global social scene. We've travelled to almost every continent, studied the behavior of men who have trouble meeting women, synthesized patterns into creating a technique that is natural but powerful. Our style is to share our own experiences with guys. Once they learn our technique and see us in action, they realize it's just a mindset. We connect well with insecure guys because we've all been there in life.*

How is your style of coaching different than your competitors?

Mitch Rabin: *The APD system is based on naturally attracting women to you as opposed to tricking or manipulating them into liking you. We don't teach guys to be pick-up artists as our competitors do, we encourage our clients to build their self-esteem using their personal attributes, and then we help them engage those positives in the field. It's not about how much money you have or how good looking you are its about confidence and vibe and most of all having a great relationship with yourself.*

Who are the people you help the most and who specifically benefits from your coaching?

Brent Smith: *The demographic is all over the place from successful entrepreneurs to the regular guy on the street. We help guys gain insight into themselves, teach them to have self confidence, a carefree life, and encourage them that their goal should be to have a great social life, a great relationship with themselves and the women will follow.*

What are some of your inherent attributes that you guys possess and try to pass on?

Mitch Rabin: *Both Brent and myself pride on ourselves on being Indifferent to outcome in all situations. If you don't get what you want, so what, move on. Taking 100% responsibility for our actions is another differentiator our clients take from our style. Giving (of yourself) rather than getting is one of the biggest attractions to women. We're not focusing on expensive dinners and spending money. We focus on listening, responding thoughtfully, making eye contact, asking questions, and helping others to have fun. Those are our forms of giving. Building stronger self worth is essential for guys to attract women.*

What is the difference in the way women treat your students before they take your course versus afterwards?

Mitch Rabin: *Women do most of the work, because they are naturally more attracted to the new, confident and improved demeanor our students have after learning our techniques. It's fun to watch two or three different women stalk our students at a bar, buy them a drink, and compete for attention. Our clients call us the next day, and we don't even recognize them.*

What's the best advice you'd like to give potential clients now?

Brent Smith: *Build a solid relationship with yourself first. Call it Far East philosophy, or whatever, but believe in yourself or no one else will, especially women. If you think you're weak then you are. Think strong! Stop pursuing women like a puppy dog. Change the reason that you go out, to having fun instead of trying to pick up women. Finally, stop caring about the outcome. Not every woman will be interested in you, and maybe that's why there's billions of them out there.*

What & where is an ideal situation for men to use the Absolute Power Dating philosophy?

Brent Smith: *Restaurants, bars, shopping, hanging out at the beach, and over at a friend's house party are the places where APD can have high yield return for our clients. The APD method transcends any one single situation. It's applicable in all facets of life. We want our guys to improve their dating life by using our techniques to meet quality women. For them, the possibilities are endless.*

What are the long term plans for the company and are there new products on the horizon?

Mitch Rabin: *We have a book in the works, a membership program where guys get ongoing support, seminars, live events and coaching throughout the US and Europe during 2010-2011. We plan to build an Android version of our app during fall 2010.*