

The ABCs of Attraction



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2011 Press Kit



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ABCs of Attraction



A Note to the Media

Thank you for your interest in covering ABCs of Attraction and/or its staff. To help serve you better we have established a set of media guidelines. Please adhere to these guidelines so that this can be a rewarding experience for all parties involved. Thank you.

Requesting Interviews

- If you would like to interview JT Tran (The Asian Playboy) or any other member of the staff, please send us a request at media@abcofatraction.com. In your email, please provide your name and full contact information, state your news source, the angle of your story, who you would like to interview, when and where you would like to do the interview, and your anticipated broadcast date.

Media Access to Bootcamps/Events

- If you would like to create a story by sitting in on one of our bootcamps/events, please send us an email request. In your email, please provide your name and full contact information, state your news source, the angle of your story, and which city/date/event you would be interested in attending.

PLEASE NOTE: Because of our commitment to privacy for our students, we allow very limited news filming access inside of the classroom. Special arrangements to conduct video interviews during bootcamps/events, but outside of the classroom, can be done.

Media Access to Infields

- If you are interested in attending an infield session (nightclub coaching), please send us an email request. Again, in your email, please give your name and full contact information, state your news source, the angle of your story, and which city/date/event you would be interested in attending.

PLEASE NOTE: If you would like to film any part of the infield inside of the nightclub it is your responsibility to secure filming rights and access. Also, please note that we are committed to providing our students with unique experiences, therefore we may not be able to accommodate your club choice because of accessibility. We strongly recommend that you coordinate with us to secure a venue.

Media Access to Fashion Consulting Sessions

- If you are interested in attending one of our fashion consulting sessions, please send us a request. Again, in your email, please give your name and full contact information, state your news source, the angle of your story, and which city/date/event you would be interested in attending.

PLEASE NOTE: If you would like to film any part of the Fashion Consulting Session inside of the venue it is your responsibility to secure filming rights and access.

******OFFICIAL PHOTOS can be provided by email request******



Tip Sheet

Below are a suggested set of interview questions for ABCs of Attraction staff.

Q: When did you first develop an interest in seduction arts?

Q: What's the most valuable lesson you learned during your training?

Q: In your opinion, what are the key characteristics of a successful pick-up artist?

Q: Who has been your biggest influence?

Q: How have you impacted the lives of the men that you've consulted and trained?

Q: What has been the biggest milestone of your career?

Q: What makes you a recognized leader in the PUA community?

Q: When working with clients, what are some of the key factors that prevent men from succeeding?

Q: How do you help them overcome these obstacles?

Q: What's the most valuable piece of advice you could give to a man struggling with meeting and attracting women?



About ABCs of Attraction

As featured on VH1's hit reality series, *"The Pick Up Artist"* and in AsianWeek, D Magazine, Nichi Bei Times and Entrepreneur...

Founded by **JT Tran**, the Asian Playboy and the World's Greatest Asian Pick Up Artist, the **ABCs of Attraction** is the first and most successful indie pick up company in the world. The company offers programs and resources based on its trademark holistic pick-up methodology. While the company works with men of all ethnic backgrounds, the **ABCs of Attraction** has earned a reputation as the world's #1 *Dating and Pick Up Program for Asian Men*.

Since its launch in 2005, the **ABCs of Attraction** has helped thousands of men worldwide improve social skills and lead more fulfilling and rewarding lives. The company offers a wide range of events, tools and techniques specifically designed to help men woo, court, date and seduce women. From developing and improving game to changing one's manner of dressing to convey sexuality, the **ABCs of Attraction** delivers full proof methods to help men of all ethnicities improve their love lives.

The **ABCs of Attraction** facilitates seminars and boot camps across the globe. In fact, the company's intensive, results-driven boot camp is the highest rated boot camp in the seduction and pick up artist community. In addition to live events, the company also offers informative, instructional e-books, DVDs, CDs and other multi-media resources.

One of the keys to the **ABCs of Attraction's** success is its dynamic and world-renown staff of coaches and instructors. Among the company's notable staff members are The Asian Playboy, Johnny Wolf, Sarah Ann the Wing-Girl, Ozzie a.k.a. The Latino Gentleman, and William a.k.a. Man Cannon. ABCs of Attraction staff members are regularly booked for speaking engagements at some of the world's leading colleges, universities and conferences.

What are the ABCs of Attraction?

- A** - Attitude, Attract & Approach
- B** - Be In The Moment, Banter & Buying Temperature
- C** - Compliance, Comfort & Connect
- D** - Dominate, Direct Intent & Disqualify
- E** - Evaluate, Extract & Escalate
- F** - Future: Fun Up Artist! or Fake Pick Up Artist?



JT Tran, The Asian Playboy

There's something almost eccentric about a man who walks into a venue, spots a girl he wants, attracts her attention, and leaves the venue with her. But then there is JT Tran, a.k.a. the Asian Playboy, who not only attracts attention wherever he goes, but is teaching thousands of men the ABCs of how to use his same techniques, while he's building a multi-million dollar enterprise. I'd have to say that this is what it means to be.....WINNING!

JT Tran is the founder of the world-renown **ABCs of Attraction**, one of the world's first and most successful indie pick up companies. Known as the World's Greatest Asian Pick Up Artist, Tran is the creator of the revolutionary Holistic approach to pickup and has transformed the lives of thousands of men with his groundbreaking products and programs.

Tran is the leading authority on dating for minority men, and is considered to be the most hardcore and effective boot camp instructor in the business. Since the launch of his career as a pick up artist (PUA), he has reached a number of significant milestones, which have secured his position as a leader in the PUA community. He is the founder of one of the longest running and most widely read seduction arts blogs in history, which recently surpassed more than two million site visits. He is also author and producer of several e-books, DVDs and CDs, and other multi-media personal coaching resources. Additionally, he has provided thousands of hours of training and coached students in 20 cities on five continents.

As an Asian born in Texas and forced to move around the south throughout his childhood, Tran battled discrimination, social isolation, and his own perceived barriers to being the very best he could be in American society. It wasn't until he graduated from college and moved from Florida to California that he realized that while he had been busy succeeding in academics, he hadn't taken the time to simultaneously develop social skills. So he decided to do some research and educate himself on how to improve socially, and that's when he discovered seduction arts. It was when he began to explore pick up that he knew instantly he'd discovered something that had the potential to change his life. It wasn't long before Tran transitioned from being an Aerospace Engineer to becoming the Asian Playboy.

Having faced obstacles that most pickup artists have never dreamed of, Tran specializes in training the toughest cases by working from the ground up, addressing all vital areas of pick-up and concentrating on a Holistic method of teaching. Tran's specialized training and Holistic methods of teaching have attracted the attention of many. In fact, they have positioned him as a renowned speaker in teaching diverse audiences, not only in social settings, but in using some of his methods to overcome obstacles in the workplace and on university campuses. In 2011, Tran was invited to speak to students and faculty at Yale and Harvard Universities, and the University of Chicago.

Once unable to even breathe around women, Tran is now highly regarded for his unmatched and versatile master of both DIRECT and INDIRECT Game, Social Circle Game and unprecedented Kino Escalation & Dominance. Moreover, he possesses the SUPERNATURAL ability to train even the most hopeless students that many other pickup companies turn away.

Tran is currently based in Los Angeles, but regularly travels around the world with his dynamic coaching staff for bootcamps, seminars, and other appearances. Tran is single, but in a committed relationship.



Staff Members

Gareth Jones, *ABCs Of Attraction Certified Instructor*

Gareth Jones, one of the only social artists in the community not operating under a different moniker, is the “linguistic lover.” Originally from Boston, Massachusetts, Gareth moved to Los Angeles with his rock band and got sucked into the seduction world one book after another. Like many, Gareth discovered *The Game* and was astounded that he could combine both his passion for psychology and his passion for women in one of the most interesting new facets of the studies of behavioral science and social dynamics in the last 40 years.

Bent on meeting the godfathers of the game, Gareth put his nose to the social grindstone and soon found himself rubbing elbows with Mystery, Matador, Neil Strauss, and Ross Jeffries. After studying with the Asian Playboy, Gareth helped the approach coach with a bootcamp in June of 2009 and hasn't looked back since.

Focusing on NLP and a push-pull concept Gareth developed called “Indirect Sexual Escalation”, he is a genius in conversation and strives to pour as much information into his students as possible, while encouraging their character and growth as men.

The Asian Playboy has shared his knowledge and honed Gareth's skills immeasurably. Teaching him dominance, Alpha physical escalation, and various BLP (Body Language Positioning) gambits, he has grown tenfold and continues with the same passion to learn that existed when he first entered the community.

Gareth lives in Los Angeles and can be frequently found at The Kress, Boardner's, or the beach.

Sarah Ann, *ABCs of Attraction Wing-Woman*

Sarah Ann has been working with the ABCs of Attraction as their primary wing girl for three years. Originally from southern Indiana, Sarah moved to Los Angeles to pursue a career in acting after completing a BFA in Theatre Performance. Shortly after moving to Los Angeles she met Johnny Wolf and JT Tran (Asian Playboy) and began assisting with bootcamps, which resulted in dating one of them.

As an avid dater herself, Sarah loves to share stories and experiences with students about what and what *not* to do on dates. Using her life experiences she feels is the best way to teach others the ins and outs of dating. As the honorary ABCs cheerleader, Sarah enjoys going to bootcamps and winging guys in set and giving pep talks. Sarah has learned everything she knows about the community from JT Tran and Gareth Jones, both having very different, yet complimentary, styles of pick-up.

In her spare time Sarah moonlights as a socialite and goes to the occasional audition to hone her craft. Favorite hang-outs include Rush Street, The Tar Pit, and any type of dive bar.



Staff Members

Ozzie Rios, *ABCs Of Attraction Certified Coach*

Self-discipline is just like a muscle, and it develops just like a muscle. The more you work it out the better and stronger it gets. – Ozzie a.k.a. The Latino Gentleman

Ozzie a.k.a. The Latino Gentleman is the “Swami of Day Game,” and has been known to pick up hotties wearing only khakis and a baseball cap. He has painstakingly studied every aspect of seduction, while working closely with the Asian Playboy. He is a master of direct game, and specializes in projecting sexuality, while still being chivalrous, and establishing a dominant frame with women.

Los Angeles has proven to be a great training ground for this Chicano. From businesswomen to late night rocker scene girls and everything in between, Ozzie has seen it all and dealt with all types of women. Dozens of ABCs students have turned to him for both boot camp training and private day game sessions. One of very few Latino pickup coaches, he's the ABCs very own personal “Rico Suave” and excels at breaking down interactions and correcting all students' mistakes, especially those of Latino men. Some of his key skills also include frame control, body language and building confidence.

Ozzie's interests include music, reading, and martial arts. He also enjoys traveling, poker, working out, chilling with his friends and coming up with crazy openers for the field.

Johnny Wolf, *ABCs of Attraction Certified Coach and Instructor*

As one of the first graduates of the ABCs' Training Certification program, Johnny Wolf transformed from master-student to lead-instructor. He broke through typical Asian stereotypes with his remarkable transformation from an average, overweight, balding, Chinese guy to being the cool guy that everyone wanted to be and all the hot blonde girls wanted to be with. Johnny Wolf turned adversity into power and developed a rock-hard Alpha Male presence, which he now instills in his students.

Johnny Wolf became an icon in the PUA community when he created the SoCal Lair, which later became the biggest pick-up support group in Southern California. He is also the co-founder of the Global PUA Summit, the internationally recognized, organized body of Pick-Up Artists. Additionally, he has appeared as a Guest Lecturer at Harvard University on the topic of Social Confidence.

Considered by many to be the world's second greatest Asian pick-up artist, Johnny Wolf has turned many men from chumps into champs in the dating world in the past three years. He has a reputation for both his intricate understanding of pick-up concepts and an innate ability to teach others. Like the Asian Playboy, he believes that to get to the pleasure, you have to go through the pain.

Johnny Wolf currently lives on a small tropical island where he teaches scuba diving and continues to make pick-up arts a lifestyle. He flies back to the United States to teach Limited Edition boot camps twice each year.



Staff Members

William A.K.A. Man Cannon, *ABC's of Attraction Certified Instructor*

William, a.k.a. Man Cannon and the “Dalai Lama of Direct Game,” has seized the attention of seducing students around the world with his ability to channel his Zen-like inner game. William is an expert at transforming students from the inside out, and helping them conquer their approach, anxiety, and nervousness around the opposite sex---thanks to 1,000 hours worth of training with the Asian Playboy.

Before he became one of ABCs' star pupil-turned-instructors, William ran Fallout Central, the most listened-to Asian-American activism podcast. After his life was transformed by the ABCs of Attraction, William redirected his energies into more constructive and holistic avenues to help his fellow Asian brothers.

As a professional businessman and pick up artist, William knows how to deliver the goods and seal the deal. He is an expert at making pick up seem natural and has helped dozens of students overcome their sticking points with his steady, yet stern methods of coaching. William has presented workshops on male sexuality at some of the nation's most prestigious colleges and universities, including Wellesley College, Harvard University and Rutgers University. Additionally, he is the founder of the Better Asian Man blog, daily helps to pave the way for the future of Asian men via his website and weekly podcasts.

William is based in New York. His current goal in his romantic life is to find a girl that he has good chemistry with, and would one day consider marrying.

Mike Smooth, *ABCs Of Attraction Certified Day Game Coach*

Mike Smooth, the social scientist with a burning desire to combat social injustice, was born and raised in the San Francisco Bay Area. Growing up as an only child, Mike was a shy and quiet kid. In college, Mike earned a bachelors of arts in Sociology with a minor in Criminal Justice, but he was still an introvert who kept to himself. Unfortunately, this led to Mike's lack of social skills and not reaching his full potential.

However, as time wore on he realized that he lost attraction just as fast as he would get it. He often times ended up in what many would call the "friend zone." All that changed when Mike Smooth took his first ABCs of Attraction bootcamp in San Francisco in 2010. Not only did he learn why he lost attraction with women, he also learned how to keep the attraction going. As a quick learner, Mike also worked hard to internalize the holistic principals of the ABCs.

Trained personally by Asian Playboy and Johnny Wolf, the two instructors were very impressed by his ability to learn fast. Seeing the potential he had, Smooth was eventually offered a position on the ABCs team after taking a crash course in Practical Day Game.

Mike Smooth uses his charm, confidence, and dominance to wow the ladies. Often cool and calm, women have complimented Smooth on his confidence and swagger. He has also been praised by women for his positive aura and his ability to take charge.



The Program

The ABCs Of Attraction pick-up bootcamp uses exercises, drills and an understanding of social science, male and female flirting behavior and practical, real-life tested application to bring out your best, masculine, and natural personality.

We start each afternoon with four hours of exercises, lecture and workshop, then we take you in field for another four hours to bars and clubs, demo on live sets for you, bring you into sets to talk to hotter girls than you've ever met in your life, and help you fix all of your bad habits and we get you the girl!

Overview of Topics

- Introductions
- Sticking Points, Goals & Expectations
- Overview of "The ABCs of Attraction"
- The FIVE (5) Levels of Emotional Intelligence
- Story Telling
- Flirting Female Behavior & IOIs
- BLP - Body Language Positioning (Advanced Body Language)
- Improv/Tonality Exercise (Intermediate)
- Isolation (Advanced Body Language)
- Building an Identity
- Phone Game (Full Lecture Only)
- Inner Game
- How To Last In the Game/ Beginner's Hell



Guaranteed

A 3:1 student to instructor ratio or lower, a 2:1 student to coach or lower and as much personal 1 on 1 attention as you can handle. Classes are limited in size (7 people maximum, i.e. 1 instructor and 2 coaches for 7 students) to allow for personalized teaching. INTERNATIONAL: Due to the high cost of running international programs, this ratio may be increased to 4 to 1.

Premium/Special Bootcamp Typical Schedule:

Friday/Saturday

4-8 PM – Lecture / Workshop

10 PM – 1, 2+ AM – Night field session and recap

Sunday

4-8 PM – Lecture / Workshop or 4-6 PM - Fashion Consulting, 6-8 PM – Lecture / Workshop

10 PM – 1, 2+ AM – Night field session and recap

Certified Bootcamps do not have a 3rd night session and instead include a Day Game PUA Training session.



Bootcamps/Events



San Francisco
June 17, 2011
Certified Bootcamp



Atlanta
June 24, 2011
Certified Bootcamp



Toronto
July 1, 2011
Premium Bootcamp



New York
July 8, 2011
Certified Bootcamp



Philadelphia
July 15, 2011
Certified Bootcamp



Washington, DC
July 22, 2011
Certified Bootcamp



Chicago
August 5, 2011
Premium Bootcamp



New York
August 12, 2011
Certified Bootcamp



Orlando
August 26, 2011
Certified Bootcamp



San Francisco
September 2, 2011
Johnny Wolf's Limited
Edition Bootcamp



Los Angeles
September 2, 2011
Premium Bootcamp



New York
September 9, 2011
Premium Bootcamp



Las Vegas
September 9, 2011
Johnny Wolf's Limited
Edition Bootcamp



London
September 16, 2011
Special Bootcamp



Toronto
October 21, 2011
Special Bootcamp



Sydney
November 18, 2011
Special Bootcamp



Sydney
May 4, 2012
Special Bootcamp

**Other events include Long-term Training, Day Game Workshops, and One Day Special Events*



Testimonials

"This past weekend's San Francisco bootcamp with Johnny Wolf and Showtime was one hell of a trip!" -- Mark from New York City, New York, USA

"That was the entire night. We danced, talked more, made out, and I got her number. Because she drove her friends to the club and had to drive them back, we couldn't really take it to the next level, but it was still mind-boggling for me." -- Steve from San Francisco, California, USA

"The bootcamp was basically a life changing event. People just do not respond to me the same way after the bootcamp as they did before. The structure isn't nerdy or complex it is actually a very simple (simple as A B C's) and is an effective guideline. Again the bootcamp is a life changing event. It's more than just about pick up. The massive positive changes in my personal and emotional maturity I experienced that was because or is related to the bootcamp is way too much to write in the space of one post." --Len from Dallas, Texas, USA

"This weekend was eye opening experience I didn't create blind spots for myself I found out exactly what I was good at and what I wasn't good at through the eyes of people who do this for a living. Much love to APB and the rest of my BC fellow students you know who you are =>) everyone travelled really far to get to Sydney and I hope you enjoyed your time here not as students or teachers but as people." -- Mike from Sydney, Australia

"Overall, the bootcamp was worth every penny. Understand that this basically cut away a third of my bank account, and it was a huge deal for me. I'm a poor college student. I am very glad I did this and now my perceptions and competence have completely tranSan Franciscoormed. If you want to change your life for the better, this is the single best three days you will spend doing it. If you are even thinking about taking a bootcamp, just stop thinking and put down the deposit now!" --Tim from New York City, New York, USA

"To recap, I really recommend Greg as a coach and the PUA All Star Workshop they offered. Given the cost of other bootcamps, this was a bargain. If they offer another one like it, I will definitely take it. Can't wait to try the material they taught me on my own. The PUA All Star Workshop gets a big thumbs up from me!" -- Gary from Los Angeles California, USA

"He was really friendly and outgoing and seemed to enjoy every conversation that he started. Most importantly, he knows his shit. I noticed a change in the ABCs curriculum to one that almost entirely focused on natural instead of canned lines and routines. It's a good idea, as PUAs should be seeking to improve every aspect of their lives, not just pick-up. Mad props." -- Jim from Las Vegas, Nevada, USA



Newspapers and Magazines

Asian Pick-Up Artist Teaches Ivy League Asians to Bed Blondes

Gawker.com

May 9, 2011, By Maureen O'Connor

Paper Tigers

New York Magazine

May 8, 2011, By Wesley Yang

Playing the (Asian) Dating Game

Her Campus

May 4, 2011, By Annie Pei

JT Tran: Playboy, entrepreneur artist, love guru *Friday*,

Yale Daily Times

February 11, 2011, By Antonia Woodford

The Asian Playboy is coming to Vancouver

Vancouver Examiner

March 21, 2010, By Craig McNeil

Reading Between the Pick-Up Lines Reading Between the Pick-Up Lines

Harvard Crimson

February 18, 2010, By Beth E. Braiterman

New year, new friends

NGUOI VIET

December 31, 2009, By Jami Farkas

Asian Playboy Defies Stereotypes

Flash News

April 16, 2009

Decoding the Asian Playboy, the world's greatest Asian pick-up artist

Asian Week

February 8, 2008, By David Shaw

How To Score with Hot Babes

D Magazine

May 1, 2006, By Paige Phelps



In the News

Television and Radio



ABC News-KCVB 5, Boston

w/Karen Holmes – February 13, 2010



Columbia News Tonight

February 11, 2011



Chicago Philippine Report (CPRTV)

December 17, 2009



Frequently Asked Questions

Who is the Asian Playboy?

JT Tran, Founder and CEO of ABCs of Attraction, (better known as JT the Asian Playboy), is universally regarded as the World's Best Asian Pickup Artist, and the toughest instructor in the industry. He is the ORIGINATOR of the "Holistic" method of Pick-Up, and the first dating guru to EVER have a uniform curriculum. He has arguably taught more minority students than ANY OTHER instructor in the world and is the UNDISPUTED master of interracial dating

What is a Pick-up Artist (PUA)?

A pick up artist, by definition, is a man who has chosen to improve his romance and dating options despite having been born with less than the best looks, less than the tallest body, less than the best physique, and less than the best natural ability to charm women. He has decided to take responsibility for his own life, man up, and strive to improve himself.

How Has the Asian Playboy Impacted the Lives of Students?

By helping students to build social confidence, and make time-tested strategies and their own personal attributes work for them. Before they take the bootcamp, a lot of students are on the brink of giving up on women because they don't have the skills to meet, attract and connect with them. The void has become a huge burden. But once they take the bootcamp they are able to overcome their anxiety and fears, move past limited beliefs, and use their newfound knowledge and skills to meet the women of their dreams.

What are Some of the Key Factors that Prevent Men from Succeeding?

Racial stereotypes can be a difficult obstacle for many of our clients to overcome. Perceptions that Asian men are small, misogynistic, effeminate and asexual can make it extremely difficult for men to truly believe that they can have any woman they want because of how they feel. We teach how to overcome these stereotypes in a number of ways, primarily by leading by example. Inaction is another obstacle that some students have difficulty overcoming. A real man recognizes his inaction, and takes steps to implement change in his life. He makes no excuses. A coward makes excuses for his inaction. And there are no cowards in pick up.

Do You Teach Only Asian Men?

Far from it. While it is true that the majority of our clients are Asian and other ethnicities (including black, Latino, Indian, etc.), a good 25% of our students are Caucasian. On one hand, JT (The Asian Playboy) is famous for teaching Asian men how to realistically deal with and cope with racism and prejudice in the dating arena whether it comes from men or women. On the other hand, the ABCs of Attraction itself is a revolutionary new and holistic mode of Natural Attraction that is effective for everyone.



Frequently Asked Questions

How Much is the Bootcamp?

The cost for bootcamp tickets start at \$750 dependent upon program and specials. There is a full, prorated refund policy in place. However we are confident that you will enjoy the bootcamp experience and find it worth every penny if not more, just as hundreds of our previous students have.

What is the Difference Between Certified and Premium/Special PUA Bootcamps?

Our Premium or Special PUA bootcamps provide 3 days as well as 3 nights of infield, pick up training by the legendary Asian Playboy himself. This amounts to 30 hours of training. The intense weekend training is with one of the most extraordinary Dating & Pick Up Coaches in the industry.

Certified PUA Bootcamps provide the industry "standard" of 3 days and 2 nights. These bootcamps are lead by a Certified PUA (Master Pick Up Artists) Instructor like Gareth Jones (voted Best New Master Pick Up Artist of 2010), William (from Better Asian Man), or Johnny Wolf (SoCal Lair Founder and Co-Founder of the Global PUA Summit). All of whom have been personally trained by APB for over 1,000 hours for their Instructor Certification. Both bootcamps provide the core ABCs structure.

Do You Allow Minors in Bootcamps?

No. Minors are not allowed in our bootcamps. You must be 18 years or older to take our bootcamp, however if you are under 21 you cannot accompany the class during the infield unless the venue allows for 18 and over. ABCs of Attraction has a NO TOLERANCE policy for underage drinking.

What are Your Thoughts Surrounding the Negativity of the PUA Industry?

While we cannot deny or ignore the realities that have blackballed the industry, we can only account for the integrity and quality of ABCs of Attraction. Our primary mission is to help those men who have lived their lives sheltered and unfilled due to racial barriers and cultural differences. Our goal is to provide our students with the skills needed to live fuller, fearless, social lives.

Do You Encourage Students to Force Themselves on Women Without Consent?

No. While our coaches teach students how to recognize and understand the differences of rejection, we do not use "force" beyond anyone's consent.

Can the Skills Taught in the Bootcamps be Applied to Other Aspects of Life?

Absolutely. We are often called upon to teach some of our techniques to professionals who need help to advance in their careers. Fear of rejection, is FEAR OF REJECTION.