

GARETH JONES

ABCs Of Attraction Certified Coach

Gareth Jones, one of the only social artists in the community not operating under a different moniker, is the “linguistic lover” and the newest Certified Coach on the ABCs team.

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 Asian Playboy, Gareth helped Approach Coach a bootcamp in June of 09 and he hasn't looked back since.

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

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.