

Sarah Ann
Official Q&A

Q: When did you first become involved in the seduction community?

A: In June of 2008 I moved to Los Angeles from Indiana to “hit it big” in the entertainment industry. Two weeks after arriving in the big city I met the ABCs of Attraction team and dated one of the instructors for awhile and was introduced to the role of being a wing woman. For the last three years I’ve been assisting as a wing-woman for numerous bootcamps in Los Angeles and across the country.

Q: What’s the most valuable lesson a wing-woman can teach a man?

A: It’s always important to show confidence and to smile. Such a small thing like smiling can totally change your entire demeanor. Working with a primarily Asian clientele, facial expression is a constant battle that I am determined to win. I’m lucky because I have the ability to usually be the only female working with these guys so I can make them laugh at a joke or frown when their facial muscles twitch from lack of use.

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

A: There are so many different ways to talk to girls but I think the best quality for a pick-up artist is using their skills for good. Not everyone is in the community to sleep with as many girls as possible, but if you are that’s fine too. I just think they should follow the old adage of leaving the girl how they found her. Being honest about your intentions and not “tricking” a girl into bed maintains respect between people. Even though it’s called “the game” doesn’t mean it necessarily has to be an art of trickery and deception.

Q: As a female yourself, do you think learning pick-up is misogynistic and manipulates women?

A: Certainly there are many, many people in the community that misuse and abuse the skill sets that make up a “successful” pick-up artist. I’ve seen first hand how ridiculous and misinformed this business can get. I’m lucky in that I’m with a company based in goodness rather than evil. I think pick-up gets a bad rap from some of the individuals running around spouting game. On the flip side it’s also easier to see the bad in it rather than the good. It has the potential to manipulate but when used correctly, it can actually save a girl from being forced to have the same conversation with the same random guy that comes up to her asking what her drink is. The biggest gripes from females are that there are no interesting, confident guys to talk to. I’d like to think that we are helping shape these regular guys into people that girls will be just hoping to talk to.

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

A: It’s hard to gauge sometimes how a student really feels after we finish a bootcamp, pack up, and go home. I can only say that after each bootcamp, I have yet to see one student make absolutely no progress. The difference between the beginning versus the end for some guys is like night and day. Many students are extremely grateful and thankful for the class and what we’re trying to do. The coaches and myself can get really passionate about how much we want these guys to succeed. Each bootcamp JT and Gareth basically recount tales of their own failures and struggles. This means they tell the

same embarrassing, sometimes humiliating stories over and over because they know it doesn't happen overnight. I think the students understand that it's a bare your soul kind of weekend. You have to admit what you're not good at before you can fix it and move on.

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

A: I'm always trying to improve at what I do. I didn't really have another female mentor or coach to go off of so I had to learn almost everything from JT and Gareth. Therefore, I think the biggest achievement for me is being in the community for three years. I feel really lucky that JT has allowed me to help run bootcamps for this long. I'm constantly learning more about the human condition and how women work in ways that I never even realized. I feel like I'm in on a secret that I'm constantly learning more about. Also, the thank you's from students are always rewarding and reinforce the positive influence I have. I had one student at the end of a bootcamp come up to me almost in tears and tell me that the bootcamp had changed his life. He said he would have paid a million dollars if he'd known what a life changing experience it would have been, wishing he had taken the class years ago.

Q: What makes the ABCs of Attraction a recognized leader in the PUA community?

A: The ABCs method is realistic and attainable for emotionally healthy students who take the class. It's a step-by-step class that teaches a little more each day, building on the class before it. The ABCs is also a holistic mind, body, and spirit approach that can be extremely motivating. We are a leader in the community because the method works. When used properly it can be almost fool proof. I only say this because I've seen it work so successfully.

Q: When working with clients, what are some of the key factors that prevent men from succeeding? How do you help them overcome these obstacles?

A: It's human nature to give excuses for not being good at something. When I ask a student to approach a girl he can feel anxiety ridden, and then he'll rattle off the usual "Oh, she's not my type" or "I saw her with a guy earlier" among other typical excuses. This diverting, excuse-giving behavior can be debilitating. This is where I would approach with the guy and open the set for him. Girls like talking to other girls which makes it easier for me to introduce my friend to them and such. Also, guys lacking in self-worth or confidence have a harder time advancing in set with women. They feel like they aren't worthy of speaking to attractive women. It's just a matter of recalibrating their mindset and working on inner game and positive behavior.

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

A: The one thing I will always emphasize is confidence. You don't have to be a 10 but if you have confidence it doesn't really matter. I think it's finding the one or two things in your life that you are confident about and playing them up. Maybe it's your sense of humor or your passion about life goals. Girls like motivated, confident people. Not everyone can be the life of the party but you need to bring something to the conversation.