

JOHNNY WOLF

Official Q&A

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

A: I was a freshman in high school and knew that I wanted a girlfriend, but I had no idea how to get one. The worst thing was that none of my other friends seemed to care, yet out of nowhere, they all started hooking up one by one, until everyone was happily coupled off. I was stuck, single and without a clue. It wasn't until 10 years later that I finally realized that I wasn't alone.

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

A: Confidence is earned, not learned. Some guys may appear to be naturally good with women, but the truth is, they just started earlier. The greatest thing about the pick-up artist movement is that even if you didn't get lucky as a kid, or have an older brother to show you the ropes, it's not too late. Even if you think you are the exact opposite of a natural and think you're a lost cause, your life can be totally changed in a three-day weekend.

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

A: I think it's key to have a "go for the gold" mentality. Guys that fully commit, invest the necessary time and resources and brave potential rejection are the ones that do well. Guys that half-ass it, make excuses and are afraid to go for it never succeed.

Q: Who has been your biggest influence?

A: I've had a lot of positive influences in this game, starting of course like many others with Neil Strauss and Mystery. But the biggest turning point in my journey, the one that turned me from good to great, was meeting and training with J.T., the Asian Playboy. He really pushed me toward excellence and inspired me not to settle for anything less.

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

A: The best part of my career is being able to change people's lives in one weekend. We've had guys who were in their late 20s and early 30s get their very first kiss. It's extremely rewarding when guys who thought they could never attract a woman email me just weeks later telling me that they've met a beautiful girlfriend.

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

A: The biggest milestone in my career as a pick-up artist was interviewing Mystery and presenting him the award for Best Pick-Up Artist of the Year at the PUA Summit. It was definitely a "wow" moment. Q: What makes you a recognized leader in the PUA community?

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A: Being the co-founder and one of the hosts of the PUA Summit, the founder of the Southern California Lair, and an ABCs of Attraction instructor have all cemented my position as a leader in the PUA Community. But when it comes down to it, it's really word of mouth and the success of my students that make me feel like I deserve to be a leader.

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: First, it's important for students to see and believe that it's possible to become successful with women. Second, they have to discover themselves that it's possible for them personally. The reason why a lot of guys have a really difficult time achieving this on their own is because without seeing it and doing it for themselves, it's really difficult to become a true believer. Third, and possibly most important, it's important to have a coach or instructor to help push you beyond your limits, and help you correct and improve on the spot so that you can develop good habits and achieve goals.

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

A: If it's important to you, don't put it off. Put your ego aside and dedicate yourself today to becoming good with women. Whether you sign up for a boot camp, or decide to force yourself to go out five times a week with a good buddy, don't put it off any longer. It will only get harder and harder with time.

To schedule an interview with Johnny Wolf, or to book him for a speaking engagement, contact ABCs of Attraction at (888) 689-GAME.