

Seduction 101

Charm School Boot Camp helps gun-shy guys find their inner Casanova

BY JACOB E. OSTERHOUT

With temperatures soaring, New York City bachelors may be feeling the heat — but that doesn't mean they're looking any hotter to

the ladies.

Single men, have no fear. There's new hope for escaping the solitude of bachelorhood (and yes, some men do want to escape it).

Charm School Boot Camp, an intense three-day course for those in need of seduction tips, has arrived in New York City.

"Charm School tries to take a guy who might be afraid to approach women or has no experience and transforms him into someone who can engage any woman in conversation and create an interaction that leads to something significant," says Wayne (Juggler) Elise, 37, co-founder of Charisma Arts, the company that runs the three-day seduction courses.

The course consists of a comprehensive lesson plan. Participants are then given the opportunity to do fieldwork and apply what they've learned in class to real-life circumstances.

That means field trips to lounges, bars, bookstores and parks so that students can test out their new techniques under the watchful gaze of their instructors.

"It was fun and one of the most useful weekends of my life," says Dan, a lawyer and recent New York Charm School participant who prefers not to use his real name. "I didn't realize how bad my conversation skills with people I didn't know were before this course. I already see a big improvement."

The course has been a long time in the making. Elise spent years informally helping down-on-their-luck bachelors over the Internet before officially starting Charisma Arts in 2004. He made a name for himself in 2005 when he was featured as "Juggler" in Neil Strauss' book "The Game," and business has been brisk ever since.

Charisma Arts runs two to three camps a weekend in locations across the U.S. as well as in London and Sydney. For those who can't dedicate a whole weekend to camp, Charisma Arts also offers Charisma seminars, private instruction and phone coaching.

The company has developed a unique and specific approach to helping men meet women. "We use guideposts as our methods," says Jonathan Christian Hudson, co-founder and business manager of Charisma Arts.

"We don't tell our clients what to say or who to be. They have to bring themselves. Some of our competitors give their clients stories to use. We're all about what's interesting to you personally."

While Charm School might help guys seal the deal, many of the camp's instructors are quick to avoid being called pickup artists. "We're not just teaching guys how to talk to women, we're teaching them how to talk to all people," says Johnny Saviour, 21, the youngest Charisma Arts instructor. "We're social coaches."

The participants who have completed the Boot Camp come for a variety of reasons. "One client was married, and his wife insisted he come to Charm School," says Elise. "She wanted to know that he really wanted to be with her, and she



JAMES KEIVOM DAILY NEWS

SOCIALLY WISE GUYS Jonathan Hudson, right, co-founder of Charisma Arts, with an instructor.

felt that until he could go and pick up other women she would never truly know."

But as diverse as they are, one thing is true for all clients: They have to be able to cough up the entire \$1,600 course fee. Wealth, apparently, doesn't improve man's ability to seduce.

"Sometimes, it's easy to hide behind cash," says Hudson. "But on a human level, money really has nothing to do with it. It's just a crutch. It's all about discovering what others think and seeing how you can relate."

For Dan, Charm School's lessons were well worth the price. "The Sunday morning after the course was over I was checking out of my hotel," he says. "There was this very attractive woman leaving at the same time. I flirted with her the whole way down the elevator ride. That never would have happened before." ♦

Charm School Boot Camp returns to New York City Aug. 4-6. For more information, call (734) 274-4667 or visit www.charismaarts.com.



REBECCA McALPIN

MOVING BEYOND 'HELLO'

Try these six tips from Juggler the next time you're on the market:

- 1. Speak loudly enough.** Loud people don't scare people; quiet people do.
- 2. People don't want to talk to a stranger, so don't be a stranger.** Say, "My favorite flavor of ice cream is rum raisin. What's yours?"
- 3. The other person always wonders why you are approaching them in particular** — fill in that blank. "You look like a well-read person. What's a good book you can recommend?"
- 4. In general ask fewer questions** and make more statements.
- 5. Use positive presumptions to ask more interesting questions.** Don't ask, "Do you live in the Village?" Instead say, "How do you like living in the Village?"
- 6. Touch the other person during conversation.** Start with the outside of your hand on the outside of their upper arm.

Hey, big spender, just spend it on her

Charm School Boot Camp aims to improve your seduction skills in three days for \$1,600. Of course, there might be better ways to attract babes with \$1,600. Here are our choices:

- 1. THE HIGH FLIER:** Take her on a helicopter tour of the city (\$750 for an hour) while drinking a bottle of Dom Perignon 1990 Oenotheque (\$320). Then head out to an unforgettable Japanese meal at Masa in the Time Warner Center (\$600 for two).
- 2. THE SPORTS GUY:** Pick up your gal in a Hummer limo (\$1,000) and take her to Yankee Stadium to watch the game from seats right on the first base line (\$300 each).
- 3. BROADWAY JOE:** Dinner at Uncle Jack's Steakhouse (\$300) followed by a trip to see "Jersey Boys" (good seats are \$400 a piece) and, if you're bold, a room at the Waldorf-Astoria (\$500).
- 4. PLAYBOY ROY:** Start off the evening with a private tour of MoMA (\$600), then have your driver (\$300/night) take you to Blue Ribbon Sushi (\$200). After dinner enjoy bottle service at Bungalow 8 (\$500).

