

Subject: PUA Training
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Irish guys learn chat up lines

By Aoife Finneran



CHEERS: Masters of dating

WOMEN of Ireland beware. Irish men looking to succeed on the dating scene are flocking to London to receive formal training from professionals.

Scores of Irish men have forked out the cash to attend specialised training courses in London, aimed at perfecting their seduction techniques.

It might sound like a plot from a particularly cringe-worthy comedy, but the phenomenon of Pick-Up artistry is a big business. And modern Irish men don't want to be left behind, having cottoned on to

the fact that expert advice for meeting women is just a simple training course away.

In fact, they take the business of seduction so seriously that they are not afraid to splash the cash in order to put an end to fruitless pursuits.

The London based puatraining.com enrolls approximately five Irish men in its training courses every month, with customers usually ranging in ages from 20 to 40 years.

And one student from Ireland travelled over for the course despite being just 19 years old. A spokesperson for the company explained: "We

have people coming from all over the world, and one guy came all the way from Australia to do it". It seems the old tried and untrusted techniques of downing several pints before approaching a woman have been thrown by the wayside in favour of smoother moves.

Irish men who enroll with puatraining.com can travel over and attend a choice of courses, choosing from one-to-one intuition, weekend bootcamps or residential courses.

And with prices ranging from €88 per hour to the intensive course costing €3,700, the company promises great rewards.

In fact, it doesn't hold back when describing the "revolutionary" course as "the first in the world that guarantees to get you laid".

For outsiders, it looks like a laughable idea, but Pick-Up artistry has spawned a massive industry across the world.

The phenomenon first came to public attention two years ago, when former rock critic Neil Strauss released a book called *The Game*.

The results of this training have yet to be seen in Irish pubs and clubs, but the number of Irish men learning the techniques is continuing to rise.