

THE ART OF

# CHARM

[WWW.THEARTOFCHARM.COM](http://WWW.THEARTOFCHARM.COM)



Get the Girl. Get the Job. Live the Lifestyle.



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## Company History

AJ & Jordan met several years ago while out honing their social skill-set at a bar in Ann Arbor, Michigan. Seeing each other succeed with women on an unprecedented scale, they teamed up to share knowledge with one another and take their game to the next level.

After a year of going out nearly every single night perfecting a system of meeting and attracting women, AJ and Jordan began teaching their system to others, who quickly started on a path of amazing social growth and success with the opposite sex.

Similar to most great ideas, PickUp Podcast was born over gin & tonics at one of AJ and Jordan's favorite bars, after a night of teaching men how to meet and interact with the opposite sex. AJ and Jordan had been teaching for months on end, several times a week, usually for free. They usually just dropped some "attraction science" on interested guys they met in class or while they were out in exchange for a few rounds of drinks. Many an intoxicated night later, they were wondering what the point was. Were they simply going to drink away their graduate school woes until they got real jobs? Would they even make it that far? They'd been downing free booze long enough to know that their "business plan", if you could call it that, had a gaping hole in it.

The guys wanted to create something that would change people's lives, not just teach them how to meet women and get phone numbers. They knew they needed to go beyond the basics of dating and get down to the root science of social interaction so that people would get hooked on improving themselves and the lives of those around them. Lofty goals for a podcast born bar-side at 1am on a Tuesday.

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AJ and Jordan proceeded to spend the next 6 months developing one of the most popular podcast shows in iTunes. Instead of studying for the bar exam (Jordan was in law school at the time), the guys routinely stayed up until 5am emailing every expert, blogger or self-help “guru” they could find, trying to score knowledge, content and interviews.



The first week saw around 30 listeners. The first month, the show would hit a few hundred, followed by 800, then 2,000 the week after that. Soon enough, PickUp Podcast had well over 10,000 downloads per month and was getting more and more popular every day. The content AJ and Jordan had created themselves, and the interviews with experts were quickly snowballing into an internet phenomenon.

After a few months, Jordan had taken the bar exam and needed a vacation. The guys recorded a few months of podcasts in advance and, while Jordan traveled around Europe and Southeast Asia, refining the social methods they had created back in America, AJ held down the fort while PickUp Podcast grew in popularity even more rapidly. By the time Jordan returned, the show had over 40,000 downloads per month, and was still growing.



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Once the summer ended, Jordan took a job on Wall Street as an attorney and AJ continued his work in the biology lab, still at school in Michigan. They continued to work on the podcast, still unsure of where it would take them. At this point, the demand for coaching as a result of the show's popularity started to take off. That's when AJ & Jordan hired Johnny D and founded The Art of Charm.

Kim, our only female coach, was later brought in to teach a curriculum geared towards women, and lend an educated female perspective on dating and relationships. Kim's unique ability to honestly assess the female psyche when it comes to attraction, her in-depth knowledge of the male thought-process and her candor in giving feedback to both



male and female clients places her firmly in the top ranks of dating coaches the world over, and people have been trying to steal her from us ever since.

After plenty of media attention, executives at SIRIUS XM Radio and Maxim began to listen to the podcast. They knew AJ and Jordan had good chemistry on-air and the potential

to re-create what they had done with PickUp Podcast and turn it into a popular radio program.

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A trial show was offered to AJ and Jordan for a timeslot during the “dead hour”. No phone calls were expected. SIRIUS XM higher-ups just wanted to see if the guys could hold their own, live on the radio, for an entire hour.

The phones lit up towards the beginning of the hour and the show was over long before the guys could answer the deluge of incoming questions, compliments and excited new fans of *Game On*, the first radio show in the world dedicated to helping men improve their success with the opposite sex. It wasn't long before SIRIUS XM came back with the offer of a regular show on one of the most popular talk stations.



Now, *Game On* with AJ and Jordan can be heard on SIRIUS 108 and XM 139 every Friday and Saturday from 8pm-10pm Eastern (5-7pm PST). SIRIUS and XM have since merged, giving the PickUp Podcast spinoff, *Game On* a potential audience of nearly 35 million. PickUp Podcast had officially gone from cellar to studio in just over a year.

In addition to the show at <http://www.pickuppodcast.com> and SIRIUS XM Radio, The Art of Charm has been featured on NBC's Today Show, NBC's Saturday Night Live Weekend



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Update, Huffington Post, VH1, Psychology Today, The LA Times, Details Magazine, NY Daily News, WABC Radio in New York, WTKK Radio in Boston on the Curtis Silwa Show and Current TV, among other media.

The transformations of their students have been nothing short of incredible. People routinely begin dating women they'd never thought were "in their league", find the love of their lives, and even get married. Many students of The Art of Charm change careers or get promotions, start their own business, or even move to a different country to begin living a lifestyle they'd never dreamed possible. One recent student, James, lost over 100 lbs, received an enormous promotion and now travels around the globe, working remotely while exploring the world. James credits The Art of Charm program for helping give him the tools, strength and courage to transform his life.

Students regularly fly in to The Art of Charm's New York City and Los Angeles locations from all corners of the globe, from Hawaii to South Africa, in search of this same transformation and lifestyle overhaul.

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## The Art of Charm Mission

The Art of Charm Mission is to introduce you to teachers whose ideas, stories and mindsets are so powerful that just hearing them will inspire change in you.

The Art of Charm Mission is to cultivate and nurture in every student a passion for personal development and growth.

The Art of Charm Mission is to give you an alternative to the 'professional guru' marketplace. We know that no single person has all the answers, and we'll show you that the best way to learn and grow is to absorb knowledge and wisdom from a diverse group of teachers and mentors who are willing to share not only their expertise but their experiences and personal breakthroughs.

The Art of Charm Mission is to encourage and enable you to live an awesome, fulfilling lifestyle -the one you truly deserve.

The Art of Charm Mission is to help you conceive a vision of your future self so powerful that you can't get there alone. Then, we want to give you a map and an team of incredible mentors to help you get there.

The Art of Charm Mission is to spark an identity-level shift in your beliefs about what is possible for you to experience and achieve.

The Art of Charm Mission can't be achieved without your active participation. Join our ranks and take your life to the next level!





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## PickUp Podcast

Imagine having a mix of experienced mentors teaching you their expertise, packing decades of research, testing and tough lessons into a concise curriculum. We're AJ & Jordan Harbinger, and we've created one of the premiere men's lifestyle programs available anywhere, and it's free. This is the show we wish we had a decade ago.



This is the show that started it all! PickUp Podcast began as a pet-project in AJ's basement and spawned the ideas that now form the core curriculum at The Art of Charm. The PickUp Podcast has inspired tens of thousands of men around the world and receives over 1.3 MILLION downloads every year. [Learn more about PickUp Podcast on Wikipedia!](#)

## The Quick Summary

PickUp Podcast is where self-motivated guys, just like you, come to learn from a diverse mix of experienced mentors, including the world's best dating coaches, relationship experts, bestselling authors and other amazing personalities.

We're AJ & Jordan Harbinger. In our early 20s, we decided it was time to take our lives to the next level, especially in the realm of women and relationships. We learned from the best dating coaches, attraction experts, fashion and image consultants from around the world and created a program unlike anything available anywhere.

We created PickUp Podcast to help motivated self-starters take control of their destiny and get guidance from a wide range of experts. We do this by interviewing the best in the business and making their knowledge available to you right here, for free.

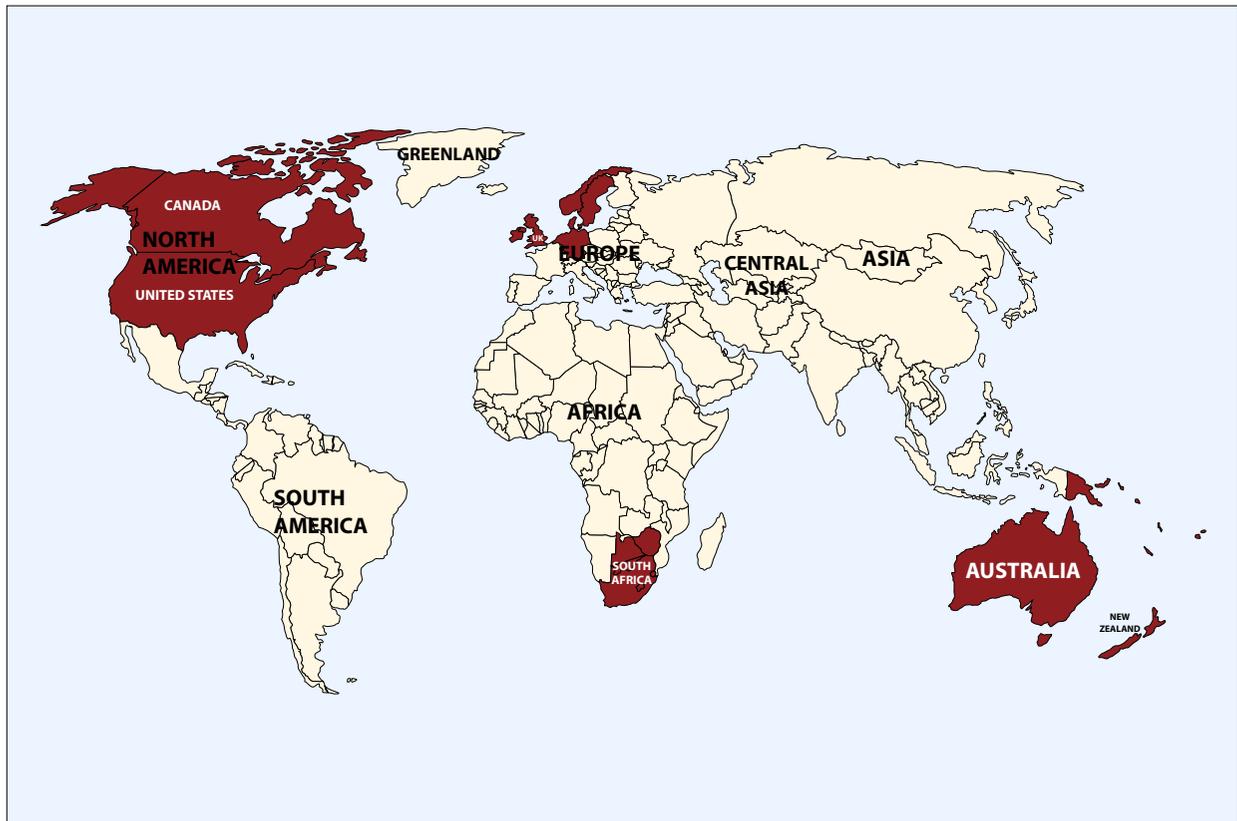
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## PickUp Podcast

Demographic: Single males ages 18-34; 2nd Tier: Males ages 16-40

- Largest Audiences in: US, Canada, UK, Australia, New Zealand, S. Africa  
50,000-70,000 downloads/month





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## Game On: Presented by The Art of Charm

Timeslot: Fridays 5pm-7pm PST (8pm-10pm EST)

(Rush Hour in LA, one of satellite radio's largest markets)

Replay(s): Saturdays 5pm-7pm PST (8pm-10pm EST)

Channel: 'SIRIUS XM Stars Too' (men's talk radio). SIRIUS 108, XM 139



SIRIUS XM Radio's *Game On* is an exclusive weekly live call-in show devoted to teaching listeners across the country how to improve their "game," and master their social skills to attract and interact with the opposite sex.

*Game On* is hosted by The Art of Charm's AJ and Jordan Harbinger, and airs every Friday from 5pm-7pm PST (8pm-10pm EST), exclusively on Stars Too — SIRIUS channel 108 and XM channel 139. Call in at 1.888.996.2946



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## Strategic Partnerships



Broadcast every Friday from 5-7pm PST (8-10pm EST) all over the North American Continent, *Game On*: Presented by The Art of Charm is a weekly talk show hosted by AJ & Jordan Harbinger which addresses the subject on the top of men's minds everywhere: how to get and keep the girl.



An AOL-owned men's website which receives millions of visits each month from men in the 18-34 demographic. The Art of Charm provides exclusive video content to both compliment the written features on the website as well as standalone content featured prominently on the website.



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## The OASIS Program:



In conjunction with doctors and psychologists at the University of North Carolina, The Art of Charm teaches men with various psychoses basic social behaviors such as dating, appropriate body language, meeting and making friends, and general social skills. The Art of Charm was approached by UNC Health Care in order to create the curriculum and joint-instruct this pilot program which involves classroom instruction in combination with drills, exercises and role-play for in-person interaction, as well as that using Facebook, texting, online chat and phone skills. The program is highly successful and is currently awaiting additional funding.



## Core Values



One of the best things about The Art of Charm, as a company, is our unique culture. And, as we grow and evolve, we don't want to lose that which has served us so well throughout the company's history. Of course, we'd also like to share it with all of our employees and anyone else who touches The Art of Charm. We've created these ten core values to more clearly define what exactly The Art of Charm culture is. These values are reflected not only in everything we produce, from products to programs, but also in every interaction we have as a company, as a team, and as individuals. Our core values are always the framework from which we make all of our decisions.

When searching for potential new team members and coaches, we're on the lookout for people who both understand the need for these core values and are willing to embrace and embody them in the name of The Art of Charm.

**Over-Deliver Through Personal Service.** At The Art of Charm, we differentiate ourselves by doing things in an unconventional and innovative way. We enjoy going above and beyond the average level of service to create an emotional impact on the receiver and give them a positive story they can take with them the rest of their lives.

**Cultivate Passion and Determination.** What keeps The Art of Charm going? Simply put, an intense passion for our business and our company culture. We're inspired because we believe in what we are doing and where we're going, and know that we, in turn, inspire others. We don't accept "that'll never work" for an answer. A lot of people told us that our business model and methods, or even



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our entire industry was infeasible or would never work; just imagine if we had listened to them!

**Do More With Less.** Everyone on the AoC Team is always on the lookout for how to make himself more efficient and improve our operations. We know there

is always room for improvement and we always feel a sense of urgency when making those improvements. Everyone on our team wants The Art of Charm to not only be a great service company, but the greatest personal growth and development company in the world! We strive to set and then exceed even our own high standards for getting more done with the same or even fewer resources than before.



**Embrace and Drive Change.** At AoC, we not only experience constant change, but we expect and embrace it with open arms. We will never accept or become comfortable with the status quo, but are always thinking of ways to change processes, perspectives, and opinions, hopefully for the better. Without change, we can't continue to provide the superior service that is The Art of Charm reputation.

**Pursue Personal Growth and Self-Education.** Everyone at AoC pushes himself both personally and professionally. We never feel stuck in a rut, and there are no dead end jobs in our organization. All AoC Team members know that inside himself and every other employee is more potential than we even realize. Both as a company and as individuals, we work to constantly unlock that potential,

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both in ourselves and our co-workers. We'll 'never get it right,' but that's a challenge that we all gladly undertake. The only way AoC can solve new problems that arise is by learning and evolving to meet them head-on.

**Leave Everyone Better Off Than When We Found Them.** This has been a mantra of The Art of Charm and of the AoC Team since the very beginning. Everyone who crosses our path should come away with not just a positive impression, but with real value as a result. Anyone who encounters us will be better off for having met us, whether it's a life-changing exchange of wisdom or simply a smile to brighten someone's day. The AoC Team actively seeks to find places in which we can give value to others and then we provide it, knowing that giving away value ensures that it comes back to us in abundance.

**Be Adventurous, Creative, and Open-Minded.** At AoC, we're bold without being reckless. We're not afraid to make mistakes, because after all, that's often the best way to learn. We're known for taking risks and very open to our friends and business partners taking risks too, as long as we learn from them as a team and use our experiences to make better decisions in the future. We believe strongly in our gut feelings and instincts; everyone can develop a gut feeling about business decisions as long as they are open to new ideas and the possibility of failure. After all, "sometimes we succeed and sometimes we learn something."

**Build a Positive Team and Family Spirit.** The Art of Charm wants to build not just a team, but a family. AJ and Jordan Harbinger, as managers, serve those we lead by removing obstacles and enabling the rest of the team to succeed. We know that the best decisions and ideas are made from the bottom up, and we seek



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to foster that on our team. As team members, everyone at AoC takes initiative when we notice issues or potential problems, and we collaborate with the rest of the team to address them before they impact the client. Beyond all of this, we watch out for each other and care for each other at all times. We work together and play together, because our bonds go beyond a typical co-worker relationship.

**Build Open and Honest Relationships Through Communication.** The Art of Charm is an open book; our honesty when interacting with others leads to strong relationships built on trust and faith. We can use these strong relationships to accomplish so much more than we otherwise could, but it's not easy getting there! The AoC Team always acts with integrity, is compassionate, loyal, and are good listeners. At the end of the day it's not what we say or do, but how we make people feel that matters the most. The AoC Team cares about others, both personally and professionally, even if sometimes that means giving people what they need to learn and grow as opposed to simply telling them what they want to hear.

**Embrace Humility.** Here at AoC we know that despite all the great things we have accomplished in the past, there will always be challenges in the road ahead. No matter what happens, The Art of Charm is always respectful of everyone. We all love to celebrate our individual and team successes, but not in an arrogant or boastful way. We believe strongly in a quiet-yet-powerful self-assurance, and in the long run we're confident our character will speak for itself.

*In short, we're all about serving clients, having fun, making money and changing the world, but not always in that order!*

## Jordan Harbinger

Read Jordan Harbinger's extended bio [here](#)



*"A core principle of my own life, and upon which this company was founded, is that one should leave everything and everyone better than they were before we met. By bringing positivity and abundance to others, you can't go wrong."*

Jordan Harbinger is a lawyer turned Social Dynamics expert. He is the owner and co-founder of The Art of Charm, the co-host of Pickup Podcast, a relationship advice and social dynamics talk show, and the co-host of Game On, a SIRIUS XM Radio's *Game On* talk show devoted to the art of meeting and attracting women.

## AJ Harbinger

Read AJ Harbinger's extended bio [here](#)



*"We do not teach lines or routines that hide insecurities and replicate other men's successes."*

AJ Harbinger was introduced to the world of social dynamics by Jordan Harbinger in 2004. Before then, the concept of social dynamics was an idea AJ had never considered or even knew existed. Upon introduction, his interest was immediately piqued. AJ & Jordan carried out a variety of social experiments while attending the University of Michigan, which apprised them of their aptitude in the field. From there they went on to produce Pickup Podcast and SIRIUS XM Radio's *Game On*, both weekly shows for men looking to improve their overall social skills and develop confidence with the opposite sex.



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## Johnny Dzubak

Read Johnny Dzubak's extended bio [here](#)



*"I love watching people take their destiny in their own hands and move in a direction that makes them successful in every facet of life. It's extremely rewarding to watch people strip away the shackles that have confined them to a life of anxiety and tension for years."*

Johnny happened upon the field of Social Dynamics and dating coaching quite by accident. Having been a touring musician much of his life, he felt the need to contribute positively to the world and was interested in the power of personal transformation. Johnny began educating himself about Social Dynamics and incorporating the concepts he learned into his day-to-day life. Soon after, he began coaching for a small Social Dynamics company out of Washington, DC; it was then that he met AJ & Jordan.

## Kim



*"I love helping people make positive associations and develop fulfilling lives. To me, there is nothing better I can do with my life than to help guide people toward being the best they can be so they can recognize goodness, inspire it in others and live life to the fullest!"*

Kim's path toward social dynamics began in Chapel Hill, NC while working in service industry management during college. She created courses to teach fellow employees how to overcome their social weaknesses and become more successful at interacting with the public. Her success in her own business led to invitations for her to teach at other venues as well, and eventually to other industries such as insurance and retail sales.

## Program options and descriptions

Want to learn how to create powerful attraction, build a strong, lasting connection, and sharpen your ability to attract and keep the woman of your dreams? Sign up for our weeklong Attraction Arts Program and gain specialized knowledge in these areas and many more. With The Art of Charm New York City or Los Angeles Headquarters, our executive coaches are available to teach you to reach a new level of understanding when it comes to the nuances of social interaction, including:

- Creating a powerful, charismatic presence that's attractive to EVERYONE
- Meeting women during the daytime as well as at 'traditional' bars and clubs.
- The power of living with integrity, in alignment with your values and purpose.
- The freedom to be your authentic self, without apology.

### Attraction Arts Weeklong

Over 45 Total Hours of Training

### 3-day Attraction program

Over 28 Total Hours of Training

### Advanced Rapport program

Over 45 Total Hours of Training



Payment Plans are Available!

WE PROVIDE YOUR ACCOMMODATIONS IN LOS ANGELES OR NEW YORK CITY.

Further, venue cover charges and transportation to clubs and bars WILL be covered by  
The Art of Charm during your program.



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## Attraction Weeklong Classroom Curriculum



Does meeting and interacting with new people seem excessively difficult? Sometimes the process of meeting and attracting women can seem very laborious and even 'hit or miss'. Do your relationships with women seem to be largely superficial or difficult to maintain? Would you like the power to select women instead of settling for what comes your way? This class will give you a system you can use to create instant and powerful attraction with the opposite sex, and become that charismatic man that everyone wants in their life.

## In-Field Curriculum

Our specially-tailored in-field curriculum is selectively designed to attack specific insecurities and remove them systematically through practice in social interaction. Your instructors will coach and demonstrate different techniques and principles learned during class, as well as walk you through any rough spots in your own application and mastery of the material. The effectiveness of much of our field work relies on its obscurity from the students, so you'll just have to wait to find out which type of themed field work you will receive. Just think of it as a cliff-hanger to the next episode of changing your life forever.

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## iPhone & Mobile Applications

Join The Art of Charm Crew and get your charm on with the all new iPhone app!

You listen to their shows and watch their videos, now own the app and get it all in one place! Take AJ & Jordan with you wherever you go in the palm of your hand.

Charm Everywhere.

Now Available in the iTunes Store.



\*iTunes and iPhone are registered trademarks of Apple Inc., which was not involved in the production of and does not endorse this application.

Follow them on Facebook, get the latest from Twitter, stream the PickUp Podcast live and even watch videos right on your phone. You can also receive notifications when new shows and media are released, and call into *Game On* SIRIUS XM with a single tap!

This app even includes shake functionality with tips, exercises, missions and a banter cheat sheet so that you'll never wonder what to do or say to get the girl or take your charisma to the next level.

Let The Art of Charm Crew hook you up with the wisdom and know-how you need to get and keep the girl, nail a job interview, or hone the mindsets and confidence you'll need to succeed.

It's all here, and it's all FREE, so jump right in!

• Developed by Angry Ninja Development

The iPhone app is free and available at: <http://www.theartofcharm.com/iphone>  
An application with similar functionality is also in development for the Droid (tm) platform.



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## Previous Press Coverage

# THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

# Psychology Today



# Los Angeles Times

# Entrepreneur



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888.413.7177



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