LIVE THE LIFESTYLE. GET THE GIRL. LEARN THE ART OF CHARM.
The Art of Charm is a revolutionary school for men, created by a team of social dynamics experts that has taken thousands of guys from ordinary to extraordinary.

Through years of research and experimentation, we have developed a philosophy of attraction that unlocks the power—personal, professional, and romantic—to transform lives. We have turned that philosophy into a practical, immersive residential program that has taken thousands of guys like you to the next level.

Because if you want to get the girl—or land that promotion, or launch that company, or build that fulfilling life you’re dreaming of—then you need to become a better man. That's where we come in.

From your voice to your beliefs to your conversational technique, we explore every facet of your social game—then adjust, adapt and transform it so you can return to your life with a new confidence and charisma.

We know how powerful that shift can be. Our instructors live it everyday.

Becoming a better man takes work. And it never happens alone. So who’s got your back?

We do. We are the leaders in radical transformation for men all around the world. Would you like the power to take control of your life?

Who We Are

The Art of Charm is a revolutionary school for men, created by a team of social dynamics experts that has taken thousands of guys from ordinary to extraordinary.

Our Coaches

Jordan, a former Wall Street attorney, will teach you how to persuade, relate to, and network with anyone in order to achieve your goals and objectives.

A.J., a former scientist, has an uncanny ability to see between the cracks and diagnose what's holding you back, as well as formulate a plan for moving you forward quickly.

Johnny is a former touring rock musician and head instructor at The Art of Charm. His unique brand of charisma and insight into your sticking points will get you to the next level, and fast.
How We Work: Here’s what you’ll get as an Art of Charm student

Becoming a better man happens in real life and in the moment. Anything else is just theory. We focus on results.

That’s why we offer our unique 60-hour residential program. As part of an immersive experience, our students stay in our residence for six days, learn side-by-side with other guys, and work directly with our instructors. Living and studying in-residence creates an incredible environment of constant self-improvement. Over the six days in our facility, our students truly become excellent.

But we’re not here to invent the ‘new’ you—we’re here to bring out the real you. We firmly believe that you already have everything you need to be excellent. What you need is a team that will draw it out of you—and teach you how to apply it masterfully out in the world.

The transformation begins immediately. Dynamic exercises led by our world-class coaches will rewrite your experience with women, friends and colleagues—then supercharge your game with a philosophy, skill set and toolkit to build the life you’ve always wanted.

Along the way, you will meet and learn with other awesome guys from around the world who are interested in becoming great. That built-in support group multiplies the value of your experience and lasts for years after the program.

Principles of Success

Charm is a fundamental skill. It’s that special something that gets you results wherever you go—at work, in a bar, on a date, or with your friends. That’s why we focus on the underlying principles of attraction, which extends to all parts of your life.

Read people like an open book. Discover what makes them tick. Learn how to command a room. Cultivate the confidence to influence situations wherever you go. Hold yourself to the expectations you’re capable of achieving.

All of these skills become possible with the right set of guiding principles, which are built into our core curriculum and culture.

A Roadmap for Transformation

A good game plan will make or break your interactions. At the beginning of our program, we’ll introduce you to the critical Interaction Map, which will help you track your progress in any conversation and give you a framework for taking control of your interactions.

The map, along with our extensive suite of tools and frameworks, helps eliminate the “blind spots” we all have in our social lives. We identify these blind spots, then replace them with a keen understanding of yourself and the people around you.

That’s the kind of awareness that allows our students to attract the right women, create lasting friendships, and connect with those around them.
**Dating and Attraction**

Then we teach you to be extraordinary with women. Using our true and tested material, learn to create real, exciting moments with the women you meet. Generate endless conversation and avoid those awkward silences. Develop your own playful style and cultivate sexual tension. Learn how to use the power of your touch to create comfort, built trust and master sexual escalation.

We teach all of this through powerful exercises, video work, banter techniques and approach styles, all reinforced by daytime and nighttime in-field training. By the time you graduate, you will understand how to create attraction anywhere, anytime—and build an awesome relationship.

**Confidence, Influence and Authenticity**

Because men need to be outstanding across the board, we also focus on building attraction in other areas of their lives. That’s the kind of life-changing game we cultivate in our students.

Our instructors will teach you how to handle different personality types, develop engaging body language, use your voice and visual cues, tell captivating stories, read and interpret signals, and—just as importantly—understand what not to do in many situations. All of these skills are enhanced by in-field training and video-recorded exercises.

And then there are the social and psychological foundations that we help you address. An essential part of our program is to strip away the insecurities and social programming that hide your true self. By translating emotional intelligence into a logical process that anyone can master, we will help you discover how to be yourself—your true, authentic self—without apologizing.

All of these remarkable benefits become the building blocks for your charm. When you graduate from the program, you will have a rich playbook to draw from for the rest of your life.
How We Work: Here's what you'll get as an Art of Charm student

A Support System and Lifelong Friends

At The Art of Charm, we believe that true transformation never happens alone. You need a wolfpack—a team of like-minded people who have your back—to inspire and motivate you.

That’s why we organize our residential programs into intimate groups of eight students. During the program, our guys share thoughts, exchange tips and go into the field together to put what they learn into practice. Watching our students collaborate is one of the most rewarding moments of the Art of Charm experience. It’s also a unique benefit of the live-in residential program.

It’s no surprise, then, that lifelong friendships are born here. Many of our students remain close and continue sharing thoughts for years after the program. You too will connect with a group of fun new friends as you begin your journey in The Art of Charm.

Preparation and Follow Up

Finally, we are obsessed with making you great. To that end, we include detailed preparation, tons of background material, and personalized follow-up coaching to make sure you get the most of our program.

First, you will be introduced to your own personal Art of Charm coach, who will speak with you regularly by phone about your goals, interests and questions before you walk through our doors. You’ll also receive access to The Art of Charm Academy, our online ‘university’ that covers the fundamentals of your program and connects you with hundreds of Art of Charm students and alumni around the world.

Once you graduate, you’ll have another in-depth conversation with your coach to discuss your experience, answer all of your remaining questions, and ensure you have a roadmap to follow once you graduate.

That’s how we guarantee our results. We tailor our program to your personal needs and help you maintain momentum for years to come. The education doesn’t end when you leave our doors. For most of our students, it’s only just begun.
The Benefits
The Art of Charm covers every aspect of your life. Our residential program is designed to enhance your dating life, your professional experiences, and your personal life, allowing you to:

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<tr>
<th>Dating and Relationships</th>
<th>Personal, Psychological and Family Life</th>
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<tr>
<td>✓ Create feelings of intimacy and trust with women</td>
<td>✓ Feel free to be the real, authentic you in everyday situations</td>
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<tr>
<td>✓ Recognize when and why she's interested</td>
<td>✓ Destroy self-consciousness and fear</td>
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<td>✓ Approach anyone, anywhere, anytime</td>
<td>✓ Recognize and eliminate negative emotional triggers, assumptions and beliefs</td>
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<td>✓ Create your own personal brand of charisma</td>
<td>✓ Tackle projects and experiences with confidence and passion</td>
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<td>✓ Use your language, voice and body to create deep attraction</td>
<td>✓ Learn how to set and achieve meaningful goals in your life</td>
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<tr>
<td>✓ Avoid awkward silence and discover an exciting world of conversation</td>
<td>✓ Pass these transformative skills and experiences on to your children, friends and family</td>
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**Work and Professional Life**
Inspire, lead and empower the people around you
- Shine in job interviews and stand out at networking events
- Discover the power of compelling conversation and storytelling
- Engage, persuade and orient people toward your way of thinking
- Shape and influence situations and events you don’t normally control
- Maintain your composure and confidence in stressful situations

The Art of Charm is a team of lifestyle coaches and social dynamics instructors. We teach the skills to become successful in both business and life, with an emphasis on social interactions. Give us a call at +1.888.413.7177 to learn more.
Testimonials

“Before going through the AoC, my success with women and enjoyment on nights out were hit or miss. Like so many others, I found The Podcast and slowly started seeing changes in myself and the way others saw me. The Podcast is excellent, but nothing can compare to getting the experience, knowledge and coaching from the AoC team in person. My confidence in social settings is sky high and women have taken notice. My body language and vocal tonality were things I had no idea I was doing wrong until I saw myself on camera. I was super anxious about taking the bootcamp, but the awesome dudes at the AoC made something I was fearful of into something that was a ton of fun and easy to understand. The skills I learned are invaluable, and they help me in all areas of my life. The Coaches are effin dope and the alumni that I’ve met and/or talked to are awesome. Don’t wait to sign up, just do it already :)
”
- Andrew J

“I was super hesitant about AoC because it seemed like a big investment. I had done a bootcamp with a major ‘Pick-up’ company and while it was kind of helpful, it didn’t really make any lasting change. However when it came to meeting women I wasn’t getting anywhere on my own and needed to do something. The AoC bootcamp turned out to be a ton of fun and gave me just what I was looking for. The guys in my program were awesome and the instructors were great at both pushing me well past my comfort zone and providing support and encouragement if I got overwhelmed. After AoC, I went on more dates (and brought more girls home) in the two months following my program than I had in the two years prior. It’s a great feeling to know that on any given day I can walk up to any girl on the street, in a coffee shop, or wherever, and have a good shot at forming a connection.”
- Brian M
“The Art of Charm changed my life--so much so that I (and friends I haven’t seen in months) barely recognize me. I’m still the same person, to be sure, just with lots of new skills and without so many of the fears and insecurities that had been holding me back before I began listening to Pickup Podcast ten months ago. I had high expectations going in to my boot camp and can honestly say that AOC exceeded them--so much so that I came back a few months later for a second boot camp and will be going to another one next month. The people in my program ranged in age from 25 to 46, and all were dealing with different personal challenges, but by the end of the week, ALL of them had made tremendous strides.

As AOC will tell you, personal transformation is hard work--and continues after your program. That said, if you listen to the coaches, you will start seeing results instantly. On my first field night--after taking to heart some of the tips on body language, banter, and mindset--I definitely had a few “wow, that never happened before” moments with the girls I was approaching (and for the first time, the ones who were approaching me). For the first time, I was actually enjoying myself in a bar environment. I remember thinking it must be a fluke, then going back on the second field night and getting even better results.

AoC boot camp is an investment, and will only be worth it if you’re truly ready to make a life change. But take my word for it: After a week with the AOC crew, you WILL start attracting higher-quality women (and more of them). In fact, I’m convinced that the average guy who goes through an AOC bootcamp will end up marrying somebody he’s much more jazzed about than he would’ve otherwise. What would that be worth to you?”

- Ben B
“When I made the decision to attend a AoC program, I didn’t realize I was making a choice that would change my life forever. I am so much more confident in my ability to attract and connect with both men and women. The coaches were amazing! My favorite part about the program was the feedback, I grew by leaps and bounds each day because of the coach and peer feedback I received. I am not scared about going out anymore or even worried about messing up. The AoC team has created the perfect atmosphere for people to feel comfortable with failing: I now look forward to when I fail because of the huge learnings that come from it. Take a program and see for yourself how you can bring out the real you. This is an experience you will never forget!”
- Steve W

“When signing up for the AoC Bootcamp I expected results afterwards, but when the Bootcamp was actually over, I couldn’t believe how many realisations and mind blowing moments I had about my progress, potential and confidence level. I had a blast with the coaches and the other guys who were in the same position as me that were also a great source of encouragement and helped push boundaries. AoC has given me a tool belt of skills that will help me in virtually all scenarios whether it be with women, friends, family or colleagues. The program has given me a new outlook on life and an experience that will be with me forever, for that I’m very grateful.”
- Jason B

“I’ve come to realise that the best investment you can make is not in a house a car or any other material thing, but in yourself. And that’s what an AOC boot camp is. It’s an investment in your social skills, in self-reflection and the ability to open up, to name just a few. The good news is it’s a heap of fun, you will meet cool people and the instructors genuinely care about seeing you succeed because after all they went through the same process. Sure you will be challenged and pushed out of your comfort zone but that’s all part of the fun and adds to the feeling of exhilaration when you begin to achieve your goals!”
- Traian K
“I cannot speak highly enough of Johnny, Justin, Alex, Alara, AJ, Jordan, and everyone else even remotely associated with the AoC. To say that they have been a monumental influence in my life over the past few months is a gross understatement. I consider the AoC my second home in all regards, have gone back several times, and will continue to. The concerns regarding so many other bootcamps simply fade away after realizing who exactly the people running the AoC really are. To this day I still couldn’t believe it was THE Jordan Harbinger and AJ Harbinger I was talking to when I called to inquire about the camp- that right there speaks volumes about the dedication and true concern exhibited by these people. I would recommend the AoC to any human with a pulse.”

- Kyle L

“The AoC taught me about 98% of what I was hoping it would. I’m now attracting more girls, I’m more confident in any social environment and I have much better body language. I now really look forward to my nights out and crazy stuff seems to be happening all the time J The thing that exceeded my expectations on the course was how much fun I had. The coaches on the course were awesome and they made a process that I was fearful of, seem really fun and really simple. The 5 days flew by and before really realizing it, I had all these new skills. Skills that are going to be invaluable for the rest of my life. The guys are on the course with me were friggin’ awesome too :) Cheers guys! “

- Will E

“AoC is a life changing program for anyone! Before AoC I lacked confidence in myself. My business and personal relationships were floundering and I felt lost. I was super nervous going into it thinking I might not get what I was looking for. I can genuinely say I got my confidence and I’m not a better version of myself. I have never felt so fantastic in my life and I have AoC to thank for it!”

- Kyle V
What makes The Art of Charm different?

Our residential programs are unlike any other course in the world. We take a great deal of pride in our unique approach to self-development.

First, The Art of Charm focuses on key principles of attraction, charisma and self-awareness that translate to all parts of your life. We aren’t just about “picking up” girls. We’re really about real and measurable transformation that changes our students’ lives across the board.

Second, we provide an unparalleled curriculum. Our material—developed through years of real-world experience—is the most effective and comprehensive self-development approach around. The live, immersive training method guarantees that you will apply the curriculum immediately in your life, generating real and observable results.

We also cap our residential programs at eight people and guarantee a ratio of one instructor for every two students or better. That personalized attention creates an environment of nonstop learning under the expert training of our world-renowned coaches. And staying in our facility, working closely with your dedicated coach, completing your program prep and follow up, and connecting with The Art of Charm alumni network creates a built-in support group that will inspire and motivate you to achieve your goals.

Finally, we cultivate a very special culture at The Art of Charm that nurtures growth, learning, friendship, and fun. Our instructors genuinely love helping their students transform, and the students who join our program find themselves improving in the company of like-minded people. Our mix of male and female instructors, the multiple viewpoints we offer, the wingmen and wingwomen we provide in field, and our focus on the quality of your entire experience make The Art of Charm a truly special place to learn.

How can I learn so much in such a short time?

Because we get right down to business. We don’t believe you need more time, more techniques, or more plans for the future—just smart, hard work in the moment.

The Art of Charm live-training program is intense. The days are long, but they fly by quickly. Learning is active, not passive. You’ll spend nearly every waking moment—60 hours in total, day and night—doing interactive drills, exercises and fieldwork. Your one-on-one coaching will prepare you for the program before you arrive, so your learning actually begins before you even walk through our doors. And our exclusive online training program, The Art of Charm Academy—in conjunction with your follow-up coaching—will ensure that you continue improving and moving forward even after you graduate. The combination of preparation, training and immersion generates real results. That’s how we transform our students in such a short time.
I’m already pretty good with the opposite sex and have plenty of friends. What will I get out of The Art of Charm?

Awesome! That means you have a great foundation to work with. The experience you bring to The Art of Charm is important.

Many of our students are already socially adept and successful in their businesses and personal lives. One of the core principles here at The Art of Charm is a dedication to constant growth and improvement. That means there’s always more to learn, more to master, more to discover. And because you’re constantly evolving as a man, there’s always a valuable place for you in our program.

Our coaches can take you from wherever you are now—at any skill level—to astronomical places. From attraction and dating to networking and leadership, there’s always more room for growth here. That explains why so many of our students choose to return for a second program.

I’m married/in a relationship. Can this program do anything for me?

Absolutely.

Many of our students are in long-term relationships and come to The Art of Charm to learn how to become more social, more interesting, and more attractive to their mate. They also come to develop other key skills, like learning how to network, connect with colleagues, and kick ass at work.

Because The Art of Charm is ultimately about developing yourself to the fullest extent possible in all areas of your life. The charisma and awareness we cultivate make our students better boyfriends, husbands, managers and friends.

What types of people come through The Art of Charm program?

Anyone interested in becoming extraordinary.

Our clients hail from nearly every field, profession and specialty. We’ve taught CEOs, doctors, lawyers, engineers, consultants and IT professionals. We’ve coached college students, actors, and military Special Forces operators and personnel. Because our program focuses on all aspects of a guy’s life, all sorts of men come to The Art of Charm.

This makes the residential experience even more fun and dynamic. Our students bond deeply during our programs, and many end up with lifelong friendships. In addition to becoming a more effective person, you’ll also meet a great group of people from all walks of life.
I noticed that you offer two different programs. What are they?
That's right! We offer a core attraction program (that's the program you're reading about in this brochure) and a specialized rapport program for successful graduates of the attraction program.

The rapport program builds on the first program and delves more deeply into specialized elements of rapport building. But don't worry—that doesn't mean that rapport and connection aren't taught in the attraction program! It just means that we build a solid foundation of skills for our new students, then explore the material more deeply with our graduates.

That's why so many of our students return to The Art of Charm for a second program. The foundational skills from the attraction program change their lives, and many want to explore those capabilities more deeply.

What's the difference between the week-long and three-day attraction program?
Our three-day program covers roughly half of the curriculum and fieldwork of our week-long program. The three-day program is valuable, but most people choose to invest in a week-long program to get the full experience.

Students who begin with a three-day program still see excellent results, and this can be a good place to start. Over 90% of people who take our three-day program later return to The Art of Charm to complete the curriculum and discover the possibilities of the full program.

If I can't get away for an entire week, what other options do I have?
You're a busy guy—we get it. Many of our students are executives and entrepreneurs and find it tough to take six days off for the program. That's why we offer split-programs to accommodate busy schedules.

Here's how it works. You can register for a week-long program, attend the first three days during one weekend, then finish the last three days of a separate offering. You can choose your dates so the program works with your schedule.

That flexibility allows you to experience the entire six-day program in two segments, always from a Friday to a Sunday. Many busy people find this option the most convenient, and there's no extra charge for taking your program in two parts.

How much does a program cost?
Prices for our programs all depend on location, date, payment method, and demand. Because these factors vary for every student—and because we love getting to know our students one-on-one—it makes the most sense to discuss pricing and programs with you by phone. Call us anytime at the number below, and an Art of Charm coach will personally schedule a time to chat with you.