

David Kwan's Underground Interview

An Exclusive Underground Interview With



David Wygant

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1) Could you share with us a little on your background and how you first got started in all these stuff ?

It was about ten years ago when I moved to Los Angeles. I started hanging out in a Coffee Bean & Tea Leaf, and I was just naturally meeting women there, in Whole Foods and in Blockbuster. Every Saturday, a group of guys would get together and we'd talk about our week.

They'd talk about their lousy Friday night where they spent a ton of money at the bar and did not meet anyone. I'd talk about walking into Blockbuster on a Friday night and meeting a woman I'd go out with that same night. I'd also talk about the woman I met at Whole Foods on Wednesday.

So the men, being curious, asked if I could teach them my trick for how I was doing that. I told them that there isn't any trick. They didn't believe me and they didn't believe that I wasn't using some magical pickup line. I told them I was just asking women about what they were doing. The concept was so different to them that they wanted to see it.

So we walked into Whole Foods – all eight of us – and I showed them exactly what I did. They were amazed that I could flirt with a woman when she was picking out a box of cereal. They all thought it was so natural and easy, that they asked if I could do it again.

So the start of my boot camps happened at that time. At the same time I was also doing radio, talking about sex and dating. So those two things worked hand in hand. Being an entrepreneur, I was looking for something about which I was passionate. So, David Wygant dating coach was born that day.

2) Tell us more about your website/products...

My website is one of the only ones in the dating industry that caters to both men and women. I've been coaching both men and women for ten years. The reason I do this, is so I can understand both sexes better than anyone else in this field. I have products for both men and women.

Being one of the few coaches who coach both men and women, I've been told many times by women that they want to meet men who are coached by me. I don't coach men to be pickup artists. I teach men how to become men who women are attracted to and whom women chase.

I have a blog on my website that is an open forum where both men and women post comments every day. So it's not just a "man's club" back there like the seduction lairs. If you have a question, not only will I participate, but the kind of women whom you want to meet will answer them as well.

I average over 75 comments a day, and I also post an instructional video every day. So even for the guy who can't afford my products or my coaching, they still get a ton of free information to help them succeed in attracting and meeting women.

I have products for all stages of development. I've got introductory products, like my **“Date To Win” ebook**, which includes a free audio featuring a one-one coaching session with one of my clients.

I've got a great product called “25 Of My Best Openers” which not only teaches you a natural way to open a woman, but I also explain why each one is good to use and how to do them. In that program, I also give you ways to follow-up. I also include seven video examples of how this works.

My favorite product I offer is my **Mastery Series**. My **Mastery Series** is almost nine hours of audio which teaches you virtually everything you need to know about meeting women naturally and powerfully – everything from how to first talk to a woman to how to please her in bed so she begs you for another night of passion.

All my products are 'women approved' – no games, no routines, no bullshit. All my products have been listened to by women. As I've stated before, women participate in my blog and are coached by me. If I was a routine-based dating guru, women would never come to me for help.

3) What obstacles or problems have you been forced to overcome when you first started off learning how to become better with women, and how did you overcome them?

The main obstacle that I was forced to overcome when I was first learning how to be better with women, was learning how to be real with women. I'm 45 years old. I'm not one of those one-dimensional dating coaches.

I understand what it's like to be divorced and back in the dating field, and to have my heart broken. I've lived a long time, and I've tried it all. I've used routines. I used to be the performer. I used to walk into a room, pick a woman I liked, give her a great five minute routine, get her laughing, get her phone number, call her . . . and she wouldn't call me back.

What coaching women made me realise, is that you need to speak their language in order to connect with them. Men think that women are looking for a guy who's funny, so they perform funny.

Women are looking for a guy who is funny but who can also connect with them. Women are all about men connecting with them, and feeling like men have pay attention to them. It's the little things that make a difference to a woman.

When I stopped performing and started understanding women, I realized a higher connection with them. That didn't happen until my mid to late thirties. Now I can open up, talk to any woman, and have a real conversation instead of just using some routine.

So now when I walk away from an encounter with a woman, she's more excited about meeting me than I am about her. I've learned how to create real attraction by being more natural with women and losing the routines.

I'll be the first to admit that routines are crutches and are far easier to learn. If you want to be a real man who women desire, though, then it's better to understand women and connect with them on the level they desire.

This was a hard lesson to learn, but ever since I learned it I've had the most AMAZING connections with women – the most amazing relationships, the most amazing one-night stands and the most amazing lovers. I feel like I have reached a level akin to the Super Bowl every time I'm with a woman.

I also never have someone flake on me. When I call a woman, she's excited to hear from me and she calls me back. So if you're tired of routines and tired of collecting bad numbers, let me teach you the lessons that I've learned.

4) With so many dating advice flying around these days, what do you see are the 3 main mistakes guys are still making with women? - any specific examples? - how to do you fix, prevent, avoid those mistakes then?

The number one main mistake guys are still making with women is that they really don't take the time to understand women. They're so busy studying theory and studying what to say, and they never learn what women want in general and what they want from a man who approaches them.

When I started coaching, I made sure I coached women as well as men so that I could really learn about women. I also wanted to be able to make my connections with women that much more powerful. Men don't understand how simple it is to connect powerfully with women. It's not about learning a formula. It's about learning what women want . . . and most men don't take the time to learn that.

The second biggest mistake guys make is that they use routines and don't listen when they approach women. I always listen to women. So many men are so

routine-based that they don't know any other way to approach a woman than to use some kind of routine.

For instance, picture a woman in a grocery store looking at a box of cereal. A routine-based guy will walk up to her and say something random like “Who cheats more, men or women?” In reality, however, the ideal way to approach that woman is to use the cereal box as a prop, and open her up with some remark about the cereal. This gives her the opportunity to nonchalantly have a conversation with you without feeling like she's being picked up.

If you ask any women, they will tell you that they are not attracted to men who use routines yet men continually use routines. Using routines leads to broken conversations because men who use routines talk at a woman instead listening to what a woman is saying. It is absolutely key to listen to a woman when you are having a conversation with her.

I think the third biggest mistake guys make is that they don't realize that women share the same fears as men have. They suffer from approach anxiety. They wonder what men are thinking. So most men don't realize that women are equally as uncomfortable and equally as afraid to meet men as men are to meet women.

Something I always teach men to avoid these mistakes is to go out one day not looking to pick up women, but just to watch what women do. Go to a coffee shop or a grocery store, and just observe what women are doing. Do this all day long. Observe everything they are doing, and write down what you could have said in every situation.

In order to get away from the routines, you need to start speaking about things you become aware of in the moment. Most men really want to meet women in everyday situations because these are the places where you actually have something to talk about. So in order to lose the routines you need to observe everything that women are doing and communicate with them based on those observations. Develop your inner confidence slowly and start having those conversations.

Another great exercise to alleviate these fears, is to go out and just watch the way women interact with each other and watch how they listen to each other. Watch how they communicate. Go so far as to sit near a bunch of women in a coffee shop and eavesdrop on their conversation, focusing in on what they're talking about.

Again, with women the key is listening. If you can learn to listen, you will be able to carry on a conversation and be very powerful with women. These are some tips that will really help a guy avoid his mistakes and become more powerful. I

go over all this at length and in depth in my [Men's Mastery Series](#) and during all my boot camps.

My goal is to develop the kind of men to which women are attracted and whom women desire. I do not want to develop the kind of men who walk over to women and lay a good line on them . . . but have no idea what to say next.

The number one thing men need to learn is how to become a great conversationalists – and that is what I teach. If you can become a great conversationalist, you can have any woman you want. The three keys to that are knowing how to :

- (1) observe,
- (2) react to the situation you're in so you have something to talk about, and
- (3) listen.

5) From the time you first started dwelling in this to right now, in this present moment, if you could do it all again, how would you do it differently?

I would not do anything differently if I had it to do over again. I believe that every journey we take in life as men are ones we are supposed to take. That means that every mistake I've made and every experience I've had is something I had to experience for myself.

We can never go back and do anything differently. So what we need to do as people, is embrace our life at whatever stage it's in, and then always move forward. If you are a man who suffers from extreme approach anxiety, then just learn to smile and say hello at first. Then take that first step as a win.

I love what I do for a living – teaching men and women how to connect with each other is a passion of mine. Every time I work with a private client or run a boot camp, I learn more about myself and others.

You can improve upon yourself every single day. So being able to go back and do things over again would never be an option. Becoming more powerful as a man is something I strive for every day . . . and it's what I teach everyone I coach to strive toward as well.

6) Do you have a favorite routine/step in your model, can you describe it, and what it accomplishes?

My model is not at all about routines. It is about creating desire and attraction. If you understand the way women are wired, and what creates desire and attraction in women, you will understand why my methods work so well.

I have MANY of these I share and which I go over in great detail in my [Men's Audio Mastery Series](#), my 25 Best Openers Audio Product, and all of my other products. I will share one with you here that is a favorite of mine which I call “the walk away.”

In order to grab the woman that you want, you need to learn the art of walking away. Most men will not walk away.

What happens to most men is that they'll go to a party, find a woman they want to talk to, smother her, and they won't leave . . . this results in the woman's attraction level dropping each minute this continues.

The opposite result occurs, i.e., the attraction increases, when you walk away from a woman to whom you're most attracted. It creates powerful intrigue in her mind. She's wondering who you are, what you're all about, and how you could walk away from her. It creates incredible attraction on her part.

Most guys are afraid to walk away from a woman they're really attracted to, because it took a lot of nerve to talk to her in the first place. What you learn when you practice speaking to a lot of different women, however, is that walking away from a woman you're interested in is the only way to see whether or not you've connected with her.

When you're in Smotherville - smothering a woman with conversation that may or may not be going anywhere - you're just talking to her in random thoughts and thus not really knowing if you connect with her or not.

Why do women always go for the “bad boy?” Why do women always go for the guy who doesn't like them or doesn't pay them any attention? Because that man has learned the art of “the walk away.”

You need to learn and perfect the art of the walk away, and you need to use it the next time you see a beautiful woman and you talk to her. It's going to make them want more . . . and that's what you need to create. You need to create desire in women, so they want you more.

It is important to understand how powerful an effect you will have on a woman when you give her an amazing 30 to 45 second conversation and you really listen to what she is saying. When you do this and then you walk away from her, you will always leave her wanting more of you so you will be able to go back to her later and follow up the conversation. It is all about creating this kind of desire and showing why you are the confident guy . . . the guy who is unlike all the other guys in the room.

7) Do you have a personal favorite field report of your own that you could relay to based on that?

Attraction works based upon what you're doing in the moment. In order to create irresistible attraction, you need to give your best 30-45 seconds to everyone you meet.

I call this “**The Power of Clinton**” because when Bill Clinton walks into a room he embraces everyone in his path. He listens to everybody and what they have to say. Then he pauses for a second, and responds based on what they said. When the conversation is over, other people will have been watching this interaction and conversation that occurred, and they will be aching for the opportunity to talk to him.

What men fail to realize is that women are attracted to non-verbal clues that radiate when you walk into a room. Men are hunters . . . they look at women like a piece of meat and go in for the kill. Women are observers. Women watch everything that's going on, and get attracted to men to whom *other people* are attracted.

The art of attraction in a woman starts in her mind based on what she's seeing around her. When a woman sees a man utilizing “**The Power of Clinton**,” she is not only watching this man walk around the room and seeing his power, but she is also seeing other people's reactions during their interaction with him.

What most men do when they're working a room, is to become fixated with one woman – a target. In order to create intense attraction wherever you are, you need to give them the best 30-45 second conversation that they've had that day. You need to make people feel special no matter what.

Most men don't listen and when they walk away from a woman, another woman has watched this encounter and saw the look of non-connection on the other woman's face. This is one of the reasons why when you later approach that woman, she has already lost her attraction to you. The best lesson is to learn how to give your best 30 seconds. Do this for a week, and then build up to 45 seconds.

The power of connecting with all these people in a room is that all of the sudden and like magic, the person you're attracted to will want to approach you . . . instead of you having to approach them.

By giving these people the best 30 seconds every time you seen them, other people will be attracted to you immediately, because *they* did not get the reaction you did from the people in these places, and they'll want to know what's so special about you – they'll be curious about you.

Let me give you an example of how this has worked with an actual client of mine. I taught one male client of mine **“The Power of Clinton”** by the clearest form of demonstration: video. I took him out somewhere and told him to “work the room” while I filmed him in action.

When he was finished, he told me that he had done everything I told him to do, but didn't notice that anyone was attracted to him right away. When I played the video for him and showed him what had really happened, though, he was blown away.

Three different women had looked at him several times after he had used this technique. This showed him that he had indeed left them wanting more of him. My client had not noticed all these women looking at him over and over again because he was so caught up in talking to everyone . . . and in giving everyone he was talking to his full attention. So while he did exactly what he was supposed to do, he also did not look back to observe that women were lusting after him.

So the power of giving people your best 30, 45 or 60 seconds can be the key to connecting with every woman you meet. Even better, you will be creating desire and intrigue in women solely by the way you are interacting with everyone. This is once again about being the powerful and confident man who is different from all the other men that women meet.

8) What 5 meaty tips & tricks & techniques could you give advice to anyone who wants to become great in their interactions with women?

I really don't teach men “tricks” for how to connect well with women. Instead there are some basic skills that go a really long way to giving you the ability to connect powerfully with every woman whom you encounter.

One of the most essential of these skills for a guy to master is the art of listening when talking to women. The minute you start thinking about what to say next when conversing with a woman (and thus stop listening to her), you've lost the power of being present in the moment.

Every time you get lost in your head and all your fears and insecurities come up, it's just you missing another connection with another woman. To connect with women on a deep and powerful level, mastering the art of listening is essential.

Although I never prescribe the use of pickup lines or routines to meet women, there are some great ideas I teach that really help facilitate the initial contact men want with women.

One tip I teach men is to utilize what I call “The 10 p.m. Rule.” The biggest mistake men make on a Friday night is . . . going out on a Friday night. Women go out on a Friday night to communicate with their friends.

Men head out on a Friday night with a hunter and gatherer mentality. They go out with the sole purpose of meeting women, and their energy is thus very desperate and pack-like. In my products, I explain the power of “The 10 p.m. Rule,” and why it works *every time*.

When women go out on a Friday, they tend to be out early and they tend to be with only one or two friends before they meet “the pack.” She's feeling really good about everything . . . and this is the time when most men tend not to approach, because they're waiting for the alcohol and the evening to kick in first. By using “The 10 p.m. Rule” you become the confident guy to whom women will compare all the annoying guys who approach her during the course of the evening.

When I coach a man, I tell him that we're only going to go out until 10:00 p.m. - 10:30 p.m. on a Friday night, and that he is going to meet the most incredible woman before she even starts her evening. SO . . . let's go and dive a little deeper into “The 10 p.m. Rule” and why this mindset works so well in terms of meeting women.

It's 7:00 p.m. on a Friday night and, for argument's sake, let's say there's a woman named Amy who is out at a local restaurant waiting for her friend to arrive. She's all excited about it being Friday night. No more work. No more screaming boss. Just 48 hours of pure fun starting right then. Her energy and her mind are open to anything.

This is the best time to approach Amy. She's feeling really good about everything . . . and this is the time when most men tend not to approach, because they're waiting for the alcohol and the evening to kick in first. This is a big mistake, and where learning “The 10 p.m. Rule” becomes so invaluable.

So here's Amy standing at a bar, open and ready to hang out with you. So what do you do? You walk directly over to her, and you ask her “Are your friends late too?” By stating the obvious, you will then get her to talk about her friend, and you can have a fun conversation based upon both your friends being late. Plus, you'll have an exit strategy . . . which is important.

Why is an exit strategy important? Having an exit strategy is important, because you are acknowledging and respecting the fact that she is going out with friends . . . which is another thing that guys never do.

So let's say the conversation with Amy is going well, and then her friend shows up. You need to now close her immediately.

To close her at this point, simply say: “Hey . . . I really enjoyed talking to you. I see your friend's here, so I'll let you guys catch up. I have to call my friend and see where he is. Let's get together next week and have a drink.”

At that point you exchange phone numbers, you tell her to have a great night with her friend, introduce yourself to her friend, and walk away. You have now become the confident guy to whom she will compare all the annoying guys who approach her during the course of the evening. That is, you will be the guy she is wishing she were talking to instead of all the drunken annoying guys who approach her that night. She will also be really happy that she met somebody who was not overtly trying to pick her up.

Now, there's one final part to this concept . . . this is where “The 10 p.m. Rule” comes into play after all of the above *before* 10 p.m. things have taken place. You need to text her at 10 p.m. By this time, she will have been dealing with quite a few drunken guys who have annoyed her. So, you want to get back inside her head, make her really jazzed that she met you, and reconfirm her gut instinct that she had about you earlier.

The text that I want you to write is very simple: “It was great meeting you earlier! How's your night going? :) I'm heading home. Just had dinner with a friend. Let's talk tomorrow. [your name]”

What you just did is show her that you're not like the rest of the guys who are out getting drunk and trying to canvass for women. From time to time, I've even had a woman text me back and ask me if I'd like to meet her out that night for a drink.

Another tip I would give guys is about using props to help them meet women.

For instance, using your BlackBerry is a great way to start up a conversation. There are many ways to do this, but here is one example.

The next time you see a woman enthralled by her BlackBerry, walk over and ask her “What is so interesting? I'll show you my last text message if you show me yours. The one who has the most interesting text message buys the other a coffee.”

Another technique I teach men to help them connect with women is what I refer to as “pulling her pigtails.” Playful teasing is one of the best forms of flirting. This playful teasing is accomplished using the power of observation, which I go over in great detail in my [Men's Audio Mastery Series](#).

Women love to be teased. From the moment you meet them, they like it when you're playful. If you're playful, they can be playful back. This creates a fun, different dynamic.

Think about how women like to have sex. They love lots of foreplay and to be teased. So the guy that barrels in, does a routine, and has sex like the GEICO caveman is not what women are looking to find.

Men need to understand that “pulling a woman's pigtailed” is one of the best approaches they can use in every situation. Sometimes as adults, we just love to complicate things and make our life even more difficult than it has to be.

Let's see how this phenomenon might work in every day life. Say you're in your local neighborhood Whole Foods Market, and a woman that you're attracted to is standing right behind you. Most of us try to think about the perfect thing to say, thinking “I've got to be funny. I've got to say something perfect to get her attention.”

For those of you who have bought my **Men's Audio Mastery Series** and learned about the power of observation, you already know what the perfect thing is to do in this situation . . . it's to pull her pigtailed. For the rest of you, take a look at what's in her basket. Find something to tease her about, and playfully start a fun exchange.

For instance, let's say in her basket she has a pint of blueberries, a bag of tortilla chips and a roll of sushi. Think about what you would do with those three things. You're going to eat the tortilla chips on the way home, you're going to cram down the sushi, then you're going to have the blueberries for breakfast because you want to be healthy. So, say something here that will make her laugh:

You: “How long can you make that bag of tortilla chips last? Are you like me and you consume them on the way home?”

You could also say:

You: “What are you having for dinner . . . blueberries? Because I like having sushi for breakfast.”

That's funny . . . because there can be nothing grosser than having raw fish for breakfast. Not only will this get her laughing, but it will cause a very playful “pull her pigtailed” answer.

For those of you who think this will never work, let me assure you that not only does this work but I've probably used this at least a thousand times to talk to people . . . and people respond positively virtually every time.

So the next time you see someone you're attracted to, take a look at how you can use a playful tease when you meet them. When all else fails . . . pull her pigtailed.

9) What secret tips, tricks or techniques can u share with us right now that very few guys are aware of that will give a guy who's just starting out in this to have an edge over other guys that are trying to compete for his 'target'?

One of the most important tips I can give guys that will give them an “edge” is to learn to understand the power of “he talk” and “she talk.” This is not a “mars/venus” kind of thing, but rather an understanding that some men are actually “she talkers” while some women are actually “he talkers.” It is also knowing that being able to identify whether the person with whom you're communicating is a “he talker” or a “she talker” . . . and whether that person's communication style is one that you will connect with well.

Communication is magic.

There are endless books on communication and how to communicate with other people. Communication is one of the things at which you can work on becoming better. There are four traits that are key if you want to intrigue a woman during a conversation – all of these are traits of a “she talker.” Without these, most of your conversations with women will be unsuccessful.

- The ability to observe the actions of those around them. This gives them the ability to create things to talk about with others;
- The ability to listen. This is the best trait that every great communicator must have;
- The ability to stay present in the moment. A great communicator is not always thinking about what to say next and does not have a predetermined script in their head of what to say; and
- The ability to relax when speaking with someone. A good conversationalist is able to be okay with what's happening in a conversation, and is not “outcome derived” when involved in a conversation.

The men who have a hard time connecting with women have the qualities and traits of a “he talker.” During more than 10 years of coaching people, I've always coached men in the art of conversation to become “she talkers.” The men that I've successfully coached have learned the art of “she talk” and have become very successful with women.

Just because men and women have physical attributes that define them, this doesn't mean that every man speaks “he talk” and that every woman speaks “she talk.” Understanding that this is true will help you understand why you just don't click with certain people.

Understanding this will also help you accept one simple truth: *You are not going to be able to communicate and connect with every single member of the opposite sex, no matter how good you become at mastering the art of conversation.*

There are going to be women who are “he talkers.” Even though you will learn to speak and master “she talk,” you’ll still run into women who are “he talkers.”

Communication is defining who you are. If you’re a “he talker” and you don’t want to master the art of “she talk,” then you’ll only attract women who are “he talkers.” That is what the power of communication and conversation are all about.

I’ve been a “she talker” my whole life. I’ve always been able to walk into a room, strike up a conversation with anyone, and connect with those that are “she talkers.”

Most men get really frustrated. They think that just because they’re learning how to flirt, that they’re going to connect with every woman. Understanding how someone speaks the language is the key to understanding why you just don’t connect with every person of the opposite sex.

10) What do you think a newbie who's trying to get good at all this should be doing in the next 14-30 days?

Learning what women are attracted to is the number one thing a “newbie” can do in the next 30 days. A major concept that I teach is called “**attraction momentum.**” If you can learn to understand the dynamics of attraction momentum, you will be well on your way to a great start in connecting powerfully with women.

Attraction momentum describes the build-up of attraction that happens when a man and a woman meet. You could say that the more attraction happens, the more attraction it creates. This is where men lose the connection.

They tend to try to “wow” a woman in the same way they would go about trying to impress a fellow man. Most men have no idea that in order to create attraction, they need to shut up and listen. Men tend to try to close a woman by selling themselves to her. What happens in reality, however, is that the more they sell the less the attraction to them becomes.

Men are what I call “wing flappers.” They think that by trying to impress a woman with their life accomplishments, they will seduce her and attract her . . . which is far from the truth.

Men are very visual and they are instantly attracted to a woman, sometimes so much so that they lose all sense of reality and their surroundings. Women are

initially attracted to a man's looks, but beyond that something else is also happening. Women are also attracted to a man's energy, confidence, the tone of his voice, and the way he listens when they speak.

There is a three step process to attracting women and creating “attraction momentum.” I go over that process in great detail in my products, including my [Men's Audio Mastery Series](#).

Men spend so much time looking for someone who can give them that “magic approach,” so they will be attractive to all women in all situations. Men will use an approach over and over, memorizing it so they can perform it in front of a woman.

The truth is that women are looking to connect with a man . . . not to watch a one man show. That alone will kill the attraction momentum for women. Women are present in the moment whereas men think about what they have to say.

Most men fail to create attraction because they talk in random thoughts, which is not “woman talk.” I have found in coaching thousands of women over the last 10 years that the only way to build attraction in a woman is to bond with her in the moment and jump inside her head.

Thanks for reading !

I hope you can achieve more success with women ...

David Kwan

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