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# thelondonpaper

### Richard's dos and don'ts when picking up girls

**DO**

1. Speak with passion and precision. A clear message lets her see you're an attractive and confident man.
2. Find more interesting ways to answer her questions. Lots are commonly asked, such as, "What do you do?"
3. Don't feel nervous. Get natural eye contact. It's impossible to really connect or seduce without eye contact.
4. Be more direct and specific. Things more quickly if she is obviously attracted to you.
5. Find a connection or common interest. This naturally leads to a more future than just chatting aimlessly for 10 minutes and then saying goodbye.



**SPARK: DON'T WAIT TOO LONG**

**DON'T**

1. Ignore her personal space before she is comfortable with you.
2. Wait too long to approach. The longer you take, the less confidence you seem.
3. Give the girl the personal compliment that she has heard a million times before.
4. Wait too long to escalate physically and introduce sexual tension. Otherwise you'll end up just being a friend.
5. Ask questions of a question instead. Make observations and connect on a much deeper level, asking mental questions.

## PULLING POWER FOR THE MODERN MAN

# Lessons in love at the cupid clinic

**RETNA WOOLLER**  
for thelondonpaper

**SWEATY** palms, churning stomach, brain-freeze. These are just some of the ways London men have described their mind-set when picking up women. And worse still, the ladies know it too.

According to a survey of 1,000 women aged between 23 and 35, London males rank as the lowest scoring PUAs (pick-up artists) of all Englishmen, with 32 per cent being too keen in their approach, 20 per cent too drunk and 19 per cent lacking in self-confidence.

These findings aren't surprising to Richard La Ruina, chief executive of PUA Training in Piccadilly Circus. At 21, Richard had never kissed a girl and was scared of being alone for the rest of his life. So, after making money in banking and taking better care of his appearance, he went about London's nightspots and simply asked around as to what women want from a guy when he's chatting them up.

"I wanted to know why jerks always get the girl," Richard says. "Now I realise girls like a challenge. They want to chase as well as be chased."

"And there are ways men can take certain elements of the jerk—for instance their confidence—but use it honestly and to their advantage." The results set him on his way to create PUA Training.

A year on, more than 350 men have participated in events such as weekend boot camps, one-on-one workshops and a week-long residential course where you get to stay with Richard in his central London home.

One trainee is Andrew Baker, 21, from Canning Town, who works in internet marketing. He attended a PUA boot camp.

"I have had maybe five girls approach me in my whole life, and I would crap myself every time," Andrew says.

"I could never talk about it with my mates because they would have given me no end of grief, so I was scared I was never going to meet someone."

"I looked up PUA on the net and the hardest thing was picking up the phone. But yeah, since the camp, life's been pretty pulka."

Richard says: "A lot of the men that do the boot camp have spent their lives making excuses to not to have to approach that pretty girl they see across the street, because they're too scared of the reaction."

"What's important is holding a conversation, maintaining eye contact and not being nervous."

*To find out more, visit [www.puatraining.com](http://www.puatraining.com)*

**TOP TIPS** | Richard La Ruina (right) listens in on Andrew Baker (centre) trying out his lines