

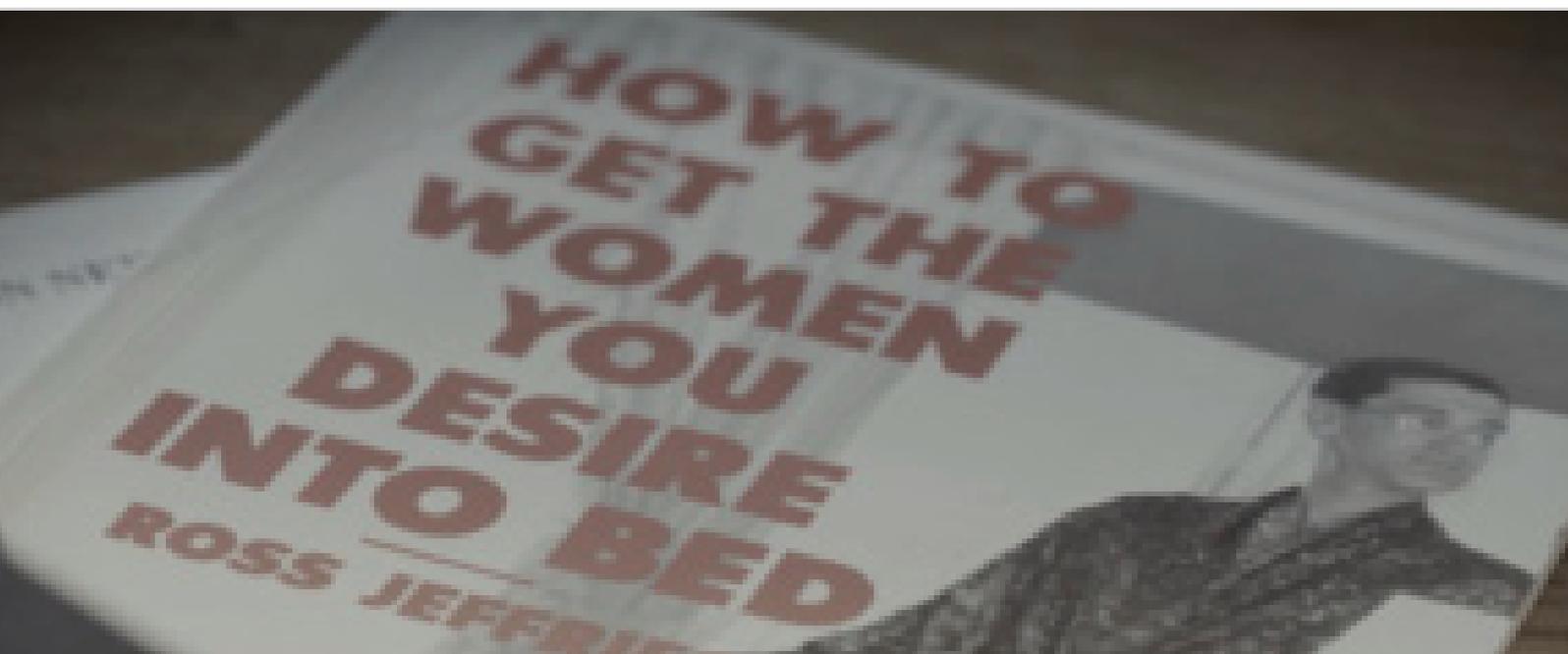
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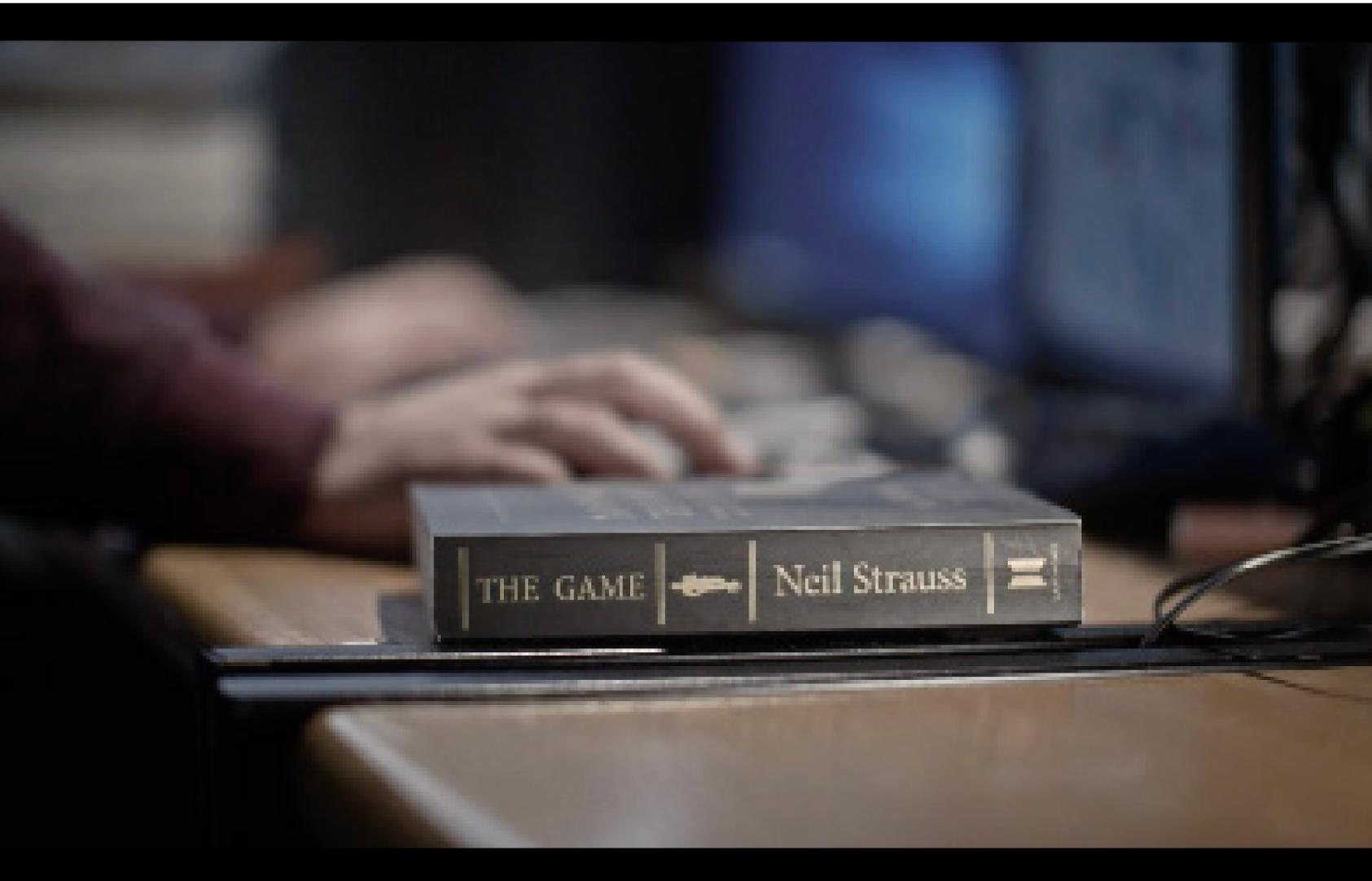
*"The documentary EVERY WOMAN
needs to see"*

-- Vents Magazine

T H E P I C K U P G A M E



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'THE GAME', NEIL STRAUSS'S IN-DEPTH EXPOSÉ OF THE PICKUP INDUSTRY, SOLD OVER 3 MILLION COPIES

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DIRECTORS' STATEMENT

Dating is hard. For all but an extremely lucky few the process of finding a mate is tricky and fraught with frustrations and disappointments.

For some, it seems like an insurmountable challenge where they do everything "right" and still come away alone.

Experienced often enough, this lonely status has a limited range of emotions; notably anger, irritation, sadness and despair. It leaves a person vulnerable and susceptible to anything which may appear to offer hope.

THE PICKUP GAME examines how shy, unconfident men who could perhaps benefit from a few pointers in their dating lives become seduced and corrupted by the "pickup" industry through the promise of a dating life beyond their wildest dreams.

It lays bare the techniques and strategies employed by the pickup industry on women as well as the dehumanising attitudes and horrific consequences of some of those attitudes.

This is a classic example of how someone can become morally corrupted by what appears to be an alluring ideology that speaks to their frustrations.

Simultaneously, it exposes how the instructors, intoxicated by the adulation and financial gain of building an army of followers, ruthlessly exploit the student's need for love and belonging.

The result is a cult-like environment with its own warped perspective on the world that has a very real impact outside the subculture.

THE PICKUP GAME also examines the humanitarian cost of those consumed by the industry. Not just to the women who becomes objectified and mistreated but also to the students who lose their entire sense of self inside the pickup ecochamber.

Ultimately however, out of all this darkness, there is a message of hope. Specifically that, in reality, even the social awkward and clumsy are much more attractive than they realize and as difficult as it can sometimes be, being honest and authentic is in and of itself very attractive. It is this that people should aim for.



REVIEWS

"One of this year's most remarkable documentaries"

Indie Wire

"Audience member gets it right: it's FIGHT CLUB meets SCIENTOLOGY"

@DocSoup

"An extraordinary film; fantastic, honest and raw"

Alexandra Chicago

"Crying, damning and brutal. But it uncovers the reality we live in"

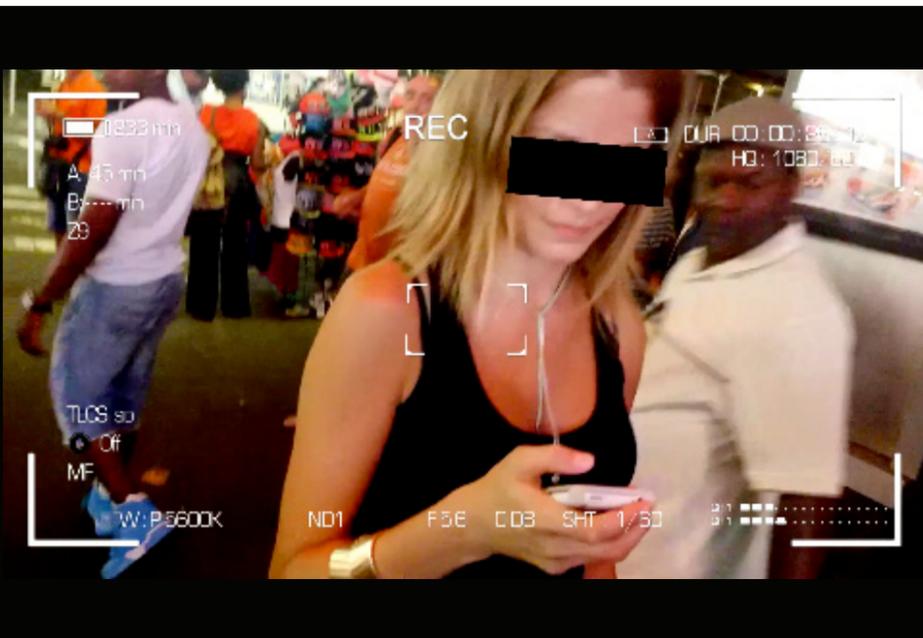
Movie Moves Me

"An unprecedented view into the world of pickup artists"

She Does The City

"Everything you wanted to know about the seduction industry but were afraid to ask"

Toronto Sun



INTRODUCTION

THE PICKUP GAME is an inside look at the emergence of the 'pickup' industry - a world where self-styled seduction coaches travel the globe, charging a small fortune to teach men skills they claim will guarantee success with women.

In exclusive interviews with the key figureheads in the seduction business and those trying to make them accountable, THE PICKUP GAME charts the development of this underground subculture from its obscure beginnings in the 1980s to the **billion dollar industry** it is today.

It is also an industry rife with controversy and scandal. Several teachers have been deported from countries for their contentious methodologies and pickup businesses are often the subject of fierce public criticism.

A recent high-profile rape case resulted in two pickup instructors and their student being jailed for 8 years. At the sentencing, the judge said he found the behaviour of the accused so disturbing and predatory that if he could have imposed a longer sentence he would have.

Despite this, men the world over collectively spend hundreds of millions of dollars to attend seminars, download online courses and have one-on-one coaching sessions with instructors they feel can give them the dating life of their dreams. In the minds of students, many of these instructors become more than just teachers. They become idols.

Filmed in over 10 countries around the world including the U.K., Japan, the United States, Poland and Australia THE PICKUP GAME is an EXCLUSIVE and UNDERCOVER look at this pervasive but little known industry.

From the glossy exterior, where courses are packaged as self-improvement, to the dark underbelly of sexual assault, pyramid scheme marketing and secret collusion THE PICKUP GAME pulls back the curtain to reveal a world that is fascinating and horrific in equal measure.



**PAUL JANKA, FORMER PICKUP INSTRUCTOR AND
FOUNDER OF 'ATTRACTION FORMULA'**

OVERVIEW

Four years in the making and the result of a global, coordinated shoot across multiple countries, THE PICKUP GAME cracks open a worldwide, underground subculture that many people know in passing but few understand.

With hereto unprecedented access to the biggest and most controversial names in the industry, it goes behind the scenes to explore the motivations of people that get involved in this pervasive subculture, the techniques they employ to 'seduce' women and the near fanatical following many of the instructors build.

The film also looks at just how these instructors use social media to turn themselves and their businesses into global multi-million dollar brands.

At a time when sexual harassment is a huge part of the current social conversation, we hope to shine a light on this hidden world and help jump start a discussion regarding the dangers of this industry; both to the women that may become victims of it and the lonely students that fall prey to its darker side.



"At a time when sexual harassment is a huge part of the current social conversation, THE PICKUP GAME shines a light on this hidden world and jump-starts a discussion about the dangers of this industry"

Vents Magazine, May 2019

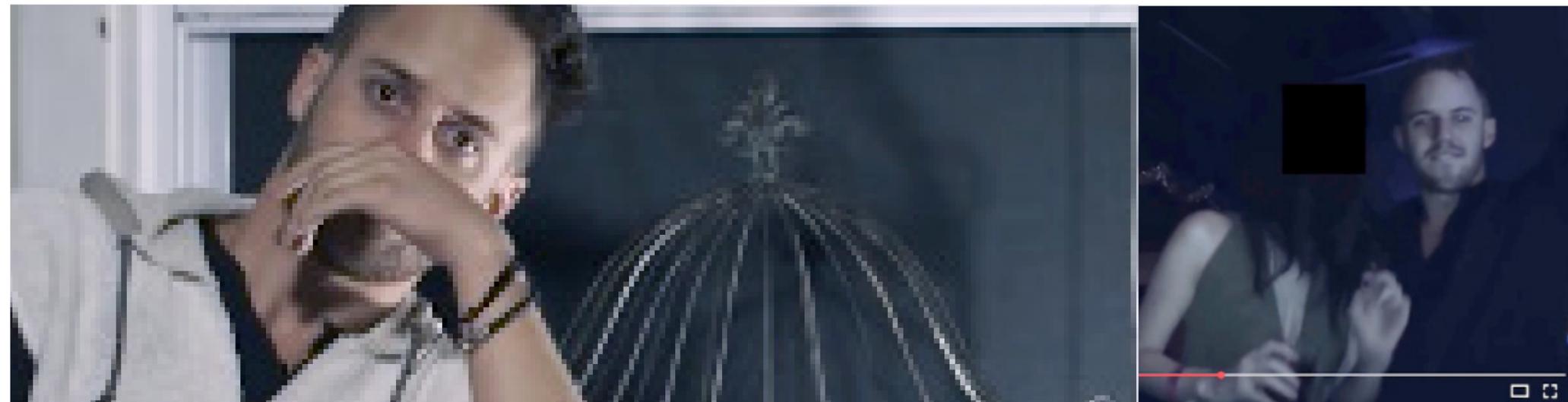
JULIEN BLANC ON CNN FOLLOWING A GLOBAL MEDIA BACKLASH



TIME

SUBSCRIBE

Is This the Most Hated Man in the World?



BLANC'S YOUTUBE VIDEOS SPARKED A WORLDWIDE MEDIA STORM



SAN DIEGO DISTRICT COURT - FEBRUARY 2018

TECH SPECS

THE PICKUP GAME was shot in 4K UHD on the RED Dragon and Sony FS7. It has been mastered in 4K with a 5.1 surround mix and is ready for delivery as 4K or HD.

MEDIA COVERAGE

Many of the contributors and individuals featured in THE PICKUP GAME have had significant media coverage over the years. When [Neil Strauss](#) released "[The Game](#)", his exposé of the pickup world in 2005, it became a New York Times best-seller, with over 3 million copies sold. [Erik von Markovik](#), a key character in the book was even given a two season reality show on VH1 titled "[The Pickup Artist](#)" in the wake of the book's release.

[Ross Jeffries](#) and Paul Janka have both appeared on almost every big U.S. chat show available including [Dr. Phil](#) and [The Today Show](#). Jeffries was even a guest on an episode of Louis Theroux's [Weird Weekends](#).

Other contributors including Marcus Nero and Robert Beck have been featured on the BBC, National Geographic, Vice and CNN. Tens if not hundreds of thousands of articles have been written about the pickup subculture in newspapers and on forums and blogs.

Media appetite for the subject is considerable.

PROJECT STAGE

The festival cut of THE PICKUP GAME premiered at the Toronto's "Hot Docs" festival in May 2019 to packed screenings. The film also generated national press coverage and resulted in two national television appearances for Minnie Lane, the main female contributor. One on [The Social](#) and the other on [The Marilyn Denis Show](#).

The film is fully E&O insured and we are open to feedback and revisions.



MINNIE LANE, SELF DEVELOPMENT AND DATING COACH



REPRESENTATIVE JACKIE SPEIER, CONGRESSWOMAN, CALIFORNIA

FEATURED CONTRIBUTORS

"The only reason people aren't themselves is because they don't believe they can be."

Minnie Lane

One of the few female coaches in an industry dominated almost exclusively by men, Minnie Lane is the moral voice of THE PICKUP GAME. A well-known contributor on several podcasts and television shows, Minnie goes by one credo - honesty above all else. Having worked with pickup companies when she was starting out she quickly realised the dangers of some of the ideas being taught and decided to branch out on her own.

Here, she holds the pickup industry to account and appeals for a better, more honest way of teaching dating advice. One that is based on authenticity and genuine connection.

"At least in Tokyo - if you're a white male - you can do what you want."

Julien Blanc

Unsurprisingly given his behavior, Julien Blanc was at the centre of a global media storm a few years ago after a video of him harassing women in a Japanese nightclub went viral. The reaction was so extreme Time Magazine even wrote an article labelling Blanc "The Most Hated Man In The World".

Blanc is an "Executive Coach" with Real Social Dynamics, probably the most well known and certainly one of the most financially profitable pickup companies in the world.

"This crusty piece of mayonnaise-- How dare he violate these women's spaces and then pass these disgusting views onto other men."

Jennifer Li

Founder of the #TakeDownJulienBlanc campaign, Jennifer Li began the campaign that would lead to Julien Blanc's seminars being cancelled and Blanc's subsequent banning from Australia, the U.K. and Brazil. A fierce public critic of the pickup industry ever since, Li was herself subjected to harassment from many of Blanc's supporters in the wake of her successful campaign.

"I was a machine. I was an executor. There was no emotional register. I mean, I would sometimes have three dates a night."

Paul Janka

A former New York playboy who kept a spreadsheet with all the names of the women he slept with, Paul Janka was an idol for many students of pickup. By far one of the most "successful" (financially and statistically) figures in the business, Paul caused widespread backlash among his followers when he decided to turn his back on his million dollar pickup business and get married.

Paul is one of the few instructors to get out of the business and build a new life beyond it, making him well suited to comment on the industry and the dangers of becoming consumed by the lifestyle.

FEATURED CONTRIBUTORS

"That first job was like working with your heroes. I wanted to be like them. I even changed the way I spoke to sound a little more like them."

Michael M

At its core, the pickup business is driven by marketing and "Michael M" - interviewed on the condition of strict anonymity - is perfectly placed to pull back the curtain and reveal just how sneaky some of these marketing techniques are.

Before becoming deluded by the attitudes and questionable business practices of the companies he worked for, Michael was responsible for generating literally tens of millions of dollars in revenue for his clients. Here he lays bare the secret collusion, high pressure sales tactics and pyramid selling that generates these staggering profits.

"This is a very predatory industry against women. But if there is not consent you have a rape, you have a sexual assault."

Jacqueline Speier

Karen Lorraine Jacqueline "Jackie" Speier is a Congresswoman from California who is a fierce advocate of social change and equality.

Over her political career, she has spearheaded dozens of movements to help the disadvantaged and disenfranchised. Most recently, she was the lead proponent of the #MeToo in Congress act, which passed in Dec 2018.

"I created an industry and a subculture. I am not responsible for where people have taken it. They've taken it in their own perverted direction."

Ross Jeffries

Referred to as the 'Godfather' of pickup and widely considered as the man who started it all back in the 1980s with his book "How To Get The Women You Desire Into Bed", Ross Jeffries was also the source material behind Tom Cruise's character in the film Magnolia. No stranger to controversy himself, little did Jeffries suspect that the younger generation of instructors - in a bid to outdo him - would prove infinitely more ruthless and calculating than he ever was.

"The girl is crying and covered in vomit as they throw her out and these guys are there laughing saying, 'This is fucking hilarious'. They think it's hilarious."

Lisa Fox

As the lead prosecutor in the case against San Diego company Efficient Pickup which resulted in two instructors and a student being jailed for rape, Lisa Fox is well aware of the darkest and most toxic side of the pickup industry.

Her disgust is palpable and shows just how far off track things can go when the attitudes promoted by many of the pickup companies are taken to their extreme conclusions.

PRODUCTION TEAM

STEPHEN ROBERT MORSE EXECUTIVE PRODUCER

CASSANDRA ROBERTS CONSULTING PRODUCER

GISELLE FRYATT CO-PRODUCER

JAMES DE VAL PRODUCER

MIKE WILLOUGHBY PRODUCER

MATTHEW O'CONNOR DIRECTOR

BARNABY O'CONNOR DIRECTOR

CLAIRE BUXTON CINEMATOGRAPHY

VINCE KNIGHT CINEMATOGRAPHY

WILL WATSON EXECUTIVE PRODUCER

WAI WAI LEI PRODUCTION MANAGER

TOP: A SOLD OUT PICKUP SEMINAR IN LONDON



MIDDLE: MINNIE LANE, SELF DEVELOPMENT AND DATING COACH

LOWER: JUSTIN WAYNE DEMONSTRATES HIS SPYCAM GLASSES



THE PICKUP GAME

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