

WHAT HITCH NEVER TOLD YOU

MEHOW, A PICK-UP ARTIST OF THE TWENTIETH CENTURY

Mehow makes himself comfortable here at *Saturday Night Magazine* headquarters, leaning back confidently in one of our comfy chairs, dressed like he's headed for a rock show in scene-jeans and a garish belt buckle bearing the letters "M E H O W," a self-proclaimed, massively successful seduction coach in the underground Seduction Community, a.k.a. "pick-up artist," a guy who uses his hands a lot when he talks, wearing today a green military-style scenester hat, which casts a pretty theatrical shadow against his face from the westward sun. He has two TV shows in the works, a hundred crazy bar stories and can talk your girlfriend into making out with him while she's holding your hand (really happened once...). But this is a transformed Mehow, a once "computer geek" rehabilitated from a brutal "World of Warcraft addiction," all just few a years back. It's a pimp's Cinderella story. So, the obvious question is, where does Mehow's pimp magic come from? And is it an evil magic?

In his early thirties Mehow married a lovely ballet dancer, but soon lost interest, and at 33 was divorced, rejected by women, telling himself, "I don't have this figured out yet at all." But the seduction gods had bigger plans for Mehow, as he was given a guide: "My waiter had a roommate who was the cousin of a pretty famous pickup artist, named 'Love-drop,'" who eventually led him to his first master, "Mystery." Through the tutelage of Mystery, Mehow discovered and integrated himself inside a secret underground seduction society, with its own terminology, where everyone goes by a handle, with its own heroes, legends and rules. Mehow describes his master's first lesson: "So Mystery walks into the club, and within five minutes, he's making out with this beautiful, tall Asian woman. I was like, 'Ok. I believe,' and everything suddenly made sense."

From then on it was a crash



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course in Pimpology. One of the core principals is to learn to be a "giver," or as Mehow calls it, "the Partying Pope. You're out there with your scepter, and it's the Scepter of Happy. You're out there just giving energy." Men who "expect" something immediately in return don't appear aggressive or desirable, but instead appear, as Mehow dubs it,

"supplivative." Offering to buy a girl a drink is apparently a pick-up no-no: "I never buy girls drinks, they usually buy me drinks. Once I'm dating them, then I'll buy them a drink, but before that, it doesn't happen."

One of the #1 rules is: Be a guy who's not out there to get anything." So instead what should men do?

"We create an extremely compelling, real reality about us, our life, that makes women compelled to hang around us." Or in other words? "I just walk in with these zany/crazy stories that just basically communicate that I'm in my own reality, and I'm here to have fun with it. 'Let the self come through,' as the pick up artist Tyler Durden says." Could we have an example of a 'zany/crazy story?' "I'll say to some girls, 'you know what I would do to you guys? I'd wrap you up in bubble wrap, so you guys are all warm and squishy, and then I'd put you in my luggage, we'd go to New York together. They'll say stuff like 'In your luggage?! What?!' And I'll be like, 'Look, I don't have money for a first-class ticket for you, princess.'" Similarly, Mehow's students learn to build a reserve of things to say, later learning to improvise. There's also a number of more general social laws, one of them being the "energy transfer" phenomenon, also coined by Tyler Durden. "You'll be hanging out with some girl, and she'll be making out with some guy. And you just think in your old brain 'That's it. That guy's got that girl, and there's nothing I can do.' The thing is, I can go in there, disarm him for a second, get her attention for two minutes, and all of a sudden, all that work that he's put into for that past hour is transferred to me."

Which brings us to the question of evil. Is this scientific approach to manipulating female emotions misogynistic? Where do we draw the line between teaching nice guys how to communicate better and, as Mehow says feminists think, "Pick-up artists learn how to press all the buttons on the machine so they can get free candy." When talking long term, Mehow says seduction classes are best for giving a guy "options." But getting locked in a pattern is always a risk. For instance, there's a legendary pick up artist Mehow speaks of, 75-years-old, who can still be spotted at bars in LA getting girls' numbers.

— by Mark Burnham