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Guys: Here's a New Way to Meet Women

By Cathryn Conroy

Hey, guys, wouldn't it be great if you could walk into a bar or club and be a ladies' magnet? You can. It's called "wing women," and it's the hottest new way for men to get a date.

Men pay \$50 an hour to a Wingwomen franchise to be escorted to a bar by an attractive, young woman who pretends the two are friends. This is all on the up and up. Her job is to help him meet young women in the bar. The idea is that women are attracted to men who have women around them--more so than they are to men who have other men around them or are alone.

Wingwomen was started by Shane Forbes, who realized he was always able to meet attractive women in bars when he took his friends Karen and Danielle along with him. Instead of hurting his chances of meeting new people, Karen and Danielle helped.

"I would go out with my attractive girl friends and things would just happen. Girls would approach me, I would feel more comfortable approaching them, or my girl friends would introduce me to girls while hanging out at a bar," says Forbes. "It got to the point where my guy friends couldn't believe my success and kept trying to go out with me when I was going out with my girl friends."

Wingwomen.com was born. What Wingwomen does is link men with women like Karen and Danielle. The attractive, outgoing, and fun Wing Woman accompanies him to the bar and makes every attempt to introduce him to the women he wants to meet.

Why it works:

Domino Effect: Women are attracted to men who have women around them.

Limited Resources: Women want what they can't have.

Let the Games Begin: Women are jealous and enjoy competing with one another.

Icebreakers: Women tend to lower their defenses around men who have other women around them. Most women tend to see these men as having a seal of approval and being less hostile.

For their own safety, a Wing Woman will only go into public places and she has the right to refuse to go anywhere she doesn't feel safe.

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