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# I'll have what he's having

TWO VALLEY ENTREPRENEURS ARE SENDING THEIR CLIENTS ON A JOURNEY OF DISCOVERY—A JOURNEY TOWARD MORE CONFIDENCE AND ALL THAT ENSUES...

BY RYAN SLATTERY

Call it the new male makeover. And we're not talking hair styles, skin creams and new threads. The results, however, can be just as dramatic and a keen eye will catch the early signs – an extra spring in your step or the permanent smile perhaps – but hey, a woman on your arm and a new found sex life tends to have that effect on a man. Call it "Straight Eye for the Straight Guy."

So what is this magical cure that's turning the shy guy into a lady killer? It's all attitude, baby. And it starts with the reprogramming of a man's inner wiring. That, in a sense, is what Dan Lier does. He's into the art of changing minds; molding wallflowers into confident studs and taking the man out the corner of the club and into the hearts (and hands) of women.

He does this in two days.

"The fact of the matter is, you can get your hair done and put a new shirt on, but you walk into the club and if you still don't have self-confidence you're not going to do any better than you did before," says Lier, who with partner Mike Lindstrom, launched the linguistic seminar, International Players Only here in December.

"We do transformations from the inside out. We take these guys and put them through two days of intensive training and change their belief system about themselves," he says.

It seems to be working. Jason Fourier, of Marina del Rey, admitted in a testimonial sent to Lier that he had "zero game" before attending IPO's first session, one which was filmed for the "Today Show" and "Inside Edition." Fourier says his confidence is now "sky high" and that IPO has opened "a whole new world of possibilities."

Self-esteem and confidence coaching is nothing new. Lier worked with success coach Tony Robbins, who perfected the art of life-change; and CEOs, world leaders and many athletes use mind managers to stay sharp and keep focus.

Lier, who was Robbins' right hand man for six years and boasts a consultant list of Fortune 500 clients, decided to take his coaching in a new direction and help men where they need it most – with women.

It's a strategy few relationship experts, if any, are taking. As Lier puts



Photos by Rodd Buckle

it, you have to first be in a relationship before Dr. Phil can try to fix it.

What Lier aimed to create with IPO was an "all inclusive getaway for men" but he lacked the glue to bring it all together...The packaging needed work. Then Lier found the missing puzzle piece in local VIP host Steven Striker, and the two realized that together they could take IPO to the next level. And so far it's been a perfect marriage. Lier supplies the inner knowledge and Striker kicks open the doors.

For 15 years, Striker VIP has catered to not only celebrities and athletes but the average tourist as well. From groups here for bachelor or bachelorette parties to couples who just want a no-worries night out on the town, Striker handles all the hassles from the limo to dinner reservations, and he get clients past the velvet ropes without waiting.

"It's not what you know, it's who you know. And Striker is who you need to know in Las Vegas," he says.

With his connections, Striker helped get IPO off the ground and accelerate it toward success. There is even talk about a new television reality series.

Striker set up relationships with The Palms, Sapphire and local clothing companies, got Bacardi to sign as a sponsor and plans everything the guys do during their stay.

"It's one of the most brilliant, unique ideas I've heard in the last 10 years. It trains a man to be a gentleman," Striker says. "You know that book 'Men are from Mars, Women are from Venus,' well this puts

them on the same planet so they can communicate."

Here's, roughly, how it works. The workshops teach men how to communicate with women—linguistic tools like conversation openers, voice tonality and the importance of (here's a new one) listening, all in the calm daytime setting at Sapphire. IPO clients, about 20 men monthly, pay roughly \$2,300 for the course and spend their nights at the Palms. Striker arranges dinner and picks a nightspot where the guys test their new skills. The next day, they're at it again.

"There is nothing worse for a man than not knowing what to say to a woman," Lier says. "We give them the actual tools to use when they get back home." **lvmm**

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