

CONQUER YOUR CAMPUS

by Mark Redman

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A NOTE ON PIRACY

Look, I'm not a fool – I know some people are going to pirate this. That sucks and it doesn't make me happy but the Internet is the Internet. Here's the thing though: I really believe in exchange of value. If you're one of those dudes who just takes and takes and takes, and sucks everything up and doesn't give anything back, you're not going to do very well with women and there's very little in this book that's actually going to help you because fundamentally, your outlook on life is off. But if you're not like that, and you read this and get something out of it, I hope you'll respect all the time and effort that went into producing it, and pay for a legit copy. Think about how much you pay for your college textbooks, and then tell me that this isn't worth the few bills I'm asking for it.

And if you did pay for this, you're fucking awesome.

A NOTE ON DESIGN

This is a dense book. Like, a lot of text on every page, and no pictures of pretty girls or fancy designs. And while I'd kind of like to have that, I don't think it serves you or adds to your learning experience. I designed this to be printed, and read through with a highlighter and a pen. Take notes, write in the margins, and let this book grow with you. I know you've got free printing at your campus computing center... go put it to use!

Table of Contents

INTRODUCTION	4
TALES FROM THE FIELD.....	8
WHY COLLEGE IS DIFFERENT FROM THE REAL WORLD	18
BEYOND THE TRIBE.....	30
MEETING PEOPLE AND MAKING FRIENDS.....	43
THE GREEK SCENE	52
BECOMING A “20%” MAN.....	56
THE FOUR TRAITS IN PRACTICE	70
HOW TO MEET PEOPLE AND BUILD SOCIAL CIRCLES.....	76
GIVING LOVE AND BECOMING A LEADER.....	87
ALL ABOUT COLLEGE GIRLS.....	96
COLLEGE GAME DYNAMICS.....	106
TOPICS TO DISCUSS	108
A GOOD CONVERSATION WITH A COLLEGE GIRL.....	116
FOLLOWING UP, AND DATING IN COLLEGE.....	124
YOUR ENVIRONMENT.....	128
YOUR PRESENTATION.....	130
ONLINE GAME	132
CONCLUSION	133
REQUIRED READING	134

INTRODUCTION

What did you think college was going to be like?

A big party like on Animal House? Stuck in a dorm room playing games like the three nerds on the Simpsons?

Or a sex romp? That's what its *supposed* to be, right?

Yeah, right...

Personally, I was petrified of the whole thing and it took me a long time to figure out. I was pretty dorky coming out of high school, and while I'd been the leader of my group of friends, they were all pretty dorky too. So welcome week of college comes along, and I'm feeling a little left out. Frat parties come along and I'm not being invited. And boys are shacking up with girls, and I'm, well... I'm hanging out with my friends online playing Halo.

Arrgh. My Dentist had told me that I was going to get a lot of pussy in college. I'd seen movies where guys got a lot of pussy in college. That's what college is really about, I thought – getting pussy. I mean sure there are classes and grades and, what's the word... matriculation(?)... but come on, really, its all about getting pussy.

Well, I'm a pretty introspective guy, and not too long into my freshman year, I decided that I would find some guys who would help me navigate the whole scene. I didn't want to let these four years pass me by without having my turn in the fun. So I turned to the one place I knew how to use really well, the Internet.

I trolled around on messageboards, then I bought a bunch of eBooks. Mystery Method, Juggler Method... man, I even bought the Gunwich "Dynamic Sex Life" manual. And it was all good, in theory.

But then again, communism is good *in theory*. I learned that in a polysci class.

But, like communism, the reality of these tools I worked to implement was far from ideal. I became worse – a little social robot running around, spouting off lines, seeing every girl as the “target”, and man, people just started to think I was fucking WEIRD.

Well, in retrospect, I was being weird. I wasn’t being myself, and I wasn’t being anything worthwhile for anyone else to hang around with.

That’s an important point there. I later learned (and will be sharing with you in more depth) that you have to *add value* to an interaction in college. All I was trying to do was manipulate people into responding to me, sucking off of their value.

Anyways, I got pissed off, and emailed all of these companies to tell them that I thought their advice was shit for college. I resigned myself to being bad with women, and believe it or not, I decided that I’d go the route of making a lot of money and basically buying women into my life. If you’ve ever felt that before, like finding yourself saying “fuck it, I’m just going to work really hard and I’ll just use my money to buy a cool place and a cool car and I’ll throw cool parties and then people will like me...” well, that’s where I was. Not a good place to be.

But, literally that day, I heard back from a guy named Christian Hudson. He was the business manager at one of these companies from which I’d bought a product. He personally used to take men out to bars and teach them how to meet women, and built a company to do this that grew into a worldwide business.

Within five minutes, he had me convinced that there was another way. I was especially interested in learning from him, because he had previously dropped out of college to start a software company, then *returned* to finish his degree when he was 25. I figured that he had to have some insight into everything going on there, and my instincts were right.

Christian and I developed a good dialogue. Maybe he sensed desperation in me, maybe he sensed an earnest desire to learn, I don’t know... but he was very generous with his time and mentorship, and now, recently having graduated college, I can say that I have conquered it.

There was a lot to be learned... and unlearned. College game is SO FRICKIN' EASY once you get it, but it requires some critical belief and attitude shifts that aren't as easy to learn and internalize as are a few lines and conversation techniques.

Here's the good news though: we started with some pretty strong material that Christian had developed, and within about six months, we distilled it down into something that was getting me results. And now you're about to tear into this system we developed.

Now look, we had some great encouragement from each other. We were at our respective schools, going out and applying ourselves, then coming back and reporting to each other. As my game and confidence evolved and grew, so did our system.

A critical part of getting better at anything is having the support system in place to give you encouragement and feedback. I'd encourage you to let one or two friends in on this; don't keep the stuff to yourself. You're not going to be learning creepy pickup tricks here; this is social circle game, college-style, and you're going to want to have few buddies to join you on your adventures. Neither Christian nor I would have had all the awesome college experiences we did without each other, and although we were geographically separated, we were a team nonetheless.

So yeah, we went out, figured it out, and now it's in your hands.

I was giving hard consideration to writing a real book. But in case you can't tell already, my writing style is very colloquial. I fucking swear a lot, I'm crass and like to use words like pussy and phrases like "balls deep", and I don't want to have to pull punches. I didn't want thirty different editors tearing my shit apart, nor did I want to have to write it, and rewrite it, and rewrite it.

The final piece of this equation is that I'm not interested in being a pickup superstar. I'm a regular guy, just like you, with a real job and a social life and a reputation. Through Christian, I've met and been exposed to some guys whose lives have changed since they became PUA idols. Sure, they can make more money if they're willing to jump in front of a camera, but man, fuck that... I don't want my kids looking back on their daddy when I'm fifty and wondering what the hell I was thinking wearing a retarded outfit and writing about "scoring serious poon".

CONQUER YOUR CAMPUS

But with all of that said, Christian and I felt that I needed to get this material out there in some way or another. It is almost embarrassing to see college dudes running the shit game we see being taught right now, without any consideration of the mindset or beliefs that will make or break a man's four or so years on campus.

In the last few years, the world of "pickup" has become mainstream with the publication of Neil Strauss's *The Game* and Mystery's TV show *The Pickup Artist*, and lots of new guys have gotten exposure to the gambits, the routines, the openers... but as I experienced firsthand, that stuff just doesn't fully cut it, and a lot of it can make you worse. Its good to have a handle on the conversation technique, but its more important to understand what we like to call Conquer Your Campus.

Now chances are you've read a book or two in this vein before. You might see similar concepts here, you might discover entirely new stuff. In either case, I'm told that this is one of those books that you read, then read again, then revisit in two weeks, then revisit in another month. Things that didn't make sense at first will snap into focus.

This book is broken up into two parts. In the first half, we will discuss the social dynamics of college and what it takes to be part of the "in" crowd. Life is far better when you're meeting girls through your social circle. In the second part of the book, we'll be talking about game – the specifics of what to say and how to say it – whether you're meeting a new girl at a bar for the first time, or seeing a longtime friend at a houseparty who you'd like to date.

So onwards we go, and please leave a few Tri Delts for me when I come back for homecoming.

Mark Redman
New York Fuckin' City
February, 2008

TALES FROM THE FIELD

I want you to live in the world of what is possible. Because from this point forward, *anything* is possible. You are living in the most carefree time of your adult life. Girls want to hook up and have fun, and you need to take license to make that happen. I've started this book with two adventures I had in college; have a read, smile a little smile, and then read through the rest of the book. But promise to me that you'll return here and review these once you've read through the whole book. They're going to make a lot more sense with the full context of the Conquer Your Campus framework.

FIELD REPORT 1

This took place on an unseasonably warm day in February. I'd been out with friends all afternoon, doing – what else – drinking. By the evening, we'd collected a fairly large group, and we decided to head to the “it” bar on campus at the time.

We made quite a scene when we arrived. Not that everyone's not drunk on St. Patty's, but our crew was pretty large and rollicking. There were about five of us singing the Oasis song “Don't Look Back in Anger” when we walked in – three guys and two girls – and even though they had music playing at the bar, we were boisterous enough that we drew a lot of attention.

Its funny how this works, right? When people see you doing something like this, they think you're an asshole and they're turned off. But its only because they're not having as much fun as you at that moment. We've all had those time when we're having a blast within a group, doing silly stuff, and we could care less what most of the world thinks.

Of course, I'm a bold idiot, so I walked in and immediately started serenading a table full of girls who were sitting around a shark bowl (its like a big long island ice T in a bowl with lots of straws). One of them is a little turned off (the hot one – typical), there's apprehension on the faces of a few others, and a few are smiling with me. So I

immediately lifted from her seat one of the girls who was laughing, and I took her to the bar with my group for shots.

A lemon drop or two later, and I'm back at the girls' table chatting with them. I tell them I have to bounce to see some friends and I take my leave.

For the next forty minutes or so, I'm just walking around the bar, hanging out with different groups of friends, having a good time, maybe a little bit of stupid dancing. I walk by the girls' table once as I'm talking with my friend Marissa and give a big dumb wink to the hot girl. You know those winks where you open your mouth wide and its like a whole face wink and a smile? She's talking to some dude, and she fluffs her hair back at me, like a brush-off. It is so on with this girl.

I grab a few friends and decide to chat within eyeshot of the girl. I wait until she gets up, like 15 minutes later, and I walk towards her. She can't see me coming – I'm walking towards her from behind, and I can tell she's headed towards the bar. I swoop in and slip my arm into hers as if I'm escorting her.

Her: "What the fuck are you doing?"

Me: "Come on, let's go." (here's where you don't answer her question, you just assume an authority role).

Her: "Where?"

Me: "What is this, the Spanish inquisition? We're going to the bar to do shots..."

Her: "But..."

Me: "I can't believe I've never met you before, I know like everyone here. What's your name?"

So I'm basically pulling her along, and I just diffuse her objections before she can fully formulate them. I'm so in my world and reality that I don't let her pull me into mine. Pure energy.

When we get to the bar, we're talking about bullshit – like majors and whatnot, I'm kind of busting on her for being an English major. But I never make fun of the major itself, I

always do it in a way that makes the girls chase after me a bit. Establish this dynamic pretty quickly, and soon she's way into me.

At some point, she tells me I'm hot. This is too funny...

Her: "But I know guys like you."

Me: "What do you mean?"

Her: "You think you're the shit, that you can hookup with whoever you want."

Me: "I bet you I can."

Her: "Oh yeah?"

Me: "Yeah, here, make out with me."

At this point I just grab her and pull her in. I know she's thinking about it and that she'll do it under one of two circumstances. Either I have to lead her into it and appear like I really like her uniquely (I've done this before when girls were a little tougher) or I can just be dominant and pull her into it.

We make out a bit and then I push her off of me.

Me: "I can already tell you're going to be bad for me."

Her: "What?!"

Me: "Yeah, you've totally seduced me. "

I love this gambit. I just turn it around on them and tell them how bad they are. Every college girl wants to think that they can topple a giant, so why not be explicit about the fantasy you're creating with them? We go back and forth on this for awhile and then all of a sudden she gets this look of fear in her eyes.

Her: "Oh shit! My friends can't see me making out with you. I have a boyfriend."

At this point, I know that I can use this to create some sexual tension.

Me: "Ok here, give me your cell phone quickly, let's exchange numbers."

She gives me her cell phone... and instead of programming my number in, while she's looking back to check to see if her ex is there, I grab her hand and put *my* cell phone in it.

Her: "What the fuck are you doing?"

Me: "Guess we'll have to see each other soon. I'll text you!"

I quickly take off. This is too funny.

I go back to some friends and send a text minutes later.

Me: "Wow, ur friends look like jealous types."

Her: "I cant believe u did that."

Me: "Its your evil influence on me :0. I m normally a total wuss"

Her: "Yeah right"

Me: "Meet me @ back bar in 10 mins. Come alone. Make sure ur not followed"

We meet up in a bit, and before she can start kissing me, I say "What's the password to make out with me?" We do some secret agent roleplaying here, make out some more in a dark corner, and she plays to get her cell phone back. I tell her I can't give it back to her because I'm keeping it as collateral for her invading my brain. I've also told one of my friends to come follow me there in about five minutes so as to break up the interaction and let me get away with her phone.

I decide about a half hour later that its time to leave the bar. I text her again.

Me: "Im outtie, catch u sooner or l8r."

Her: "WTF? I need my phone."

Me: "Guess u better come get me. Going to afterparty @ {address}. Bring friends."

I'm always trying to help my friends hook up too and bring people together. She meets me about 30 minutes later. I'm told how much of a pain in the ass it was to get her

friends to come here because she couldn't exactly explain that some guy had stolen her cell phone.

We're pretty quickly making out again. She tells me she's not going to sleep with me tonight. In my experience, this almost certainly means that she *is* going to sleep with me. She's definitely thinking about it.

Me: "Wait wait... because I wasn't even talking about that. God you are soooo evil!" (I tell her this as I poke her cutely on the nose).

Her: "No, I mean I was just..."

Me: "Ok I think I know where you are. I mean, you *want* to fuck me... that's cool. You are so hot and I'd be a liar if I told you I didn't *want* to sleep with you. You see what I mean? Like, you *want* to sleep with me, but we just met each other. I totally know where you are."

Her: "Yeah, exactly."

Me: "That is totally fine. I like you – you're a lot of fun and I can tell that you're really smart and social and I don't want to do anything tonight that we'll regret in the morning. So if we start doing anything we're not feeling, we'll stop."

At this point I start making out with her again. You kind of have to draw conclusions for people when they want something but don't understand how to justify it to themselves.

We eventually make our way to the bathroom, and beyond making out. And that is where I will leave this story for now...

So what can we learn from this adventure? You'll notice that I exhibited, at first, a lot of fun, and an unshakeable, dominant frame. Even when she scoffed at me, I was still having fun, had other people around me, and wasn't letting her phase me. In fact, I was playing this whole thing off as if it were a game.

When I approached her, I assumed that we were part of the same social circle. I told her that I knew everyone, and asked her what her name was. This was presumptuous of me, but once again, showed a very strong frame that she was going to have to fit into.

The text messaging and cell phone exchange was totally ballsy. But I acted like it was her fault, that it was a totally natural thing for me, and then I got her to join the secret agent role play. This created a lot of tension, which is a good thing – it gets her emotionally swept up in the experience she’s having with me.

I led her to where I was. Totally comfortable with the way things were playing out.

Finally, I handled her objections well. Most college girls *want* to hook up, especially with a dominant man. You don’t want to force someone into it; that will get you in trouble. Instead, you want to help them draw conclusions on their own that will help them rationalize what they’re about to do. True in sales, true in marketing, true with women.

FIELD REPORT 2

I’m at a house party with about 120 kids. Its one of those three story houses where like 12 people live together. Big place. There’s some beer pong going on somewhere, music going throughout most of the house. You know, its a party.

I walk in with a few of my boys and we naturally start to see a few people we know. I see this girl Laura in DG, who is a decent acquaintance of mine. She and I drunkenly hooked up once but it wasn’t anything huge, and she’s got a boyfriend now anyway so I’m not trying to break that up. Whatever though, we haven’t seen each other in a few weeks so we take some time to catch up.

As we’re chatting one of her friends comes up. I’ve seen this girl Meghan around before but never formally met her, and she’s one of the hottest three girls in her sorority, which is usually #1 or #2 on campus. I knew she was dating this dude named Jorge for awhile but I haven’t seen her in months so I don’t know what’s going on with that.

Laura: “Mark, do you know Meghan?”

Me: “Yeah, I think we’ve seen each other around. How you doing Meghan?”

Meghan: “Good, how are you?”

When I meet a girl properly for the first time, I look her dead in the eye and try to read her. Its not creepy, its just that I'm interested to see what's going on in her head. I'm told its really sexy the way I look at a girl when I meet her. So Meghan and I instantly have this thing. But I quickly turn back to Laura and continue on with whatever we're talking about for like a minute. I don't want Meghan to get the impression that she's more important than my friend.

When we wrap up on that thread, I say something like "Meghan, we've never really talked before. Come with me to get a beer." She agrees and we're off. I'm getting her to follow me. You're going to read about being a leader... this is leadership in action.

Typical bullshit talk about where she's from and whatever. I know some girls from her hometown and so I relate a little bit, make fun of her for being a rich snob (she's really not but her community is pretty upper-middle class). Then she drops it on me...

Her: "Hey, so its funny, I'm talking to Mark."

Me: "Yeah I get that a lot."

Her: "I guess that says something."

Me: "Guess so."

Her: "Want to play Never Have I Ever?"

Me: "With who?"

Her: "With me."

This is a great position to be in. This girl has heard about me and probably knows several girls I've hooked up with. She knows I'm *that guy* on campus. And she's taken a leadership role in gaming me. Notice how I'm just playing it cool, letting her pursue me? Short answers, etc.

We go and find some alcohol and mix a little cocktail for ourselves to take shots from. This is standard operating procedure whenever I'm playing Never Have I Ever, or most any drinking game for that matter.

We start going through it – there are some great questions I have on queue for this game, and before long we're getting pretty dirty. I eventually move her to a more solitary corner of the room, and I then use my signature "never have I ever " kiss close and we're making out. Nice.

But then all of a sudden she slowly gets up off my lap. What the fuck is this?

Her: "I don't think I can hook up with you..."

Me: "Uh, ok."

I start to get up and walk away. NEVER let a girl use sex to pull you into a trap.

Her: "Wait a minute, where are you going?"

Me: "I'm here to have fun. Sitting in a dark corner by myself isn't a good time. I'm going to find my boys."

Her: "Wait, its just..."

I turn around slowly and give her a very appraising look. The kind of "this better be good" look a father would give his son when his son tries to explain why he got nipple piercings. I say NOTHING.

Her: "I've never met you before and we're making out in what, twenty minutes? And I've heard lots of stories about..."

I start to turn around.

Her: "Wait!"

Ok, here we go. I stop, and start talking to her while still facing the other direction.

Me: "Look, Meghan... some people have reputations. And you hear stories about them. But you judge them based on your direct experiences with them. I just don't have time in my life for a girl who isn't strong enough to form her own impressions. (now I turn around and face her). Is that you?"

Her: "Well, no..."

Me: "Good cause I'd have to punish you otherwise."

Her: "Oh yeah?"

Me: "Yeah, and Never Have I ever had to punish a girl in public."

So, we're back into the game, and the objection is handled for the time being. We find a quiet part of the house to isolate to and before long we're pretty full on. No sex, but I wasn't unhappy with the consolation.

We wrap up and I suggest that we go to a pizza place. We're both kind of drunk, party is wrapping up, and I want to give this girl a shot and see what she's all about. I know that if we split off here she's going to go home with unanswered questions, which will turn into doubts and issues, and then I'll have a fucking mess to deal with next time I talk to her.

The best time you can be sweet to a girl is *after* you've hooked up. Most guys do it the other way around, which is utterly retarded. It shows girls that they can control you using sex, and that once you've *gotten* sex they lose their power over you. Sex becomes something they use to manipulate you.

Anyway, I hold her hand on the way to the pizza place, alternately drunkenly swinging it around, and pulling her in close. I want this girl to feel like what she just did to me has resulted in the most special feeling in the world.

We sit down, order some food, and have a big talk. She tells me that she heard I'm a player, I treat girls like shit, I love them then leave them, etc. I get her to tell me some of the details of the story, I'm just laughing. My objection handler to all of this? I just point out to her that I'm sitting there with her, we're having fun, and I didn't leave when I had the chance. Lean in, give her a kiss on the cheek, and things are good.

Meghan and I went on to date for awhile. Its hard for girls to break me down, but besides being hot, I thought she was really sweet and had a good heart. Definitely learned some cool things from her.

This happened at the beginning of my senior year, and I had developed a huge reputation on campus. Very few girls who were halfway connected to the "in" scene hadn't heard about me, so I had so much value going into any conversation that most

girls just knew they had to work for me. Meghan was different – she worked for me for sure, but she didn't throw herself at me without putting up something of a fight.

I'd previously heard objections like she was going to bring up, so I was prepared when she tested me. Poor thing didn't really have a chance. I've had girls who didn't even put up resistance, who were so thrilled to be with me that I barely needed to talk to them before sex, so this resistance was charming.

Once you've achieved some level of social stature, you've got to let the girls come after you, and of course, be prepared to handle the objections.

Really? Those Things Happened?

Do I share those stories with you to boast? Nope. I've got better ones. Christian has a story about a chick who tried to steal his car. And one of my mentees has a threesome story that would make the editors of the Penthouse Letters blush.

Look, 70% of my college hookups happened because of who I became, and the way I led my life. These two stories are an example. And I want for you to develop into the man who has stories like these to share with me.

Even though we've never met, I do believe in you. Because I came from a place of paralyzing fear, self-doubt, and social awkwardness, I know that no matter where you are, you can make your college dating life the masterpiece it should be. It is time to start believing that for yourself. The first step is in getting a lay of the land. Ready?

Here we go....

WHY COLLEGE IS DIFFERENT FROM THE REAL WORLD

As of this writing, I've moved away from my quaint college town and on to the big city, where I've been living for the past eight months or so. I've been to sports bars to watch the game, nightclubs to dance, and random house parties here and there. And now I understand how "the game" was developed.

Let's step back for a second.

There is this whole community of men on the Internet who teach other men how to pick up women. Now chances are really good that you have heard of it – guys like Mystery, Gambler, Juggler – they offer everything from books to live, in-the-bar bootcamps to help men get better at meeting women. And there is a general structure behind what is taught, conversationally. How to start a conversation, how to make fun of a girl in the right way, all that stuff...

And it works when you do it right. Some of my friends once asked me if the Mystery Method "works". My answer to that is always the same: "yes, it works absolutely phenomenally... for Mystery."

I've found it fairly easy to meet girls in the nonstop hustle and bustle of New York. And even as I've traveled elsewhere, I realize that the game as it plays out in major cities and in bars and nightclubs has some very different rules than college game. Because the common wisdom of the "seduction community" was developed in these environments in major cities, there are a lot of things you can get away with that you just cannot do in the smaller social world of college.

Of course, when I first started learning about this stuff and trying it, I was doing it early in my college career, and girls would get *really* creeped out. Like "who the hell is this guy and why is he standing within 20 feet of me?" Ouch.

From time to time, something would work. I'd meet a girl through a friend, I'd be a little bit cocky/funny (a term coined by a really smart dude named David DeAngel (whose *Double Your Dating* book is required reading), and all of a sudden she's into me. So I could see "shapes in the dark," so to speak.

But the mindset I had was, in general, all wrong. By throwing myself into this whole “pickup” world, I began to adopt the attitude that every girl I was talking to was a “cold approach,” like a random girl you meet one night in a bar in the real world. Some girl who might be in marketing, or maybe in accounting, and maybe you have nothing in common with her whatsoever. And the way that “the game” is taught works well in those situations, so in my mind, I begin to see every girl that way. And my interactions with them were SHIT. Until I started talking to Christian.

I was about to get my first lesson in the way guys and girls interact in college:

College is Social

Well, that’s the easiest way to say it. But rephrased another way, college is a cohesive “social scene” in and of itself, and guys who have the most success with women understand this scene and rise to the top of it.

Let me write that last line again.

College is a cohesive “social scene” in and of itself, and guys who have the most success with women understand this scene and rise to the top of it.

Look, I don’t care how well you can approach a girl in a mall. If you’re not part of the right scene on campus, its going to limit you.

That’s just how it is. And if you can’t accept that and commit yourself to understanding how the scene works and how to use it to your advantage, then this book will only be half-useful for you. I *wish* there was some magic bullet way to just say a few lines and make a girl swoon in college, but for so many reasons, that’s just not possible. As I explain more to you about college social dynamics, you’ll understand why.

All of the guys I know who get a lot of pussy in college, from the naturals I’ve met to the I-can’t-believe-they’re-not-naturals I’ve trained, have accepted this reality. They rule their campus not because they’re smooth, but because they’re social.

Now look, I was certainly not a part of any “scene” on campus at the time that Christian told me this. But I applied myself, learned a thing or two, and now I have some insights of my own into this whole burrito.

Real-World Game In Perspective

Let’s step back for a second and consider “real world game”. Here’s a scenario: you’re in New York, you go out to a big bar like 230 Fifth on a warm summer evening, and you talk to every girl in the venue. What are you going to find?

Well, you’ll meet some girls who are friends from work, out together with some of their co-workers. You’ll meet other girls who moved to the city together with a few of their friends from college. You’ll meet professionals in banking, advertising, media and fashion. You’ll meet some girls who are recent transplants to the city, others who have a month or two left here, and others who never plan on leaving. You’ll probably meet a few tourists, as well as quite a few girls from France, Germany, and other parts of the world.

A social environment like this is a one-time event, and it is very unlikely that you will see the same people at this bar again. Heck, you probably won’t see any of these people at all, ever again.

So given the diffusion of random people coming and going, there is no clear, pre-existing social hierarchy at a place like this. The largest a group usually gets is six or seven people, but more likely, you’ll find groups of two to four, none of whom know anyone else in the venue.

So given these parameters, you can probably understand how a guy with good body language and some funny stories can swoop in, get a few numbers, and feel like a superstar. There are a lot of things that he can fake. And this is why *some* of the guys I’ve met who call themselves PUAs have absolute shit skills when it comes to keeping women in their lives – because they haven’t developed themselves outside of this environment as much as they have in it.

Now look, I don't want to seem like I'm down on this stuff. It is an awesome and impressive skill to go out on any given night, and be able to pull a girl out of a venue and back to your crib. But I share this exposition with you to help draw the distinction between the real-world, where all the stuff you've learned up to this point was developed, and college, where the rules are very different.

A Night Out in College

It starts around 9:30 with some beers and some pre-partying. A few of the guys have known each other for years, and there are a few girls hanging around who are friends with the guys. By 10:45, they head out to the bar or a house or dorm party. The girls are soon talking to all of their friends who they knew would show up, and the guys are off at the bar talking about last night's game. Eyes are darting around, girls are trying to figure out who they know, and there are several groups who are playing bubble hockey or a rousing game of *Never Have I Ever* and genuinely having fun.

A few guys roam the venue, smiling as they move from group to group, giving hugs to their female friends and occasionally getting a kiss on the cheek or maybe even more. Other guys stand on the sidelines, waiting and hoping for a girl to come and trip over them.

You've got a your sexy girls from kappa, talking with some guys from SAE. There are some hotties who don't affiliate with any particular sorority, they're having fun out on the dance floor, and occasionally flitting in and out of all the social groups. You've got the east coast kids doing their thing, and the west coast kids doing their thing, but everyone's intermingling. And more likely than not, 20% of them will see each other next week at the same bar, or in two weekends at a house party.

People will come to the bar in groups of three to six, but that six-set quickly turns into a hundred-set when you consider the connections that everyone has with everyone else.

So even on a campus with 30,000 students, there's an insularity that breeds a hierarchy. Watching through a set of hidden cameras at a popular bar on a busy night, it would take no more than about 30 minutes to figure out which guys got laid the most.

Given these parameters, you can probably start to understand why lines and routines DO NOT work in a college environment. There is a lot of stuff going on just beneath the surface that has nothing to do with the lines that guys are saying, and has everything to do with their standing and status in the social hierarchy.

The 80:20 Rule (or is it 90:10?)

This is a fact: 20% of the guys hook up with 80% of the girls on most college campuses. At smaller schools, the ratio can be skewed even more.

I call any guy in this category a “20% Man”.

You’ll literally have one guy who has, over the years, hooked up with five or ten girls *at the same sorority*.

“Yeah I know that,” I hear you saying. “But that guy just has some magic about him. He must have a huge cock or something.”

Ok, he might have a gargantuan penis that doubles as a strike-breaking baton when it is hard. But, waaaaay more likely, that guy instinctively understands some things about the college environment that I’m about to break down for you.

Tribal Thinking

You remember how I wrote that college is a cohesive social scene? Let’s make sure we’re on the same page here. Think about it – most colleges are in small towns or suburbs where the same people are going to be seeing each other day in and day out for four years. There are exceptions – NYU has a much different vibe than JMU – but even at schools in big cities, there is a notion of being in the same classes, knowing the same people, etc. For four years.

So in essence what you have is something like a tribe. A group of people, fixed in a certain geographic location for a certain amount of time. And while my parents tell me that four years ain’t nothing in the grand scheme of things, it sure feels like a long time when you’re in the alternate reality that is life on campus.

Ok, we have this tribe. Let's apply some evolutionary biology and psychology to it (I highly suggest a few books on the matter, including *Why is Sex Fun* by Jared Diamond and *The Red Queen* by Matt Ridley).

Within any sufficiently small social group, leaders and followers will emerge. Put 100 people on a deserted island for four years, and some "alphas" will emerge as leaders. Sure, there will be some shuffling around, but in general, you'll have ten to twenty percent of those people at the top of the social structure. Coincidentally, there are certain traits that will put them there, and we'll get to those shortly.

So take those hundred people and multiply them by 20 or 200, and that's a college campus. Now 20,000 people may seem like a lot, but consider that each class makes up a quarter of that – 5,000 people. Now put all of those people into a geographic area that is no more than a few square miles wide in any direction, and you can imagine how those people might start running into each other.

Here's the really crazy part though: even if your probability of running into *the exact* same person twice is relatively low, the probability of running into *any* same person twice is very high. So even though you rarely see Julie, you still *feel like* you might see her at any time. And as anyone who has spent any amount of time in college knows, you actually do start running into the same people again and again as you concentrate on your major, and as your social group evolves.

So ultimately, despite the fact that the social structure is not as obvious and defined as it would be on a hundred-person remote island, there is still a very strong tribal vibe that pervades just about every college campus I've visited. This has serious consequences for how the game is played on campus.

How Tribes are Formed and Broken

It is very easy to meet people and have a social group in college. The popular kids learn these skills in high school, and then take them to the next level at college. During welcome week, they're throwing themselves into any activity they can find, having a blast, and getting connected. Within three or four months, social groups are starting to

congeal, and from there, people continue to expand their social groups and meet new friends through their groups and activities.

Contrast this to what we know of the real world. People check into their jobs, and as they move into their mid-twenties and beyond, their social groups contract, usually around work. People are moving to town and others are leaving town, interests and hobbies change, and while people may have a diffusion of friends, very few keep as active and tight-knit a social life as they had during their four years on campus.

So when women are in the real world, their chances for meeting cool guys begins to drop off. If they work at a big company, they might meet a dude there (I read that 60% of married couples meet at work, which seems inflated but hey, its possible). But if a woman *really* wants to meet a man, what does she do? She can be super-social and meet him at a party, she can go online, she can hope that she meets him through Yoga or some other activity, or she can go out to a bar. If she does the last one of these four and goes to the bar (again, where the game was developed), it doesn't make sense to go with more than one or two other women, because no guy wants to walk up to a group of 7 guys and one chick. Evolutionarily speaking, she has the best chance of meeting a guy in this situation if she's accessible.

That's not to say she's going to be easy. I know some girls who go to the best clubs in town with one of their friends, but they'll still sit at the promoter's table and pretend to be off limits. That's ok... these girls usually aren't getting laid, they just want to have their egos massaged. But I digress...

The game you've been taught works on women in these environments. There are all kinds of tools and techniques that will take a woman from cold heart breaker to warm blowjob-giver, and they mostly assume that you've NEVER talked to this particular woman before. They also assume that you're not likely to see her again.

Frankly, cold-approaching a woman is fucking weird; I believe that it isn't wired into our biology. Mystery has some great things to say about this. In tribal societies, he posits, it was unsafe to "cold approach" a woman because if you failed, it meant that you were not alpha, and if she was another man's woman, it also meant castigation from the tribe and possibly even death. I think there's some truth to this, and since approach anxiety is as universal as it is, there's gotta be something deep causing it.

Even I've had it in various ways from time to time. It was only after several months of living here in NYC that I started to get any sort of comfortable with cold approaches. But now that I've lived here and have been winging with guys like Christian, I can see how easy it is to adopt a "next" attitude when a girl isn't into you. As long as you don't mind your ego getting a little bruised (because let's face it: not every cold approach works), you don't have to worry about any evolutionary consequences like getting kicked out of the tribe or denied sex.

The corollary to this is that I don't believe it's natural for women to be cold-approached. It is natural and understandable that they'd be at least somewhat judgmental. When single women looking for romance go out to the bar, they have to pull themselves together, look pretty, and put themselves out there.

But girls in college DON'T have to do any of this stuff. Because of the way that the social scene evolved, and some of the social structures in place at most college i.e. fraternities and sororities, athletics and music, etc., a college girl has all she needs to meet guys without having to do all the work. You ever see a hot college girl on Match.com? I didn't think so.

In fact, college girls assume that they will meet guys day in, day out, through their daily activities. And... they do not assume that they're going to meet a guy by being "picked up." They're not standing in front of the mirror, preening themselves, thinking "boy, I hope the man of my dreams walks up to me and asks me for a female opinion tonight." Not even close! More likely, they're thinking about:

- the guys they know who they might hook up with
- the guys they know who can introduce them to guys they might hook up with
- the girls they know who can introduce them to guys they might hook up with
- getting drunk

Getting the picture? College girls think, as a marketer might say, "in the box" of their own social scene. Let's think about why this might be.

The Least Worst Option

Let's say you're a caveman and you're really fucking hungry. You're off by yourself because your buddy cavemen already got Big Macs, but you didn't make it to McDonald's before they closed. So you're walking down this path where you go to look for food, and you see a fork. To the left, there are a bunch of coconut trees, and to the right, a big fat Jaguar. Mmmm.... Jaguar meat sure sounds good right now. But shit, you only brought a rock as a weapon, and that Jag is eyeing you down too, thinking that some caveman meat would hit the spot. So while you'd be all too happy to chow down on a plate of Jaguar ribs that were set in front of you, going toe to toe with the big black cat on an empty stomach and with no spear or Diet Dr. Pepper is not conducive to your survival. Instead, you go with the *least worst option*, head left, and content yourself with some fatty, fibrous coconuts.

Ok, replace coconuts and Jaguars with Neil and Daniel. And replace you as a caveman with a college chick.

Neil's a good guy – he's not *the* most popular guy, the best dressed, or the best looking, but everyone knows him and really likes him. He's a soc major and comes from a small town. He's fun and has some cool guy friends, and he's solid. Has fun when he goes out, makes people smile, and occasionally drinks too much Natty light.

Daniel, on the other hand, works in town. He's pretty handsome, drives a 3 series, and is financially independent. He works out and is in great shape. He has a few guy friends and a few female friends, and he's got pretty good game.

Which one is the least worst option for a college girl? Well, let's consider her reality for a second.

She has this thing she's a part of for four years that we're calling a tribe. And for her, the stakes are pretty high with respect to where she stands in the tribe. You and I both know that young women chase status the way men chase women. And once they have it, they're reluctant to give it up or do anything to compromise the structures that keep it in place.

And, for the first time in their lives, college girls are on their own and trying to understand what the world is all about. So while there is a willingness to throw

themselves out there and see what happens in the first semester or two, its not long before their insecurities get the best of them, and college girls start to realize that they need to play it safe in order to maintain their position in the tribe.

And let's not mince words here – maintaining or elevating position is what it is all about for many women on campus. Certainly for 98% of the really hot ones who I presume you're interested in. Social status is more important to them than just about anything else, and their choices are going to be driven by the things that help them either elevate or maintain their status.

In other words, when faced with choices that have anything to do with their status, they'll pick the "least worst option" 99% of the time. It is a huge risk for them to do something stupid or socially unacceptable and risk being castigated or kicked out of the tribe.

The tribe is pretty insular. Christian told me that at University of Michigan's campus, even with thousands and thousands of undergrads, it was very obvious who the kings and the queens of the social scene were. Sure, other cliques existed – the band, the musical theatre people, the artists – but the 80% of the hottest girls and the coolest guys stayed the same year in and year out.

And to make a gross generalization, most girls are just not independent enough to think entirely on their own. Their identities are still shaky and evolving. So if they told their friends that a random guy had "picked them up", they would be subject to the judgment of their friends, both male and female. "But he's not one of ours," the others will say.

So who is the least worst option between Neil and Daniel? I can tell you from my own experiences..

I was at a bar with a few female friends of mine. One of them drunkenly made out with a young, successful attractive, and socially-adept banker. He had good game and I was amused to watch him isolate her in the bar. But it wasn't ten minutes before she came running back to us. "Ahhhhh! Oh my God Oh My God Oh My FUCKING God! I just made out with a *random!*" she said.

OMFG indeed. Poor Daniel. He was just the most worst option that night.

Pre-Selection and Sexual Attraction

Christian and I circled around this issue for awhile. There are things that are universally attractive to women, and in the example I just gave you, Daniel embodied them all. So why wasn't he able to close the deal, when a guy like Neil could?

What we realized is that girls in college want to figure out who the top dog is. And check this out... they're going to figure it out by *watching* how guys interact with each other, not simply by talking to you.

Girls are going to watch you talk to other guys, and flirt with other girls. Your game matters – absolutely – but you can have pretty bad game and still hook up like crazy if you have certain personality traits that define how you act in any given social situation.

So let me make this as clear as I can: girls in college aren't going out to get hit on. They're going out to select who they want to hook up with.

This is known as the pre-selection phenomenon.

This all makes sense from an evolutionary perspective. In tribal societies, women had a lot of power, and were typically the selectors. And here we are, hundreds of thousands of years later, and the same dynamics are playing out in bars and parties all over Chapel Hill, Palo Alto, and Cambridge.

Christian told me that when he was working to get better at this stuff, there was a girl who he had a big crush on who lived in the same apartment building as him.

Apparently, he would spend a lot of time at her place, chatting with her about all these other girls who liked him. So while he was trying to communicate that he was pre-selected, it was obvious to her that he was just trying too hard.

So do you get it? Pre-selection is something you demonstrate with your *actions* and your *personality traits*, not your words.

Wondering why college girls look at you like you're from another planet when you're using "real world game" on them? Its because you're acting like you're an outsider, like you're not pre-selected, and they can pick up on this quickly.

Now here's the kicker: if you *do* have pre-selection, it triggers MASSIVE sexual attraction. In fact, it overpowers things that cause sexual attraction in "real world game". A girl is much more likely to get wet between the thighs for a guy who is pre-selected (thus demonstrating superior survival and reproduction capabilities within the tribe) than for a guy who has a lot of great traits but is not pre-selected.

And where does pre-selection come from? Well, its not from running lines and "gaming" a girl, that's for sure. Nope, it a combination of four or five personality traits that are universally HAWT to women, and the application of these traits in a relatively closed social structure such as the college environment.

Wanna hear something else crazy? If you get this shit handled in college, a lot of it is transferrable to the real world. Sure, it is helpful to learn a few techniques that make conversations move along more smoothly but in general, if you can put these personality traits front and center when you're talking to girls, no matter where, you'll have much success.

Still reading? Sweet... the next thirty pages of this book will be devoted to helping you get becoming a 20% Man.

BEYOND THE TRIBE

Ok, you understand the tribe mentality. Excellent.

And now you might be FREAKED the FUCK OUT and wondering why the hell you bought this book. Its like the bad acid trip that shows you the side of a side of the universe from which you'll never recover.

Well, I *hope* that's not your reaction, but judging from how I reacted when Christian opened some of these doors for me, and how my mentees reacted when I opened all the doors to them, I know that it is a possible reaction.

But, before you go run and prostrate yourself to the president of the SAE fraternity, or worse, start simultaneously beating off and crying out of dejection and frustration (nice mental picture there), I want you to take a big step back.

Yes, the social structure I described does exist and yes, it is brutal and harsh and all the guys might as well have spears. But its also wonderful and amazing and malleable and once you know how to work it, it becomes your best friend.

It Was Only A Dream...

Think back to when you were in high school. And if you're in high school and somehow reading this, think back to when you were in middle school. Seems like a long fucking time ago, right? Kind of like a dream?

When I think back to college, I kind of see it from above, as if I am some director who is removed and watching the actors going about their way. I see the things I did right and the things that I did wrong, and I also see where I could have done things differently and had even more success.

Fortunately, with some help and mentorship, I was able to step back and see it for what it was while I was there. Even as I was an actor, I had a director's perspective, and that's what I want for you too.

Let's use the metaphor of a dream. If you were aware that you were dreaming, you could have fun with it and direct it to go as you wanted. You could change it in an instant. But if you're stuck in a nightmare and you don't have any perspective that you're only dreaming, it can be a horrifying experience.

It is only with some perspective that we can truly see our situations, our realities, as the malleable things that they actually are.

Christian was telling me that he spent one eight-month period on the island of Manhattan, never leaving to even go to Brooklyn or Jersey. He was getting very caught up in the social scene and the politics here. Then over the course of a two week period, he went home to see his family, and also took a trip out to Europe. Returning to Manhattan, he tells me, he had an entirely new and objective perspective – it no longer seemed like the center of the universe it had when he'd be living in it without leaving for eight months.

I think this anecdote translates over to the world of college. For most college students, the campus social scene is the most dominant and intense reality they've ever experienced. And it can seem like a wonderful dream, or a terrible nightmare, when there's no perspective on life above it and beyond it.

Well, I'm here to tell you that there is a huge fucking world out there that doesn't give a shit about what house you're in, which girl you did or didn't hook up with last Friday, and whether or not you're a popular guy on campus. Your reality is significant to you, but it is also very limited.

I mean hey, no offense. Its just that there are a lot of people out there that don't give a shit about you. And you know what...?

They don't give a shit about anyone else there either. They don't care whose dick is getting sucked or whose girlfriend cheated on who. So look, if you're feeling stuck or frightened about this little tribal world you're in, I'm here to tell you that its all very ephemeral. It's a dream. And as real as it seems to you and everyone else there, it is a short-lived thing that exists for a brief moment of time and in a confined location in the universe... and it is yours to play with.

It Can Change in a Heartbeat

One thing I discovered several times over the course of my college career was that my role and involvement in this scene could change, literally, overnight. And I saw this play out again with all of my mentees. Even if you're a senior with only a few weeks left, a few changes in your outlook and your actions can lead to massive changes in your social life. If you implement everything I'm about to suggest to you, you can turn things around within a week.

The challenge here is that you're probably stuck in certain ruts of thinking and acting and socializing that are hard to break. The dream feels too real and you've been dreaming for too long to see it from any other perspective.

So here's the first part of this: commit to being a part of the scene, but not letting it dominate your life. You need to have some perspective, some anchors, that aren't connected with the tribal society you're in.

Let's use a metaphor again... imagine that you get dropped onto an Island where you're competing for a prize and you get kicked off the island if you're an asshole. It might start to get pretty intense as you tried to "survive," outlast and outwit the others. But what if you could teleport out of there at any moment and be surrounded by your real friends and loved ones? Like, if you could just take a ten minute break from eating worms and koalas and whatever else they eat on Islands and be reminded of what life in the real world is like.

Well, college is a lot like that Island. The only reason that it seems overwhelming to you is because chances are that you've never had a more dominating social experience. I had the good fortune of being able to travel over my summers, to have some fucking awesome older friends who were constantly reminding me that there was a world that existed outside of the one I was living in, and that I should perceive myself as both director and actor, dreaming and conscious, on the Island and, well, you get the idea...

So as you sit here at your desk or in the student union or the computer lab or wherever else you might be reading this, I want you to remember that your reality is only as dominant as you let it be. If your perspective doesn't stretch beyond the confines of

this little room right now, it is natural to let yourself get caught up in the tribal mentality and feel like your identity is wrapped up in it too.

But listen, your identity here is as malleable as you want it to be. You have the ability to DO and to SAY anything. Really!

Take it from me... because I *was* a fucking weirdo in my first many months at college. I was what Christian calls “creepy pickup guy.” But within a few months of adjusting my outlook, the ladies, they actually started to like me. Even the ones who initially thought I was an oddball.

Here’s the thing – girls don’t really remember your last interaction with them. They’re not thinking to themselves “man, his game was *really* off last time I talked to him.” They’re swept up by whatever positive and uplifting vibes are hitting them at any given moment, and even if you said a few weird things to her a week ago, you can blast in with some positivity this week and have her laughing and loving you.

There are only two times when you’re at risk of being labeled an oddball:

1. When you get obsessive with a girl and really creep her out. Its one thing to be a weirdo the first time you talk to a girl and have her thinking “eh, just another dude who doesn’t quite know how to talk to me.” But its another thing entirely to have an unrequited crush on a girl and start stalking her. That is NOT attractive and certainly doesn’t convey that you’re pre-selected.
2. When you internalize the notion that you are an “oddball” or an odd-man-out or an outsider or whatever else makes you feel like you can’t fully commit to world you live in. If you’re acting like you’re better than everyone, or different than everyone, they’re going to pick that up and they’re going to get bad vibes.

Identity

Ok, so let me see if I can break down what I'm saying:

- Fully commit yourself to the tribal world of college
- Have an identity that is bigger than the world of college

But wait Mark, isn't there a contradiction there? Like, you're telling me to be a part of something but *not* be a part of it at the same time...

Actually, no.

Think about it this way... let's say that Tom Brady returned to University of Michigan for a weekend of partying. Now Tom has this big expansive reality that includes living in Boston, dating supermodels, competing in several Superbowls, and most importantly, being a Stetson model. When Tom returns to Michigan's sleepy little campus, he's bringing with him an identity that is much larger than who he is while he's there. But when he's there, you can bet he's going to party like it's 1999 (which, I believe was when he was actually there), enjoy himself fully, and not worry about being someone's baby's daddy.

Ok, so you're not a Superbowl-winning, model-dating, ruggedly handsome Adonis.

DOESN'T FUCKING MATTER.

I know plenty of guys who aren't and who still pull as if they were. They have identities that dominate over whatever situation they're in. They can throw themselves into it, and still know that there is a whole world out there that is bigger than the little bubble of reality they're living in right now.

This may not be something that comes overnight for you. But I want to insert this seed of thought into your mind. The bigger your world becomes, the stronger you become, the more you can give to your present reality.

Priorities

Interestingly enough, one of the best ways to develop a bigger perspective about your reality is to set priorities for yourself. When you have a purpose, or a “center of gravity”, as Christian would say, it gives you strength over your world. You no longer become a leaf blowing through the wind, subject to changes in mood, environment or moon cycle. Rather, you become a force, an agent of independent drive and expression.

I played a lot of videogames when I arrived at college, and I think this is the case with a lot of guys. Halo was the big one when I was there. Then of course, there’s the netporn. And the instant messaging. And a million other little distractions that serve no real purpose in your life except to kill time.

I found that as I evolved, I had to start making choices about what I wanted in my life. Do I want to go out and socialize at night, or do I want to play Halo during the day? Homework and assignments still had to get completed, so something had to be sacrificed.

After much thinking, I resolved upon the following priorities:

- Getting good grades
- Having fun socially
- Staying in shape
- Personal growth
- Professional work (my senior year)

Anything that took me away from those five priorities had to drop out of my life if it was a consistent time sink. I would still join a deathmatch once every two weeks, but only when I’d already achieved all of the goals towards my priorities.

It is funny how my priorities overlapped. There were periods where I’d go without drinking because I was focused on my health or because I was having *less* fun being drunk. Sure, college and drinking generally go hand-in-hand, but there’s no reason you have to be wasted to enjoy yourself.

Throughout all of this, I discovered something amazing – when you commit yourself to your priorities, you begin a virtuous cycle in your life. You start to see positive feedback that encourages you to continue to continue doing these things. Your body starts to look better, your mind starts to feel better, you begin to carry yourself with more confidence, and you become happier. And because you are achieving these things on your own, and defining your own reality, you begin to feel less of a pull from the things around you. Your center of gravity grows relative to your world.

Women will always come and go. If you've had your heart broken by one, you probably know the sting of feeling like she was the center of your world. And if you've never had a girlfriend, there's a risk that you will surrender so completely to your first one that you will begin to sacrifice who you are.

But if you have a few priorities that you can stick to, irrespective of the weather, the other things going on around you, and the people who want to pull you in a million different direction, you will maintain some firm ground to stand on. You will have a confidence that transcends your immediate situation. And that, my friend, is how to truly elevate yourself above and beyond the tribe without leaving it.

Gandhi once wrote "Be the change you want to see in the world." Let's rewrite that for you to read the following:

Be the guy you want to be around

Print the next page out and clip out one of these and carry it with you in your pocket. Make some copies of them in case the one in your pocket gets destroyed or lost. I've even included a version without expletives for those who don't find the f-word additive to their reality...

CONQUER YOUR CAMPUS

I AM THE GUY I WANT TO BE AROUND

RIGHT FUCKING NOW

I AM THE GUY I WANT TO BE AROUND

RIGHT NOW

I AM THE GUY I WANT TO BE AROUND

RIGHT FUCKING NOW

I AM THE GUY I WANT TO BE AROUND

RIGHT NOW

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RIGHT FUCKING NOW

I AM THE GUY I WANT TO BE AROUND

RIGHT NOW

WHAT'S THERE TO LOVE ABOUT GIRLS?

Ok, so once you've gained some wider perspective on the whole enchilada that is your college's social scene, its time to dive into the nitty-gritty and understand it from the bottom up. No better place to start than with the gaggles of girls who giggle and gawk: female social cliques.

Cliques seemed like an impenetrable little fortress when I was first looking at them as an outsider. Early in my freshman year, by virtue of having two of the same classes together, I became friends with one girl who was a hottie. But I watched from the sidelines, as she was sucked into a group of girls who began to dominate her world over the course of a few weeks. Soon, she was spending more time with them, going where the group was going, and sacrificing part of her identity to become a part of the group. My perfectly laid plans for getting lunch with her after three or four weeks of getting to know her were ruined. Ruined I tell ya.

Ah well, cliques of girls can be as annoying to deal with as tooth removal. But, there are some great things about getting your teeth removed: nitrous oxide and burger king milkshakes. And there are some equally great things about cliques that, once you understand them, you can use to your advantage.

So here's a kind of obvious truth: whether they're at a tiny liberal arts college on the east coast, or a massive state school somewhere in the corn belt, college girls collect into cliques. Mostly. We'll discuss the few non-cliquish ones later on in this book, but it is very important to understand this issue.

A college girl's clique is the equivalent of a guy's crew. The first cliques are formed in the very early days, when they're all living in the dorm together. As girls join sororities and, in general, just grow up, cliques evolve based on some "X-factor" such as hotness, common interest, or the same hometown.

So when you're getting to know these girls, one of the best things you can intuit is how they all came to be friends on campus. But more on that later in the "tactics".

The Structure of a Clique

Christian and I spent a lot of time discussing this one – what exactly does a clique look like and how is it formed?

Most cliques have 3-4 girls at the center, then a bubble of *orbiters* who come in and out. Oftentimes, the 3-4 girls live together, share the same major, or have some other commonality that has them hanging out together all the time. They're all over each others' facebook walls and in photos together and in general they're just fucking obnoxiously loveable.

The breakdown is often thus:

- One or two attractive girls whose primary function is to get men engaged with the group.
 - If there are two, one of them is going to be a bit of a drama queen.
- There is then another girl who is the social coordinator, organizing things for the group (usually she is the social bridge to the males – more on this shortly).
- Then there is a fourth who acts as an anchor – the dependable one who mediates fights, isn't much for drama, and makes sure the rest of them don't do anything too stupid.

Now obviously, this is a GROSS generalization. However, it is closer to accurate than any other generalization you will find.

The orbiters to this group will generally not be as attractive, but there is a mutually beneficial relationship. The core clique builds its value as a social hub of activity, and the orbiters gain value by accessing the core group. Men want access to this, and depending on a man's status, he's either close to the core group, or hooking up with an orbiter. There are a few ways into such a social group – the best way is to be a “bridge”, or to make friends with one.

Bridges

Besides being slightly less catty than they were in their high school clique, college girls also understand how boys integrate into their social scene. Unlike the typical high school clique, the college clique will often have access to a few guys who are “bridges”.

A bridge is a guy who easily connects with and is friends with a lot of girls, or vice versa. The easiest way for a guy to become a bridge is to have a girlfriend with a lot of cute friends. The super-alpha guys always have a hot girlfriend or fuck buddy, and are the gateway across the sex chasm for all of their male friends.

There are also, of course, some guys just get along well with women and naturally become bridges to the opposite sex. These can be straight guys who love women and love to be around them, or, super-metrosexuals and homosexuals. One of the most popular bridges to the hot girls back at my school was a gay guy who the got along with dudes too. He wasn't flaming when he was around us – he could kick back, party and drink, etc. But when he grabbed the girls and was off in femme land, I think they had all sorts of talks about the best way to polish a guy's knob, and other stuff that makes me want to have my head eaten by locusts.

A note of caution – you may one day find yourself in a social group with an alpha female. This is the bridge in the extreme, the girl who *everyone* expects to be at the center of a good time. It is fine to get the alpha female on your side, but be careful about getting too close to her or merging your social group with hers. By virtue of the fact that she has more access to females, she can control things when she wants to, and you may find yourself suddenly losing status. Christian told me that this happened to him once, and worse, he was dating a friend of the alpha female. Needless to say, nothing worked out well from that situation.

So each clique has these bridges, and they will call or text when they're making their plans. Sometimes they'll all pre-party together, sometimes they'll just get together to play scrabble, sometimes they'll plan on meeting up later at the same bar or party.

One of the things that I did to catapult the number of chicks I was hanging around with was that I became the bridge. And I suggest that you do the same.

I know that someone is reading this right now and saying “Great, but how do I become a bridge?” Well, there’s no tactic or trick. By following the principals laid out ahead of you in this book, you will be in a position to naturally become a bridge. But there is one thing about bridges I’ve known that separates them from most other guys. You see, bridges ACTUALLY LIKE WOMEN.

The Joyful Thing that is the Fair Sex

Think about it for a sec... if you don’t actually like women, and if you don’t actually want to know what’s going on in their world and if you don’t want to spend time with them, well why the hell would they want to spend time with you?

Whoa, huge mindset shift, right? Well listen... as much as a fucking hardass as I pretend to be through the use of foul language and veiled references to how much pipe I’ve laid, I actually LIKE women.

Now I can’t make you like women any more than I can make you like broccoli. Either you do or you don’t. I will say this though – it is an acquired taste (no pun intended) and women are pretty fucking awesome if you can appreciate them for what they are.

I’ve found that guys who don’t like women are often frustrated by them. One of my acquaintances in particular stands out. “Bobby,” we’ll call him, was a fairly social guy in college, but he had this weird black and white thing going on with women – either he thought they were annoying and never wanted to talk to them, or he was completely at the mercy of whichever one he was dating. Bobby was perpetually frustrated, always trying to “get laid” and never just enjoying the company of the girls he was spending time with. The few girls he dated knew that they had sexual power over him because he didn’t really have much choice in women... because he didn’t give himself much choice... because he didn’t actually like being around women. So he would act all hard and talk to his friends about that “bitch” he was dating, but when he saw her, it was clear who was the bitch between the two of them.

I’ve found that guys who like women are comfortable with their own masculine sexual desires (or, in the case of gay dudes, lack thereof). If a guy is comfortable with his

sexuality, with his abilities with women, like he just knows things are going to work out, then he can accept women for what they are.

I could write on this matter for pages and pages. But rather than me do that, why don't you just go to Amazon.com and order "The Way of the Superior Man," by David Deida? You will get so much mileage out of that book its scary. There's been nothing I've read that has been more important to me in this area of personal growth.

Here's one thing I can say: women are the way they are. That's not going to change. The moment you stop resisting the way they are and start accepting them and loving them for their quirks and their differences, you will start to enjoy their presence.

Its that whole perspective thing again. If you have a bigger identity than can be defined by what a couple of college girls think of you (and again, think about the tribal mentality, and how shaky the reality of any one particular girl is) than you can enjoy them, laugh with them and love them.

Pardon the horribly misogynistic comparison, but imagine how you'd feel about a bunch of little puppies. Sure, its annoying that they like to chew on your fingers, and sometimes the shit on the dining room rug, but DAMN they're so fucking CUTE.

So think of the college girls you meet as puppies. There, I said it. The difference between college girls and puppies, of course, is that you're not trying to get laid by puppies (DEAR GOD I HOPE NOT).

Now, because you want to have sex with college girls, a lot of your masculine validation is tied up in them. If you can't have sex (and thus replicate), you're kind of useless to the species, right? So what a woman thinks about you does, in a sense, matter.

But when you stop truly caring what they think, you start to communicate that you have options, that you are pre-selected. And you have to just get your mind around this one. Be a bigger man, love women for who they are, and play with them on the grounds where you share commonalities. That is alpha and that is hot.

Bottom line: women are awesome. They are fun and energetic and it makes me smile to think of them. Start looking for the unique and cute things to enjoy about them and you'll be feeling the same.

MEETING PEOPLE AND MAKING FRIENDS

I'm going to make the zany assumption that if you've made it through 18 or 19 years of life, you know how to make friends. You may even have two or twenty (or two hundred on facebook). But if your situation is anything like mine was, a few pointers, reminders and insights might not hurt.

There is a word that all the pickup guys toss about, and everyone seems to have a slightly different definition of it: value.

I won't get into a treatise on it, but in short, value is attractive. We move towards things with value, and walk away from things without value.

Some things are universally valuable. The Four Traits I'm going to share with you are universally valuable. Other things have nearly universal value, such as good looks, money, and soft cuddly puppies.

There are also some things that are valuable in specific situations or to specific people. An insecure girl who's never had a father figure may place a lot of value on a paternal and protective man, while a strong and independent woman would more likely value a man who gives her space and freedom.

So again, we all move towards things that are valuable to us. And on campus, the way that you make friends and become socially connected is by being a social, valuable guy who does what I call *giving love*.

How to NOT Give Love

Why didn't that old guard pickup stuff work for me? Well, I've already told you about all the social conventions that it kind of fucks with. But there's something else going on there: pick-up is not really about giving love.

Think about it. The typical pickup artist mindset is "I want to take pictures with hot women and maybe even fuck some of them, so I'm going to say some things and do

some things that will get a woman to spread her legs.” I mean, when it really comes down to it, that’s the mindset that most guys begin to affect.

I blame this on group think... Look, you’ve got these PUA icons like Neil Strauss. And if you read *The Game*, you know that ultimately, Neil *gets* it and realizes that there’s something pretty damn special about connecting with that one great person. But if you’re like me, that’s not the chapter that stands out to you. More likely, you remember the chapter where he’s recounting all of the fucks he’s had. Or the chapter where he’s typing on a keyboard while a girl fucks him.

So you read stuff like that and you’re like “COOOOOOL!” Of course, your life isn’t like that, as mine wasn’t. But now you’ve got this reference point – a goal of sorts – that has a lot less to do with any particular woman, and more to do with your ability to fuck lots of women.

So your mindset, when you go out and start meeting girls, is goal-oriented. Christian was telling me about a conference where he spoke recently, and a guy in the audience who asked him a question that went something like “when I’m executing a compliment, when do I...?”

Excuse me? Executing a compliment?

Compliments are things that should come spontaneously because a girl is awesome in some way.

So yeah... when guys get too wrapped up in the technical aspects of pickup and dating, I think they start to lose sight of the original reason they got into this whole thing: to have awesome girls in their lives. They look at pickup and interaction skills the same way they think about building computers or cars, and loading them up with all of the latest components and tricks.

But this doesn’t necessarily get a guy close to his goals. I wrote a blog post one weekend where I basically told guys to go out and have fun, and don’t think about getting laid (you’ll find that post later in this book). When you’re having fun, you’re giving love. And hey, you know what? Quite a few guys hooked up just because they were having a great fucking time and sharing love with the people around them.

So whether your goal is to have a lot of random sex, or one girlfriend, or a lot of social activity, having awesome girls in your life is about giving love.

Here's the thing though... when you break it down, the pickup mindset is ultimately about taking. It is about having some photos with some hot girls that you can show to your buddies, fucking some girls who you may or may not care about, and validating your ego at the expense of others. I don't blame you if this has happened to you, because it happened to me too.

But again, at its root, pickup is rarely about giving to people. And when a guy is not giving to people, when he's taking from them, he's not valuable. In fact, he's a bit of a love leech.

Let's use an example here. Think of the guy who shows up at the party where everyone's having fun, chilling, laughing. He doesn't bring any positive energy or fun or happiness of his own; his only goal is to get laid. So he moves from girl to girl, seeing if something he says sticks. He's out for himself, and he doesn't care about the people around him except as means to an end. He's leeching off the social scene, hoping that he'll be able to pull a girl out of there. NO LOVE THERE. Let's consider another guy.

How to Give Love

Guy number 2 is a fun, easygoing, guy who is always coming up with ways that people can get together and enjoy each others' company. He has lots of smiles to give, lots of compliments to share, and lots of love for the world. People collect around him because he makes their world better. He doesn't worry about the people who don't like him because he's doing what makes him happy and he surrounds himself with people who make his world better. He's not a happy-go-lucky dork, he's just... comfortable.

This guy does well on campus (and, coincidentally, just about everywhere else).

What this guy is doing is *giving* love to people around him. He's making their lives better, by having fun and living by his own rules. There's no goal when he goes out – he simply wants to have a great time. Sometimes that means a keg stand, sometimes it

means wild sex in the bathroom, sometimes its chilling out at the bowling alley with his boys.

Now let's think about what it means to give love on campus. What are the images we typically associate with college here in the United States? John Belushi in *Animal House*. Vince Vaughn in *Old School*. Van Wilder in... *Van Wilder*. Are you starting to see some patterns emerging?

These guys bring the party every time they walk into a room. And that is VALUABLE in college. Anything that contributes to the college experience, to the college social scene, to the reality that people want to be living... that guy doing the keg stand has love to give because everyone watching him is saying "oh right... people do keg stands in college! Awesome!"

When I started working on this stuff, I remember scoffing at the guys around me who didn't get it. The guys who were losers, assholes and wannabes. "Fuck those guys," I told myself, "they don't add love to my life." I spent my time only talking to cool guys and girls I wanted to pursue. But as my social circle expanded and I became "cooler," I started being nicer to *everyone*. And here's the crazy thing – guys who I'd previously thought of as losers would come up to me at parties because I was the one guy who had been good to them, who had added some love to their world simply by chatting with them for a few minutes. It wasn't long before I could go anywhere and see a few people whose lives I'd made better simply by being social and love-giving. People were happy to see me at social events, I was happy to see them, and all of a sudden, I was popular.

We're going to discuss college-female-specific value a bit more when we dive into the mind of a college girl. But for now, let's consider general college value.

A Tale of Two Social Groups

There were two groups of guys from my friend's fraternity at my college whose differences perfectly illustrate the value-giving ideal. The first group consisted of three guys who were all good looking, smooth, and had pretty good game. But we didn't see them out much, and when we did, they weren't all about socializing with everyone. They were more focused on their own group and on the girls they wanted to pursue.

The second group of guys were crazy. They were always barbeque'ing, going to the games with their faces painted, and getting people to do things they wouldn't otherwise have done. They talked to and loved everyone. One of the guys had a shirt that said "Your Mom Goes to Colege". Sure, they were kind of idiots, but they made college feel like a team effort. We were all in it together to enjoy the four years there.

I'm told that at the senior gathering, when the house gets together and looks back, the first group of guys were wistful. They even shared their disappointment with everyone, telling their brothers that they wish they'd been more of a part of the scene. They weren't sleazy pickup guys. But they just didn't give love the way the second group of guys did.

As you can imagine, the second group had a much different perspective on their previous four years.

Now, you don't have to do keg stands and paint your face to contribute to everyone else's college experience. All it truly takes is some good energy and a let's-have-fun attitude.

Breaking into the Group

I'll go out on a limb and make another assumption: if you're reading this book, you're not naturally the center around which social groups form. Its cool – that is something that comes with time – so I want to share some thoughts about how to join and connect with other social groups.

When you're starting to meet new people and break into new social groups, the first thing you can do is work to establish some commonality. If you have the same hometown or home state, it helps. Ask "so where are you from?" If it's a girl and she tells you somewhere you're not familiar with, you can joke and say "Oh shit, I know this craazy girl from there." The girl will ask who, and you can say "Just kidding, what's it like?" This is an example of a technique I learned from Christian and that I use a lot.

Even better than hometown similarities, though, is when you know the same person. Being able to say "oh shit, you know so and so?" is the most powerful rapid bond you

can form with someone. “Yeah, that guy is fucking craaaazy. Last time I saw him he was...” Bam, you’re in. “So wait, how do you know him?” Now, I’m not one for stalking, but if you know that you’re going to meet a certain group of people such as in class or at an event, its worth popping onto facebook and seeing if you know anyone in common.

As you begin to get deeper in conversation, you can start asking questions about what a group of friends has all done together. Most social groups have a set of shared stories, experiences and reference points. They have some things they do together that are fun and interesting. In fact, I’ve noticed that about 70% of what a close social group talks about is stuff they did together. If I had a dollar for every time I heard a story start, “Hey, remember that time when we...” I’d be a very rich man.

When you’re starting to meet people in any given social group, keep your interactions light. There have been a few times in my life where I’ve screwed things up with girls and guys both by coming across too eager to be accepted. Its fine to set some plans to hang out, but don’t immediately go from never having met someone to talking to them five times daily. In general, one or two weeks is a good ramp up time to start spending any considerable amount of time with a group.

Once You’re in the Group

And at the end of the day, it really is all about facetime. Once you’re integrated and connected, you should be in regular contact with the people in your social groups, men and women both. Shared experiences (the crazier the better) lead to deep connections, great stories, and phenomenal memories.

Turn the conversation social whenever you can. Ask people who they’ve been seeing, what’s new in everyone’s life, who’s hooking up with who, etc. 9 times out of 10, this is more interesting than discussing classes, majors, and athletics.

Later in the book, I’ll share some thoughts on advancing from being a member of a group to its leader.

Women in the Group

Ok, you've found a cool social group and you're starting to get integrated. You've got your eyes on Madeline, who is amongst the top three hot girls in the group. But one night you're out, and Carrie (an orbiter) gets wasted and wants to take you home. Whatever do you do?

If you become known as a guy who hooks up with orbiters of any particular group, your chances at the girls like Madeline get chopped. Why is this? Well remember what role the orbiters play – they have “junior” value to the more popular girls in the group. So the moment that you are tagged as a guy who hooks up with orbiters, you begin to get slotted into that category as well.

What's crazy is that you can hook up with orbiters and whomever of other groups, with impunity. So as long as you're hooking up with girls who aren't orbiters of Madeline's, you're ok. Since Madeline doesn't know those girls as well, their value is unknown, and whether or not you hook up with them has little impact on your role in the social group that Madeline is a part of.

Christian told me that during his senior year, he hung out with the “popular” group, and in fact had a girlfriend who wasn't even part of this scene, so it was kind of the best of both worlds. He was happy and healthy and fulfilled in his relationship, and also didn't feel any pressure to hook up with the orbiters when they came onto him. But when his relationship ended at the end of the year, he began to date the hottest girl on campus, who *was* a part of this scene.

(coincidentally, one of Christian's students back in Ann Arbor, David, began to train some other guys on the side after Christian moved away. One of David's students, showing David some pics of girls on facebook, identified this girl that Christian had dated as his “dream girl.” Michael informed this student that Christian had dated her, and this student exclaimed, “so this stuff *does* work!”)

So that is really how these scenes work. Now, it is OK to hook up with the orbiters *after* you've hooked up with Madeline. Your value is established. But remember: if you're spending time hooking up with low-hanging fruit, you're going to end up in the same bushel.

With all this said... maybe you're not interested in hooking up with Madeline! Maybe you just don't give a damn, and you are totally happy hooking up with the orbiters. No problem at all man – you can hook up with ten of them for every super-elite girl in trade. Quality, quantity, or both? All I can do is show you the pathways.

My Pathway

In retrospect, it all makes a lot of sense. But it was only through some luck and serendipity that I managed to make my way into the scenes I did.

It started with a girl I met in class who was in one of the “lesser” sororities. She wasn't very cute, but she was really sweet, and we became friends. One day I offered to help her with her computer, and when I went to her house, I met some of her other friends.

I guess I had an air of mystery and confidence about me; I was playful, fun, and certainly not gaming anyone. They liked me and we started partying a little bit. I soon began to learn the hierarchy of the sorority. Some girls were die-hards for their house, others were more social and connected with the other houses. Christian helped me see these patterns, and I started to establish better friendships with the more connected girls.

I soon began inviting a few cool guys along, and before I knew it, a social group was forming. I was at the center of a small but growing world, but meeting more and more people. I never stayed dormant for long; once that group was established I began reaching out to other, hotter girls.

I'd “act as if”. As if I knew them. As if they *should* know me.

I was good to my boys, but never relied on them to plan *my* night or *my* good time.

I began to organize fun parties, get people to act a little crazier than they should, and became associated with them having a *good fuckin' time*.

At this point, some girls had become seriously interested in me. Some of the originals from the “lesser” sorority were accidentally falling into my arms when we'd be out. But something in me had changed. I no longer felt like I needed to or wanted to hook up with them.

One night in particular, I remember being at a house party and having a girl make a big scene because I wouldn't make out with her. A few other girls saw this and word began to spread about how this girl had freaked out because of me.

This made other girls take notice. I wasn't going for the low-hanging fruit. I had some standards and I wasn't going to hook up with just any girl.

One of the more popular girls thought I'd be a fun challenge. Christian saw this coming, and warned me to play it cool. Damn it was hard! I wanted this girl sooo bad.

The first few times we hung out, it was in social situations. I was excessively flirty with her, and I showed her a little bit more interest than the other girls, but I'd *always* leave too soon to go somewhere else. One time it was another party, another time I just went home. She didn't need to know that; all she needed to know was that I was mysterious and challenging.

One day, we were at a party, hanging out in the kitchen with a few others, and I said "I feel like making out with you right now." And like that, we were on top of each other. Others were watching her practically devour me... it was the stuff of legend. And while no one could see precisely how hard I'd played her, the courtship process had been visible to a lot of high-status people.

As we began to date, she tested me again and again. Again, thanks to Christian's advice. I never let her ruin me or break me down. I never got too entangled. Christian told me, "remember, there is a bigger picture than this girl, Mark." It wasn't long before I had to break up with her; I saw that she was kind of self-destructive and insecure, and I didn't want to get dragged into anything that would hurt me or unbalance me.

She hated me for two weeks following the breakup, but realized that I'd never been needy or a dick to her, and that I still cared for her.

We became good friends, and were soon thought of as a "power couple" on campus.

From there, I never again had a problem meeting the girls I wanted to meet, building bridges to any social group I wanted to be a part of, or owning any social scene.

So that's my path. And I believe that whether you're a freshman, or a ninth-year senior, you can achieve the same results. Awesome results.

THE GREEK SCENE

Not all campuses have Greek systems. But for those that do, I'd be remiss not to discuss them.

You wanna talk about cliques... sororities and fraternities are the ultimate cliques. They have the effect of enforcing a social hierarchy, from the house system itself (Kappa Kappa Gamma girls are typically much hotter than Alpha Delta Pi's) to the social systems within the houses.

Getting involved in a frat can be a great way to make some friends, develop some bonds, and get *access*. Sure, there are downsides, too – dues, hazing and, depending on your interests, Greek Week. I, for one, was never truly comfortable with the idea of being a frat boy, but Christian helped me understand how to access the best parts of the scene without having to play the soggy biscuit game.

Why the Greek Scene Works

Ok, first things first – what the hell are fraternities and sororities all about? Why do they exist?

Well, I can't really pinpoint the teleological origins of the Greek scene, and although I'm sure that some historian can, it's not really relevant here. What *is* relevant is what the Greeks do on modern-day campuses.

More than anything else, the Greek scene functions as a social umbrella. It provides a superstructure for social activities – everything from “frat parties” to charity events to date nights. So people who are part of the scene have a ready-made social life.

It is easy to deride frat boys as having no individual identity, and sorority girls as inauthentic bitches, but that's only half the story. Sure, there is some group think going on in the Greek scene, but there are also some genuinely cool people you'll meet at frats and sororities. And if you're in one and reading this, I consider you amongst the enlightened.

If you're part of the Greek scene, just about everything I write in this book applies to you. You can use this stuff at your house, amongst your boys, and with the girls you know. The one thing I would say is that if you are a member of a lesser fraternity (don't kid yourself, you know if you are or are not), you may want to give yourself some distance from it as you start meeting girls from the better sororities. The reality is that girls at the best houses have the tribal mentality in a serious way, and the only thing worse than dating a guy from another village entirely (i.e. another campus, the real world) is to date a guy from a lesser tribe. You don't have to delist today, but what is important is that you have a unique identity, independent of your house.

Then again, that could be said even if you're at the best house on campus.

And if you're *not* Greek... well, you can still enjoy the social fruits by getting connected with guys and girls therein. The largest concentration of the most attractive girls, in an effort to reinforce their status, are often part of the greek scene, so it pays to understand it.

I will throw this caveat out there: the most elite girls – the ones who *everyone* wants – may or may not be part of the greek scene. If they are, they also have an identity that is very distinct from it. They don't get caught up in the politics of it. As I've suggested that you don't!

Going Greek-ish

Should you rush a frat? It really depends on your college and your personality. I never did, and my social life was obviously just fine.

If you're a freshman and you're considering the prospect of rushing, I'd say go ahead and give it a shot. Throw yourself in, try to get connected with the best frats on campus, and see if you make it. If not, you'll have made some cool friends anyway, you'll have seen what the Greek scene is all about, and you'll probably have a few good stories to tell.

And if you're not in a frat, don't shun them. Frat boys have access to women. Lots of women. So how do you make friends with frat boys? Buy them a beer. Ahahahaha...

Just kidding. It takes a whole keg to make lasting friendships.

Just kidding on that too. Here's the bottom line: you make friends with frat boys the same way you'd make friends with any dude. Show them you're a fun cool guy who has access to women. Start hanging out with them; at their house, at the bar, at your place.

Because fraternities have access to a lot of the resources that college men (women and alcohol), you either need to have access to REALLY HOT women or really good booze in order to "out-provide" them. I'm going to assume that neither of those are resources that you're in a position to deliver right now.

So it comes down to being a cool fucking guy who is additive and love-giving. We've covered some of this already, and we'll cover it in more depth in coming chapters. Frat boys are just like any other group of guys, with the distinction that their commonality is the house they belong to.

I've found an interesting parallel between frats on college campuses, and the world of club promoters in New York. Promoters are paid by club owners to pack the places with hot girls, and occasionally bring men who will buy \$400 bottles of alcohol at their table (it's a weird world, trust me). The logic goes that hot girls bring in men willing to spend money, and the circle of life continues. The hottest clubs get the best promoters to bring the hottest girls... so you see the similarities to the fraternity/sorority scene?

Now, promoters get their alcohol comp'd when they arrive, and any promoter worth his salt has at least two or three female models who he's always rolling with. So a promoter is resource-rich; showing up at one of his parties with more hot girls isn't helpful. And while it is in the best interest of the promoter to get guys into bars who will pay for bottles of alcohol, those guys are perceived as clients, and never really become friends with the promoters.

So in considering this scene, like the greek scene, what can a guy do to get access to these resources? Well, he has to show the resource-rich men that he fits in, that he respects that guy's ability to access resources, and that he'll add value in some way that the women and alcohol don't already do.

And what I found in Manhattan can also be said about a lot of frats: it's hard to find genuinely cool, confident, stylish guys who are additive to a social scene. Guys who

have fun, who like women, who know how to make the people around them feel good about themselves. Guys who give love.

Ultimately, when you're thinking about how you interact with guys who have greater access to resources you want, the same dynamics are in play as when women are considering you with their pre-selection bias. That is, frat boys aren't going to judge you so much for your words, but in your mindset, attitude and vibe. Assume that you're all boys, that you're one of them even though you didn't rush. Pick a frat, make friends with some of the brothers in the gym or in class, spend time with them, and before you know it, you'll be an honorary member of the house.

BECOMING A “20%” MAN

Since graduating and moving into the “real world”, I’ve met some guys who are pretty good at walking into a random bar on a random night and collecting numbers. These guys all got into the “pickup” scene after graduating, and their game was honed in big, anonymous cities. Consequently, they’re excellent at those first twenty to thirty minutes of conversation. But would I invite a single one of them to hang out with my boys from college? Hell no!

Being good at pickup isn’t mutually exclusive with being a cool guy. But you know, I have found a high correlation between being a self-professed “pickup artist” and being a weirdo.

To beat a dead horse, we already know that in the more insular college environment, it just doesn’t work to be a pickup weirdo. You might be able to get away with it for an evening or two if you’re visiting, but if you plan on being big man on campus for any period of time, your general personality is more important than your specific “skills”.

And take heart – learning and adopting the personality traits of the ~20% of cool guys – what I call “20% Men”, will serve you throughout life, good pickup skills or not. We’ll get to the skills and techniques a bit later, but I implore you from the bottom of my heart – take this section of the book more seriously than anything else if you want success.

Here is one thing I know – the greatest indicators of replication viability can’t be disguised. A few lines will get you into a conversation. A little confidence will get you a kiss. But mother nature has some intense systems for making sure that only the fittest members of a species get to the point of replication.

If you have any interest in replicating (or, for that matter, copulating) with humans of the, uhh, female variety, then pay close heed. A man with replication value in the college environment has some deep, deep stuff going on that, quite simply, can’t be faked.

The Four Traits

When I released my *The Truth About College Game* report, the most common question I received was “what are the four traits?” Well, when I tell you what they are, you’re not going to be entirely surprised. No fancy words or unconventional wisdom here.

But I will say this: I’ve never met a 20% Man who didn’t embody all four of these traits in some way. When Christian and I sat down to knock this system out, it was critical to us that we absolutely and definitively captured the essence of the big man on campus. We considered how we had both acted when we were at the top of our schools, and we drew up character sketches of every guy we knew who was getting results with women. We cut out all the fat and distilled the commonalities down to the Four Traits.

- **Fun:** Not a single one of us could think of a 20% Man who was more James Bond than John Belushi. College is a time for smiling and enjoying yourself, and more importantly than anything else, popular guys are fun.
- **Dominant:** The 20% Men we know are also dominant. They do what they want. This doesn’t mean they’re out breaking bones and trying to take over the world with an army of undead cats, but rather, that they are assertive and confident about what they want and expect from others.
- **Leaders:** 20% Men take the initiative. They know when to order a pitcher of beer at the bar, they’re organizing social events, and otherwise coming up with cool stuff to do.
- **Easygoing:** 20% Men are VERY easygoing. They’re having fun in their own way, but they’re never neurotic or overly concerned about anything. They have the confidence to know that things will be ok.

These four traits are at the root of all “coolness” – in grade school, college, and beyond – and it just so happens that they count for a lot under the microscope that is college social life. Internalize them, embody them, become them, and you WILL have success with women. Let’s really drill down and see what they’re all about.

We Want Fun

Andrew W.K., whose songs include “Party ‘Til You Puke,” “Don’t Stop Living in the Red,” and the anthem “We Want Fun,” has the right idea. Later in life, there will be time for book clubs, mortgages, and yachting in the Mediterranean. For now, your focus shouldn’t stray too far from your studies, a hobby or job, and HAVING FUN.

One of the things that really connected with guys during the launch of my blog was my post on having a good time. Here it is:

Now, since the last time I wrote you guys, the major question has been “What can i do THIS WEEKEND to take my game to the next level?”

So I’m going to share with you what my mentor shared with me very first time we talked. The same nugget of advice that had me getting literally the best blow job of my life, with about zero effort. Now you have to be OUT for this to work - its not namby pamby online dating advice and its not going to help you pick up chicks on xbox Live.

Ok, here goes...

Tonight, your mission, should you choose to accept it, is:

DO NOT TRY TO GET LAID

“Wait what?? This guy is telling me not to get laid? How Am I supposed to...ermmm..get laid?”

That was my reaction when I first heard it too.

Look, you’ve been trying to get laid every other night for the past God knows how long. And how’s it working out for you?

So tonight, change your strategy, put your faith in me just once and try it out.

Your only focus tonight will be HAVING FUN.

I’m serious.

In your head you won't be breaking down interactions, trying to figure out what phase you are in, what to say next, or if she likes you. Instead the only thing you will be "thinking" is:

**MMM FUN. MORE FUN. HOW CAN I HAVE MORE FUN. LETS KICK UP THE FUN. MMM
THIS FEELS GOOD. FUN.**

So let's review:

1.) Remove the "must get laid. must get laid. must get laid. must get better. must get this handled" thought loop from your mind.

2.) Replace it with "fun. fun. fun. pleasure. that's funny. fun. haha. fun"

and

3.) If you find yourself in your old thought loop of "must get laid. must get better. does she like me? is this working?" you need to snap out of it. How? You ask yourself this question: "How can I have the maximum fun possible right now? How can I make the most people smile? What can I do, right this instant, that will make me FEEL FUCKING INCREDIBLE."

Look man, that's all I want you doing tonight. I'm seriously going to be pissed at you if you try to pull a girl. If you try to hook up tonight, you've lost. So don't even try. I'm serious here.

Well actually there's one rule. If she starts leading you to sex, you can do it. But that's it.

Just try this out tonight.

So lets finish this up...

Tonight, your only benchmark of success is this:

"I HAD AN AMAZING NIGHT IF I HAD FUN"

Now I can't teach you to have fun any more than I can teach you how to knit rugs. Everyone's definition of fun is different and unique. What I can tell you is that the particular brand of fun rocked by college guys who are successful with women is inclusive, unpredictable and uninhibited.

It is a spontaneous expression that comes from doing something that will put a smile on *your* face. When I was first working with my mentees, there was some confusion about this. They would do things and say that they thought other people would enjoy, attempting to seek a reaction, get others laughing, etc. This *reaction-seeking* mentality, however, is subtly obvious. Others will pick up on the vibe that you're not doing something that *you* want to do, but are rather working to please them.

Here's the thing: most people don't know how to have fun on their own. They're looking to catch onto the dominant fun reality of someone else. So I've noticed, for example, that some guys will try to use some lines in an attempt to get a good reaction from a girl, then they feel like its ok for them to start responding in kind. The problem is that girls can pick up on this in a serious way.

The kings of fun are doing whatever they want to put a smile on their own face. They might say silly things to girls, they might challenge another guy to a dance-off, they might challenge their friends to wastebasket pissing contests. Ok, I don't even know what that last one is, but it sure sounds fun, right?

Having fun means walking around with a big smile on your face. This may be a stretch for emo kids and a few others, but I've noticed that when you are physically smiling, it is *very* hard to be mentally unhappy. Start of with a sly smirk and transition into a full facial smile.

One of the exercises that Christian and I worked on together was what we call the "happy place" exercise. Everyone has something in their life that makes them happy to be alive. Maybe it is a memory of a cat, a recent achievement, or a general sense of purpose. It is something that a guy wants to share with everyone, something that he could show or tell the world about to make it better. The happy place exercise has us imagining that thing, intensely tuning into the feeling it evokes, then, in our heads, taking that feeling as if it was an electric current and running it through an amplifier that

blasts it through the brain. Tune into that vibe and immediately start sharing it with the world, with a smile and with your energy.

Remember – everyone wants to have more fun. And as long as you’re enjoying yourself from a position of doing what you want because it makes you happy, you don’t have to worry about anyone else. Put aside your ego aside and do what makes *you* smile.

Being Dominant

The man penetrates, the woman submits. But she only does so yields if she believes that his manhood is worthy of her womanhood.

This is dominance.

You can be a fun, interesting, good-looking guy and still never hook up if you are apologetic about your masculinity. I’ve met attractive men who are total wimps - you can probably guess how they do with girls. But my friends who are unabashed about their attraction towards women, who pursue anything attractive with two legs, who simply go after what they want... well, they have quite the opposite results.

Dominance means a lot of things. In fact, a lot of this book is about being a more dominant man, one who has a sense of who he is and leads where he wants to go. A dominant man has strong body language, with his head held high and his shoulders back. He touches with ease and respect, but also with clear intention. In fact, he’s comfortable touching everyone – guys and girls both. He is constantly pushing, throwing light punches, tapping on the elbow, giving hugs, and asserting himself physically.

A dominant man will reach out and take a woman’s hand, or lock her arm in his when they’re walking together, without looking for her assent or approval. He’ll pick up a girl and carry her piggyback, he’ll smack her on the butt, and he’ll do all sorts of other things to indicate that he’s comfortable being physical.

Let’s discuss compliance: getting girls to do things for you. A dominant man will not make things easy for a woman. He’ll challenge her conversationally, making her know

that he has standards. He will ask her screening questions (more on this later) and he won't be afraid to respectfully disagree with her.

He will expect her to contribute to his reality and the world he creates. So for example, he might tell her to stop by the store and grab some mixers when she's coming over. He'll have women help out with his goals, projects, and plans. And rather than saying "Can you please help me with this problem?" he'll say "here, help me with this problem."

Now let's be clear here: a dominant man is not a jerk. A jerk takes without giving back. A dominant man makes a woman feel good about being a part of his life, so he rewards her when she does something for him. He'll give her a little hug, he'll tease her for being such a great "not-girlfriend", and he'll spontaneously give her a kiss on the cheek for being a "cool chick." This is how a dominant man shows that he's in charge of his world. And the ultimate reward for any woman is to be the one by his side.

I searched high and low for reference points of the perfect dominant male, and settled upon Jack Nicholson's character in *The Departed*. He doesn't take shit from anyone, and expects the world to bend to his whims. One of the lines he speaks as narrator at the beginning of the movie perfectly summarizes his attitude of dominance. "I don't want to be a product of my environment," he says. "I want my environment to be a product of me."

Developing a dominant sense of reality is not something that necessarily happens overnight. It comes with experiences that prove to you that you can get what you want if you reach out and take it.

I was never a dominant or assertive kid, and I was more likely to turn the other cheek than to face up to a challenger. But as I evolved through college, I was encouraged by mentors to stand up to those who would challenge me. I began to believe in myself, and to turn the tables on those who thought they could steamroll me. I was never a fighter (more on that later) but I didn't back down to men or women when I wanted to get my way.

A man who tries to be dominant without the confidence that comes from having a sense of purpose and a center of gravity will just come off as an asshole. A true and genuine

sense of dominance comes when you set and stick to your priorities, when you are living your life according to your own guiding principals. In the face of opposition you not only stand strong, but you push forward with renewed drive and intensity.

When you're a dominant man, things happen on your terms. You lead conversations where you want them to go because you're talking about what you want to talk about, learning what you want to learn about, and *you* are the one who needs to be entertained by the girl.

And most importantly, you're not standing there waiting for her to make the move or make something to happen. Christian talks about this a lot. He told me about one of his favorite bands in high school, a punk-ska band called Slapstick, who had a song with lyrics that went "I handed flyers out, ran around, jumped around and shout, so you'd notice me too." I can't think of words that better encapsulate the attitude of most high school boys regarding their romantic interests. Well friend, we're not in high school anymore.

Have you ever pretended to be on an important phone call to get a girl's attention? Or talked loudly around your friends to see if she'd take notice? Or stood by the side of the bar or in the corner of the room at a party and hoped that a girl would come up to you and start a conversation? That's not dominant.

Dominant is walking up and starting a conversation. You don't need to hand flyers out to get her to take notice – she notices you because your environment reacts to you.

Taking the Lead

So... our socially popular guy is fun and dominant. But does he inspire those around him?

Time and time again, I saw that the most popular guys at college would take the lead. They'd know whose house party we were going to, and they knew which bar to go to next. That's because they were connected with everyone, had a sense for the places that would be fun, and helped move others in those directions.

There's a critical distinction between being dominant and being a leader. Consider a guy we'll call "Joseph". He is very assertive, always having fun, and people like to be around him. He knows what he wants and he usually goes after it when it is easily accessible. But he's kind of lazy too. He waits for someone else to set up the plans, and he goes with the flow. He's subject to the reality that others create for him, so while he can flow from place to place and be comfortable pursuing what he wants when he's there, he doesn't inspire those around him.

In other words, he's not a leader of men.

Being a 20% Man means that in some way, you are a leader of men. You organize, plan, and motivate people to come together and collect around a cause or activity. People *look to you* for leadership because they know that when they follow you, they will go to great places.

When you take the lead, it forces you to become more social, as the weight of everyone else's good time is on your shoulders. This means being on the phone, on text, on facebook and on IM to get a sense for where the other social coordinators are planning on heading tonight. By the time 9:00 rolls around, there's no ambiguity – you're the guy that friends are either calling or expecting to hear from about where they're spending their evening.

Taking the lead goes beyond organizing the evening. It also requires that you be in front of what your friends and acquaintances are looking to do. If you see your female friend eyeing a guy from across the room, you should walk up to him and make an intro so that you can casually introduce your friend to him later. If you're at a sports bar watching the most boring game in the world, you might consider suggesting that everyone leave if no one else is enjoying the game either. Or you could order two rounds of shots to liven things up.

Being a leader also requires you to take the initiative in one-on-one settings. If you remember my second field report, I led the girl around the house, finally settling in a dark corner where we could, uh, enjoy each others' company. A leading man will have direction for where he wants to go when he's hanging out with girls, and will have no problem grabbing their hand and saying "come on, let's go this way."

One of the things I said on a podcast leading up to this book's launch seems to have stuck with a lot of people, so I'll leave you with this: when you are the leader, you are the one responsible for making your own days and nights. You don't wait around for other people to bring the fun or to tell you where to go. You TAKE RESPONSIBILITY for your own life and your own good time, and you make sure to bring as many people along with you as possible.

Take it Easy

The former three traits could easily be the recipe for an overzealous circus MC if they're not balanced with a healthy dose of relaxation. No guy with a stick up his ass is going to be attractive to men, women or dogs. "Stick up the ass" can come in many forms. A guy can be too neurotic, worried what everyone thinks about him. He can be running around like a chicken with its head cut off, obsessively making sure that everyone else is having a good time, without slowing down to enjoy himself. He can be a control freak, afraid to let a social situation play out according to vibe of the group. In all cases, nervousness and anxiety are unattractive characteristics; once a man has sown his social seeds, he has to be confident and relaxed, sitting back and watching them grow.

The first step in developing an easygoing way is to just slow the fuck down. One of the exercises I gave my mentees was to talk at 50% pace of how they normally do for a full day. Try it. It forces you to be more easygoing. Anytime you feel yourself getting into a kerfluffle, slow down your speech by half, and feel the rest of your energy fall into pace.

But this is just the start. If you're naturally neurotic and nervous (I know I was), it can be a huge challenge to let go. There is a book I read called "The Power of Now" by Eckhart Tolle that I *highly* recommend. From it, I derived several mental and physical exercises that helped me settle way down.

Being easygoing is about being comfortable and settled wherever you are, and with whatever's going on around you. So the first thing you have to do is sort of surrender to what is happening. It doesn't make sense to resist a situation – to resist what *is* – because it is what it is. Once you have accepted that a situation is the way it is, you can

begin to think about how you want to change it. But it is only *after* you've accepted it for what it is that you can re-engage with focus.

I know that this stuff is kind of theoretical, so let's use an example. You've planned for all of your friends to show up at a party, where you know you'll be seeing a girl you've been flirting with in class for the past two weeks. You roll in with a big smile on your face, excited because you've planned the night and because you expect to hook up. But when you walk in, you see the girl flirting hardcore with another guy. His hands are all over her. You feel a jolt of jealousy, and in an instant, the energy you were carrying is sucked out of you.

Resisting what is going on, fighting it, or trying to rationalize it – any of those responses will continue to perpetuate the bad feelings. They're not the province of a dominant, easygoing guy who makes his own nights work for him. They're the reactions of a boy who can't roll with the punches that the world throws at him.

If you can accept the situation, accept that you are jealous but that *it is what it is*, you can move beyond it. "Fuck it," you tell yourself. "I'm going to go find some other girls to flirt with, and we'll see what plays out with this other chick." YOU make your own night. You've accepted what is going on, what is out of your control, and you've moved past it to put yourself back in the driver's seat.

But let's say you have a more general level of social anxiety. Christian told me that for the first few years of going to college, he had a paralyzing fear of going to frat parties. He was intimidated and unsure about what to expect in these testosterone-soaked beer swills. He had similar apprehension the first few times he went to Rick's, a popular fraternity/sorority bar on his campus. It would later become his favorite bar in town.

There is an exercise I have found that makes me feel very settled and comfortable. I would like you to try it now, and use it whenever you are feeling out of place or socially anxious.

Reach deep inside of yourself. Shift your focus to your feet, your legs, your thighs, your abdomen, your shoulders, your arms, your hands. Feel the life force that runs through them. Just connect with the energy that animates you and makes you move. Do it now.

Feel the power of being alive, of being wherever you are. Breathe in deeply. Now put a smile on your face and breathe out. Connect, in totality, with your present reality.

I have found that when I go through this exercise, and work to truly reach into myself and connect with the world around me, tension dissipates and I feel comfortable and at peace. There may still be lingering feelings of emotion and apprehension, but I've come to accept what is going on, and I can chill out and enjoy myself.

There is a final exercise I can share with you for the shittiest of nights, the times when you're feeling waaay in your head.

- Break the thought loop. You've associated this feeling with the thought that you "need to improve, need to get it handled". So stop thinking about it.
- Realize that this is a temporary emotion. Feel the emotion, then feel yourself as a separate entity from the emotion.
- Close your eyes and imagine that you are being held in a shell, and that the space you currently occupy in this shell is filled with the "you" who is feeling that emotion. The rest of the world, though, is YOUR playground.
- Step forward, break out of the shell, and take a deep breath. Let the word FUN run through your head. Go forward and be the guy *you want to be around*.

At its highest level, being easygoing means being comfortable wherever you are. I've written a lot about being dominant, making your own reality, being in control, leading the group... all of those things are important, but if you're always thinking about what's next, you won't be able to enjoy whatever is right in front of you. Later in the book, I'm going to give you some strategies for putting your days and nights on autopilot, so that you can chill out whenever and wherever you are.

Being an easygoing guy comes with time, and it isn't something you can force. Something that Christian and I discussed extensively was that the more you try to force a characteristic upon yourself, the more anxious you become that you are *not* that way, and you soon find yourself in your head and disconnected with the world around you.

To the extent that you have lingering nervousness and anxiety, the best thing you can do is acknowledge it, and move through it. As your confidence grows, so too will you become more chill. This is about finding comfort in your own skin, in your environment, and with those around you.

The X-factor: Adventurousness

Ok, I didn't include this trait amongst the critical four, because, well, it is not a universal characteristic of the 20% Man. But being more adventurous will go a long way towards demonstrating your ability to lead, that you can have fun, and that you're comfortable with yourself.

This is especially important in the first and second years of college. Cool freshmen and sophomore guys are the first to walk up to a door at a frat party where they don't know anyone. They've got the fake ID. They take risks, get out ahead, and report back to friends about what they've found.

If you're reading this and thinking to yourself "boy, that *sounds* good, but I've never been like that in my life," take heart. College is a time when you can get into trouble and it is OK. You can do stupid things, let your ego get bruised a bit, and no one really cares because we all did stupid things in college. The question is, how soon before you let yourself go and jump out there?

I've known a lot of guys who waited until their senior year to start doing crazy things. And if you're in that boat, that's fine. But if you're a freshman or sophomore, you have the opportunity to get out there NOW and make the most of your next few years.

This is as easy as grabbing five friends and organizing "Snow Capture the Flag" (or a basic snowball fight) on the first snow of the year with five others you meet once outside. Jump in, do something crazy, and see who follows.

Developing the Four Traits

Character traits are not like techniques or lines that you can learn in two hours. Developing these aspects of your personality will take some time. But more importantly, these aspects are developed through the tests to which you subject yourself. I could rattle off thirty different zany things I did in college that were “fun”, and while those would give you a good idea of what is possible, it is better if you’re the one pushing yourself beyond your comfort zone, finding your own unique ways of having fun.

Character transformations happen when you stretch the limits of what kind of behavior is possible. It reminds me of an old Seinfeld episode... George realizes that every time he has followed his instincts, he’s been a failure. So he decides to make decisions that go against his natural instincts, on everything from how he acts around women to the sandwiches he orders. And lo and behold, things start working out well for him.

I would suggest that you find some models of behavior who you can emulate, or at least use as reference points when faced with a situation. Christian tells me that it was a combination of the show Jackass and the aforementioned musician, Andrew W.K., who got him out of his shell and doing crazy and fun things. I found icons such as John Belushi, Jack Nicholson, and yes, *Fight Club’s* Tyler Durden to be models of behavior I could emulate.

But let’s set that all aside for a second. Here’s the good news: becoming a guy who is fun, dominant, leading and easygoing is as simple as making a decision to do so. Throw yourself into situations where you will be tested, and step outside of your comfort zone. I am going to provide you with some specific examples of the four traits in practice, but you’re the one living your own life, and you’re the one who will define how these traits help you develop into the attractive 20% Man.

THE FOUR TRAITS IN PRACTICE

As the four traits crystallized in front of me, I was lucky to have some great role models in my life. The way that they acted and dealt with the world helped me adapt and evolve my own personality.

I HIGHLY encourage you to seek out a 20% Man mentor at your school. This guy will inevitably have these four character traits deeply ingrained into his personality, and you'll be able to see how he expresses himself through these traits.

To start you off, though, I want to provide some examples of how a 20% Man would act in various situations.

A 20% Man and his Boys

One simple phrase: "bros before hos". A 20% Man is always looking out for his boys. He knows that if he elevates the boys around him, they'll lift him even higher.

As a 20% Man, you stay true to his friends. A spineless pussy will sell his friends out for a girl or for gain. But staying true to your friends means a lot of things.

It means being there for them when they need you, sure. But it also means being honest with them and telling them when they're being stupid about something or getting themselves into trouble. It means falling on the grenade and hooking up with the fat chick if she's cockblocking your boy. It means covering for them when they're in a little trouble, but making sure that they ultimately take responsibility for their actions.

Let's dwell on this last piece for a second. If your buddy does something stupid or recklessly criminal like drunk driving, drugging a girl, or setting fire to the house, you're not doing him a favor by letting him get away with it. You know I'm a huge advocate of going out, doing stupid things, and having a great time in the process. But when a guy crosses the threshold from boyish horseplay to endangering others, he's got to be

corrected. Be dominant, live up to your standards, and demand that your friends do the same.

In fact, when you're hanging out with friends, you should be able to enjoy your time without worrying about girls, whether it means staying in to play poker or Halo, or just getting wasted off a bottle of Jack Daniels on a camping trip. This is the easygoing aspect of your personality taking center stage, letting you enjoy the time you have with your boys without getting anxious about why there aren't any girls around.

Most importantly, you should be able to judge whether the people around you are truly your friends. Watch how they treat others. If you see something you don't like, keep in mind that you may be next, and act accordingly.

What about hooking up with girls who your buddies have dated or hooked up with? Well, it's a grey area... Christian and I have the following rule: if your friend doesn't care about the girl and she wasn't anything serious in his life, you're good to go. If she was a serious girlfriend or there were feelings involved, your friend has one year to get over her. If he's not over her by then, it is his problem, not yours. But in any case, NEVER keep him in the dark about what's going on.

The company you keep says a lot about you. If you don't have friends who you're proud of, who make you a better person and vice versa, it's time to make some new friends.

What happens as you evolve? Baked into this book is the assumption that there are some parts of your personality that you are going to develop out further. My freshman year dorm buddies were introverted engineers. They were great guys, but a far cry from the friends I'd eventually make on campus. So while those freshman friends were solid dudes, they weren't helping me become the person I wanted to be. I was able to stay on good terms with them, even as they saw me change and grow away.

I also know that it's easy to get wrapped in a social group that can get you down. While I was researching this book, I came across a question someone had posted on a message board that went something like this:

"I know I'm supposed to be an alpha guy on campus. But amongst my four friends, I'm definitely not. They make fun of me more than others in the group, and one of them is definitely the "leader" of the group. So how am I supposed to be the alpha male?"

Poor guy. If he was dominant and had taken responsibility for his own social life, he wouldn't be relying on his friends. In fact, if he were being proactive and giving love to everyone he met, he'd have two potential outcomes. He'd either ditch the guys who weren't treating him well once he found some better friends, or he'd be able to be the bridge between his group and other new groups. He'd be giving love to everyone, and as the connector, the ultimate social value would be his.

My rule is this: find and keep people in your life who add to the reality you want to live in. Its impossible to have perfect judgment about everyone you meet, but over time and as he is tested, you see a man's true character. Stick with the ones who prove that they're looking out for you and for your interests, and for whom you feel compelled to do the same.

A 20% Man and his Girls

A 20% Man knows how to treat a lady: exactly as she deserves to be treated.

This means that if she is a with-it, cool girl who treats men well, she deserves his respect. But if she's a backstabber, needy, or just not worth his time, he's not going to give her the space to let her negative influence affect him. He'll have fun with her at the bar, let her yammer away with gossip, and heck, he might even fuck her if she's down for it. But he knows the difference between a woman who adds to his reality, and one who doesn't.

Christian once explained it to me in one of the most important messages I received on my growth path. Rather than try to paraphrase it, I've copied the email here:

Look dude, there are girls who make your ego feel good, and there are girls who make *you* feel good. Learn the difference between the two and you'll be able to deal with each accordingly.

You remember (name withheld). She was HOTNESS ITSELF, but drove me up the wall when we were hanging out together. She was so withdrawn, and I got back like 20% of the effort that I put in.

Then there was (name withheld). She was also incredibly hot but she was so needy. So it was cool that she made me feel needed, but it eventually became a huge drag.

And of course you remember (name withheld). Attractive, but by no means the hottest girl I dated. So why did we stay together so long? Well, she made me feel good, she had her shit together, and we were happy when we spent time with each other.

I know that (name withheld) has quite a hold on you. She's hot and popular. But you need to taper off the emotional attachment you're feeling. She makes your ego feel great and you're trying to cling onto who you think that makes you socially. But remember, you were an AWESOME guy before her and you'll be an even more AWESOME guy after her, and this girl is not the center of your world.

When you're ready for a real relationship, I know you'll find someone who lifts you up and makes you feel awesome for who you truly are.

Truer words have never been written. And the fact of the matter is, great girls are few and far between in college. They're still finding themselves, and making a lot of mistakes in the process.

You're going to make friends with a lot of girls, because a.) you often end up fucking your friends if you're fun and dominant and b.) most girls aren't good enough to be girlfriend material.

If you're a fun, easygoing guy, your girls should feel like they can call you for a talk, to come over and take a nap, or whatever else they need. If you're truly a girl's friend, you might bust her the way you would your boys, but you don't give them shit to the point of making them feel bad about themselves.

You're going to have rules for how you talk to girls. Drop the James Bond shit – it doesn't work. As I became more confident, it became a part of my character to walk up to girls and give them a hug and a kiss on the cheek. I was ALWAYS excited to see my girls and so should you be. Even if it's a girl you've only met once or twice.

"Samantha, you are the fucking hottest thing in the world, come here (hug). What the fuck have you been up to, come here, tell me..."

You wouldn't believe how many times I said things like that. It's the energy, the LOVE you're giving. They'll give it right back to you.

"I love you so much, I'm soooo glad to see you."

Think that stuff doesn't work? I'm telling you brother, that is how a 20% Man talks to the girls he loves.

A 20% Man and a Girl He Likes

When a you do meet a girl you're actually into, you're not afraid to show it. Direct playfulness is the key here, my friend. You flirt with her, playfully touch her and wrestle with her, and give her a little bit more attention than everyone else. But you'll always do it as a LEADER; you never waits for her signal.

Touching is critical. ALWAYS touching, ALWAYS. You'll pick her up over your shoulder like a sack of potatoes, or lead her out onto the dance floor at the bar. Remember – you're dominant and you go after what you wants.

You should absolutely feel comfortable isolating a girl at a party or when out with friends, and talking to her one on one. You don't have a problem IM'ing her, or calling her up to say hello.

There is a trap that a lot of guys I know get into. They cultivate this image of being very social, but they're unable to transition into one-on-one's. Remember - girls are insecure too, and sometimes need to be shown that you are comfortable talking to her when there aren't a hundred people and five kegs of beer to distract you.

A 20% Man subcommunicates his intentions with a girl. Christian told me that when he was meeting girls in college, it was usually amongst a group of friends. They'd all be hanging out, playing beer pong or just watching TV, and he'd adopt a "you've won me over" attitude when a girl would do something cool. This means showing more interest and getting more engaged when she does something you like.

And for heaven's sake, a cool guy does not run around "hitting on" girls. A remember an older dude at my college telling me some of the wisest things I've ever heard. "Mark,

the difference between all these other dudes and me is that they try and I don't. I'm not worrying about where the night is going to end. As long as I'm enjoying myself, I know that people around me will be too."

A 20% Man When He's Out at Night

Enjoying himself and not stressed. Let's think back to those four traits: fun, dominant, leading and easygoing. A cool guy makes sure everyone is having a good time, himself most of all.

Consider him the CEO of the social group. The CEO is responsible for general direction and oversight, and has other people worry about the operations and the details, only getting involved in that stuff when needed. He is confident in his strategy, and only makes changes when the market stops responding well. He takes responsibility for those who work for him, making sure they stay on task and happy. Otherwise, he's off playing golf with other CEOs, enjoying himself.

Social groups don't always have one clear leader, but more often than not, you'll see a few cool guys, all of whom embody this archetype.

So a 20% Man is going to be making plans and taking initiative, *with the expectation that others will follow*. He knows the bars to go to, he's getting everyone pumped for karaoke night. He isn't expecting other people to make plans for him or take responsibility for him having fun – he's in charge of his own social enjoyment, and with that comes the responsibility for others as well.

Here's another thing about a 20% Man guy: he's not always agreeing with what's going on. So a friend says "Hey let's go to Hurricane's tonight," but you say "no, Hurricanes has shitty drink specials tonight, let's go to Breeze instead." Now let me be clear: this isn't being argumentative just for the sake of it, but rather, contributing to the group by making suggestions about what you know is best for everyone.

As a 20% Man, there's an ease about you, like you know everything is going to work out. Your default mode is easygoing and fun, and you're a dominant leader when the moment calls for it.

HOW TO MEET PEOPLE AND BUILD SOCIAL CIRCLES

If you're being strategic, moment by moment in college, you're doing something wrong.

Being strategic means that if you are routinely stepping out of the present moment to assess and re-position, if you are not really enjoying yourself, if you're plotting how you're going to meet your next girlfriend or hookup... you're not being a 20% Man, and you're not going to have the kind of success that I believe you can achieve.

Of course, we all started off with a little bit of strategy. When I was just getting started, I needed on to break into some groups and form others of my own, as did most of my mentees. And after a given night, or an experience that really tests you and takes you to the next level, its expected that you'd step back and consider what was working and what wasn't.

But ultimately, if you're a fun, social guy, you will develop a social circle that will put you in front of more women than you know what to do with. There are certain things that fun guys just know how to do and organize, and it is worth it for you to get a handle on them.

Ok, so let's say I give you the marching orders of "go out and be social." What exactly does that look like? When I started getting out there, I was thinking "cold approach, cold approach, gotta cold approach."

But within six months, I stopped seeing the act of meeting new people as cold approaching. I worked hard to reframe it as "giving love", as bringing them into my life. I had a fun and positive outlook, and I had developed a desire to express it with the world around me.

Let's consider some generalities and some specifics about making friends and meeting girls in a campus environment. I want to get you past the cold approach and get your social life working for you.

Being Social During the Day

One of the first things that Christian had me do was start talking to people during the day. And it wasn't from the perspective of trying to get laid. He just wanted me to start sharing some good vibes with people. And whoa... I didn't realize how important this was until I started seeing some of these same people out at parties... and getting invited to parties... and all of a sudden, I'm making a lot of new friends.

I'd call this "planting the seed" during the day. You're not waiting until the party starts, because you're always partying.

I mean, I'm not suggesting that you carry a flask of Jack Daniels around with you all day and be a jackass. Rather, I'm suggesting that you take the fun, engaging attitude that Van Wilder brings to a party, and make it a part of your daily life.

During the day, you can build connections that pay off at night. Believe me, its like a force multiplier. When you're out later, you run into people you were socializing with during the day, and all of a sudden you've got a shared experience to discuss, however small. Meeting people and giving love during the day is a direct path to be the big man on campus.

Your daytime should be filled with social activity. You're building connections all day long, going out of your way to be more social. Try to get groups together to eat lunch. Start it off with a few guys, then pull a few girls from class along. Remember, be a leader; when everyone is going their separate ways, you're the one pulling people together and having fun.

When I was writing this book, I got an email from a dude. Good looking guy who read WAAAY too much pickup literature, that read as follows:

If I say, "Hey, how's it going?" to a chick at a bus stop or next to me in class I often get LAUGHED AT? Not like outright rude "HAHAHA LOSER" but they just get this cute smile on their face and giggle and then answer the question...which just sounds to me like "Awww, how cute, you're SO pathetic. But I'm doing great, how about you?"

Is this guy giving love during the day? No, you can see it in his mindset. He's looking for a specific response from this girl, rather than having a dominant reality and happiness that he wants to share with her. And the worst part is, I could tell from the tone of his email that he was an otherwise really cool guy with a lot of love to give. Don't squander the opportunity here brother man, be the guy you want to be around and be the love you want to receive back.

Meeting Cool Guys (and a few hot girls) at the Gym

You know how they say that business between executives gets done on the golf course? Well, bonds between college males are forged amongst the heavy plates of the weight room. When you start to see the same guys again and again, making the leap to "let's hang out tonight" is pretty easy. If you're a healthy young man, there's no reason why you shouldn't be working out. Ask for a spot, give one in return, and start a conversation. If you're at the gym at the same time every day for 2 weeks, you'll start seeing the same guys. And believe me, the gym is where 20% Men collect. I made more close guy friends there, as did my mentees, than anywhere else.

Equally importantly, you will see hot girls on elliptical machines. Not only is this motivating, but it is also fun. I found when meeting girls at the gym, I'd do something silly like stick my tongue out while they were sweating through a workout. I don't think I once walked up to a girl who was in the middle of a set, but there were plenty of times when I'd be passing by a girl I'd seen before and would introduce myself. In fact, if you're that guy who goes to the gym, makes a lot of eye contact, but *doesn't* introduce yourself, that's kind of creepy. A simple "Hey, I see you around a lot, what's your name?" is the only opener you need. Ask her what year she is, ask her where she goes out, and you're in a conversation.

I don't think I ever number closed at the gym when I was at school. College is probably the only time when you'll see women at the gym who you have a high likelihood of seeing out later, so collect the information and tell them you'll probably see them out later that night or in the week. Get in there, get some nice abs, and make some friends.

Meeting Girls on the Street

Living in the big city, I've gotten a lot of mileage out of stopping girls and just telling them that they're cute. Grown women can take a compliment. But this direct approach on a college campus is going to come across as try-hard.

The easiest way to meet college girls during the day, when they're walking down the street, is to use one of the following two openers:

- "Hey, I've seen you around a few times before but we've never met, what's your name?"
- "Hey, I know it's a big school and all, but I've never see you around before. What's your name?"

You don't have to overthink it here. Honestly. If your belief is that you're there to give love, that you're fun and dominant, that you're out to build connections, then you can't go wrong. Guys TOTALLY fuck things up during the day when they try to use fancy routines and anything else gimmicky. It doesn't indicate pre-selection, or that a guy has any clue about how 20% Men socialize. These are the "lines" that 20% Men use to talk to women they don't know when they see them walking down the street.

In Class

Meeting girls in class is probably the easiest way to do it. Sit nearby, don't fart, and say hello towards the end of the hour. Now this is critical – don't wait until the end of the semester. Christian tells me that when he was getting better at this stuff, he waited until about a week before classes ended before finally striking up a conversation with a girl. After they got to know each other, she conceded that she thought he was cute, but she was about to graduate and was off to Australia for the summer. Bummer!

During my classes, whether they'd be 400-person lectures or 10-person discussions, I was very vocal. I'd always ask interesting questions and in some cases would try to get professors and TA's off-topic discussing interesting things. In fact, I became the de-facto leader of one of my discussion sections just by being outgoing and social. There was

one very attractive girl in that section, and she talked to all of her friends in the big lecture about it, and I was soon friends with all of them.

Now let's clarify something here: it doesn't help your chances with women to be the nerd who is asking for exposition on unimportant details. But if you can pick up on a tangent that is universally interesting, go for it. Alternately, tell the professor that he or she isn't speaking loudly enough. If you've spoken up a few times in class, the girls are going to know you before you even approach them; you'll stand out from all the other wall flowers and slackers, and if your questions or comments were interesting, all the better.

One thing I've done that is tremendously stupid but eerily effective is to drop notes in front of girls I vaguely know in class.

Don't mask your interest in discussions about coursework is not alpha male behavior – its certainly not what you'll be doing when you're in that top 20%. Saying things like "Hey, uh, what do you think about this class...?" is creepy. Come on man, girls know *exactly* what you're up to when you try to pull that shit.

So what do you say in class? How about, "Hey, what's your name?" My results skyrocketed when I started acting like I was a part of the scene, and starting conversations like this. From there, I'd start talking about social stuff, who she knew, *then* what she thought of the class. Next time I saw her, I'd be all hugs, kisses and love. It *really* is that easy if you take on the identity of a 20% Man.

If you're catching a girl as you're both leaving class, strike up a little chat. "Katie, for fuck's sake, I just sat there for 90 minutes thinking about what we could talk about after class, and you're just gonna run away from me?"

If you've been creating some momentum in class or you're planning on meeting some friends, as her if she wants to join along. Otherwise, just split off as your paths diverge and say "alright, catch ya Thursday."

Do that once or twice, but DON'T get stuck in this pattern for too long. You don't want to be her "classroom friend." So within one or two conversations, you should be saying stuff like "hey, I'm off to party on walnut street tonight, what are you doing?" Start figuring out what her social life is all about, who she parties with, and which of her

friends you might know. If you're doing this in every class, you're going to start making connections VERY quickly.

Meeting College Girls at Coffee Shops and the Library

Christian tells me that when he was working on improving his daytime skills, he'd go to the same coffee shop every day around 4:00, sit down amongst a big group of couches, and hope that a cute girl or two would join nearby. There was a noodle place right next door, and he got very good at meeting a girl around 5:00, then extracting for an insta-date to the noodle shop around 6:30. This is a great model and I highly encourage you to try it out for a few weeks.

There are so many ways to meet girls in coffee shops. If you become a regular, you're going to start seeing other regulars, including girls who come there a few times a week to study. This is the easiest approach in the world. Just walk up and say "Hey, I see you here a lot, what's your name?" She tells you her name, you follow up with something like "Hey, I'm Michael, its always nice to meet other caffeine addicts. I've got a group that meets at 6..."

For people you're seeing for the first time who are seated nearby you, just leave a few books or your laptop out, and ask them to watch them for you while you go to the bathroom or get some tea. When you come back, you can ask them if there were any altercations (I love this word). If you're using this opener, you want to quickly move off the topic. My suggestion is to notice something about them as you're talking to them, like whatever they're studying, something about how they're dressed, or whatever. So you deliver the altercation line, then you say something like "Hey wait a sec, is that Moby Dick you're reading? What do you think of it so far...?" or "Hey, you're awfully well dressed for a college student, you must be in engineering" (the latter is obviously a joke!).

If your inner game is getting good, and you want to try out Christian's Favorite Coffee Shop Opener Ever, just slowly walk up to a girl and tell her "You're distracting me." Let it sink in for a moment, and see how she responds. You have to be unapologetically into

her and confident for this to work. But I've personally seen Christian do this, I've used it myself many times, and it fucking works in an eerie way.

Another direct-ish opener for coffee shops is to walk up to a girl who is seated, ask her if the extra chair at her table is taken, and if she says no, just sit down. She might say "I thought you wanted the chair," to which you can respond "no, I thought you looked interesting and wanted to get to know you."

The mechanics of meeting girls at libraries are very similar. I found that libraries were very eye-contact intensive. Girls are halfway committed to their studying, and half interested in seeing what's going on around them. Make eye contact with a girl a few times, then use the "you're distracting me" opener, or just walk up say "I've never seen you around before, what's your name?"

Meeting College Girls at Parties

Personally, I always found it very easy to meet girls at house parties. If you're there, it assumes that you both know the host, or are generally on the "inner circle" of people who got invited. A quick "hey, what's your name?" followed up by "who do you know here?" is the best way to start conversations at house parties. It is critical that you get logistic information quickly, including her relationship status. I've had a lot of friends who will talk to a girl for forty minutes at a house party, only to learn that she has a boyfriend.

As alcohol is such a prized good at house parties, I have a few suggestions on the matter. The first is to bring a cold 12-pack or 24-pack of beer to the party and go on "beer patrol" to share it with hot (legal-aged) girls. Usually, there's so much competition for beer at the keg that you'll be a party hero in minutes. You can have little games – ask for a kiss on the cheek and a hug. Bring the energy.

This is especially funny when guys ask for it. "Listen man, the rule is a kiss on the cheek gets you a beer. Now I'm not into dudes, but if you're willing to do that for a beer, I'm willing to go along." I've done this before and it is hilarious. Key here is to not allow more than one guy to do it – you don't want to be known as the dude who is allowing guys to kiss him all night. In fact, I'll usually grab a nearby girl (believe me, they'll be

watching) and kiss her on the cheek while I'm saying something like "Argh, must re-assert heterosexuality!" Its all about being the fun guy.

You can also bring a pocket flask filled with jaeger or some other shot-worthy drink and pull it out while you're talking to a cute girl or a group. Somehow, it seems to strengthen bonds between people when their lips have both touched the same container.

If there is a keg at the party, it helps to know the guy running it. You won't always be able to do so, but it will sure set you apart if you do. My friend Brendan has a great game. He'll get in the keg line near a girl, and say "Hey let's play a game, I bet I can get my drink sooner than you. Winner has to kiss the loser on the cheek" If she agrees, he'll yell up to the guy running the keg line. "Hey David!" David acknowledges Brendan, and the girl gets agitated, realizing she's been had. Then Brendan flips it around and says "Can you get this girl a beer?" This little push/pull is great, and Brendan will usually finish it up with something like "Ok, come here, I got you a beer so you owe me the kiss."

As I've mentioned already, you want to get to know who a girl is rolling with sooner than later. See if you can meet her friends quickly. If she says she doesn't know where they are, do a quick lap to see if you can find them. You shouldn't spend too much time talking to them, but you want them to know that she's with you. This is critical because, if/when you do isolate her, you don't want her friends wandering around wondering where she is.

Its logical to go look for the friends after 15 or 20 minutes, then spend another 10 or 15 minutes talking to them. After that, you want to isolate. If there's good sexual chemistry, you can leave from there.; if not, find a secluded place in the venue. If she has agreed to isolate with you, she's interested, so don't overcomplicate things – go for the kiss!

Frat parties are similar to house parties, but there are going to be more people, more testosterone, and more or a pre-selection bias on the part of the girls. The girls are going to be younger and will have a status bias. Study the upcoming section on Freshman girls, have access to alcohol, and be the life of the party.

Meeting College Girls at Pre-Parties

Pre-parties are, in my humble opinion, the absolute best places to meet girls in college. We're going to get into the mechanics of pre-parties shortly. If you're not throwing your own, get invited to some.

Get to know a few cool guys, ask them what they're doing before going out, and tell them that you'd love to come by if they mention they're having a pre-party. Bring some alcohol, and prepare to have fun and be social. When you walk into the pre-party, start making friends, but don't be an overly friendly dork. Act like you should be there. Find a few people, start chatting with them, then move on to meet others. By the time you leave for the bar or the next party, you should have spoken to everyone briefly, maybe have played a game or two, and be feeling like a part of the social circle.

Meeting College Girls at Bars

The college bar scene is the ultimate mirage: thriving with young, attractive, drunk girls, it is paradoxically the *hardest* place to meet them. College girls often go to bars in groups and are still somewhat uncomfortable being approached by and getting to know men who aren't "in the tribe". So how can we get around this? Get in the tribe. The guy you see in college bars who is surrounded by women has been giving love ALL DAY LONG. He doesn't have superstar game – he has pre-selection social value.

Ok, but let's say that you're one year out of college and still living in town. Or what if you're just not interested in making friends with frat boys. What now?

Well, what I've found is that in almost every university town, there are certain bars that people go to on certain nights. Alibi on Wednesday, Scores on Thursday, Touchdown's on Friday. It's going to be at least 50% of the same crowd hitting these places night after night. And if you're there too, it doesn't become too challenging to break in to the scene.

You're going to start seeing the same people. Walk up, say hello, and say "I feel like I keep seeing you around, what's your name...?" Ideally, you want some momentum and

energy to bring into the conversation. “Hey, my friends and I are playing quarters, come join us.” Or “do you go to school here or are you just a groupie?” Show that you’re having fun and comfortable in a bar.

Another easy opener for bars is “you guys look like you’re having fun. I’m so and so. and you are...?”

Again, the key is to not come on as if you’re “gaming” them. Assume that you know some of the same people, assume that they’re in your world. Don’t feel like you need to linger too long after the intro. If you’re having FUN and being social and giving love, you’ll make a good impression. You’ll soon see them again and you can reconnect later that night or the next time you’re out with them.

Don’t be afraid of the dance floor. I rarely *met* girls while dancing, but I would often pull a girl (or two or three) out there when a fun song came on. Dancing leads to touching, which leads to kissing, and you know where that goes. I had more dance floor makeouts than I can count. Now if you suck, that’s ok – you just have to have fun and be comfortable following a woman’s lead.

Another great way to engage girls at bars is to play drinking games. Order shots with them, play “Never Have I Ever” or Quarters or Either/Or.

The most important thing to remember about bar game is that girls came to have FUN, not to be dragged into a deep discussion about metaphysics and the meaningless of existence or whatever. Be cool, have fun, and elevate the mood of everyone you’re talking to.

The Unified Front

What’s the best strategy of all for meeting college girls? I call it the Unified Front. It means being socially proactive – in class, at parties, at coffee shops, at bars, and DEFINITELY when you’re walking down the street - so that no matter where you are, you’re constantly building connections, expanding your network and engaging new friends.

All of the places I've just highlighted are good in and of themselves for meeting girls. But when you put everything together, and coordinate your efforts, you'll start to see the Social Multiplier Effect in action. You'll know when it's happening – like when the Buddha experienced Nirvana. One day you'll be at the bar and some girl will walk up to *you*, and tell you that you're friends with her friend. Or as you're walking down the street with a girl you just met, two others who you already know will cross your path, give you a hug, giving you massive social proof. A college campus is one of the few places where this unique perfect storm of social activity can take place.

If you've been reading closely, you probably already have a decent sense for how to execute a Unified Front properly. But let's review the components:

1. Give love, do what makes you happy, and take responsibility for your own social life.
2. Meet people everywhere. In class, at parties, at the coffee shop... and this means men and women both. If you see a guy studying for a course you're in, but you haven't met him, go make an introduction! If you see a girl at a bar, standing by herself and looking lonely, go say hello (even if she's not that cute). Bottom line? Make new friends wherever you go.
3. Follow up on Facebook (more on that shortly) and over text messaging.
4. Provide fun activities, ideas and energy for how you can pull your friends together, at your house, in your dorm room, or elsewhere.
5. Flirt, don't game! Flirting is fun, harmless, and conveys high social value. Gaming is directed towards the end of getting in a girl's pants, and comes across as very low-value on college campuses.
6. When you do meet girls you're into, be dominant and direct.

No matter where you are in your time at college, committing yourself to a Unified Front with all of your energy and vigor *will* generate results, and the more energy you give it, the more you're get back.

GIVING LOVE AND BECOMING A LEADER

There is going to come a point where you transition from being a guy who has a few friends to a guy who has hundreds of friends. You're going to find yourself with a lot of guys who are looking to you to make their night. And you're going to find yourself with a LOT of female friends who are wondering what's keeping you busy. And you're definitely going to have one or two or five female friends who want more.

How can you take this social energy and channel it into something good, something that continues to add to your reality and your college experience? How can you become a Leader of Men on campus?

Being Additive to the Social Group

Did you ever know anyone who, when they're out with others, is always complaining and bitchy and frustrated about something? Like, they're annoyed by something their best friend did, or they're frustrated that their boss or employers didn't give them fair recognition, or whatever? Whenever I am talking to someone like that, I am thinking to myself "why are they out right now? They need to take out their aggression on a paintball field, not at the bar amongst friends."

So those people are subtractive to the group. You want to be the *opposite*. A man who is additive to his social group has great things to bring, from his attitude to his humor to his Nintendo Wii.

Here are some simple ways that you can be immediately additive to any social group in college:

- Have a cool place to host parties. This can include things like a good TV/sound system, close proximity to the bars, a kegerator, a good beer pong / flip cup table, a Nintendo Wii, and shitty carpeting that you don't mind getting trashed.

Of these, proximity to bars is probably most significant. If you like within a block of the hottest senior bar in town, people *will* be over there to pregame.

- Beer: Beer = friends. Crass, but true. If you supply the booze, people will want you around. The trick, of course, is to use that as leverage, but never have people take advantage of you.
- Being the “party guy”: people are always looking for a reason to stay for one more drink, dance to one more song, or hell, play one more game of Slayer in Halo. If you can be the one to motivate, to bring on the energy, to whip the crowd up into a frenzy, people will associate their good times with you.
- Athletics: I had a friend named Eric who, during every football game, was jumping around, getting people going, slapping hands, and also making sure that there was enough guacamole to go around. On gameday, EVERYONE knew that wherever Eric was, there would be a party.
- The afterparty host: It’s the rare city where the bars are open past 2 AM. But some people just aren’t ready to stop partying at 2. Host the afterparty, have a connection to a cool afterparty, or simply bring the group over to the late night pizza joint for a little food fight.
- The breakfast guy: Be the one to motivate everyone for pancakes and omelets on Sunday morning. Either head over to your favorite diner, or cook up a batch at home. And for those who are suffering from the night before, serve up WhyNatte’s – a shot of Jaeger bombed in a hot latte. They’re good – trust me.
- The Camera Guy: Everyone loves being in photos, and especially now that there’s social networking. If you’re able to capture your friends’ craziest moments, you’re going to be the one tagging all the photos. I have a professional photographer friend who sometimes brings his big digital SLR out with us. He can’t dance or get crazy when he’s carrying it, but he can get girls to pose in some very, very sultry ways. It is amazing to see how a good photographer and a big lens can make a woman feel sexy.

- **Having Cool Stories/Experiences:** Christian tells me that when he returned to college after running his software company, it was remarkably easy for him to make friends with guys, because he'd done something interesting. If your life experience features something unique, or if you're able to talk about things in a unique and compelling way, people will want to be around you.
- **Being an expert in something relevant:** Similarly, if you've gotten very good at something that everyone in college wants to be good at, they'll want you around. Christian was a good businessman when he returned. I knew weightlifting and diets better than anyone.
- **Supply the Girls (or the Guys):** If you're the proverbial "promoter of the crew, the bridge who can connect lots of girls and guys together, EVERYONE will want to be around you.

Most importantly, bring a positive and fun energy to your social scene. Being additive means bringing people into an awesome, dominant reality you've created.

Creating Your Night

Now looking back at my many nights out at college, I have a decent understanding of what a typical good evening feels like and how it breaks down. A 20% Man is in charge of his own evening; he knows where he wants to go, who he's going to bring with him, and who he might expect to see. He has a game plan going in, so that he can relax and roll with it once the night begins.

And it usually begins with pre-gaming, a.k.a. pre-partying. A small group of people who know each other, gathering together and getting decently drunk before actually heading out to the evening's destination. The pre-party is a CRITICAL part of a 20% Man's night, and he tries to play host whenever he can. He wants to be known as the guy who starts the party before the party starts.

He then makes his way to his destination(s). If it is a bar, he'll probably be at that bar until closing time. Otherwise, he might bounce between 1-3 house parties.

Then there's the afterparty. This could either be at the Pizza place or at someone's house. A couple is making out on the couch, food's being served, and a few guys are still having at each other at beer pong.

Once you understand this framework, you can start to get comfortable with each individual component, and become *the* guy for one or all of these activities. If you become the go-to guy for deciding which bar people are going to, or people know that you host the best afterparties, you'll be meeting hot girls left, right and center with little to no effort.

I would suggest to you that you have a plan for the end of the night – three possible places where you want to take it. Find out where there's going to be an afterparty, and also consider a late night burrito joint and a secret lakeside dock you know of. Don't wait for other people to, just leave and get others to follow when you're ready. This is not as a tactic to get girls, this is a way that a 20% Man lives his life.

Be the Go-To Guy For Activities

One of the things that I found very effective was to create a list of fun activities that I enjoyed. I kept this list saved as a few text messages on my phone. So if there was ever a time when I was bored, or hanging out with friends and feeling a lull in activity, I would just pop out the list and find something fun. Some of the activities included

- Bowling
- Going to a movie
- Going to the beach
- Poker
- Dance Party (if there were girls)
- Power Hour (drinking game – more on this shortly)

There were some others that were specific to where I went to school and some activities we had access to. As you can see, there's nothing earth-shattering here. What's important, though, is that I was the one who was organizing people and getting

them together, getting them out, and getting them to have fun. I'd love for the same to be said about you, and I highly suggest that you create a list of things you enjoy that you and your friends can do on the cheap.

I suggest that you also have a go-to bar. Somewhere that's chill and comfortable at 1PM and 1AM. Somewhere you can motivate your friends to go for beer and wings. When everyone's sitting around on a Sunday afternoon, not feeling particularly like studying, this is where you go.

Organizing Special Events

You can make a name for yourself very quickly if you're ambitious enough to play host to and organizer of a special event. This could be a one-time party, or a recurring activity, and can come in many forms.

So you start by creating a "things that everyone talks about wanting to do but never does" list. This would include stuff like skydiving, kiteboarding lessons, going to the roof of the tallest building in town, camping, etc. These are the sort of events you have to plan a few weeks out, and will create a lot of energy and momentum for you and your crew. You can create a "Who Wants to Go Skydiving on April 4" facebook group for your school, get a few friends on it, and see who starts to get connected with you.

Another thing you want to do is to Google/CitySearch the nightlife in your city. Plan a big night out to somewhere that no one has been. College students are used to going to the same shitty bars, week after week. But I remember how every now and then, some unknown bar would pop onto everyone's radar, and suddenly it's the hot new place in town. Why not be the guy leading the charge? Next time you see a girl you're into, casually mention "yeah, I was out last night at this new place called Nectar, we'll probably be going next week, I'll call you and let you know."

Recurring parties are also *excellent* ways to expand your social circle at school. Ideas include Saturday afternoon sangria and Frisbee in the park, and box wine and classic movie night every Tuesday.

Big theme parties are fun too. There are the standbys, like a Pimps N' Ho's party, Party Busses, and dirty 70's disco themes. For a real change, try a cheese-tasting party. Or try something totally different: one event I remember doing in college was a crazy photo party. The game was to see who could take the craziest photos of the evening. Nothing was off limits and nothing was defined. We created a facebook group, shared photos, had some GREAT fucking memories from that one.

Organizing events that diverge from the typical "let's sit around and drink beer" evening will put you on the map quickly. Select a woman or two as your co-hosts and get them working to help you organize things. You'll quickly start meeting many, many girls.

Let me reiterate that: become the organizer of a cool event, select a female co-host, and you will meet many, many girls.

Christian tells me that when he returned to college, he had quite a bit of money from his company and threw Martini parties, supplying all the booze, hundreds of real martini glasses, and even hiring bartenders. The students loved having an opportunity to get dressed up and people still remember him to this day for throwing those events. If you're inclined to do this, don't feel bad about charging \$5 to \$10 cover; its what guests would have to pay to get into a bar and order one drink, and they'll have a much better time dressing, up, listening to twenties swing music and sipping strong cocktails once in awhile.

Of course, for all those other times when the drinks list consists of beer, light beer, and if you're really fucked, malt liquor, you've gotta have some fun drinking games.

Drinking Games

Amongst irrefutably true statements such as "The Pope is Catholic" and "Tiger Woods is a Talented Golfer," we will also find the truism "College Students Like to Drink."

Ah, but *how* to drink? One day in the future, perhaps you will be sipping Lafite Rothschild out of crystal stemware. But that day, mon cher ami, is not today. In fact, the complexities of this fine Bordeaux would be lost on most novice drinkers, so we'll stick to the basics: beer and liquor.

A knowledge of drinking games should be a staple of any college student's social repertoire. There are more drinking games than I can list here, but what follows is a list of a few particularly fun games that will liven up any party.

21

The rules for this game make the game sound more difficult than it actually is. Sit up to twelve people in a circle. Everyone takes turns counting a number, starting in a clockwise direction, up to 21. The goal is to *not* be the one who says "21" – that person has to drink (usually a shot). There are three ways to manipulate the flow so that you are not the one to say "21".

- You can simply count incrementally person by person i.e. 1,2,3...
- You can double count, and reverse the direction of the counting. So if you said "2,3", the flow would reverse and the person who initially said "1" would be up.
- You can triple count, and skip the next person. So if the flow was clockwise, and you said "2,3,4", it would skip the next person to your left, and the *following* person would have to say "5".

There are two other catches. If you screw up when it's your turn (or not your turn), you have to drink beer. So if the person to your right says "8,9,10", it should skip you. But if you say "11", you have screwed up and you have to drink.

Finally, the person who actually gets to 21 is allowed to substitute one number with a word. So, "3" becomes "clitoris" and "8" becomes "cock".

As you can imagine, hilarity ensues when people are counting "1,2" "clitoris 4 5" "6" "7 cock", etc...

Edward Forty Hands

This one is easy and perhaps masochistic. Tape two forties to your hands; your friends aren't allowed to cut the tape until you've finished both of them.

Power Hour

Take one shot of beer every minute for an hour. I've known people to make "power hour" mixes with 60 songs that are each cut off after a minute to indicate when drinking should happen.

Beer Pong & Flip Cup

The man with the beer pong / flip cup table at his place has a built-in social magnet.

Kings, Quarters, Anchorman

I wrote this book to provide you with proprietary information, and don't want to waste its pages describing these three standbys. They're popular, and if you haven't already learned them from friends, do a Google search. Quarters, in particular, is great fun.

Drinking Jenga

Get a Jenga setup, and label an equal number of pieces 1 to 6. Its best if you do this with little removable stickers (you might want to change how many numbers you have later). Each number corresponds to a certain action, such as "take a shot", "truth or dare", or "take off a piece of clothing". The rules are as varied as you want to make them, and you can have as few or as many numbers as you want. Needless to say, whomever topples the Jenga tower has to take a shot. Head online and do a search for this if you want some good ideas for actions.

Never Have I Ever...

Two people can play this game, but its best with six or more. One person says "Never have I ever... given head to a midget in a restroom" or some other such thing. Anyone who *has* done the activity has to drink. This is a great game for an equal number of guys and girls to play. The best way to play it is to say crazy and embarrassing things that you know that your friends *have* done. "Never have I ever... been caught masturbating by my brother or sister." See who drinks to that one!

Either/Or

Best for four to eight people. One person says "Would you rather... eat an apple, or an orange?" The rest of the circle states their choices (let's say everyone chooses oranges), then the person who posed the initial question states his/her choice (let's say apples). Anyone who picked the other choice has to drink (so in this case, everyone has to drink). The questions can get fun and crazy, and I've seen a book out there on this that has some great either/or gambits such as "Which would you rather hear in bed: 'What is that?' or 'Is it in?'"

Roman Numbers

Best for a group of six to twelve. Everyone has to count upwards in Roman Numerals, except that each of the Numerals has been replaced with a word. So if "I" was "poop" and "V" was "penis" the game would go like...

Poop (I)

Poop Poop (II)

Poop Poop Poop (III)

Poop Penis (IV)

Penis (V)

Penis Poop (VI)

And so on... especially fun if you want to use longer phrases, and best when it is played in public and/or around people who will be wondering what the heck is going on.

The Cereal Box Game

This isn't so much a drinking game as it is something to play when you're drunk. Take a box of cereal and cut off the top. Arrange up to ten people in a large circle around the box. Everyone takes turns bending over and picking up the box with their teeth, without letting their knees or hands touch the floor. You'll be watching people bend in all sorts of unnatural ways. Once everyone has completed that, cut off about two inches and repeat, until the cereal box is nothing more than a panel of cardboard. Men will topple, women's butts will be lifted high in the air, and good times will be had by all. The rules we typically like to play by are that you get three "lives" – that is, three trips to the ground with your hands or elbows (or sometimes, flat on your face) – before you're out of the game. You can add a rule that everyone has to do a half shot if someone falls.

Becoming the Leader

I've said it before and I'll say it again - people in college are looking for leadership. They are looking for the guy who decides its time for a round of quarters, who motivates a trip to the pizza place, and who organizes a unique party.

You can be that guy tomorrow. It takes some energy, some self-belief, and some drive. But if you make a commitment to it today, I promise you that your social life will be working for you in about three weeks. Design your own reality and let the people roll in.

One thing that might help along the way is a better understanding of some of the people you'll be spending time with. Let's start with the girls.

ALL ABOUT COLLEGE GIRLS

On the transition from child to adult, there is no phase of a woman's life that is more exploratory than her four or so years in college. She's out of the nest for the first time, has to make many of her own choices and mistakes, and is beginning to learn what it means to be a woman.

Over the four years of her undergraduate studies, she will go through many changes, and the fresh-faced adventurousness of her freshman year will be transformed by the joy, the pain and the growth that every new experience compels upon her. Freshmen are very different than sophomores, who are very different from juniors, who are very different than seniors. And grad students are just fucking weird.

Kidding... kind of.

It wasn't until I was finally a senior that I understood what motivated girls throughout each of their years at university. Prior to figuring this all out, I'd be regularly frustrated by what I deemed to be the flakiness of college girls in general. Something that had worked on a junior would turn off a freshman. And the same group of girls who wanted nothing to do with me their sophomore year were all of a sudden best friends as seniors.

Let's see if we can't shed some light on the inner workings of a college girl's brain. There's some interesting stuff going on in there, after all. But first, I want to discuss some generalities that I found amongst girls across the age spectrum.

A College Girl When She's Out

I was the guy who used to try to have logical conversations with girls. I was interested in world affairs... its fascinating stuff, right?... and I thought that if I just had some interesting things to say and could talk to girls about big important things, they'd respect me. And if they respected me they'd like me. Or so went my logic. But uh... college girls don't think like that.

Now look, there are some girls who definitely want to have real and serious conversations. But *not* when they're out. In fact, if you bog a college girl down with intense stuff like that when you're out socializing, watch her eyes start wandering in 5... 4... 3... 2... 1...

It took me some time to understand the mentality of a college girl when she's out at a party or a bar. But once I figured it out, my game and my vibe changed IMMENSELY.

So look, college girls are out to have a good time. They are stimulus-seeking, they get their energy from their environment. Anything that puts a smile on their face, makes them feel good, sexy, loved, and most importantly, like they're at the top of the tribe. They get pumped up by fun and status. And *your* job is to help them get into that place.

Needless to say, this isn't something that happens when you're trying to have a super-logical discussion.

In fact, this isn't something "do" this to them with techniques. No – you're already *in that place* where you're fun, playful, happy and dominant, and you share it with them. So when you express yourself and you're giving love, and you're teasing them and hugging them and touching them, and when you mess with them and wear that huge smile on your face, you are giving them *exactly* what they want.

They want a piece of your kick-ass reality. That's it. They aren't looking for chiseled abs or a perfect jawline. Good looks are a validating factor for girls – if they can get the best looking guy in the room, that's nice and all, but if he's not a 20% Man, if he's not getting them into that great-feeling place, he doesn't stand a chance. One of my mentees was damn attractive, but he was so reaction-seeking and logical that women would peace out on him within a few minutes of conversation. Take heed if you're a good looking guy who doesn't want to let the fun side of your personality out – you're about as additive to a girl's night as a statue of Michaelangelo's *David*.

The Video Game Metaphor

So once I had this social dynamic figured out, I wanted to make sure it was something I could teach. I needed a metaphor that every guy could understand. Sports? Cars? Nah... how about video games.

Ok, so a girl showing up at a party is playing a big video game called “I Want Love.” Its like a game where you run around collecting coins, where you jump on bad guys to collect more coins, and trying to avoid the spiky balls. Except, you don’t know how many points a coins guy is worth until you jump on him.

So a good looking guy is like an extra-tough bad guy. A girl might look at him and say “whoa, I bet he’s worth a LOT of coins.” But its not until she starts talking to him, and feeling his vibe, that she’s going to find out for sure.

So in college game, the coins are basically the currency of good feelings, and whichever guy can take her to the best emotional place is worth the most. And remember, this emotional place is result of the way your personality express four things: how FUN you are, how DOMINANT you are, where you LEAD her, and how COMFORTABLE you are around her.

Now, a girl is going to bounce around this party collecting coins. Don’t feel bad if she takes off for a bit. In fact, you might want to leave her before she’s bounced all the coins out of you, and let her wonder exactly how many there are left.

Here’s the part that works in your favor though: she doesn’t know how many points you’re worth until she’s started talking to you. You could look like your worth fifty coins and actually be worth five hundred. And it is the guy who gives her the most coins who is going to take her home.

Give love. Lead. Escalate.

So... with that said, let’s circle back to our original theory that different girls find value in different things. A guy who’s worth 500 points to a freshman may be worth only 50 points to a senior. It is imperative to understand how you’re going to communicate with girls as they grow and evolve.

Freshmen

Freshmen girls often come into college with an impression of what college should be, and they are attracted to anyone who can help them fulfill that mission. They've heard about drinking beers from the keg, the walk of shame, hooking up without the fear of Mom and Dad walking in... and they want to be a part of it.

Let's get one thing out of the way right now: the long-distance boyfriend. I can tell you that in about 95% of cases, a girl who starts college with a long-distance boyfriend is probably not going to be with him by the end of the year. Freshmen girls, especially cute ones, just get too much attention and are being pulled in too many directions, to be able to stick it out with old' faithful back home. There are the rare exceptions, those with good hearts, who aren't impressed by the show that the typical college boy can put on for them. But again, those girls are few and far between.

Ok, so you meet a freshman you who you dig, who also has a long-distance boyfriend. You might have the tendency to hold back, to be her friend, to wait until she's dumped him. The problem is that by that time, your friendship has grown on her and she's not willing to throw you into the category of guys with whom she'll have a random hookup. So decide, when you meet this girl, if you want to be her friend or her fuck buddy. If it's the latter, pursue it as such (more on that later).

Now, attractive single freshmen girls are a whole different story. I like to say that they're like social status heat-seeking missiles. Yep, freshmen girls are impressed by status. Think about it – they arrive at campus knowing very few other people, and are eager to establish themselves in the pecking order of social hierarchy. Almost inevitably, the hot girls will end up dating and/or hooking up with older guys who they deem socially acceptable.

But be warned – the most desirable freshmen are notoriously flaky, and one slip up or social faux pas and she'll be off looking for the next highest status guy.

In general, the best way to connect with freshmen is to show them that you can help them fulfill some idea of what they think college should be like. So when you meet them, one of the very first things you should do is to ask a screening question: "what did you think college would be like?" Collecting this vital information will help you frame

your experiences and connections as you talk to her. Likely, you'll want to show her that you have connections to parties and alcohol, the two things from which most freshmen girls derive social validation (besides their boyfriend if they get one of those).

As you're conversing further with them, you can do some roleplaying and plotlines... find out which sorority they're thinking of rushing, or what they expect next year. "You know Heather, one year from now, after you've filled my place with all of your damn girly stuff, you won't even have to worry about the walk of shame anymore." Or "man, when you're walking out the door at my house, let's just hope that paparazzi aren't outside shooting pictures for their 'adventures of the KKGs' expose."

You should understand, like any good club promoter in a major city, that freshmen girls are flaky, so you should not limit yourself to one girl or even one group of them. Text lots of girls every time you're heading out – some will commit and some will flake.

In the first few months, Freshmen are *very* exploratory and adventurous. They want to take in every scene and get a sense for what this whole college thing is all about. If you're not right there by their side on welcome week, some other guy will be; use these first few months as an opportunity to establish yourself as an ambassador of fun.

As they get settled into the year, one of two things happen – they either sleep with a lot of guys (often following a breakup with their longtime boyfriend), or they find a boyfriend. Sometimes this is a fellow cool freshmen dude who really understands a girl's world, sometimes its an older guy who can get them access to things that a younger guy cannot. In any case, their initial naiveté is evolving into the slightest hint of wisdom about men and social scenes, and they're beginning to become more self aware about what they truly want for their social lives.

Sophomores

I like to refer to Sophomore year as the "year of opposites." That is, if the girl hooked up a lot her freshman year, she's probably interested in getting a boyfriend as a sophomore. And if she had a boyfriend who she's no longer seeing, she's going to want to play. Getting clued into a girl's 1-year relationship history will give you some good insight into what she's looking for as a sophomore.

Sophomores have a better understanding of what they want than they did as freshmen, but another interesting thing starts happening. They start getting closer with their girlfriends, maybe going on a vacation or a long-weekend with them, and having more serious talks about where they think their lives are going. Consequently, peer validation becomes much more important. On any given evening, girls will be looking out for their friends as sisters would, and except in rare circumstances, they're not going to let her go home with some random guy.

This is the year when you should be working to establish yourself as a guy who has a cool social circle, who girls trust and who is fun and friendly. Sophomore girls go places TOGETHER. They epitomize the female clique, and if you're the bridge, or just the guy with the cool fucking party, you're going to be seeing a *lot* of sophomore girls.

Your conversations with girls this year are going to be more tied to what she's planning on doing with her life. She's probably thinking about what she's going to major in, whether she's going to study abroad, and if she's thinking about doing a special undergrad degree i.e. business.

And you'll also see that she's becoming more assertive about what she wants. Whether its random hooking up or a serious relationship, she'll be pretty clear about it.

Juniors

Juniors are awesome. In my humble opinion, they're the coolest girls on campus. They don't have the arrogant "we're the shit" attitude that seniors have, but they've truly started to come into their own, and they're finally crossing the line from girl to woman.

Many junior girls will have returned from a summer internship or job that gave them a taste of the real world, and they're feeling more confident about their place in it. And a big part of the real world involves going to bars, which they're starting to do in droves now.

In fact, most junior girls are between 19 and 21. Whether they have fake ids or are actually legal, they're very excited to see what the whole bar scene is all about. However, they're nowhere near as confident and independent as the late twenty-

something who knows how to handle herself in a bar. Consequently, they'll be going in big groups, and primarily socializing with people they already know. It's a clique, but a different kind of clique.

With that said, these girls will be often be open to meeting interesting and fun guys they don't know. That's what the bar is about, after all. And as much as they're working to understand how they fit in with unknown men in this social setting, they're also trying to understand how their friends fit into their lives. A lot can change in a woman when she starts going out with other girls to the bar. Her loyalty will be tested, and issues of jealousy and competitiveness may start to arise.

Bars introduce a new element to this whole "high status" thing we've been talking about, and girls who are new to the bars will be searching for men with the pre-selection bias we already discussed. It is easy to be a great-looking guy and still be totally ignored amongst juniors at a bar if you're not perceived as high-status.

Bars aside, there are some other traits endemic to junior girls that are important to understand. They're starting to drink more, and they're probably starting to discover their favorite mixed drinks, as well as their limits with liquor (as opposed to beer). They're also starting to take their health and body image more seriously; after a year or two of heavy partying, they might have added some unwanted pounds. So they'll be hitting the gym more and working to keep trim and sexy.

Most importantly (for you), junior girls are starting to develop a sexual identity. They're probably slept with a few guys by now, had a boyfriend or two, and they're getting more comfortable with themselves in the bedroom. They may not be able to articulate it, but for the first time, they know what feels good and what they're attracted to sexually.

An interesting consequence of this is that they may put less significance into who they hook up with. I remember one of my female friends who was a junior telling me that "I just need to get some ass tonight, I don't care who." Many of the junior girls who I was friends with or hooked up with agreed that they'd all shared those sentiments from time to time. So you may be able to escalate very quickly if are getting the vibe that a girl wants to hook up. Junior girls become more open to one-night-stands again; putting yourself in the same room as them and simply being a 20% Man will lead to great things for you.

Seniors

Seniors are a whole different ball of wax, but once you understand their motivations, they can be just as much fun as they were a year prior. They've finally come into their own as women. They are only one year away from truly venturing off on their own, and are starting to discover financial and social independence in ways they never had to before.

By the time she's a senior, a girl's social circle is fairly tight. She's been on several vacations with her close friends, she's shared adventures and maybe some heartache, and she has a good sense of who she can trust. So the cliquishness of younger girls tends to go away, as the senior girl relies more on one or two very close friends. They trust each others' judgment, and aren't so much on the lookout that one of their friends will do something stupid.

Critically, seniors are as established as they will ever be in the college social scene. Therefore, some of the inhibitions about who they hook up with begin to drop away, and they are more open to the idea of dating an outsider or someone not even in college.

Most importantly, though, most senior girls want a boyfriend. Random hookups don't have the same appeal or validating effect they had in years prior. So if a senior has never had one, she's wondering why she can't find one. If she has had one before, she's probably looking to upgrade to a more mature guy. It is not uncommon for a senior girl to target a few guys in the beginning of the year and settle into a relationship with one of them about one month into classes.

Senior girls are going to be most open to meeting new people at the beginning of the year; demonstrating that you are a cool, mature guy who can be stable yet still very social is the key to winning a girl over in this time.

With all this said, all bets are off in the last month of classes. If a senior does not have a boyfriend, she is going to want to sow her last oats. And if she has a boyfriend who she doesn't want to stay with post-college, it will probably be ending around this time. If you can meet a single senior girl about one or two months before graduation, you may just find yourself in a brief end-of-year fling, and believe me, they are a lot of fun.

Grad Students

Adults. At least, that's the first word that comes to mind when I play the word association game. But really, they're people who took a step into the adult world, then decided to come back to our team for awhile.

Grad students come in many different sizes and flavors. A girl who's getting her Ph.D. in philosophy is probably going to vibe differently than a girl who's getting her Masters in social work. I mean, if you like the brainy types, go for the chicks who are writing treatises on Heidegger. I'm sure the conversation is fascinating if you can keep up.

If you meet a sexy grad student, you want to qualify her on what brought her back to school, and get her to express the root of her interest in academia. She's probably goal-oriented, and frankly, that's more than can be said for a lot of people out there, so make sure you give her some love for being in tune with what she wants to do for the world.

Well, unless she's in law school or business school I know so many damn girls (and guys) who went back to get a JD or MBA because they fucked up in their early twenties, or didn't know what else they wanted to do. You can never tell with people – they might have wanted to be lawyers and executives their whole lives, or they might just be huge douchebags. I learned to avoid the topic of their motivation to return to school. Rather, I'd do roleplays about what kind of professional they'd be. So if it was a law student who was studying constitutional law, I'd joke with her that when I was caught with my stockpile of Ak-47's, she could come and argue for my second amendment rights.

One great thing about grad students: they aren't as worried about being a part of the tribe. On a campus dominated by undergrads, they're the odd-man-out in social situations. If you have a fun and strong frame of reality, you can pull them into it quickly. And don't be afraid to escalate with these girls – they're in their mid twenties, they've been fucked a few times before, and their sex drive typically dominates over any sort of social mores. Undergrads they ain't.

Stepping Back

We've just covered some specifics about college girls on a year-by-year basis, what motivates them, and what you can do to connect with them. But let's talk in broad strokes for a moment.

More than any other time in their lives, college is one big ball of social energy for girls. And everyone wants to be on the inside, to be connected, to be having fun, and to feel good about themselves. This is why we've spent so much time discussing what it takes to be on the "inside" and contributive to the scene.

If you're in college with these girls, your prevailing attitude should be as follows:

"why don't I know you?"

A fun and popular guy is going to know a lot of people, and once you start getting out there and making friends, you're going to see the connections and patterns. If you act as if you're in, people will believe you.

Christian told me a story about going to a local coffee shop upon his return to college. The barista was a girl who, he says, had the look of a sorority girl: peppy, outgoing, and attractive. As she was ringing him up, he asked "What house are you in?" She was delightfully surprised, and asked him how he knew she was a sorority girl. He replied "I think I've seen you before at Rick's (a popular local college bar) with some other girls I might know." She replied that she was in Alpha Phi, and even though Christian acknowledged that he didn't know any of her friends, they still connected. Within weeks Christian was friends with many of the girls at the best sorority on his campus.

Whether you're a student or just a local townie who likes college girls, it's easier than you think to become a part of their scene. Act as if, throw yourself in, and be a 20% Man. Oh, and have some decent game too. Probably time to get to that.

COLLEGE GAME DYNAMICS

Ok, so you know what it takes to be a cool guy, and you have decent understanding of a college girl's reality. Let me be honest – those were THE MOST IMPORTANT things you can read about in this book, and develop in college. It is natural to want to skip ahead to the “lines” and the techniques, but a cool guy who doesn't know a single “technique” will always get more girls than a guy who sat in front of his computer all night memorizing lines. So much of your attractiveness is subcommunicated by your body language, your eye contact, and your tonality. Get some confidence and get these things handled, and you will be rockin'.

At the Highest Level – The Mindset Shift

If you're still using the “jealous girlfriend” opener on girls at house parties, we've got a thing or two to work on. I spent a LOT of time, even as I was getting pretty good, trying to use memorized lines and routines, and trying to structure my conversations in specific ways. There would be times I'd be at parties and think to myself “what do I say to get this girl to stay with me?” Other times I'd be walking away from class with a girl and thinking “what's the strategy here...?” BAD BAD BAD.

Look, interacting with girls, and college girls especially, is not something that should follow a logical script. When you're being logical, you're not communicating with emotion, and that is how college girls communicate. Remember when I was telling you about how I'd approach a girl I saw in class? Like, “Dana, what the fuck is going on. God, you are the hottest thing I've seen in the last 24 hours, come here, talk to me love...” Does any of that strike you as “game-y”?

College girls want to be feeling goood when they're around you. And what are the two things that will create good feelings in girls? (HINT: this is the *how* in “its not what you say, its how you say it”)

1. The positive energy you share

2. The dominant masculinity you project.

These two elements need to be communicated every time you're around college girls. And it doesn't matter what you say... really. I'm going to give you some stuff to say, but I can think back to conversations I had where I was talking about the STUPIDEST shit. The actual topic of the conversation was irrelevant, though. The conversation itself was an excuse to be in front of a girl, sharing energy with her, and getting her energy back.

If you're in the habit of giving love when you talk to girls, you will be about 80% of the way towards getting into bed with them.

So before you forge on ahead, I want you to remember that the primary focus of your interactions with women should be having fun, giving love, and doing and saying the things that you want to do and say. Be dominant.

The next part of this is the "awww, you're so cute" mentality. At their hearts, most college girls are still daddy's girls. Independent in some ways, they still love a powerful, dominant man. If you interpret everything that a college girl does as "cute", "special", or "funny," you can get away with a lot of flirtation and escalation that a guy who is being logical and structured can't. There were times when, within minutes of meeting a girl, I'd have her seated on my lap like I was her grandpa or something, talking to me about some shit going on in her life, because I was FUN, DOMINANT, and had this "you're so cute" attitude.

But hey, there are some great techniques and some things specific to talking to college girls that I'd be remiss not to share with you. The game and the skills are nearly as important as your nonverbal presence. The way you open, the jokes you make, the topics you discuss, how you escalate... they're all critical parts of getting the girl.

TOPICS TO DISCUSS

Given their generally short attention spans, it doesn't make a lot of sense to jump right into discussions about Merrill Lynch's \$8bn write down, or civil unrest between the Turks and the Kurds, with 95% of college girls. At least, not at first. In fact, it doesn't take much in the way of conversation to get to the point where you can kiss a college girl. Guys add so many unnecessary complications on the trek from saying "hello" to the first kiss. Let's get back to basics – done right.

Classes and Majors

The obvious choice in college, "what's your major," which eventually gets supplanted by the equally obvious "what do you do?" question later in life. However, you can talk about this topic in a way that is fun and interesting, or you can put girls to sleep with it. I was certainly guilty of doing the latter in my early days in college, but with a little help from Christian, I learned how to liven it up.

The bad thing about the "what is your major" question is that so many guys have discussed it with her before, and thus, it's easy for her to go onto autopilot mode and have the same conversation with you as she's had with so many others. So your first imperative is to throw her off balance a bit, and show her that you're different than the other lame-o's who are so desperately trying to seek rapport.

Here's a typical bit of conversation she's had before:

Friend-zone Frank: So what your major?

F: Oh, uh, English..

Frank: Cool, why'd you choose English?

F: I don't know (turns to friend...)

Within two questions, Friend-Zone Frank has lost the interest of the girl he's trying to chat up. She knows exactly where this conversation is going, and she knows a lot about

Frank based solely on the fact that he's going down this path with his questions. Now, let's consider an alternative.

Playboy Paul: So, what are you studying?

F: Oh, uh, English...

Paul: Interesting, because you seem to have a pretty good grasp of it already. I mean, unless you've got on of those little earpieces like in 24, and a friend of yours is feeding you things to say. (now puts his hands on her shoulders, turns her gently to either side, and peers in her ears). Hmm, no bug. Ok, so why English?

F: Haha, well... I don't know. Maybe in the future I want to be a journalist.

Playboy Paul has asked the EXACT same questions as friend-zone Frank, but by using a playful misinterpretation, he's made the conversation much more fun and interesting for her.

Let's consider the meta of what's happened here: Frank's attempt at conversation works to try to build rapport and elicit information. It's your standard interrogation by one stranger of another. But Paul has used the conversation as a tool to express his fun and flirtatious personality, assuming the girl will want to play along. By taking a leadership role, Paul engages the girl and shows her that he's different.

Let's look at another example:

Friend-zone Frank: So, what's your major?

F: I'm going to Business School.

Frank: Cool, you must really like business.

F: Uh.... yeah?

D'oh. Frank's efforts at building rapport here and infusing a subtle compliment have backfired; he hasn't shown much originality in his insight, and he's once again communicating to the girl that she should lead. How does Paul do?

Playboy Paul: So, what's your major?

F: I'm getting my MBA.

Paul: Interesting – so are you hoping to become America's next top accountant, the CEO who's going to save WalMart, or a struggling entrepreneur?

F: Well, I was thinking of something else – an international corporate raider who travels the world in her private jet and eats balance sheets for breakfast.

Paul's more engaging way of asking the same question has given our girl here the chance to open up and express more, playing into the fun frame that Paul has created for her. It took a little bit of quick thinking and knowledge on Paul's part, but there's no reason why you can't develop that on your own.

Let's consider one more way that we could tackle the "what is your major" conversation.

Friend-zone Frank: What's your major?

F: Its History

Frank: Ok, why's that?

F: bleh!

Frank is being very unoriginal here, and possibly even disdainful based on his attitude. How would Paul roll with a similar topic?

Playboy Paul: So what's your major?

F: Its History

Paul: That's stupid!

F: What?

Paul: Just kidding with you, that's actually pretty awesome! You get to basically read interesting stories about people who did great things.

Paul is again being playful, temporarily stunning the girl with his "that's stupid" comment, then quickly pulling her back into his world with an insightful thought about her major.

Ok, let's back up and look at the three conversational "techniques" that have helped Paul differentiate himself from Frank and the many other men who have tried to have this boring conversation.

The first technique was playful misinterpretation, where he took something she said and attached the wrong meaning to it. He did this in a way that made fun of her without being condescending.

The second technique was a little tougher - drawing conclusions and implications from information that she has presented, and making them interesting enough that she was able to play along.

The third example was what we'd call a push/pull. He insults her briefly, but quickly pulls her back in with a positive way of looking at what she's doing. Without the push part of this, it would have still worked, but it creates additional tension that, when relieved on the follow-up, makes things even more fun.

We'll close off on this topic with a few examples you can use on your own. You should come up with your own responses to the majors of girls with whom you regularly speak.

English

Playful Misinterpretation: Interesting, because you seem to have a pretty good grasp of it already. I mean, unless you've got on of those little earpieces like in 24, and a friend of yours is feeding you things to say. (now puts his hands on her shoulders, turns her gently to either side, and peers in her ears). Hmm, no bug. Ok, so why English?

Conclusion/Implication: Interesting, so am I going to hearing about you winning a teacher of the year award, or are you planning on writing the next great American Novel?

Push/Pull: That's stupid. (her response). No, just messing with you you spend your days reading and writing stuff, and you probably end up being a much better communicator in general. Quick, what was the passive noun in the sentence I just spoke?

Communications

Playful Misinterpretation: Wow, I learned how to communicate when I was like 1 or 2, just like crying or whatever when I wanted a bottle or needed my diaper changed. But you know, if you're a little more remedial, that's cool. Actually, I'd love to know what you actually do in Communications.

Conclusion/Implication: So am I talking to the woman who will finally end Ron Burgundy's reign of terror on San Diego's number two local news channel?

Push/Pull: Wow, that's fucking lame. (her response). Ahh, just busting your balls. Actually, I think communications would be a ton of fun. You get to learn about how the media works, which would let you manipulate people's minds if you did were evil. You're not evil – like fruit of the devil - are you?

Political Science

Playful Misinterpretation: Whenever I hear political science, I think of a woman standing in a labcoat pouring beakers labeled “public opinion” and “foreign policy” together and hoping that they don’t explode. And you know, I bet you’d look cute in a labcoat.

Conclusion/Implication: I love it. So you may be the next Hillary Clinton – reviled by many, loved by others. Funny, cause that’s how I would describe my current social life. Anyway, what’s the draw of polisci for you?

Push/Pull: Uhhh, really? Geez... (her response). Nah, I’m just messing with you. You know, I think PolySci would be a lot of fun. You get to read about hundreds of years of people screwing things up, and then trying to make them right. You probably learn a lot about humans in general.

If she has the same Major as you

This obvious no-brainer is a great opportunity to build rapport. Discuss your similarities, why you’ve decided to do what you’re doing, and which professors you love and which you hate. Christian tells me that there was a notorious economics professor at University of Michigan who everyone in the major knew; it was an instant discussion about whether you loved this woman or hated her.

If she hasn’t yet decided on her major

Ask her about what classes she’s taking and what she’s generally into. You can use all of the aforementioned techniques with a girl who hasn’t yet decided upon her major, as long as you find out if she’s generally interested in something like arts, math, literature, computers, etc.

Don’t linger on the subject too long

Here’s the most critical piece in the discussion about majors. You want to use it as a way to open the door to further conversation, but you don’t want to linger on the topic. Share a bit about yourself, learn about her, then move on to more interesting things like her personality. Don’t come back to me and tell me that she got bored with this topic and that it’s useless. It’s a perfect way to start a conversation, but unless you’ve got a *really* strong connection with her when you’re discussing it, you’ll want to move on to other things within three to five minutes.

Summer Jobs and Activities

Especially at the beginning and end of the year, you should ask girls how they plan on spending their summers or how they spent their summers.

When you're asking her about her summers, look for opportunities to draw inferences about her, like we did with the majors. If she interned at a public relations company in New York, she's probably very driven. "Wow, you must be very driven – I don't know if I can keep up with you. I'm planning on being fat and lazy when I graduate." Or you can just frame what she does in a positive light. If she tells you she was a lifeguard, you might say "that's great, just chill by the pool every day, soak up the rays – you're going to look back on that when you're thirty and be glad you weren't slaving away in an office."

Be prepared to discuss your plans as well. You can use this as a time to demonstrate great aspects of your personality. Talk about catching up with old friends, the exciting things you'll learn in your internship, or how relaxing your sailing classes are going to be.

Favorite Party Games:

This one is just silly, but it can be a great segue into discussing drinking, partying, college life, the last party you went to, etc. "Hey, what's your favorite drinking game?" She tells you its flip cup. "Man that's crazy, I was playing flip cup just last night at this great house party down on Madison. I think I got totally soaked but my team kept winning – great times. What'd you do last night?"

What they want to do when they grow up:

College is a time to find oneself and discover what direction life is taking. Some students arrive with a good sense of what they want to do with their lives, others are still wondering the day before graduation. This is a discussion thread where you can learn more about her values, interests and aspirations, build rapport, and gently poke fun.

She tells you she wants to be a Dentist: “wow, all those long years of grad school just to poke people in the mouth with painful tools... or is it that you are looking for a free nitrous hookup?” She answers, you continue “No actually I really respect that, it’s the sort of career that, if you love it, lets you make a lot of money and still keep a great lifestyle.”

She tells you she wants to be a fifth grade teacher: “you know, it takes a lot of courage to work with kids at that age, and given all the challenges facing our education system, even moreso today than ever before. When did you know you wanted to teach?”

Music and Live Shows

Most college students, and girls especially, are frightfully passionate about music. When I was in my senior year, OAR was very popular, as was Dave Matthews and Coldplay, and Keane was just hitting the scene. I remember talking to girls about a song by Coldplay called “Fix You,” and then getting them to sing along with me: “Lights will guide you home, and ignite your bones, and I will try... to fix you.” It was fun and silly.

Most girls have also probably had some great experiences at a live show or two – everyone I knew went to see Jack Johnson during the summer, laid out on blankets under the stars, and sang along. Maybe for the girls you’re talking to its Yellowcard during Warped Tour, or Kanye West. Get them talking about their favorite shows, tell them about yours, and revel in the excitement that is the music scene.

Their Friends and Relationships

As we’ve discussed, college girls are discovering what friendships and relationships are all about at a whole new level. The changes in how people treat them and how they affect others are giving them a new perspective on social dynamics. I said it before: make your conversations social.

You want to ask the freshmen and sophomores about their best friends at school and their best friends from home. Have their bonds with long-distance friends grown

stronger or weaker? How long does it take to know if your new friend is a friend for life? Have her college friends met her high school friends?

For juniors and seniors, you can ask them if they have any friends who they've made on travel abroad, and if they've managed to stay close with any friends at all from home. You can ask them to tell you about some of the crazy things they've experienced with their college friends, like vacations, boy drama, and karaoke nights. Talk about the bonding that happens during college and how you know that some of these people will be your friends until the day you die.

Most importantly, talk about relationships. For some reason, a lot of guys avoid this topic like the plague; perhaps they think it is one of those "cross your fingers and hope for the best" sort of things. I've always felt, though, that you can not only learn a lot about girls from discussing relationships, but that it is something that they absolutely love to talk about. In fact, I don't know of anything that most girls would rather talk about.

You can ask a girl about the guys in her life, if she's dating anyone, and offer your thoughts on the challenges and perks of having a boyfriend/girlfriend in college. Talk about how its easy to be close to someone because you see them all the time, but that temptation is around every corner and that it is the age for testing your own limits and learning about who you are emotionally and sexually. Talk about your past relationships, and if you've never had one, just tell her that you've dated but never had a girlfriend. Its no problem to have never had a girlfriend as long as you can demonstrate some awareness about relationships, and show that you're not needy for one.

A GOOD CONVERSATION WITH A COLLEGE GIRL

I really debated about including this section. A good conversation doesn't necessarily need to follow a particular pattern. In fact, you can overcomplicate things by thinking about this stuff too much. When I was in college, I met girls on the dance floor and would be making out with them in minutes. I remember other times when the bar was about to close and I would meet some random drunk girl and stumble home with her. There was very little conversation, and what there was didn't truly matter.

But there were also many times when this wasn't the case. I'd like to assume that not every girl you meet is going to be five Jaeger shots deep, and that you will be entering into some meaningful conversations with these girls. More importantly, if you've been studying other "methods" of game, you may have adopted some behaviors that are counterproductive in the college environment

The prevailing attitude to bring into your conversations with women on campus is that you're not more than a step or two removed from any of them, and that you might as well be friends. You should feel comfortable approaching any girl you see and striking up a chat very casually.

As Christian once wrote to me, "Game is called game for a reason - it is a set of superficial techniques and tools meant to help break down social barriers and build attraction. But in chill social situations like on campus, the barriers are already broken down. Running strong game on campus is like laying siege to a city with no walls."

I want to preface this section with the caveat that there were many times when myself, my friends, and my mentees followed NO structure. Because they weren't clinging onto any preconceived notion of what a conversation should be, they were able to just lead the conversation from a FUN, DOMINANT perspective.

So with all of that in mind, what are the components of a good conversation with a college girl?

Opening

If I ever meet you and hear you doing a female opinion opener, I'm gonna smack you, boy. If you're using anything unnatural or canned, you're putting that barrier between you and her, you're not assuming that you know her somehow somehow, and it smacks of lameness and effort. Drop it!

Christian I agree that direct openers and situational openers are the best ways to start conversations at college. Some examples include:

- "I've never met you before, what's your name."
- "I feel like I've seen you out before but I'm not sure. What's your name"
- "Hey, you seem like you really pay attention and care about this class. What's your name?"
- "Enjoying this class so far?"
- "I love this fall weather."
- "Hey you look fun, let's do a shot!"

The point is, you can open with pretty chill lines; anything else is going to come across as too "game-like" and insincere.

The key is to move past the opener fairly quickly. A guy will read this book and these lines and say "that will never work." Well, it works just fine as long as you don't dwell on the topic for too long and expect her to carry most of the weight of the conversation.

The mindset when you're using an opener like this is to act as if you're part of the scene. Imagine you are distantly related kinfolk who are just meeting for the first time at a family reunion. This is how a 20% Man opens a conversation in college.

Let's consider how our friend Playboy Paul might start a conversation with a girl randomly in a bar.

Playboy Paul: I love this fall weather.

F: Yeah, its pretty nice.

Paul: Yeah, I was at the game the other day and it was like cold for the first time. Hey, I haven't seen you around before. Do you go to the football games?

F: Yeah of course!

Paul: Cool! What's your name.

Transitions

This is always challenging in the real world, where you know little to nothing about a girl and need to start building commonalities. But in college, you know that there are certain things you have in common with a girl, and you can transition into them pretty quickly.

- Athletics, favorite players, upcoming games, past games, school colors, rivalries with other schools
- Classes, majors, what they like about a certain class, professors and gsi's, books they've read and enjoyed
- Bars they go to, parties they go to, what did they do last night?
- Extra-curricular activities i.e. band, clubs, etc. if you meet them in those environments

The point of the Transition phase of your conversation is to develop a rapid, if somewhat superficial, connection based on a common interest, almost immediately after your opener. Talk about something YOU want to talk about here. I really can't stress that enough. If you're trying to be too logical it is going to sound forced. So pick a topic that interests you and just keep rolling on it, throwing in a few details about yourself along the way, and asking a question or two that's going to tell you a few things about her.

Let's see how Paul continues his conversation.

Playboy Paul: I love this fall weather.

F: Yeah, its pretty nice.

Paul: Yeah, I was at the game the other day and it was like cold for the first time. Hey, I

haven't seen you around before. Do you go to the football games?

F: Yeah of course!

Paul: Cool! What's your name.

F: I'm Joanna.

Paul: Hey I'm Paul. Could you believe that 4th quarter hail mary last week?

F: Oh my God, it was incredible.

Paul: Yeah, all my friends and I were silent – I think the whole stadium was silent for about ten seconds while the ball was in the air.

F: Yeah I had goosebumps when he caught it.

Paul: I think we all did. Where in the stadium were you?

F: Student section, like halfway up.

Paul: Ok, yeah I was pretty close to the field there. So based on your ticket... I'd guess you're a junior?

Notice a few things that Paul is doing here. He's continuing on this thread, which is obviously something they have in common, and talking about something they had in common – in this case, a moment they shared. More importantly, Paul is injecting a few details about his life, that he was there with friends, that he was tuned into what was going on... she's getting to know him as he is talking. Finally, he makes a transition out of this topic when he learns about where her tickets are, and intuitively that she's a junior.

Rapport

Once you've developed a few baseline interests and shared enough of your personality for her to get a taste of who you are, you can start building rapport. This is where you're going to talk about your friends, interests, and start exploring topics at a deeper level. The goal of this phase is to figure out "is this someone I would actually want to spend time with?" If you do it right, you'll include all of the following:

- **Qualifying Her:** Asking questions about how she treats people in her life, why she is doing the things she's doing, etc. You're seeing if her values and standards match up to yours.

- Flirting: You'll be throwing in some of the techniques that we discussed above such as playful misinterpretation, conclusion/implication, and push-pull.
- Collecting Information: You need certain information about her to know how to proceed. Does she have a boyfriend? Is she a freshman or a senior? Is she a party girl or a bookworm? Remember everything we discussed about how different college girls can be from year to year.

We've already discussed some flirtatious stuff, but we need to drill down into qualification and information gathering.

Qualification

A LOT of my game at college became based on qualification once I started developing some confidence. It's a natural expression of a 20% Man who has internalized the Four Traits. And it is exactly what you need to start setting the stage for a more sexual interaction.

I've already written extensively on having fun and being easygoing. Those are *always* the first parts of a guy's personality that he needs to evolve. In my experience with my mentees, though, some of them would go out and be fun goofballs, but still feel like they were a mile away from hooking up. Once we added qualification to their game, they started to get closer to where they wanted to be.

Let's think about how a dominant, 20% Man is going to choose his sexual partners. He has a lot of options, and doesn't have time for all of them. So when he's talking to girls, he's going to want to make sure that they meet his standards. In fact, girls who are talking to a 20% Man will think it's weird if he's not qualifying them.

So how do you qualify...? Well basically, you ask them questions about why they do the things that they do, and if they give you a good response, you say "good for you, I respect that." Rinse, cycle, repeat.

Most guys get hung up on qualifying because they don't have enough of a fun and dominant attitude to begin with. They go into a conversation seeking a reaction, and then they remember that they were supposed to qualify the girl. But by that time, she's

already realized that he's not a 20% Man. So again, you can see where having a great, positive, dominant vibe is an important precondition (heh, I love that word) for successful qualification.

And when you are actually qualifying a girl, you've got to qualify her on the cool things she does, and on the high points in the conversation. The one BIG lesson I learned from Juggler. I remember a Simpson's when Troy McClure (a good looking actor) was dating Selma (Marge's nappy-ass sister) because it was further his career. A scene started with them at dinner, and his laugh... "hahahahaha. That's the best funniest story I've heard in a long time. Ok, now you tell one." Needless to say, that's not how its done.

One extra thing I like to throw in... once I've qualified a girl on something, I'll immediately ask her another qualifying question. This gets her used to working for me. And if she's not putting effort into her answer, I'll turn away for a second. You can only do this once you've established the dominant frame of the conversation. So listen... come back to this paragraph when your game is getting pretty good, and re-read it, and then try it. You will get girls seeking your approval and you'll be like "oh, right!"

Information Gathering

I can't tell you how many times guys I knew would flirt with a girl, only to have the boyfriend bomb dropped at them when they started to escalate. Or that they were out of town. Or that they were leaving shortly. Heck, one time I was 45 minutes into a conversation, and had already made out with this girl, when I learned that she was only in town for orientation. Fuck!

Get this information EARLY. Just ask.

You: So hey, are you single?

Her: Why does it matter?

You: Well I'm thinking about hooking up with you, but I want to know if I'll be ruining any great relationships.

YES you can say shit like that if you're a 20% Man. Remember, you've got options, and honestly, saying something like this conveys it. If she didn't like you, she wasn't going to

hook up with you anyway. And if she's digging you, you might get a makeout right there.

See how simple this stuff can be when you're just direct?

Venue Change & Escalation

Depending on the circumstances of your meeting, you may be able to escalate right then and there. If you're meeting her on the way out of a class that ended at noon and you're getting along well, drag her along lunch. If you met her at a coffee shop in the late afternoon and it's creeping up on dinner time, suggest that you get some noodles. If you're at the bar or a house party, get a shot or another round from the keg, then isolate.

I encourage you to be leading a girl around. If you're just standing still, she's going to be looking around, seeing who else can give her those valuable "coins" we discussed in the Video Game metaphor. But hey, if she has to follow a guy who she thinks has a lot of coins, it's going to make her even more determined to collect them all.

So you want to be taking her from where you met her, to the kitchen to grab some ice for your drink, to a couch for a bit, to go talk to your friend, to isolation, then back to your place. Just keep her moving, and following you, while you're being dominant and flirtatious and have all sorts of touching going on, and you will be ready to close.

This is one of the places where guys really fuck up. When someone asks me that they can't close, I usually troubleshoot it back to their inability to touch a lot, lead and isolate. This stuff isn't magic, you just have to DO it.

Take a red pen out and circle this section. It is small, because there's simply not much to say on the matter, but this is the most important step in moving from flirtation to close.

Close

If you've been getting intimate with her, your close may be to take her home or go to your place. It is important that I say this: USE PROTECTION, and DO NOT FORCE ANYTHING UPON HER. While older women who are more sexually experienced will generally not put up resistance if they like you, you never know where a college girl has been or what she's done. She may have been the dorm slut, or she may be a virgin. Let things progress comfortably, always leading, but never forcing her to do anything she resists.

Of course, if you met her during the day, quickly after class, or at a party where you didn't escalate rapidly, then all of this is moot. With facebook as popular as it is, you should definitely plan on being facebook friends. But you should also get her number. You want her to have your number in her phone too so that there's not the friction of going onto facebook, having to tell her who it is, etc. later when you want to send her a text.

FOLLOWING UP, AND DATING IN COLLEGE

If you've read this far, you already know how I feel about going on traditional dates. Its just not something that a 20% Man does when he's getting to know a girl. His attitude is "she's lucky to be hanging out with me." With that being the case, why would they pay to spend time with a girl over dinner?

More significantly, it adds unnecessary barriers and complications. There's no reason why, if you have a decent social circle, you should be taking girls out on dates. Your life should be cool and easygoing enough that you don't need to prove anything to a girl by taking her out on a date.

So my preference for you is to simply invite a girl into your life, tell her you're all going to hang out, and have some fun group activities planned.

The Follow Up

Assuming you've number-closed her, you can start sending text messages within 12 hours. A few of my favorites include:

- "This class is soooo boring. Tell me something 2 make me laugh. If I LOL and get in trouble u win."
- "What kind of mischief are u getting into right now?"
- "Boo"
- "I need a big backrub. Gather up 5 of yr friends."

Anything that gets her engaged in a silly, fun way will work out well over text messaging. After a few back and forths, suggest that you two connect in a day or two. I would often go without even calling them before meeting up – introducing the phone is just an unnecessary complication.

Text often, and text semi-personally. I know that there are a few guys out there advocating mass texts that read “hey, what are u all doing 2nite?” The idea here is to indicate that you’re popular. But honestly, it just comes off as try-hard.

If you’re going to send a mass text, tell, don’t ask. “Hey, I’m going to Rileys 2nite. Come along, going to be more fun than the zoo.” See how a message like this could be personal or impersonal?

Once you get into a conversation with a girl, make it flirty and make it social. One of the things that Christian and I both *always* do when we’re texting is to add three dots at the end of our sentences. So its like “omg u r so much trouble...” This subtly indicates that there’s more conversation to follow.

Make sure that you break up your texts. So let’s say that originally, you were going to write something like “hey ur a fun chick, lets hang out next week, talk to u soon.” Break each of those sections into a separate text:

M: hey ur a fun chick

F: yeah ur not bad urself

M: u better keep me outta trouble. lets hang out next week

F: no, you keep me outta trouble. next week is good

M: talk to u soon xoxo

F: bye baby

So much better, right?

If you do have to talk on the phone, have fun with it. Christian tells me that he would always be eating something when he called a girl, as if it was the most natural thing in the world. He’d have a mouthful of pasta when he said hello. This casual attitude conveys a lot of confidence.

Keep phone conversations light. It works against you to spend a long time talking to a girl on the phone, because it focuses on the conversation, and not on the physical vibe that you want to be developing with her at this point. Tell a fun story, make your plans, give her some love and some great energy, and get the fuck off the phone.

Dating

Ok, she's the sort who's *got to* be taken out on a date. Fair enough, there are some girls who are traditional in this way, and its best to know how to play along.

The easiest one is the study date. You're talking with a girl after class, and you invite her along to study with you. Be prepared to get some real work done, but more importantly, be prepared to chat. You should be flirty when she's there – play paper football (make a little triangle out of paper and take turns flicking it at each other), push her stuff around on the table and tell her its in your way, and try catching her eye at random moments and sticking your tongue out. Keep her on her toes. Be very playful and fun one moment, then when she reciprocates, say “HEY! I am TRYING to STUDY here. If I don't get into the med school of my choice I'm going to trace it back to this moment!”

Lunch dates can be ok as well – as long as she pays for her own lunch. Just let her order first.

Don't do movie dates until you know her decently. Again, think social here. Rather than doing a movie date, have movie night with all your friends and invite her along.

If you absolutely, positively, must have a proper Date with a capital D, meet her at 9:30 for chocolate somewhere. A chocolate date does all the right things – it lets her know she's not getting a full dinner out of you, it establishes a romantic pretense, and it lets you feed each other chocolate. Even better if you can get some whipped cream to accompany the chocolate, and put a dab on her nose. Make sure that wherever you go, you're sitting next to each other instead of across from each other. You can't establish any good physical contact when you're across from each other and it creates an “interview” dynamic.

I will share with you one other date that Christian told me about. I have to credit him with this one, and its pretty special. If you have a car, and it is semi-warm outside, this is such a great surprise for a girl. So you find the tallest parking garage in town, and drive to the top of it just before sunset. As you're driving past empty spots, the girl will be wondering what's going on. Keep a six-pack of decent beer in the back of the car, and when you get to the top, bust out the beers and tell her that you want to watch the

sunset. Then, as the coup de grace, have a friend show up five minutes later with a pizza, pretending to be the delivery boy.

Whatever your date, you need to have a plan following the it. As part of this, you should have had enough physical contact while on the date itself that a kiss comes naturally. You can then invite her back to your place for red wine (always a great accompaniment to chocolate). Even if you're living in a dorm, keep a bottle of Cabernet around. You'd be amazed at what an aphrodisiac it is.

YOUR ENVIRONMENT

College girls are wonderfully indiscriminate when it comes to the conditions under which they'll hook up. You can live in a dorm room with two other guys, have socks strewn all over the floor, and they'll still be excited about being in bed with you. Try this in the real world and see how long it lasts with a girl.

This doesn't mean, however, that you *should* have socks strewn about, or old school Slayer songs on the stereo when you get back to your place. There are many things you can do to make your place more inviting to girls, and if you're fortunate enough to have a room of your own, all the better.

Get rid of your Gladiator and Scarface and Muhammad Ali Posters. Trust me on this one. I know that to you, the alpha males on these posters seem cool and inspiring, but they're not a turn-on, and they don't contribute to a "this is the room of a guy who hooks up" feel. Go find posters of beaches or some artwork that you like (this will force you to develop at least a passing interest in art) and I promise you, from experience, that it will increase the number of girls coming by your bedroom. What guy has cool and interesting art posters in college? A cool and interesting guy.

Also, get rid of the Miller Lite posters with semi-naked girls. I'm still trying to figure out what effect a guy thinks they have. "Well, when a girl walks in here and sees life-sized pictures of women in referee gear drinking beer, she's going to realize that I'm in touch with my feminine side."

Get a dimmer for your lamp(s). Good lighting is the most important part of a comfortable environment, and you can buy a cheap dimmer attachment that lets you go from "Study Lighting" to "Sexy Lighting" quickly. If you have your own room and are feeling adventurous, pick up a wall dimmer at your local hardware store. They're easy to install and you can take it with you when you move on.

If you can afford it, get some nice sheets for your bed. 400 threadcount or higher. They'll be soft as silk and girls will want to sleep in them. The same goes for a feather down mattress pad.

As I've mentioned, it's great to have a bottle or two of red wine handy. When you say "let's go back to my place for some wine" you both know why you're really going back there, but the red wine provides a nice excuse.

Keep things clean. This should go without saying, but I was shocked to see how many of my friends' rooms were total pits. Febreze is your friend – buy bottles of it and make sure your room smells fresh. You also might light some incense or burn candles.

Finally, get some good music for when she's over. I've always liked the Café del Mar discs, and I've never met a girl who listened to it and didn't ask what it was. It's hard to explain it – imagine the sort of chill music you'd listen to while you're sitting by the ocean after a night of passion with a supermodel – and that kind of comes close. It is super sexy and mood-setting.

The sum of all these things, taken together, has a few effects. It shows that you're aware of your surroundings and that you appreciate a good, clean environment. Even if the girls coming over are just your friends, they're going to talk about this fact with their friends. And your room will be the destination where girls know they can relax. By my senior year, I had a lot of girls come by to take "naps" at my place because it was so comfortable and relaxing. There's no reason why you can't have the same for yourself.

I've written a lot about designing an awesome life for yourself. There's no reason why you can't have a better environment for yourself within 48 hours of reading this book. Seriously man, if you're living in a dump, get it together and make it a place where girls would want to spend time.

YOUR PRESENTATION

As a college student, you're not expected to wear Cucinelli and Corneliani. In fact, if you know what those brands are all about, well, that's weird. I mean, God Bless You for having great taste and money. But standing next to your friends who are wearing H&M, American Eagle, and maybe Zara, you're going to look silly.

I remember being at a party one night when a guy we all kind of knew showed up wearing a double-breasted blue blazer with gold buttons, the kind you might see a prominent ship captain wearing. Pressed khakis, a crisp button-down shirt, and a handkerchief completed the look. We all had a good laugh. I think, in fact, that when he was passed out drunk, someone urinated on him.

Wait, let me back up here. That outfit is probably ok if you're attending Skull and Bones meetings at Yale. Or going to the Dinner Clubs at Princeton. And that's the crux of putting yourself together well.

Good dressers dress well because they dress *just a little* better than the environment they're in. They don't look stupidly out of place, but they do stand out in unique and remarkable ways.

I'm going to go out on a limb and assume that you don't have a huge budget for clothing, and that's just fine. What I'd encourage is that you pick clothes based on two criteria – they fit you well, and their colors work on you.

Good fit is way important. Of all the atrocious mistakes I see on college campuses, its guys wearing shirts that are two sizes too large that really gets me. It shows such an inattentiveness to presentation and is a sure-fire turn-off. Buy clothes that aren't baggy or saggy.

Colors are also important. Pick out a few t-shirts in bright colors – reds, greens, oranges - that compliment you well.

A nice pair of jeans can also go a long way. If you can afford some AGs or Rock and Republics, go for it. Buy them dark and without any excessively crazy decoration; you want a good standby pair for nights out, a pair that won't go out of style in one season.

Shoes are key. No need for Gucci loafers – a nice pair of Nikes will do just fine. As of this writing, Dunks and Air Max's are the hot shit. Seriously... you don't need much more than a hot pair of shoes, some decent jeans, and an American Apparel v-neck tshirt to look like the coolest fucking guy on your campus.

As for the rest of your presentation, let's consider some of the common sense things...

- Trim your nails
- Wear sensible facial hair that compliments the rest of your look. Rarely do big bushy beards look good on men. And if you can't pull off a goatee with the same panache that Leonardo DiCaprio did in *Blood Diamond*, then don't try.
- Don't go too spiky or shiny on the hair. Anything that looks like it could easily catch on fire if exposed to open flame is not attractive.

Christian has long told me, and I'll share with you, that the most important elements of a guy's presentation are his body and his smile. Work out regularly, and smile often; these two signs of vitality will not only make you feel good, but are intensely attractive.

ONLINE GAME

Depending on how you look at it, Facebook is either the best or the worst thing to come along since sliced bread. It helps reinforce the social hierarchy on campus, which is good if you're in that top 20%. But if you've got all of six friends and they're people you met on Xbox Live, facebook is not your friend.

You can make facebook work for you by creating an interesting profile, having photos of yourself with hot girls and doing fun and adventurous things, and getting cool wall posts. Or have very little information at all. An "I don't care about facebook" attitude is actually better than the "I put way too much time into facebook" attitude. The coolest guys simply don't spend all day on social networks, and neither should you. There's a happy middle ground between "outsourcing your facebook page to India" (Christian's strategy) and "buying a new cell phone because it has direct access to facebook."

Now, its certainly worth spending a few minutes looking at the people who are in the same classes as you are. They're doing the same, and if you find someone cute, you'll already know a few of her interests. Don't let anything you see intimidate you.

Remember, people create their profiles as their best representations of themselves. They'll seem cliquish with some girls, very close with some guys, and locked in their own little facebook worlds. Get a snapshot of their personality but force yourself to meet them as if they were a stranger when you say hello for the first time.

I don't suggest adding girls who you're interested in as friends right after you meet them. If they're interested in you, they'll be looking you up to see what you're all about. I've found that if you hang out with them once or twice, they'll start to add you as friends. Don't stress when they don't; it'll happen eventually.

With all of that said... since I left campus, facebook has blown up. And I think it can be a very valuable resource for you. Included with this book is some stuff that my buddies wrote about Myspace and Facebook game, because honestly, these guys have it on lockdown. Have a read over that document, and then come back and tell me what a tech curmudgeon I am ;)

CONCLUSION

And so we reach the end. As a writer, I am left wondering if I've covered enough. But when I read through this book, I realize how much information there is crammed into these pages. I want you to get results, rather than spending hours reading theories that aren't useful to you. Everything you need to dominate your college campus is in here: its up to you to go an apply it.

Being a social guy takes energy. I understand that you have a lot of conflicting obligations – your classes, sports, hobbies, family – and that you need to balance anything you do socially against everything else in your life.

Success comes to those who apply themselves. I look at Christian, and I think about my own efforts, and I know that neither of us would be where we are right now if we hadn't each put in a lot of energy, time and discipline to achieve our goals. Neither of us relied on anyone but ourselves to *go* out and create the results we were looking for.

But we did have each other. We weren't in the same cities, but we had email and telephones. And to this day, we share thoughts, stories and ideas, motivate each other when one of us is down, and most importantly, we're looking out for each others' success.

In one sense, you're already part of our world. You're the beneficiary of many years of combined experience and wisdom that we evolved together. If you'd like to get even better access to us, to the people who motivate us, and to others like you, then I invite you to stick with us on our Conquer Your Campus Masters Program.

Remember man, college is a time for great memories, and great memories often involve great friends and great girls. Its time to go make it happen.

Print out that note about being the guy you want to be around, and start living that life. I believe that you can do it, but only if you act... right now.

- Mark Redman

REQUIRED READING

Throughout this book, I've mentioned many sources of growth. In my humble opinion, the following are required for any guy looking to get his game on lockdown.

Anything by Christian Hudson – www.thesocialman.com

I've made a lot of references to Christian, and he's been a big source of inspiration for me. I can't point you to a better source for continued growth and education.

***The Power of Now*, by Eckhart Tolle**

This book taught me how to chill out and enjoy myself moment to moment. It is apparently en vogue in the seduction community at the time I write this, and it is no secret to me why this might be. Buy it without a second thought.

***Why is Sex Fun*, by Jared Diamond, and *The Red Queen*, by Matt Ridley**

Both of these books take a good hard look at evolutionary biology, and have some startling conclusions. *Why is Sex Fun* is easier to read than *The Red Queen*.

***Double Your Dating* by David DeAngelo** – www.doubleyourdating.com

You haven't read this yet? Come on... EVERYONE has read it and it is GOOD.

***How to Get a Girlfriend* by Stephen Nash** – www.how-to-get-a-girlfriend.com

Stephen has become a friend here in NYC, and he and Christian are close. His material is excellent, and expounds on the lifestyle focus I've written about here.

Any Music by Andrew W.K.

The album "I Get Wet" is a classic. Get it NOW.

This Book

Read it like fifty times. Really! There is so much in here that you will come back to and say "ah yeah, I get it now." Even after you leave school, there is a lot in here about social circle game that will continue to be relevant. It is awesome to get all these thoughts down; it took me weeks of writing and years of preparation. You won't digest it all overnight, so keep coming back to it over the next few weeks, and let me know how it works out for you, ok? You know where to reach me... 71anddone@gmail.com.