

How to Make

GIRLS CHASE



Every tactic and technique you need
to get the girl(s) of your dreams

Chase Amante

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HOW TO MAKE GIRLS CHASE

CHASE AMANTE



GIRLS CHASE BOOKS

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CONTENTS

<u>INTRODUCTION</u>	<u>1</u>
---------------------------	----------

<u>HOW TO SUCCEED</u>	<u>3</u>
-----------------------------	----------

<u>HOMEWORK</u>	<u>7</u>
-----------------------	----------

<u>SECTION ONE: BECOMING THE ROMANCER...</u>	<u>8</u>
--	----------

<u>FUNDAMENTALS</u>	<u>9</u>
---------------------------	----------

BODY FUNDAMENTALS.....	9
------------------------	---

VOCAL FUNDAMENTALS	20
--------------------------	----

SOCIAL FUNDAMENTALS.....	24
--------------------------	----

FASHION FUNDAMENTALS	38
----------------------------	----

HOMEWORK	43
----------------	----

<u>MEETING WOMEN</u>	<u>45</u>
----------------------------	-----------

PLACES TO MEET WOMEN.....	45
---------------------------	----

OPENERS.....	49
--------------	----

THE HOOK.....	57
---------------	----

HOMEWORK	59
----------------	----

<u>REPARTEE AND RAPPORT</u>	<u>61</u>
-----------------------------------	-----------

REPARTEE	63
----------------	----

RAPPORT.....	75
--------------	----

HOMEWORK	90
-----------------------	-----------

<u>VALUE.....</u>	93
--------------------------	-----------

WHAT WOMEN VALUE.....	93
------------------------------	-----------

ASPECTS OF VALUE.....	100
------------------------------	------------

VALUE PERSONALITIES.....	107
---------------------------------	------------

VARIETIES OF VALUE	109
---------------------------------	------------

IMPLICIT VS. EXPLICIT VALUE.....	114
---	------------

A BRIEF INTRODUCTION TO ATTAINABILITY	132
--	------------

KEYS TO VALUE	139
----------------------------	------------

HOMEWORK	141
-----------------------	------------

<u>INVESTMENT.....</u>	144
-------------------------------	------------

WHAT INVESTMENT IS	145
---------------------------------	------------

TYPES OF INVESTMENT.....	147
---------------------------------	------------

REWARDING AND PUNISHING	163
--------------------------------------	------------

SCREENING.....	170
-----------------------	------------

COMPLIANCE STACKING.....	181
---------------------------------	------------

HOMEWORK	183
-----------------------	------------

<u>ATTAINABILITY.....</u>	186
----------------------------------	------------

RECOGNIZING ATTAINABILITY PROBLEMS	189
---	------------

RELATABILITY	195
---------------------------	------------

THE NECESSITY OF CHALLENGE	203
---	------------

ATTAINABILITY TECHNOLOGY.....	214
--------------------------------------	------------

HOMEWORK	220
-----------------------	------------

<u>ESSENCE OF THE ROMANCER.....</u>	<u>222</u>
<u>SECTION TWO: BECOMING THE SEDUCER....</u>	<u>226</u>
<u>MINDSETS</u>	<u>229</u>
HER SIDE AND HIS SIDE.....	230
MOVING FAST	246
HOMEWORK	248
<u>TOUCH</u>	<u>250</u>
THE TENSION GAP	251
KINDS OF TOUCH	252
MORE ON TOUCH.....	263
HOMEWORK	265
<u>DATING AND FOLLOW-UP.....</u>	<u>267</u>
GETTING HER INFORMATION	268
GETTING IN TOUCH	274
HOMEWORK	291
<u>FRAMES – YOURS AND HERS</u>	<u>293</u>
STRENGTH OF FRAME.....	294
RESPONDING TO CHALLENGES.....	297
IGNORING UNHELPFUL FRAMES.....	306
GROUP MANAGEMENT.....	308

THE HARD PUSH.....	310
A PANOPLY OF REASONS.....	315
HOMEWORK	316

MAKING GIRLS CHASE..... 319

CHASING AT THE OUTSET	319
CHASING IN THE MIDDLE	320
CHASING TOWARD THE END	327
IN-PERSON VS. DISTANCE CHASING	328
FRIEND VS. BOYFRIEND VS. LOVER	331
PROVIDING GOOD FEELINGS JUDICIOUSLY.....	335
HOMEWORK	338

PULLING, LOGISTICS, AND INTIMACY..... 340

PULLING	341
HITTING ESCALATION WINDOWS PROPERLY	353
LOGISTICS.....	357
GETTING INTIMATE.....	361
HOMEWORK	371

PROCESS..... 372

WHAT IS PROCESS?.....	372
HOMEWORK	379

ESSENCE OF THE SEDUCER..... 380

<u>APPENDIX: SEDUCTIONS</u>	<u>382</u>
--	-------------------

<u>REPORT ONE: 30 MINUTE LOUNGE PULL.....</u>	<u>383</u>
--	-------------------

<u>REPORT TWO: 15 MINUTE BAR PULL.....</u>	<u>394</u>
---	-------------------

INTRODUCTION

I hadn't asked a girl out in almost ten years. I guess some part of me had decided it'd be easier not to try than to go out there and face the failure and embarrassment of being weighed and found not good enough.

Sitting in my college dorm room, I started thinking about how I'd gotten good at making music, and how I'd gotten good at writing, and how I'd gotten good at sales, and how all of those things I'd started out horrible at and gotten good at simply by putting in a lot of hard work. I'd forced myself to practice these skills over and over again and learned from my mistakes and looked at those who were successful, and those who were unsuccessful, and figured out why that was the case for each of them, and applied the lessons to my own skill sets. A question, just a hint at first, then more and more insistent, began to emerge from these ponderings: "Why shouldn't getting good with women be exactly the same?"

I realized I had to go out and start meeting women. I wrote down a goal on a piece of paper then, at the end of November in 2004; it was, "Start conversations with at least three (3) women in bars, clubs, or the cafeteria."

Since then, life's been a whirlwind. I've pushed myself harder at mastering the social and seductive arts than I had at anything else. I've had encounters with women I've met in planes, trains, bars, nightclubs, restaurants, parties, strip clubs, and the street. Along the

way, I've made some truly meaningful, memorable connections. My relationships have been more amazing than anything I could have imagined, and with women even more beautiful and more wonderful than any girl I'd pined over before.

Not only that, but the confidence and decisiveness I've acquired since beginning this journey has led me to travel the world, uproot to new cities, and launch several successful business ventures. I've left my corporate desk job behind and am now living the life I've always wanted – one of freedom, travel, and adventure.

But no matter what kind of life you want, or what kind of lover you want to be – whether you want to find the girl of your dreams, or you want to be traveling the world meeting women wherever you go – you will find here in these pages step-by-step instruction on becoming exactly the kind of man you always dreamed you could be.

Chase Amante, February 2011

HOW TO SUCCEED

What do you want out of this?

It's something I ask every student of mine. Most men lack a ready answer, so I like to offer a few suggestions.

Do you want a girlfriend?

Do you want two girlfriends?

Do you want a couple of one-night stands?

Do you want to meet the girl of your dreams and settle down?

Do you just want to get better with women in general?

What do you want?

On hearing these suggestions, most guys still only muster "Yeah," or something along those lines. They haven't decided what they want yet. They're getting ready to embark upon a journey that will require them to work harder, confront more of their own fears, and take more challenging steps than probably anything else they will *ever* do, and they haven't figured out yet what they're going to put all that work in for.

That's why I ask them. And now I'm asking you. Because I don't want you to question yourself halfway through this book and say, "This sounds too hard... it's not worth it." I want you to know what you want today. Your goals will change as you learn more about women and social dynamics and how relationships work, but you should

always have an idea of what your objectives are. They will steel you in the dark hours, and keep your head from getting too big during the times of growth and success.

So what do you want?

One of the great tragedies is how many men give up too early, or never try at all. For most men, *meeting, romancing, and seducing women is the hardest thing you will ever learn*. It will be trying; it will be emotionally draining; and it will push you past your comfort zones. Why? Because you'll be challenging not just one aspect of yourself, but your very self, down to the core of your being:

- You'll be challenging your social programming – that little voice in the back of your head that's telling you, "But women don't like random strangers bothering them!" and, "That kind of girl doesn't go for guys like us."
- You'll be challenging your ego – that little voice that's telling you, "If I go up to her, she's just going to reject me and make me feel bad!" And when girls *do* turn you down – and they will– even the sexiest, boldest, most accomplished men in the world still get turned down by women, no matter how desirable they are – you'll have to overcome that voice in the back of your head that's telling you, "She doesn't want you." And as we'll explore later in the book, oftentimes when women turn you down, it isn't always so cut-and-dry as her not wanting you.

- You'll be challenging your habits – whether those are going to bars and sitting quietly by yourself sipping your drink, or going to grocery shop and not speaking to a single beautiful woman, or walking down the street without stopping any girls to say “hi”.

All these things are hard to tackle. Most men try for a little while, then decide, “Oh, this isn’t for me,” or, “This might work for other men, but it won’t work for me.” They throw in the towel and give up. Years later they meet some mediocre woman and settle down figuring she’s the best they can get, never knowing how different their lives would have been had they simply persisted.

In all things in life, there are two paths to success:

- **Work Hard**
- **Work Smart**

Most people do neither, and have no success.

Some people do one, and have some success.

A few people – a very small minority – do both, and have CRAZY success.



BRIGHT IDEAS

- **Work Hard:** get out there and do it
- **Work Smart:** troubleshoot, use resources, and make intelligent tweaks to yourself and your interactions

I’m asking you to do both. The **Work Smart** part of the equation is this book – your guide for the road ahead. Refer to it often, do the things it tells you to do, and make

sure you're implementing everything. It starts with the basics and builds into more involved practices, so you should start at the beginning of the book and work your way through. And when you find you're hitting a stumbling block – that there's some obstacle in your way that's making it difficult for you to proceed – stop, go through this book again, and pinpoint what you're missing, or what you're doing now but could be doing better.

The **Work Hard** part of the equation is you getting out there and doing it. If you want to get good with women, you've got to meet women, continuously. No man will become good with women by going out a few times to talk with a couple women and then give up. Meeting women needs to become a habit. You need to get in the habit of going out regularly to meet women. Just like if you want to get in shape, you go to the gym three days a week for an hour and a half and work on different muscles, or if you want to be a good writer, you write a minimum of several thousand words a day. You must work in order to get results. No one can do it for you. You must be the one to do it.

What kind of results can you get? It depends on you: how driven you are, how committed you are to this, and how willing you are to change. I've seen men who were socially savvy, confident, and already had their fundamentals who just needed to advance their techniques; and I've seen guys who struggled for longer, having limited success here and there, before finally breaking through and achieving true success. Which leads us to one more principle – the men who find true success are the ones who reach the point of surrender, and forge on ahead regardless. That's how you find the winners in life. The winners say, "Screw it," and keep swinging until they hit something, no matter how many misses they already have. The winners are the

ones who push past all the obstacles on the road to success because they truly want to succeed.

The thing that must be stressed again and again is that there is no magic pill to becoming good with women – just like there isn't one in body-building, becoming fluent in a new language, or in building a successful business. Becoming a man who gets girls is a learning process – and it's one that anyone, if he works smart, and he works hard – can succeed at.

Your success is only limited by how willing you are to do the work. It's on *you*.

HOMEWORK

Sit down and begin writing out your goals in getting better with women. Do you want to be able to go to parties and charm every woman you meet and leave with a phone number? Do you want to be able to go out to bars and regularly sleep with new women? Do you want to find the girl of your dreams to settle down with and have a family? Write down everything that you want, no matter how big or small the goal.

Put your list somewhere you will see it regularly. Look at it at least twice a day – once in the morning when you wake up, and once at night before you go to bed. And every time you do, ask yourself, “Will today (in the morning) or did today (at night) get me closer to meeting my goals?”

SECTION ONE:

BECOMING THE ROMANCER

FUNDAMENTALS

In this section, we're going to cover the fundamentals – these are the things that every man needs to address first. They are the foundation for all of your future success. One of the most common mistakes you will see men making is attempting advanced aspects of getting girls without handling their fundamentals first. These are men who try to learn the perfect pickup line without addressing the core parts of their identities and how they present themselves. Lay down the groundwork first, and everything else will be much easier.

Fundamentals come in four flavors:

- Body Fundamentals
- Vocal Fundamentals
- Social Fundamentals
- Fashion Fundamentals

Each of these we'll cover in depth in this chapter, with lots of examples and key points to get you targeting the right things. Let's get started.

BODY FUNDAMENTALS

Ever see a woman walking down the street who looks so good, so confident, and so womanly that you just can't peel your eyes off her?

You can just tell by looking at her that she gets anything she wants out of life.

She's got her body fundamentals handled. When you have yours handled, women will look at you and will feel the same draw towards you. And when you talk to them, they will very often instantly be receptive to you, because they will assume, just from the way you look, that you are someone they'd like to meet.

Posture

The first body fundamental we'll address is **Posture**. This consists of the following:

- Back straight
- Shoulders back
- Chest puffed out
- Head held high, chin parallel to the ground

Work on these until they are natural for you. Men look powerful and command respect when their posture is strong. When it's anything less, they look average, or even weak.

It is easy to test out posture. Find a male friend, and have him slouch his shoulders, put his chin down, and then look at you. Next, have him straighten his back, pull his chest up, throw back his shoulders, and stick his chin out. Notice a difference? You should. There's a big difference. Or, have someone take two pictures of you, one with bad

posture (or even average posture), and one with great posture. Then look at the difference.

Changing your posture may be uncomfortable at first, and it may even be difficult to retain your good posture for a little while. After about thirty days of consciously correcting yourself, you'll notice that you begin to do it unconsciously. As you automatically maintain good posture, you will make yourself look powerful, strong, and attractive.

Posture is of more importance than most men realize. If you find yourself having a lot of difficulty maintaining body posture, find a local teacher in Alexander Technique. The methods taught there for maintaining great posture are invaluable. My favorite: imagining a hook underneath your sternum (the long vertical bone in the center of your chest) pulling your chest upwards. This imagery helped me a great deal to align my posture early on. Find what works for you, and use it.

Eye Contact

The second kind of body fundamental is **Eye Contact**. Looking people in the eyes shows that you are interested in them and also displays your confidence. Here are the main concepts that are essential to improving your eye contact:

- The best eye contact is looking at the bridge of the nose directly between the eyes. Do not wander back and forth from eye to eye; it looks as though you are scanning for a

reaction. Instead, keep your eyes fixed on that central point. This will give your eye contact an intense, intimate feel.

- Maintain eye contact most of the time when you are the **listener**. You should be giving the speaker more eye contact than she is giving you (e.g., she looks away; you continue to look a little while before looking away). Do not stare indefinitely when eye contact is averted. If a speaker looks away frequently, or for long stretches of time, avert your eyes when she is doing so to avoid coming across as staring.
- When you are the **speaker**, maintain eye contact about 70% of the time, and avert it 30% of the time. Giving someone 100% eye contact while you speak makes her feel like you are trying to force her to pay attention, so be sure to avert your eyes at points while speaking to give the conversation a more natural, relaxed feel.
- While delivering the punch line of a joke, or a high point of a story you're telling, look away. This will allow the listener to enjoy the point of your remarks naturally without feeling like you are seeking a reaction from her or hoping she will react a certain way.
- As things become more intimate, you'll want to turn on your **bedroom eyes** – basically, your eyelids droop and you let your eyes drop out of focus a bit. Picture the way you look at things when just waking up in the morning while you're still drowsy, and you've got it. Your girl will begin to start thinking of you in a much more intimate way.

- Minimize blinking. Try to blink only when the person you're speaking with looks away. The less you blink, the more self-assured you seem, and the more compelling your gaze. Watch most movies and you will notice the actors frequently don't blink in scenes, especially scenes that are meant to be intense. Blinking dampens the intensity.

If any of this seems difficult, don't despair! Know these guidelines, and keep them in mind while watching how others make eye contact. You will naturally pick things up quickly. Another aspect of eye contact is **dropping eye contact**, a behavior with many nuances.

- **Looking down is a sign of submission.** If a woman looks down after you lock eyes with her, she is signaling to you that she submits – oftentimes a strong sign of attraction. If a man does the same, he is signaling that he is intimidated by you / does not want to challenge you. As a rule, do not look down for anyone. You're a strong man who is neither intimidated nor is submissive – you won't be using this one.
- **Looking to the side is a neutral eye contact break.** If a woman looks to the side after you lock eyes with her, it means her attention is turning elsewhere. If you are the one breaking eye contact with someone else, this is almost always the best way to do it. Be sure not to overdo, however – overdoing this may show a lack of interest. Simply know that if you need to break eye contact, this is how to do it.

- **Looking up is a sign of dismissal.** This one is pretty rare, and is almost always a conscious gesture by another individual. It's a way of saying, "Oh please," or, "You've got to be kidding me." You can use this to tease women – although be wary of overdoing it, as it can come off as harsh or overly dismissive. And it is best never to use this in relationships, as it tends to dig away at the connection between the two of you. In fact, eye rolling is an indicator that can even be used to predict whether a marriage will last – couples who roll their eyes at each other during conversations are far more likely to split up than couples who don't.

For many men, using eye contact properly can be difficult at first. Practice by holding eye contact with everyone you meet, and challenge yourself to hold it as long as possible. Get into the habit of resisting

the desire to avert your gaze and get used to feeling comfortable maintaining steady eye contact. In

**BRIGHT IDEAS**

Practice holding eye contact with everyone you meet to get yourself used to not breaking it first

situations where you find yourself holding eye contact with people who aren't looking away, break the social tension by greeting them. "Hi!" People often don't know why you're staring, and will stare back as they may consider it a challenge. Being social with them assures them that your intentions are good.

Walk

Your walk, like other aspects of Body Fundamentals, says a lot about you. It tells the world how you feel about yourself and how confident

you are. When you have a strong walk, people take notice – particularly because it is so rare.

There are two great types of walk, and they are, in many ways, quite similar. They are:

- The Gunslinger Walk
- The Male Model Walk

Both have the following characteristics in common:

- The walk is straight, with very little movement in the hips / buttocks.
- Both feet are placed facing straight forward, one in front of the other – never splayed out to the side.
- There is a distinct, masculine movement of the shoulders / upper body in rhythm with the walk.

The chief differences between the two types of walk is that the Gunslinger is done more slowly and with a slightly wider stance, and the Male Model is done more quickly with a more closed stance. One comes across as tougher / stronger, while the other comes across as more elegant / fashionable. Both are good.

I recommend searching out examples of both, and selecting the one you want. Male models walking at fashion shows, and actors in old western movies both are perfect examples of each style of walk.

With a great walk and good eye contact, you will notice how everyone clears out of your way while walking down the street or the hall.

People instinctively move out of the way of powerful men and women. By adopting a commanding walk and equally strong eye contact, you instantly position yourself as a powerful man.

Things to practice while walking down the street:

- Make eye contact with people who are coming straight toward you in your path, and hold. If they break eye contact first, they will move out of your way.
- Get in the habit of not moving out of the way for anyone, except for the elderly, the disabled, and pregnant women. Even men and beautiful women should be moving out of your way to let you go by. At worst, you can move a half-step out of the way of someone coming toward you, if you find yourself on a collision course.

Mannerisms

The most attractive men have distinct mannerisms that make them stand out and make women take notice of them. Here are a few of note described in some detail.

- **Boredom.** Men who seem a little bored let their attention drift away, turn their heads away, and let their eyes lose focus and “zone out”. The reason this seems attractive and powerful is that it communicates a man has already “been there, done that” – a desirable trait as it you are experienced and seasoned. People also tend to work harder to keep the

attention of and impress a man who seems somewhat bored, if he is a strong and able man.

- **Passion.** The opposite of boredom is passion, but it is not mutually exclusive. Attractive men have things they're passionate about, and when those topics are touched upon, they become noticeably more interested. Passion in a man is better displayed as a quiet, powerful intensity than an off-the-wall frivolity; one is sexy, the other is silly. Make sure you're the former.
- **Deliberateness.** Strong men tend to move slowly and deliberately. Practice slowing down your movement, and practice making people wait. Move your head, eyes, hands, feet, legs, and arms at an unhurried pace. Practice blinking more slowly. If you are engaged in a conversation and someone calls for your attention, tell this person to hold on a second, and hold your finger up as if asking them to wait. Wait a moment then turn and give them your attention. Obviously, don't always do this (it may seem forced) – but if you are honestly engaged in a conversation or other activity, and someone is insistently trying to get your attention, it's okay to make them wait a minute or two. In addition, it reassures the person you're engaged in speaking with that they are important to you and not someone whose conversation is easily cut off by interrupters.
- **Amusement.** Strong men find many things lightly amusing that other men find rattling. Things like women challenging them, or receiving the wrong order at a restaurant, or

someone trying to be rude or insulting, often elicit nothing more than a small smile and a shrug of the eyebrows from a confident man. A sense of amusement also becomes greatly useful in some heated situations; men who have one are less likely to become overly stirred up over situations that don't necessarily call for that sort of reaction.

- **Hands.** It's important to include gestures in your conversation. Use hand movement to emphasize points you're making in conversation, but be sure also not to overdo it (e.g., to not be flamboyant, overly expressive, etc.). The use of mild gesticulations adds spice to your conversations.
- **Touch.** Touch is covered later in this book, but for now keep in mind that it is important to physically connect with people. Touch communicates closeness, familiarity, and facilitates bonding. Such contact can be essential to develop stronger connections – as you're making a positive comment about a person, as you greet a woman, or even as you reach the point of your story.

Other Body Fundamentals

There are a few other practical body-related fundamentals things to take into consideration.

- **Teeth.** Make sure your teeth are whitened. You can buy whitening strips at the grocery store, and dentists offer even better treatments for a little bit more money. If you can afford

it, and you need it, get braces to straighten your smile. One year of braces can mean straight teeth and a perfect smile for a lifetime.

- **Hair.** Many men don't think of it, but hair is a big part of how good you look. If you've been getting \$10 haircuts since you were little, now is the perfect time to consider something a more interesting. Do a search to find the top rated salon in your town, and go there. If you can, book an appointment with a male stylist – hard to say why, but men just seem to be better at cutting and styling men's hair than women. Tell your stylist you want something edgy and sexy (but safe for work, if you have an office position), and tell him he's got creative freedom – he's the artist, your hair is the canvas. The only requirement is that you want to look *good*.
- **Weight.** If you weigh a little more than you should, it's actually rather easy to lose weight, contrary to what many of the modern diet fads would have you believe. Simply begin tracking all the food you eat every day and what portion sizes, and look up how many calories are in each portion of each food you're consuming. Then begin restricting yourself to, say, 1800 calories a day. You will begin losing a healthy pound or two a week. That's four to eight pounds a month, which add up fast. I dropped twenty pounds in four months by doing this – after I'd been lifting weights for a decade and running on treadmills to no avail, when it came to shedding weight. But four months of calorie counting dropped my weight, and eating responsibly has kept it off. I'm still eating all the same things I always ate – just smaller portions. It's

surprisingly not hard – give your stomach two weeks to shrink and accommodate your smaller portions, and the initial hunger and cravings you have at first from eating a little less goes away. So for two weeks of being a little hungry and eating more responsibly you get in exchange a lifetime of being fit and attractive. Always consult a physician before making any drastic changes to your eating habits, and it's often good advice to consult a dietician as well, particularly if you're in need of a more balanced diet.

- **Muscle.** This one's purely optional, but getting to the gym and working on building a better body can make a difference. Just like a woman who regularly exercises at the gym looks toned and healthy, so too does a man who has done the same. Check out the Colorado Experiment methodology of infrequent workouts consisting of doing one set to failure with 5-second up, 5-second down repetitions for each muscle to maximize growth in a minimal amount of time.

VOCAL FUNDAMENTALS

Your voice is one of the most powerful tools in your arsenal. It can be used to attract, to seduce, to build intrigue and capture a woman's interest

If you listen to women talk, you'll notice first off that some women have appealing voices; you'll also notice that other women have unappealing voices. Some women have voices that make you think,

“Wow, she’s cute, but she *must* be a nerd.” And other women have very sexy voices.

It’s the same with men. There’s a great deal of variation in voices; in fact, every man’s voice is in fact surprisingly flexible in how it can change and evolve. Your voice is most likely the result of the way people around you spoke as you were growing up. If you were raised in Northern England, vs. Southern California, vs. Australia, vs. South Africa, you will have a different accent, for instance. And within each of those accents, there are even different voices.

Before we get into the deeper stuff though, first let’s cover some of the vocal basics:

Basic Vocal Technique

Hyoid Does speaking ever seem difficult or tiring, almost like you have to force the words out? You’re most likely depressing your hyoid as you speak. The hyoid is a bone in your throat – the only bone in the body that doesn’t touch any other bone in fact – that some people get into the habit of pushing down on with the back of their tongue while speaking. It has the result of making speech more work, and makes the voice “fuzzier” and harder to hear.

The solution recommended by voice coaches is to make or feel the back of your tongue floating upward. Then, while still doing this, begin speaking. It takes a little practice, but you can train yourself to speak without putting so much pressure on your hyoid. One side note: there is no way to not put pressure on your hyoid, but you can always

train yourself to involve less pressure. So you can always be working on having a louder, clearer, more effortless sounding voice.

Purr: Sexy men have a certain guttural purr to their voice (as do sexy women). A good contemporary example in film of this is George Clooney. Listen to how he speaks, and the “purr” that seems to inhabit his voice. Add this to your voice, and watch women begin to swoon. You will likely want to practice deepening and slowing your voice down first, and add a purr or rumble to it after – and of course, be careful to avoid getting *too* guttural – we don’t want you sounding like a caveman! Throw a slight purr in your voice, and you’ll do great.

Depth and Resonance: When you speak, you should be speaking from the bottom of your chest and lungs. Focus on adding that depth and the resonance it brings. Your voice will sound much more masculine and intense, creating a more desirable impression.

Boredom: Again, a degree of boredom makes you sound more worldly and experienced. It also tends to unconsciously encourage others and compel them to want to impress you and keep you engaged. The way you make certain remarks – like, “Oh, really?” or, “Is that right?” – while someone else is speaking can quite often spur them to work a little harder to make you more interested. This technique is useful particularly if the conversation is about something uninteresting or that does not move the interaction forward in any way. It’s important to not overdo this, as you can run into problems with attainability (covered in the last chapter of this section). Use it as one of your tools, rather than the only one.

Advanced Vocal Technique

Once you've mastered the basics of having a good voice, you can further develop your vocal techniques. The following are a few tips to get you started:

- **Make your voice unique.** That means getting a unique style all your own. Study men with unique speaking patterns. Robert Downey Jr. is a good example, as are many other actors and even some politicians. The objective is to have a voice that is not only appealing, but also different – something that will catch women's ears and be distinctive in a positive way.
- **Use uncommon, colorful words.** People who are captivating speakers use interesting words. Practice using words that are both hip and uncommon – words you don't hear every day. You will make listeners pay more attention to what you are saying, and you also present yourself as someone who is educated, experienced, and well-versed.
- **Add a hint of accent to your voice.** Unless you're French, Italian, or Latin, you likely don't have a very romantic, appealing natural accent. What you can do is add a hint of accent to your voice. This is a little difficult to do – you need to have an ear for accents, and you need to add just a subtle inflection, which will make your accent tough to pin down. Your accent should be sufficiently interesting that people will seem a little puzzled and ask you where you're from, but not

so much that they refuse to believe you when you say, “Oh, I’m from here.”

- **Add “bounce.”** This is one of the limits of trying to discuss vocal tonality in text. There’s a way of playing out your voice in a way that only very attractive, confident people use; you can say couple of words with this bounce and pretty girls nearby will turn completely around just to check you out. It sounds like a word, drawn out long, that dips down and comes back up again; that’s about the best description of it I can give on paper. All I can say is, play around with tone and be very aware of how strong, sexy men speak and keep an eye out for this. So when you see women turning to look at a man because of the way he’s speaking – that’s bounce.

SOCIAL FUNDAMENTALS

A lot – not all, but a lot – of men who have a tough time getting women, or at least a tough time getting the kind of women they like, are also a little socially unaware. Pros at anything – sports, music, sales, business, art – pick up on all kinds of mistakes that rookies make. Likewise, so too do the socially adept pick up on the rookie mistakes that many who are less experienced in the world of socializing are prone to make. Socializing is an intricate art, and one of the most complex pastimes that anyone can engage in. But don’t despair – it’s just like learning anything else. It takes time, practice, and exposure. The more socially aware you become, the more success you tend to have in the social arena.

Social Power

Generally speaking, the person with the greatest amount of **Social Power** is the individual who gets the greatest amount of attention with the least amount of effort. A few examples:


- Someone who expends a lot of *effort* but gets little *attention* appears strange, creepy, or socially inept.
- Someone who gets a lot of *attention*, but at the expense of a lot of expending *effort*, can be viewed as an attention-seeker, or an entertainer at best.
- Someone who gets a lot of *attention*, while seemingly expending little *effort*, comes off as attractive and desired.
- Someone who neither expends *effort* nor receives *attention* can be either invisible, or can sometimes seem mysterious and intriguing (since most people in social situations are competing for attention).

The rule of expending the least amount of effort – the **Law of Least Effort** – extends to every different kind of socializing category there is. When it comes to dominance displays the man exerting the least amount of effort wins. Dominance displays often occur when one man tries to “tool” another, like telling him, “Hey bro, nice haircut. I used to have the same cut in first grade.” So, if one man attempts to tool another, but the recipient of the attempt merely smiles in a bemused

way before returning to whatever he'd been doing, the aggressor has lost the competition. When it comes to conversations, the individual making the greater effort of verbal footwork is the person with lesser social power. This even extends to text messaging and online communication where the person sending shorter messages with less attempts to build a connection generally has more social power. The Law of Least Effort also underlies investment and compliance, which we'll cover in a few chapters.

Another aspect of social power is need. The more someone in a conversation seems to need something from another person or group – whether it's approval, acceptance, or interest– the lesser his social power is. The more independent and secure you appear, the greater your social power can become.

Finally, social power is also impacted by giving. The man who is most giving of social value – whether that comes in the form of genuine compliments, being inclusive, or by helping others to feel connected to him – tends to have the greatest amount of social power.

**KEY POINTS**

Social Power is:

- Expending little effort
- Getting attention
- Being need-free
- Giving social value

What does social power do for you? Well, one of the ways that women judge the desirability of a man is by weighing how much social power he has. The greater your social power, the more desirable you are.

Tryhard vs. Accomplished

When you're first beginning to hone your social abilities, you'll likely come across as a little bit tryhard. That's fine and natural – you need to go through that phase to get to the next one. Just be aware of it.

To aid in your development, here are a few contrasts between a beginner's behavior, and how an accomplished social strategist comports himself in the same situation.

	Social Beginner (More Effort)	Social Strategist (Less Effort)
Other person is hard to hear	Leans in (more effort)	Stands tall or leans back while using his face to show he doesn't hear (less effort)
Other person attempts joke or insult at his expense	Tries to respond / defend himself / launch a comeback (more effort)	Smiles in a bored way, ignores the remark, or shrugs and turns his attention elsewhere (less effort)
Other person asks for compliance (a drink, for him to move, etc.)	Gives a reason why he can't, or just complies (more effort)	Deflects the request, such as by saying, "Maybe later" (less effort)
In conversation	Uses long and verbose stories and statements (more effort)	Speaks concisely and to the point (less effort)
In movement / positioning	Moves around a lot, fidgets, remains in uncomfortable	Relaxes, gets himself into a more comfortable position

	Social Beginner (More Effort)	Social Strategist (Less Effort)
	positions (more effort)	than everyone else (less effort)
Eye contact	Checks others and environment constantly, hoping for eye contact and seeking a reaction (more effort)	Often is lost in his own world, or otherwise is focused intently upon the person he's speaking with and ignoring all else (less effort)
Attention	Tries to get others' attention (more effort)	Is good at making others try to get his attention (less effort)

These were just a few examples to illustrate some of the differences between the two responses. You should be able to see and feel the difference just reading those two columns – it is a very distinct difference, and very real.

Conversing

Conversation is an art in its own right – the art of steering a conversation toward interesting, positive, constructive topics. What falls into those categories? Well, to most every woman you meet, the following are universally compelling topics:

- Emotions

- Drama and Fighting
- Relationships
- Danger
- Excitement
- Predictions, Destiny, and Coincidences
- Adventure and the Exotic

Different women will have different tastes within each of those categories – for instance, one woman may prefer her relationship discussions to center around celebrity gossip, while another will want to tell you all about her best friend’s cheating boyfriend – but the core principles are the same, and most women will find most topics within those categories interesting, if presented in the right way. That’s extremely important: she must be able to relate to everything you’re telling her. If you start talking about something she has no experience or interest in, and fail to relate it to her, she will usually end up bored, confused, or annoyed. You must pay attention to your conversation partner and adapt your topics and conversation to her.

An example of this adapting of conversations occurred for me once I began traveling. I wanted to talk about my travels with everyone. Naturally, I started talking about it with every girl I met. After all, what could be more interesting than adventures in a foreign land? Some women did respond very well – some listened intently to my stories and wanted to hear more. Yet, other women, I found, couldn’t relate – usually the ones who hadn’t traveled themselves. So did that mean I couldn’t talk about one of my favorite topics with most women?

The solution I finally happened upon was by couching my stories in something she could relate to. Rather than dive right into my own travel experiences, I'd ask a girl, "Do you travel at all?" If she said yes, I'd say, "Cool, where?" and she'd go into her travel stories and I'd relate mine. Soon we'd start discussing related topics, like trying exotic foods in distant countries or meeting fascinated people from other cultures.

If she said no, I'd respond with, "Well, if you could go anywhere you want in the world, where would you go?" and she'd name somewhere romantic, usually, like Spain or Italy. Then I'd relate my own experiences that were connected to what she'd like to do, and throw in a disclaimer like, "I never used to want to go. It always seemed so intimidating – I mean, it's so far away, and you don't know the culture or the people or the language or the money, you don't know anything about the place..." At this point she would often be excitedly agreeing, because that's exactly how she felt. Now, at that point, she's relating to you. Then you tell her, "...but once you go on your first trip, you're hooked. So many new things, and experiences, and seeing how excited these people are to meet someone from another country... it's just so amazing." Because she related to what you said earlier, she's now following along with what you're saying, and imagining herself in the same situation having the same experiences and feeling the same emotions. Now you're on the same page – you're connecting now.

There are three big conversation techniques to master as well – these will help you take the art of conversing to the next level. These techniques focus on conversational threads, which are specific subjects or topics of conversation. The conversation techniques to master are:

- **Thread Cutting.** Keep in mind that most people don't want to talk about boring things, but sometimes they want to keep the conversation going and can't come up with anything interesting, so throw something boring out there hoping *you* can take the conversation down a more interesting path. Say a woman you're speaking with starts talking about work (boring), her pet Chihuahua's death (depressing), or some other topic that's not helping you move the interaction forward. What do you do? Cut the thread. To do that, take any word out of her last sentence and start a new conversation. For instance, if she says, "Today I was at the office, but the damn printer wouldn't work and my boss got on my case for not handing in my reports on time," you can say:
 - "I hate that. Bad bosses are the worst. I had a boss who was a complete alcoholic and used to get liquored up either the night before or the morning of, and would come into work every day smelling like booze and cigarettes and would just go pass out in his office while we goofed off all day." (taking the word "boss" and making a much more interesting thread) From there, you can ask her what kind of work she does – or, what she does when the boss isn't around.
 - "That's awful. I was just using the printer over at the FedEx store today. Fortunately, no problems there. I printed out about a thousand pages, and this huge

line formed behind me. The clerk was staring at me like he wanted to shank me in the liver.”

- **Note:** both of the above thread cuts take do two things to relate to the woman’s sentence: one is basing the new thread around a word from that sentence, and the other is relating to the overall sentiment early on (“bad bosses are the worst” and “fortunately no problems there”).
- **Thread Amplifying.** Now let’s say she hits on an interesting topic, whatever it may be. When she does that, you want to encourage her to keep on that topic, to explore more about it and give her the chance to connect to you further. A few ways you can do that.
 - Say to her, “No way. Tell me more,” or, “Go on,” or, “How’d that happen?” or, “How’d that make you feel?” By showing interest and requesting that she go on or tell you more, you’re giving her positive reinforcement to continue talking about a given topic.
 - Share a related experience yourself, to encourage her to stay on this topic with you.
- **Thread Looping.** You can retain multiple open conversational threads by opening another thread mid-thread. This gives you things to come back to later in case you run out of conversation. For instance, you might be telling her about the

incredible meal you had a week ago at this great Italian place, when you mention calamari as your appetizer and say, “Wait, before I finish telling you about that restaurant, I just thought of this calamari steak I had about two months ago. Have you ever had a calamari steak?” At which point she might launch into her own thread and start talking about the calamari steak she had, and you can generate more and more threads. When you have tons of open, unfinished threads, it becomes almost impossible to run out of things to talk about, and it also enables you to have a level of comfort in conversation that you usually only have with close friends and family (where you have a multitude of things to ask or talk about from what you already know about each other).

Finally, one important note on conversing: believe it or not, the way human connection building works is, the more someone tells you about herself, the more connected to you *she* feels. It has nothing to do with how much she knows about you. I have had a number of occasions where I’ve had a girl opening up to me and telling me all kinds of details about her life, only to have her later say, “Wow, we have such a good connection! I feel like I’ve known you forever!” when in fact she still knows next-to-nothing about *me*.

**KEY POINTS**

People feel most connected to people they feel know them well

You should be able to have normal conversation with anyone you meet. Practice talking to everyone you run into – clerks, waiters, friends, classmates, coworkers, family,

**BRIGHT IDEAS**

Practice talking to everyone you run into – it will get you into the habit of being a social person and talking to new people you’ve just met

everyone, whether the person is a beautiful girl or not. You should be talking to everybody. This will get you into the habit of being a social person, and get you into the habit of making conversation with new women when you've just met.

Social Momentum

Something that's often overlooked in the social arts, but of a great deal of importance, is the building of **social momentum**. Social momentum is the steam you get going under you as you socialize more and more in a given outing. Think of it as warming up.

When a world-class track star decides to go run a race, he doesn't belt off the starting line at full speed without having done any warming up



KEY POINTS

Social Momentum is the force you build up behind yourself as you meet more new people and new women and become "warmed up" socially

first. If he did that, he'd fall flat on his face, exhaust himself quickly, and never get anywhere near as far as he would by properly building up to his peak condition. So instead,

he spends time before the race stretching, and then, once the race has begun, he slowly paces himself, increasing his speed as his muscles warm to running. His body is much better primed for running once he's 30% into the race than it was at 0%.

Like that track star, social beginners and social strategists alike tend to need social momentum to function at their highest level in socializing. There are different kinds of social momentum – such as the kind that someone may build with his friends. At the beginning of an outing

with friends, everyone is relatively quiet and reserved, but two hours in, they're all joking and laughing and having a great time. A friend arriving later into the gathering is going to find himself playing catch up and feeling like everyone else is having a great deal of fun and he's playing catch-up. It's just that everyone else has social momentum behind them, while he's only just started building his for the night.

The kind of social momentum that's going to be important for *us* is the social momentum of meeting new people and, in particular, new women. One of the two basic tenets of social momentum is that the more women you meet and speak with during an outing, the more warmed up you will become, and the more social momentum you'll build. Think of your first three to five interactions as warm-ups – women you're meeting to get your social muscles loose for the real interactions you'll be having later.

The other basic tenet of social momentum is that you must keep those social muscles warmed up. Ever notice sports players wearing towels while they're on the bench to keep their muscles warm, even on a hot day, or see them doing exercises while waiting to get back on the court or the field? That's because they know that once they've warmed up, they need to stay warmed up. Social momentum is exactly the same. If you meet seven new women, and have a great time with them, and then go take an hour to relax and not talk to anyone, you're going to find that socializing after that downtime is nowhere as easy at the end of that hour as it was earlier. Your social momentum has dissipated, and you'll have to build it back up again.

This can also happen after long interactions. Say you meet a girl you like and the two of you talk for an hour. After an hour, she tells you

she needs to get going, and the two of you exchange phone numbers. She leaves, and you stand up to continue meeting new women. But now you realize your social momentum has disappeared – you haven't met anyone new in an hour. You'll have to go rebuild it.

Losing social momentum can't always be avoided – particularly if you tend to get into longer conversations with new women you're meeting. But just be aware that there's nothing wrong with a decrease in social momentum after a long conversation – you just need to go build it again.

The main aspects of building and maintaining social momentum are then as follows:

- **Start early.** The earlier you begin meeting new women during an outing, the more time you will have to be socially warmed up and the more success you're likely to have.
- **Continue to meet new women.** If you meet someone you really take an interest in, by all means stop and get to know her better. But until you meet that girl, continue to move around and meet new women. The more women who you meet and interact with, the increased social momentum you'll have and the better your later interactions will tend to flow.
- **Realize that sometimes social momentum will disappear.** Sometimes, guys who are out meeting women will declare that they don't know what happened, but they no longer feel like women and decide to call it a day. What they fail to

realize generally is that there's nothing in particular wrong with them; it's often just that they've lost their social momentum, and haven't realized that they need to build it back up again, the same way they did at the start of their outing.

The first time I fully realized the effectiveness of social momentum was on vacation about a year and a half ago when I managed to bring girls home with me three nights in a row. It was an unprecedented experience for me at the time. Looking back over those three nights, I realized that I'd spent plenty of time walking around meeting one girl after another and having things not pan out with quite a few girls. The reason I succeeded then wasn't that I was all that lucky; rather, it was that I'd just kept meeting more girls until eventually I met the girl I'd take home each night. I'd simply started early, acquiring momentum each night, then let it guide me to success.

Social momentum is a critical part of socializing that you should absolutely be aware of and use to get yourself firing on all cylinders as quickly as possible. While it's possible to hit it off with the first woman you speak with, in general, meeting women is a numbers game so you'll want to have your social skills operating at peak proficiency. The difference in social grace, aptitude, and skill between a man with zero social momentum and a man at 75% social momentum is startling. A seasoned social strategist may be able to operate with zero social momentum, though this is generally because his fundamentals are so well honed that he can lean on them and trust them to compensate for his lack of social momentum while he gets himself going. But even for a social expert, social momentum can

make a substantial difference – it should be a vital part of every man’s socializing process.

Many people feel they need alcohol to socialize at nighttime venues. Yet if you spend time in bars and nightclubs, you’ll notice women tend to leave before the end of the night. If you ask them why, and the answer you’ll usually get is that men get too drunk, sloppy, and awkwardly aggressive at the end of the night. Alcohol is the only way those men thought they could socialize, but it doesn’t get them very far.

I recommend keeping yourself to only one or two drinks maximum, and instead focusing on building your social momentum. You can drink a great deal and still be sitting at the bar all alone, or you can drink water and be out there meeting people left and right, simply because you started meeting a few here and there and you got going. That’s social momentum.

FASHION FUNDAMENTALS

Many of the men I meet seem to think that fashion belongs solely in the realm of women. I used to think this way myself, too. I’d wear shirts and jeans somewhat baggy and a little too big for me. My t-shirts were ordinary, monochromatic pieces, and my jeans were straight off-the-rack Levis or Calvin Kleins. My sneakers were bulky plain things, and my dress shoes were uninspired. One of the teachers I studied under early on, a very talented instructor by the name of BradP (no relation to the actor!), called this the tendency of men to

continue dressing the way they did as children. His observation was that women's fashion develops as they mature; but for most men, their fashion remains stagnant. It's like most men have run off to join the Lost Boys with Peter Pan; they still dress like boys and never want to grow older.

Once I began working on my style seriously in 2006, it developed and matured quickly. It used to be that the only way I'd know if something looked good was if someone told me. These days, I can look at something and I know if it's a good look faster than even most of the women I know. And I can tell you definitively that fashion is not by any means a woman-only domain. Some of the greatest minds in fashion belong to men.

Take note that a lot of the men who dress in baggy shirts and loose jeans and bulky sneakers tend to think that fashion is for gay men and feminine men. They tend to feel real men don't concern themselves with such things. Coming from a man who's been on both sides of the fashion coin, that line of thinking is false. I don't know a single man who is successful with attractive women who also dresses poorly. Now, I know a few men who dress poorly and who get a lot of unattractive women, but most men reading this book are setting their aim higher (I hope)! Dressing well is like going to the gym and getting in shape, or correcting your posture to stand tall; it makes you look strong, confident, sexy, and the opposite of all the bland, averagely attired men who only succeeded at blending into the crowd and looking like everyone else.

Fashion, when used properly, makes you look interesting, attractive, and put-together. It makes you seem informed and more socially

aware than the men dressed like the rest of the masses. It also gives you a chance to showcase your body – which is a good thing, even if you’re a little overweight. It’s better to be a little overweight and show it, than to be hidden beneath an amorphous blob of baggy clothing. The right fashion can make you look powerful and sexy.

Some tips for jumpstarting your fashion.

- **Wear smaller-sized clothes.**

Most men are fine in an American size small; if you’re *very* tall, or have a little extra weight on you, perhaps a medium. I’m

6’00” and 155 lbs., and in fact, I can fit into many extra small sizes. Smaller sizes are a bit tighter – but they look a lot better. I remember when I first switched from size large t-shirts to size small – I must’ve had a dozen people tell me I looked jacked and had put on a lot of muscle. But in fact, I hadn’t worked out in months. If anything, I’d lost muscle – it was just that now, you could actually see the definition in my arms (which, trust me, was nothing spectacular – but smaller sized shirts made me look *good*)

**BRIGHT IDEAS**

Get started working on fashion as soon as possible – it takes a little while to develop a true sense of fashion, so make it something you work on regularly

- **Get interesting items.** It’s important to get items that women can comment on or touch, to serve as ice breakers and to intrigue them a bit more and make you stand out. I have a Tibetan mandala pendant I wear around my neck that gets a lot of comments and compliments, along with pointy cowboy boots with brown distressed leather, and a few cool rings –

one a silver square with a sapphire in the middle, the other an iron cross – that women like to examine when they begin looking for a reason to hold my hands. Get interesting accessories; every item you wear out should be distinctive. Take time in putting your appearance together, and you'll be rewarded with a warmer reception by the women you meet.

- **Coordinate colors.** If you're wearing a lot of dark colors, make sure you have a light color to balance the clothing. I tend to wear a lot of brown and black, so have a white scarf to offset the darkness of the outfit. Generally, the item that stands out receive the most positive feedback– I tend to hear a lot of, "I like your scarf," style compliments when I have that particular combination.
- **Be interesting, not loud.** Plain clothes are boring clothes, but don't allow your image to become too crowded. If you have a lot of things going on – e.g., your shirt has a lot of design, you're wearing a noisy jacket, and your jeans have busy, intricate designs on them – your outfit can seem cluttered and overwhelming.
- **Everything counts.** Get argyle socks. Get fashionable sneakers and boots. Get designer jeans, or at least jeans that look designer. Get cool shirts (check trendy clothing stores like Guess! for ideas), and interesting coats and jackets. Get a few accessories – scarves, necklaces, rings, belts, watches, hats – but not too many. You want to have a tight look, well-tied together, but not with so many things that you appear to be looking for attention. Instead, you want to be regarded as

cool, debonair, and suave. When you have a well put-together look, people will stop noticing your items and just compliment you on being handsome or sexy.

- **Get facial hair.** For most men having facial hair helps him get girls to bed faster. There seems to be a “nice guy boyfriend” feel to clean-shaven men, whereas men with facial hair have more edge. Facial hair also adds age to a man’s face, and as older men are generally viewed as more attractive and seasoned to women than younger men, this is key for younger men in reducing any hint of boyish innocence about them. Here are the three styles I recommend checking out:
 - **Moustache and goatee.** Good, standard, reliable choice. Keep it cut short so it is sharp and attractive.
 - **Jaw-line chinstrap and soul patch.** Shape it to make your jaw appear as square as possible; square-cut jaws are sexy and masculine. Keep your soul patch very short, both in length and in size, as it feels very rough and painful to women while kissing at even medium-length. Most women will compare it to needles unless your facial hair is very soft.
 - **Facial stubble.** Keep this short but visible, and shave your neck clean. It makes for a very edgy-yet-refined look. Best if you have a stereotype that may seem too rough and intimidating with other forms of facial hair (e.g., if you’re a white or black guy in Asia, or a tattooed biker-type in America), like a chinstrap and soul patch, or if

you have a profession where more developed facial hair is frowned upon. If you keep it trim, stubble is something you can typically get away with almost everywhere except in the military and some business professions.

For maintenance, a facial hair trimmer will keep your facial hair neat without all the work clipping with scissors. If you haven't tried sporting cool, sexy facial hair before, I recommend you try it.

HOMEWORK

These fundamentals are the essential groundwork in the social arts. Take the time to work on becoming more comfortable with including these into your life and interactions with women. You will be incorporating these lessons into more advanced work as you progress in this book, so comprehension and practice in these essentials are key to your progression. Fundamentals: you must handle these. Before you proceed with anything else in this book, you should begin addressing your fundamentals. Utterly vital and critical to your success, both short term and (especially) long term.

Your homework for this section is to pick out two items to work on from each of the four categories of fundamentals. You might put together a list like:

Fundamental	Focus 1	Focus 2
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Fundamental	Focus 1	Focus 2
Body	Posture	Eye Contact
Vocal	Resonance	Purr
Social	Being non-needy	Giving social value
Fashion	Get smaller clothes	Get interesting accessory

Whatever it is, make sure to pick out things that interest *you*, that you want to work on. They need to be things you can feel excited about—it'll help you stay more motivated in improving yourself.

Give yourself time to focus on these things to really start getting them down – it will take a little while, so don't overwhelm yourself with too much at once. Take maybe eight items to focus on for now, and add more as you go along. You'll be seeing noticeable changes in yourself in a month if you are serious about this. You can completely revamp yourself in six months (or less) as change happens fast when you want it to. All you need to do is decide what you want to improve – and start changing it.

MEETING WOMEN

By now, you've identified a number of fundamentals to work on – in a month's time you'll be well on your way to being a more attractive man in your base condition, without so much as having to think about or do anything else.

Now let's take this more attractive man that you're becoming and have you work on the next step. Before you can date women, charm them, get intimate with them or build relationships with them, you first have to *meet* them. This section will guide you as you progress with meeting women.

PLACES TO MEET WOMEN

You can meet new women any where– but some places are better than others. Some options are:

- **Classes.** An easy way to target a specific type of girl with interests similar to your own – whether you're taking Spanish I or Digital Photography. Just make sure you take a class that's girl-friendly. Algebra 2 or Computer Programming 101 aren't necessarily your best options for meeting women – choose wisely!
- **Online.** Online is becoming an increasingly popular and accepted venue for meeting women. It's a little more of an

“extreme” environment though than real life – and one in which men’s looks play a far larger role than they do in real life. How good you look in your pictures, and how well you design your profile and messages, is key. For pictures, look to get some professionally done; for profiles, I could write an entire other book on profile design and online dating, but for now suffice it to say if you’re interested in that, there are a few good resources out there, but one of the best ways available is simply playing around with different profiles and seeing what sticks.

- **Grocery Stores.** Every girl needs to buy groceries. Depending on where you buy food, you can meet just about any kind of woman you want. Right now, Trader Joe’s stores seem to consistently have the most beautiful women wherever you go if you’re in the States; Whole Foods is a reasonably dependable runner-up. You may also want to change grocery stores to one in a younger or college-centric part of town if you’re serious about meeting a few women every time you go shopping.
- **Coffee Shops.** Many of these are magnets for cute, young women drinking coffee and studying or reading alone. Sit down nearby, or queue up near them in line, and say hello.
- **Social Events.** Many of these attract young, single women looking for a way to be socially active and connect with likeminded folks. Talk to friends about where they find out their events; search online for young professionals’ activities in your city, or other events and get-togethers.

- **Salsa.** Whether you're taking the beginning classes or you're an old pro, salsa is a place that single women gravitate toward to meet single men. Most of the women who come here are more relationship-oriented than those who frequent nightclubs. Salsa classes tends to draw a higher percentage of independent, professional women – it's not often you run into a gaggle of women who all know each other like you will in a bar. Most women come alone or with one other friend, especially in beginner's classes.
- **Bookstores.** If you're looking for a good place to meet a more educated, intelligent woman, a bookstore is often a great place to do it. Particularly the large, multi-level chain bookstores that have their own café or coffee shop on the second or third floor – great places to go with a new female acquaintance you met perusing the books downstairs.
- **Nightspots.** Women come to bars, lounges, and nightclubs *expecting* to be social and to meet new people and potential new paramours. Nightspot socializing tends to be easier for a lot of men as it feels more “socially acceptable” to meet women at bars than, say, on the street. Yet, because it's assumed that she'll be meeting strangers, her guard is also up, and you have a lot more work to do to get her to the same level of openness you can reach much more quickly during the daytime. On the other hand, there is a certain mystery and sensuality to the nighttime that makes more women more open to quick flings and casual liaisons than they may be during the day.

- **Parties.** Parties combine the fun and meet-new-people atmosphere of a bar or a nightclub with the comfort of interacting with friends and friends of friends instead of strangers. Girls here are typically very open to meeting new people, and their guards are lowered as people at a party tend to be considered normal and trustworthy. If your desire is to escalate fast with the girls you're meeting, parties are well-suited to your goals. Meet them, talk a little, do some dancing, and then grab a phone number – or take them by the hand and lead them to the back room to take things more intimate.
- **Vacation.** Complete lack of social accountability. In other words, vacation offers a woman the chance to de-stress and do things she'd never do back home for fear of it getting back to her friends and hurting her reputation. So you can find women who normally might be professional and conservative doing some pretty crazy things when they're away on vacation. The best places to meet girls on vacation are Cancun or Cabo for Spring Break, Rio de Janeiro for Carnival, Koh Phangon for the Full Moon Party, Munich for Oktoberfest – all great places and events to meet a lot of girls who just want to have fun.
- **The Street, the Beach, and Public Transportation.** This is one that almost no one does, and for good reason – it's hard. It's also incredibly rewarding. You will meet *every* kind of woman on the street during the day – women who frequent nightclubs on the weekends; women who would never set

foot in a nightclub; women who are students, career women, or artistic types. And they are quite often walking alone, nowhere near as guarded as you'll find in a party or a nightclub, ripe for a man to come along and get to know them one-on-one. Phone numbers are more reliable here than they are from nighttime spots, and you're more likely to meet a relationship-quality girl here than in a bar or a club, too. Genuine interest tends to work best – because honestly, if you're stopping a girl walking down the street, what other reason could you have?

Just from this list alone, you can see there are a wide variety of different places you can meet women, and each one has its own special niche of female patrons.

**BRIGHT IDEAS**

Decide what kind of woman you'd most like to meet before deciding what kind of venue you want to focus on meeting women in

There's always some intermixing, of course – the cute girl in glasses you met at the bookstore may very well also do her hair up nice, throw in some contacts, and hit the club on

the weekend in her most revealing dress. But overall, the places you meet women are reasonably good predictors of the *kinds* of women you'll be meeting. So, decide what you want first, and choose your venue accordingly.

OPENERS

When you begin a conversation with a new woman, it is known as *opening the conversation*. Therefore, the way you begin the conversation is commonly known as an *opener*.

A few basics on opening techniques:

- **Avoid full frontal opening.** When a man opens a woman facing directly at her, he comes on very strong, and he can seem overwhelming. Instead, open somewhat across your body or over your shoulder, only turning to face her more fully as she earns your attention. The one time that opening from the front can more or less be considered standard and acceptable is when you are doing street stops – approaching women walking the opposite direction of you by walking straight into their path facing them, holding your hands up, and telling them, “Stop.” Even then, it’s typically more effective to let them pass you, then turn around and catch up to them and open from the side.
- **Avoid opening from the back.** Just as opening from the front can seem overly pushy or forward, opening from the back can be startling. Ever have someone tap you on the back, or worse, suddenly start speaking to you from behind without you knowing who they were? It’s unnerving, and doesn’t make for a very pleasant – or socially savvy – introduction to a new potential lover. Seek to open from the side.
- **Pre-open her.** In other words, get her to look at you before you look at her. This can be done simply by coming into her proximity, but more commonly by first touching her lightly

(*before* looking at her). When women look at you first, and you then look at them, they unconsciously feel as though you are responding to them checking you out. When you look at them first, they feel like the objects of desire, and also feel as if they are being stared and expected to react a certain way. The latter tends not to open as well as when you get them to look at you first. One common way of pre-opening a girl is to position yourself next to her, then lightly tap her on the arm with the backside of your hand, only fully turning your head to face her and locking eyes with her once her eyes are locked on yours.

- **Drop the apologies.** It's usually never a good idea to say, "Sorry," or, "Excuse me," in general, but this is especially true when you're opening – you don't want to use these words or phrases. Stay away from apologizing for yourself like the plague – when a man apologizes first, he's communicating to a woman that he feels like he's interrupting whatever more important thing she was doing. And if he believes it, there's a good chance she will, too. What could be more important for a woman than meeting a strong, confident, sexy man like you? The answer, of course, is "nothing."
- **Lock in as soon as possible.** Locking in is getting into the position of being comfortable and "at home" with a girl or a group. For instance, if three people are talking, and one of them is leaning back against a wall with the other two facing him, the one leaning against the wall is *locked in*. If two people are speaking, and one is sitting on a stool while the other stands, the one who is seated is *locked in*. You can

instantly lock in by walking up to a group of people and gently moving them to the side that you might move past them and lean against a wall or bar or other structure, or by telling a girl who is sitting down to get up for a second and then take her seat (you can smile and say, “I just stole your seat,” and then tell her, “I’ll give it back in a second, I just wanted to talk to you”).

Double-check yourself, especially when you’re new to meeting women proactively, and make sure you’re following the above steps very consistently. Together, these essentials make a very big difference. Once you’ve got the basics down, the next step is recognizing there are different styles of conversational openers. And while there are a multitude of conversational openers, you will practice the most powerful and useful openers here.

Genuine Interest

Also known as “direct”, genuine interest openers work on the premise that you are expressing a genuine (real) interest (attraction to, fascination for) in the woman you’re speaking with.



KEY POINTS

Genuine interest – also called “direct” – is *the* most powerful, effective style of opener you can use

Genuine interest is solid – it’s the best style of opener out there, hands down. With all the other forms of opener, the woman you’re speaking with typically infers that you’re interested in her, and you are simply trying to talk to her to get to know her better. However, with genuine interest you confidently state outright that you’re talking to her

because there's something about her you like. Doing so makes you more attractive from the very outset of your interaction.

Some ground rules for genuine interest are as follows:

- **Ground your opener.** Begin with something to ground your opening statement, such as, "I saw you walking here, and I just *had* to come tell you that..." or, "You know, I saw you sitting here, and I had to come and say that..."
- **Compliment her on something genuinely.** If she has nice hair, compliment her on her hair. If she has an exquisite sense of style, compliment her on that. If her walk is absolutely killer – tell her. Whatever it is, make sure it's genuine.
- **Use interesting words.** A tip that's also good for improving the attractiveness of your conversation in general, "use interesting words" is a piece of advice that's particularly of vital importance to a genuine interest opener. Telling a woman her hair looks nice has got nothing on telling her she has striking features or gorgeous hair.
- **Follow up your opener with an introduction.** After you've given a girl a great compliment, even if she likes you right off the bat she may not know what to say. Rather than put her in the position of awkwardly fishing for words, or blurting out a clumsy "thank you," offer your name instead.
- **Above all, remember that the object of your opener is to make her feel special.** Every woman wants to feel admired and

appreciated for something unique and special about *her*.
Your goal with genuine interest is to make her feel that way.

Here are a few examples of genuine interest openers to get you started, using the standard (and very effective) genuine interest format developed by Sebastian Marshall:

- “I saw you walking here, and I just *had* to come tell you that you have the most incredible sense of style I’ve seen all day. I really like it. I’m [your name].”
- “I saw you sitting here, and I *had* to come and tell you that you have the most stunning hair in this entire place. My name’s [your name].”

Investment

Investment openers are the second most powerful opening style. They combine opening with investment to form an effective one-two punch that gets women committing to an interaction with you very early on.

The basic gist of an investment opener is that you want to open with something that gets the girl in question to invest. The quick explanation of investment is getting a woman to put in effort to her interaction with you, committing herself to spending time with you and moving things forward with you. A few examples here to get your mind working.

- Catch her eye and motion her over. When she comes, you can use in conjunction with a genuine interest opener, or make a remark like, “I couldn’t let a girl like you stand there all by yourself.”
- Motion for her to give you her hand, then inspect a ring or bracelet or other piece of jewelry she has on, while still holding her hand. Then give her a quizzical look, as if asking her to explain it. If she doesn’t offer to on her own, ask her what it means.
- In conjunction with situationally relevant (covered below): catch her eye, then point to something elsewhere in the room and direct your eyes that way, motioning for her to follow. When she looks, she is following your lead and investing.

Investment itself is covered in greater detail in a later chapter in this section. The investment opener uses investment to give you a strong, unconventional form of opener to get women engaged quickly.

Situationally Relevant

Situationally relevant openers utilize something about the environment or situation to begin a conversation. Commenting on, pointing out, or asking a question related to something that both of you are seeing or experiencing are a few situationally relevant openers.

So for instance, you may point to something amusing, and just look at her and give her a smile and expression that communicates, “Ridiculous, no?”

Or, you may comment on the environment with an opener such as, “Can you believe this line we’re waiting in?”

You might also make a witty remark: “I don’t know about you, but as soon as we get out of this mosh pit, the first thing I’m doing is running away from here as far as I can and not looking back.”

Situationally relevant openers are a double-edged sword: they have a *higher opening percentage* than genuine interest, simply because they’re conversational opening pieces without any explicit romantic overtures. However, they also have a *lower closing percentage* than genuine interest. The women that they do open will tend to be less invested and attracted in general than the women who open to genuine interest, and they will often open women who simply being conversational and aren’t necessarily attracted to your look or style or personality.

**KEY POINTS**

Situationally relevant is usually the easiest form of opener for social beginners – it’s low pressure and less intimidating to use than other openers

For most new guys, situationally relevant is usually the easiest way to go – it’s low pressure, and not as forward as some other styles, which makes it less intimidating to use. If you’re a beginner, this is a good place to start. To get good at situationally relevant, practice noticing and commenting on all kinds of interesting things about the environment and the world around you – anything from the temperature to the demographics to the noise level.

Word of caution: it's easy to do, but do avoid *complaining* when delivering a situationally relevant opener, unless you can hit exactly the right tone ("Wow, this place sucks. I want my money back!"). Why? Because unless the woman you're talking to is already in a bitter, negative mood, she'll often chafe at the whiny negativity of a complaint being hurled in her direction and will end the conversation soon after. Stay positive, and women will respond much better to your situational openers in general.

Playful

Playful openers are things like sidling up next to a woman and bumping your hip into hers, or catching a woman's eye and making a funny face at her or sticking your tongue out at her, or mimicking her body language back at her. They're just something light and witty to get a girl to stop taking herself so seriously – and they serve the same purpose for you. Useful for getting yourself into the mood of meeting new women and socializing, and making sure that you're having a good time. Some women will laugh and begin engaging you right away after you deliver playful openers – they'll usually start by asking you something, or making a witty or sarcastic mark back to you in keeping with the spirit of the interaction you've started. Other times, they'll smile but still wait for you to engage them

THE HOOK

Often one of, if not *the*, most consistently challenging aspects of meeting women is reaching “the hook”. Just like in fishing where far too often fish will take the bait without getting caught on the hook, so too in socializing do many women respond to a man’s opener without getting further “hooked” on talking with him.

Reaching the hook is reaching the point where a woman has decided that she wants the conversation to continue further. Reaching this point sometimes happens *instantly* (where a woman begins pelting you with questions soon after meeting you), but sometimes the hook takes longer (she seems reserved until you hit on some topic or nerve that causes her to light up and engage).

Unfortunately, there’s no magic pill for reaching the hook, and nothing will guarantee a hook every time. There are, however, things you can do that will improve your chances of hooking.

- **Get your fundamentals handled.** The sounder your fundamentals are, the faster and harder women will hook, on average. A woman who might require a great deal of effort for a man with poor fundamentals to hook may very well hook upon opening for a man with solid fundamentals. Getting to the hook becomes exponentially easier as your fundamentals improve.
- **Get investment early on.** The more she invests, the faster she’ll hook. Something you’ll see again and again is that after getting a girl to invest early on (for instance, you motion her closer to her and tell her, “Come here, I want to see something,” then inspect her necklace) is that her attraction

spikes and she hooks and begins asking you things (“What’s your name?” “Where are you from?” “What are you doing here?” “What do you do?”).

- **Ask her questions.** Ask a few basic questions early on to get some information to work with. If she has an accent, remark that she has one and ask her where she’s from. If she has an interesting item or accessory on, ask her what the story behind it is. Ask her what brought her out or what her story is.
- **DON’T talk too much about yourself.** Particularly before a woman’s hooked, she doesn’t really care about you. She would much rather feel like you care about *her*. Therefore, it is important that early conversation be almost entirely about her with little dwelling on you. Even if she asks about you, move the conversation off of you and back onto her quickly.

An important aspect of reaching the hook is in having some good repartee with a girl – this will be covered in the next chapter. Before moving on to repartee, you will need to focus on meeting women and practicing your openers.

HOMEWORK

Homework for this section is simple. Choose three (3) venues you’d like to start meeting women at – refer back to our list early in the chapter if you need some suggestions – and visit all of them within a week from today. Then, choose three (3) separate openers – each of a

different opening style – and use each one at least three (3) times. That's a total of nine women spoken to across three different venues in one week's time.

Once you've completed your first run of homework for this chapter, take a seat and choose some more openers to use, and more different kinds of venues. Review the section on hooking and make sure you're doing what you need to be doing after a conversation has begun to get women contributing and engaged in the interaction. Afterward, venture out to develop your abilities at meeting new women further.

REPARTEE AND RAPPORT

When you've just met a girl, there's often a brief introductory period of back-and-forth, banter, or repartee. This is the finding-out phase. How long this phase lasts depends on you and on the girl, though in general a few lines of banter are enough. Most men tend to go overboard here, trying to prove how witty they are, or getting into an overly competitive dynamic with their new female acquaintance, as if trying to one-up her. This is counterproductive. A few lines of banter are all you need for any woman. So use repartee as a spice to make the meat of your interaction more fun and engaging, rather than relying on it to comprise the whole meal.

The reason why you want to keep from overdoing the repartee is that men who tend towards entertaining women – the ones who get a lot of attention, but need to expend a lot of effort to get that attention – often feel the need to show off how utterly entertaining they are. These entertainers tend to overlook that women don't usually require more than a few lines to establish that this man is one who is socially adroit enough to warrant getting to know further.

Once a woman has established that she's interested, she's ready to move on to the next step.

I remember reading a review online for a bar where the female reviewer discussed the two bartenders who worked there. She mentioned that there was a funny bartender, and a sexy bartender. She noted how she loved going and listening to the funny bartender,

and fantasized that he would be giving a hilarious speech at her wedding to the sexy bartender. The funny guy was good for making her laugh, but the one she wanted was the sexy one.

**KEY POINTS**

Repartee can aid in reach the hook, and can increase or cement a woman's attraction, but should always be used in moderation

Funny is entertaining, but a sense of humor and good repartee alone does not equal firm, complete attraction. Avoid falling into the trap that many men fall into of

relying solely on being the fun entertainer guy to get girls – this route often disappoints. A little repartee is generally all you need to move onto rapport, the getting-to-know-you part of an interaction.

Repartee is, in fact, not actually a necessary step: men who have enough initial attraction from a woman can skip it altogether. Repartee is somewhat related to hooking; a woman may not be fully hooked until she's had her fill of repartee, and she likewise may not be open to repartee until she's been at least somewhat hooked.

If a woman is ready to move onto rapport, but the man she's just met remains in repartee, she may stop relating to him, or worse, leave altogether. Instead, trade a few lines of repartee with her, and, once you see that spark in her eye and you've got her interested and engaged, move onto rapport.

Balance in all things, repartee included. Use some, but don't overdo it. Having balance in all aspects of seduction is the crux of attraction.

REPARTEE

Repartee is the fun, engaging aspect of an interaction where you establish a little playful back-and-forth. We'll cover some of the components here.

Being Witty

The best way to make repartee is to be witty without being combative or insulting. Many men mistake insults for witty remarks – a deadly error. The more subtle danger, however, is combativeness; because it doesn't always mean certain death for an interaction, but rather leads instead to combative behavior in turn from the woman (such as more challenging by her and greater resistance from her). Most men will respond in kind by becoming even more combative. Eventually the combativeness becomes too severe for most women and they bow out of the conversation.


Being witty without being combative can take several forms. One is "light" teasing – teasing her on something you're relatively sure she won't take personal offense at. For instance, you might notice she's wearing a scarf in relatively warm weather, and comment, "Cold, huh... You must be from somewhere very warm year round. The equator, maybe. French Polynesia would be my guess," when clearly she isn't a Pacific Islander in the slightest. Or you might see her leaning against a wall with her arms crossed and a serious expression on her face, and sidle up to her and remark, "It looks like you're

keeping a watchful eye on the public. Hope you’ve been able to keep things from getting out of hand.”

Another form of combativeness-free wit is cooperative humor. This includes a lot of “we” statements, and can sound like: “Everybody’s looking at us. Every guy here is jealous of me, and every girl here is jealous of you,” or, “I’ll bet if we joined forces with Wolverine and Captain Planet, the four of us could kick the asses of everyone in this town.” Cooperative humor often comes into play a little later in your interactions, but if you see an opening (or create an opening) to use it early, by all means do so. The more she thinks of you and her as “us”, the further along you proceed.

Intrigue

Another aspect of repartee is **intrigue**. Intrigue is the name for the mystery you surround yourself with and curiosity you make women feel toward you. It’s the “silent” part of the clichéd female fantasy man of the “strong, silent type.”

 **KEY POINTS**

Intrigue is the sense of mystery you build about yourself, making women wonder about you and want to know more

How do you build intrigue? Well, for one, you do it by adding a lot of more advanced technique to your conversation and by avoiding boring, matter-of-fact responses to women’s queries. To illustrate, let’s include another comparison chart.

	Social Beginner's Response	Social Strategist's Response
Girl asks question	Answers question satisfactorily	Maneuvers around question (as politicians do), asks a question back, or deflects the question
On a topic	Tells everything he has to tell or gives a full back story with nothing left to the imagination	Tells a story that mentions some things in passing and leaves other things hinted at but not fleshed out
On relationships	Makes his relationship status crystal clear	Is vague and noncommittal about relationship status – frequent use of the word “friend” and “girlfriend” in somewhat ambiguous ways

All these things are designed to get girls wondering. Ever have a girl tell you she went to see a movie with her friend, and find yourself wondering, “Hmm, was it a *guy* friend that she’s kinda-sorta seeing, or a girl friend?” Well, women will wonder the same things when you use similar phrasing.

And the thing with women is, the more women they suspect you have in your life, especially if they suspect you are doing something with those women (e.g., sleeping with them), the more their interest and attraction begins to pique. Even men looking for a relationship will find this beneficial – women respond much better to men they believe other women see as sexual, desirable men than men they aren't sure have any success with the opposite sex.

Word of caution: it's almost never a good idea to *state* blatantly that you have a girlfriend or other lovers. Some exemptions for advanced techniques are discussed much later in the book, but for the most part, avoid doing this until you are fairly far along in the development of your social and romantic skills. Telling women directly that you have another lover does a lot of bad things – it can make a man sound like he's trying to brag or to prove himself, and it can scare women away who don't want to get involved with a man who's already involved. It's almost always better to hint that you have options without stating it outright.

Focusing back to the comparison chart – what does that mean, deflecting a question? Here are some examples to illustrate, starting with the social beginner's response to a question:

Girl: Do you have a girlfriend?

Social Beginner: No.

In the example above, the social beginner answers the question matter-of-factly, which takes the interaction nowhere. He does not

build interest or intrigue, and by answering the question with finality, he ends the thread and gives it nowhere else to go.

Further, the answer communicates that he doesn't have a woman in his life. Even if he has a friend-with-benefits or a harem of women chasing after him, for all intents and purposes the girl asking him his relationship status now sees him as a man whom women aren't interested in.

Women want to feel like the men they're interested in are men that other women are interested in.

How might a social strategist respond to a question like this? Let's have a look.

Girl: Do you have a girlfriend?

Social Strategist: We just met, and you're already sizing me up for a relationship?

What happened here? Well, the social strategist did not answer the question, but instead challenged his challenger back. Whereas before, she was putting the pressure onto him to tell her either that A) he was desired by women, but unavailable, or B) he was available, but not desired by women, instead he has tossed the challenge back at her and is asking her to tell him *why* she's so interested in whether he's available for a relationship or not.

Let's look at another possible response:

Girl: Do you have a girlfriend?

Social Strategist: Honestly, I'm kind of in that in-between period right now where I'm not exactly sure what I want. How about you – any men of significance in your life?

Again, he hasn't answered the question. Instead, he's said something that sounds like it answers the question, but instead it creates more intrigue. What does that mean, "in-between period"? Does that mean he has a girlfriend but is thinking about breaking up with her? Does that mean he's between relationships? Is he seeing a couple different girls but nothing serious is going on? The girl will wonder about this, and will probably end up asking this question all over again later on in the conversation – because now she can't stop thinking about it and has to know.

Which brings up another key aspect of getting girls that we'll touch on more deeply later: the more she thinks about you, the



KEY POINTS

The more a woman thinks about you, the harder for you she falls

harder she hooks. Get girls thinking about you, confused about you, intrigued by you, and they will begin to fall for you.

Push–Pull

A great way to ramp up attraction in repartee and beyond is push–pull. This is the idea of showing interest, attraction, and approval (the “push”), and then taking it away (the “pull”). Push–pull allows women to feel attracted to you much more quickly and acutely.

You can make a comment like the following to put push-pull into practice:

Guy: I like you, you're cool people. But don't go getting any ideas, I'm not easy.

What he's done here was made her feel his interest and approval (the first statement), then took it away by throwing up a verbal obstacle

(he's not that easy).



BRIGHT IDEAS

Use push-pull in the build-up to seduction to help a woman feel more excited, free, and in-the-moment

Push-pull is most useful during repartee, but it has uses throughout your interactions with women. It

can be especially useful in the buildup to seduction, when a girl may be having reservations or feeling uncertainty about whether to sleep with you. Using push-pull can help her ignore those reservations and focus on the thrill of the moment.

Chase Framing

One other thing the man in the above (push-pull) example did was that he *chase framed*. He set up the context (frame) that the girl in question is chasing him – regardless of whether at the moment she felt like she was or not.

Because that's the funny thing about a lot in socializing – it isn't necessarily what people think they're doing that matters most. It's what you lead people to think they're doing.

Let's say you walk into a store to get something you need and walk straight up to the counter. You begin telling the clerk what you'd like to order when he looks at you angrily and directs your attention to a line of customers waiting off to the side in a line that you hadn't

even noticed and had rudely walked right past. You feel a little embarrassed for making such a clumsy faux pax of cutting in front of all those people.



KEY POINTS

Frame is the term for the context used in understanding a thought, concept, or idea – “*women don't like sex that much*” is a frame, just like “*women love sex as much as or more than men*” is a different, opposing frame

Now let's take the same scenario. You walk up to the counter and begin placing your order. Suddenly you notice the line snaking around waiting for the clerk's attention, but the clerk notices your glance and tells you not to worry about it, those customers are all patiently waiting for a brand new product that won't be released for another half hour or so, and begins taking your order. You feel no embarrassment whatsoever for cutting in front of those people, because they're there for something different.

What was different in those situations? Your actions were completely the same. The external situation – the people waiting in line, the clerk at the counter – they all stayed in the same place and did largely the same things. The only thing difference was the clerk's explanation of your behavior to you – in the first scenario he implied you were rude and inconsiderate; in the second he implied you were acting totally normally. Because of that, your future actions – and your feelings

about yourself, the situation, the clerk, the other people there, and everything else – radically changed.

Here's the cool part: you are doing the exact same thing with women every time you imply that they are chasing after you. The key is that they need to accept this framing from you – just as you accepted the clerk's framing. When they accept your framing, the effects are powerful.

It's important that you're clever in how you chase frame, and it's important that you make it come across as either genuine (implying that she genuinely is pursuing you) or witty (teasing her about chasing after you). Examples:

Girl: I think I like you.

Guy: I think I like you too. I'm glad you came to talk to me.

Above, he's stating that the girl is the one who is driving the interaction forward – therefore, she is the one trying to make things happen between the two of them. This is powerful because a woman will reason to herself subconsciously, "Well, if I'm chasing after him, it must be because I really like him and he's a high quality guy."

Girl: I really like your eyes.

Guy: Thank you. I hope you're not just saying that to get in my pants... [smile and wink]

Above, he's joking around that the reason she's complimented him is that she wants sex with him. Be careful not to do this too much, as you're actually lightly pushing back in response to a compliment from her – some girls take this as a challenge and become increasingly involved, while others recoil from the challenge and become more reserved. Try to figure out which type your girl is and act accordingly.

A few other examples:

Guy: You know, I came to New York to get away from girls like you.

and

Guy: If you keep doing that, I might not be able to control myself around you much longer.

Remember with these that facial expressions and tonality are absolutely key. If you're teasing her, make sure she can tell you're teasing her. If you're being genuine, be genuine. If you're being sexy, act sexy.

It's important that immediately after the delivery of a chase frame, you keep the conversation moving. A woman's instinctive response to a chase frame is to challenge it, so you'll want to move on as follows:

Girl: Why are you wearing sunglasses? It's dark out.

Guy: I like sunglasses. If you weren't trying to gaze deeply into my eyes all the time, you wouldn't mind.

Girl: Hey! I—

Guy: So you moved to town for school, right... good decision or bad decision?

By moving quickly along, you don't give women the chance to fight the chase frame, and instead it sinks into the subconscious. Devious, a little, but extraordinarily effective, chase framing is an incredibly powerful tool when wielded by either sex.



BRIGHT IDEAS

Use chase framing in all of your interactions, conversations, and relationships with women

Match your presentation to your intent. When you use chase framing correctly, you compound and accelerate attraction, and usually will get girls actively chasing after you, even if they weren't before. If you state and reinforce the idea in their minds in a subtle way, and then they accept it, this concept becomes true for them and they begin pursuing you as the man they want. Chase framing is an extremely versatile tool that you should seek to use in all interactions, conversations, and relationships. Women always have more interest in men they're chasing than men who are chasing them. It's the Law of Least Effort – the person putting in more investment feels more attraction.

Teasing: To Tease or Not to Tease

You will find, as you go about meeting and conversing with a variety of women, that they have diverse styles and respond differently to

teasing. Some women respond really well to teasing, and relish getting into combative, ball-busting competitions.

Other women respond best to light teasing, which is more like harmless, unthreatening ribbing. This kind of teasing revolves around giving them a little bit of a hard time over something small that you can be clever about but that you're not going to hurt their feelings over.

A rare few women don't respond well at all to teasing – although I'd recommend staying away from women like this. It just means they're humorless – and probably not a great deal of fun.

As a general rule of thumb, highly socially calibrated and confident women from your culture who are in their element, surrounded by friends, and comfortable with you and with the situation are the most likely women to respond well to harder teasing and ball-busting – and sometimes need it to be most attracted.

On the other hand, women who are feeling insecure, uncomfortable, isolated, or out of their element fare far better with light teasing and will quite often run away from a guy who is teasing too much or too hard. So adjust how much and how hard you're teasing a girl by the kind of teasing you intuit she'll respond best to. As with most elements of the social arts, the more experience and exposure you get with and to teasing women, the more fine-tuned to what kind of teasing will elicit the best response with each new woman.

RAPPORT

There's no distinct line between repartee and rapport. Typically, repartee lasts anywhere from a couple witty remarks to a few minutes. If repartee extends out past five minutes, it's gone on too long. Either the girl is only interested in bantering; you are only interested in bantering; or neither one of you has figured out how to move things forward.

Rapport is how you move things forward. Once you've hooked her enough with a little repartee, you can work towards getting to know her. Rapport is where value, investment, and attainability – the three components of attraction – emerge in bigger, more visible and more manageable ways. Each of these is covered independently in its own separate chapter later on. For the moment, consider value as what you have to offer a woman; investment as the level of commitment and effort she has put and is continuing to put into an interaction with you; and attainability as how readily a woman feels she can access your value.

The way that value, investment, and attainability really begin impacting the interaction in rapport is straightforward. **Value** emerges either by being directly stated or through being “discovered” (discussed in the chapter on value). **Investment** is initiated by your new female acquaintance as well. And **attainability** is to be actively managed by you. The faster value, investment, and attainability rise together, the faster you can move forward in an interaction.

So rapport is all about bring out value, generating investment, and maintaining attainability. The way you do that in rapport is via conversation. First, though, a few basics in conversation.

I, You, and We

Here's something that flies way over most guys' radar: the use of "I" vs. "You" vs. "We". No big deal, not worth paying attention to – after all, they're just pronouns, right?

Wrong! While yes, they are pronouns, they also represent a lot more in conversations than merely what you might think. The distribution of *I*s and *You*s and *We*s in a person's conversation, believe it or not, can actually tell you what he or she is most focused on. For instance, if you listen to someone talk and all she says is, "I did this then I did that, then I went home and I made myself a sandwich, I didn't really like it though I think I used too much mayo, then I..." you'll be bored in no time. What does any of that matter to you?

But, if she says, "You seem like an interesting person, I'm glad I met you. When I first saw you sitting over there by yourself, I thought you might be kind of shy; but then I saw you talking to those people over there, and I can't even remember how, but you ended up talking to me – remember? You were telling me about that trip you just made to Hawaii where you flew over the crater and..."

Suddenly, now you're interested. If you count the I / me usage in there, and the you / yourself usage, the count is in fact exactly equal. There are exactly as many *I*s and *me*s in there as there are *you*s and

*yourself*s. A natural back-and-forth conversation between two people tends to have a nearly even distribution of *I*s and *You*s.

When there are too many *I*s, the listener feels like you only care about yourself, and not her, and becomes bored.

**KEY POINTS**

Natural, engaging conversation contains a nearly equal number of “I” and “you” pronouns

When there are too many *You*s, the listener feels like you’re fixated too much on her, are trying too hard to force rapport, and perhaps don’t have much to offer yourself.

Instead of going overboard on either side, maintain that balance here; keep an even distribution, and you’ll stay on an even keel.

“We” is a powerful word in its own right. You don’t want to use it too early into an interaction (unless you use it just right) – do so and you risk coming across as though you’re trying to force a connection. But once the two of you have established a certain level of relation to each other, begin using “we” as much as you can without overdoing it. If she starts thinking of you and her as “us”, she starts to unconsciously picture the two of you increasingly as a pair, and things between the two of you will move forward more quickly and naturally without much hesitation or many second thoughts.

Neat, huh? Now that we’ve got *I*, *You*, and *We* under your belt, next let’s talk about how men and women converse.

Male vs. Female Conversational Styles

Conversational styles are a headache for many men new to socializing and meeting women. Men and women simply have different ways of communicating. Men tend to find the female conversational style frustrating – and women tend to find the male conversational style clumsy and boring.

Male Conversational Style

The typical male conversational style is logical, straightforward, and practical. It's most useful for conveying information. Therefore, you'll see male conversational styles dominating in structured settings like business meetings, television newscasts, and political discussions.

In this style, each speaker takes a turn sharing his information – be it a comment, a joke, or a story – while everyone else sits quietly and listens. Only when a speaker has finished and made his point may someone else speak, and interrupting is considered extremely rude. Even expressions of relation (such as, “Really?”, “No way!”, and “You’re kidding me!”), common to the female conversational style, are often met with a small degree of resentment by the speaker using the male conversational style unless used in those gray areas that border on the female conversational style.

The emphasis in the male conversational style is on the speaker and the content. The speaker doesn't care about whether his audience can relate their feelings or experience to what he's saying; he wants them

to get his point. He simply wants them to sit and listen to what he's sharing.

Female Conversational Style

The female conversational style is emotional, roundabout, and focused on what is going on and being felt in the moment. It's most useful for furthering relation. You'll see female conversational styles dominating in more chaotic settings like crowded social gatherings, high energy venues like parties and nightclubs, and any time a group of women (and often groups mixed full of women and men) meet and socialize.

In this style, the role of speaker is more fluid and less defined. Typically, there is one person speaking, while listeners interrupt with expressions of relation (to show that they are on the same page, and "getting", or relating to, the speaker's point). Listeners will even jump excitedly into the conversation to begin sharing their own story, related to the speaker's, cutting the speaker off before he or she had reached the end of the story. This is because the whole point of the female conversational style is relating, and one of the best ways to relate to someone else is to declare, "I know exactly what you mean – listen, the same thing just happened to me!" When expressions of relation are not given to a speaker speaking in the female conversational style, she'll often begin feeling like the listener isn't really listening, or is failing to relate to the emotion or experience she's seeking to convey.

One thing present in the female conversational style that's often absent from the male conversational style is the use of questions and

interactivity. In this style, it's common for the listener to ask outright if the speakers have ever had something like what she's talking about happen to them, or what they think about what she's just said. She's working to get them more involved.

The emphasis in the female conversational style is on sharing emotions and experiences. The speaker herself and her conversational content are not as important as the relating that occurs between the people in the conversation.

Using Conversational Styles

Women typically default to the female conversational style (as you might expect, given the name). You can sometimes find them following the male conversational style – at work at an office, or at happy hour if they are professionals and have just gotten out of work. But all the rest of the time, they speak like women, and seek to relate emotions and experiences.

Men, on the other hand, default to the male conversational style. Occasionally you can find men following the female conversational style – perhaps late at night in a nightclub after a few hours of socializing and a build up of social momentum, or after they've had a few drinks. The rest of the time though, they speak like men, and seek to convey ideas and information.

Because of this, there's a noticeable disconnect if someone using the male conversational style tries to socialize with someone using the female conversational style. The two styles do not mesh well together;

male and female conversational styles are more like oil and water than honey and water; try as you might to mix them together, it simply doesn't work.

That disconnect of these two different styles from one another works to most men's disadvantage until they figure out how to adapt their conversational style. What you'll see often with social beginners is them attempting to speak with women using a male conversational style. They'll launch into long-winded, facts-driven stories that bore women to tears, and take annoyance at the women who do listen and who interject with their own experiences ("Will you let me finish?" they might ask a girl in irritation, "I'm trying to tell a story here").

**BRIGHT IDEAS**

Learning to more effectively relate and convey emotions and feelings will make your conversation **much** more accessible to and engaging for women

Social strategists, on the other hand, find themselves fully aware of the difference between men and women, and use that knowledge to their advantage. They want women to jump in and to excitedly begin

relating – although these men may still respond to such behavior with a slightly patronizing smile, as if communicating, "Well, you interrupted me, but I understand why and I do find it kind of adorable." They also use expressions of relation when women are speaking, to communicate with women on their own level that they are relating to the emotions and experiences being shared.

Word of caution: some men take annoyance at the suggestion that they learn and use the female conversational style. "Why should I have to talk like a woman?" they ask. That's not actually what you're doing, though. Rather, you are learning to talk in a way that conveys relation.

In order to move things forward with a woman on a romantic level, you need her to relate to you. A man cannot expect a woman to begin relating with him if all he shares is boring facts devoid of emotion and feeling. He needs to give her something she can grab onto, relate with, and connect with him on.

By way of an example, let's see how a social beginner will often tell a story to a girl:

Social Beginner: I was walking the other day when a police car pulled up and the officer got out. He came up to me with his hand on his sidearm and asked me if I knew some guy; I said no. Then he asked if he could see my ID.

Woman [interrupting]: Really? I had one of those transit cops make me pull over to the side pretty recently, and...

Social Beginner: That's cool. So I asked him why he wanted to see my ID, and he told me the police were looking for a guy who'd resisted arrest and run off, and I matched his description.

From the girl's standpoint, this is all wrong. The story – which has great content – is told in a very boring way, devoid of emotion or excitement. And by the way that the social beginner ignored her contribution, and immediately returned to telling his story, he's also communicated that this girl he's talking to, and her experiences, are nowhere near as important as *his* experience, that simply must be told.

The woman is marginalized, and rather than feeling more connected to the social beginner, she feels pushed away and ignored. She will probably end the conversation soon and look for someone who can make her feel appreciated instead.

Now let's see how a social strategist might tell the same story to a girl.

Social Strategist: This *crazy* thing just happened to me the other day. Have you ever been mistaken for someone else?

Girl: Once, but it was just some girl who thought I was her ex-roommate and tried to pour bleach in my hair... haha.

Social Strategist: Yeah, that's *exactly* what I mean. When someone's coming after you thinking you're the bad guy and you did *nothing* wrong. I just had a cop stop me on the sidewalk with his hand on his sidearm like he was ready to gun me down right there for no reason.

Girl: Oh my God, what happened?

Social Strategist: Apparently some guy robbed a liquor store or shot his sister or something, he didn't say, just said they were looking for a 6' white guy with a dark shirt on and I looked like I might match the description. Like there aren't a whole lot of 6' white guys with dark shirts on around here, huh? How ridiculous is that?

The social strategist uses questions and interactivity to get his listener's engagement right from the start of the story. He then gives

her a chance to relate, and when she does so, he comes back and relates to her response and ties it back to his story. Proceeding on, he gives a little bit of the story that's compelling enough that his listener does the only thing she can do – she asks what happened next. He then wraps his story up and asks for her agreement (“How ridiculous is that?”). Unless she's feeling combative, she's going to agree with him (which is a form of investing – something we'll discuss further in this book).

Other things to notice: the emotion words and phrases in the story (“crazy”, “have you ever...”, “you did nothing wrong...”, “for no reason...”, ridiculous); the sparse use of “I” and balancing with “you”, and the short bursts of story with chances for the listener to involve herself more. All these nuances make her feel more involved in the telling than someone sitting on the sidelines being talked at.

A man who doesn't bother to get his listener involved is just blowing hot air at her! You want a woman to be involved, and you want her to be relating to what you're telling her. She'll enjoy listening to and talking with you far more, and your interaction will progress much more smoothly.

Responding to Interruptions

While you are socializing, you will run into occasions where people interrupt you. Interruptions occur for different reasons. Sometimes the interrupter has malicious intent and wants to subvert your status or otherwise make you look foolish. Other times the intentions are quite innocent and even benevolent, like someone being so excited by what

you're talking about that she wants to jump in and share her own story or circumstances. There are a number of ways to mishandle interruptions, but the primary mistakes men make are either overreacting, or letting it slide. **Overreacting to interruptions** is when a man gets huffy and puffy, defensive, and noticeably thrown-off-balance. This isn't good because it communicates the man reacting this way is not in control and is not socially savvy. **Letting interruptions slide**, on the other hand, makes a man appear weak.

A few specific instances that you should avoid:

- **Self-reengaging.** This is where you pick up on an old topic that was interrupted because you hadn't gotten to your point or said the things you wanted to say. Avoid doing this as it looks petty, and makes it clear that you're more focused on what you're trying to say rather than being fully immersed in the conversation. It's better to get the girl to ask you what you were saying or to continue.
- **Calling out behavior.** "Excuse me, I was talking," or, "May I finish?" is normally going over the top, unless you're saying something very important. Don't overreact if it isn't life-or-death.
- **Focusing to the interruption.** You absolutely never want to make the interruption the focus, unless, again, it's a matter of utmost importance. So if a girl interrupts you to tell you her own story, you'll show a little interest, but not completely engage her on it.

The means of responding is termed **drop and hang**, and it uses a woman's consciousness of her own interruption. So, if you're telling a story, and she interrupts to tell you her own short story about something similar happening to her that you mention in the course of your story, you might say, "Oh, no way. Crazy how that happened." You might ask one question, like, "And did you win in the end?" or whatever is relevant to what she says, but then no more questions, and after you've related to her, you'll simply stop putting in any more work. You've dropped some rapport, then let it hang and are waiting for her to restore the conversation.

The girl, realizing she interrupted you, will then say, "Oh, but you were saying?" and invite you to continue speaking. Remember to at least pause and collect your thoughts again; it does you no good to look like you were just waiting for the opportunity to resume your story.

Deep Rapport and Cementing Emotion

Deep rapport has different names – some people call it "vibing", some people call it being "in a bubble"; I sometimes call it "deep diving" when referring to going into a woman's more deeply personal stories or details. Regardless, it is the point of being so involved in your conversation with a woman that both of you feel a strong connection and the conversation is flowing freely and readily.

Deep rapport occurs when you've hit on a topic that both of you find emotionally meaningful, and one that creates a strong contrast (stated or implied) between the two of you and the rest of the world. It might

be the desire to travel the world and to live a life of adventure, unbound by the rules and constraints of society. It could even be how most people say the things they want to do, but never do them. Whatever the topic, you're discussing something she doesn't usually talk about with most people, and connects to her in a way that she doesn't experience with most people (or most men).

Deep rapport is useful, but only if you do something with it. Lots of men reach deep rapport, and then pass out of it, and the interaction eventually ends with the man and woman going their separate ways. It's important that you do something useful with deep rapport – such as using it to get greater investment from a woman (during deep rapport is a great time to suggest going somewhere more intimate to talk – say, your place or hers).

You can also use deep rapport to be upfront about your interest with her if you haven't already – you might suddenly tell her, “You know, I'm really glad I met you. We've got this great connection going on, and we just met only....” Because she's feeling that connection in full force, she'll readily agree. You've now cemented that feeling in her mind.

As powerful as emotions are, the thing with them is – they pass. Even if she has one of the greatest conversations of her life with a man, if he does nothing to cement it in her mind, she may very well forget it in hours or days. It's always good practice to do make a comment (or get her to make one) that states outright the emotion she's experiencing

or conveying.



BRIGHT IDEAS

Get in the habit of stating or pointing out what a woman is feeling to her, to cement the emotion in her mind and aid her recalling it later

For instance, when she's beaming a big smile at you, you can tell her, "That... is the biggest smile I've ever seen. It's a lovely smile, actually. *You're* lovely." Then, not only are you cementing it in your mind, but you're rewarding her with a compliment for feeling good around you. Positive reinforcement is a great choice in cementing emotion and deep rapport.

When she's laughing and having a great time, you might say something like, "We are spending far too much time laughing with each other. We'll have to go find more serious people to talk to." Uses a lot of "we" statements, and cements the idea that the two of you have a great deal of fun together.

On the same note, be wary of cementing negative emotions. Asking questions is one way of doing this inadvertently – typical clueless guy questions like, "What's wrong?" or, "Why are you acting this way?". Such questions will help a woman retain the negative emotions and will remind her later that she was upset or angry with a man for whatever reason. The emotion will be cemented in her mind perhaps even after she's forgotten *why* it was she was feeling it in the first place. So make sure that not only are you cementing positive, constructive feelings, but that you also avoid cementing negative ones by accident. The more good feelings a woman has tied to you, the more likely she will be to want to see you again and spend time with you.

Focusing on Her

When you read through the reports in Appendix A of this book, you might notice that the girls and I talk much more about them than we do about me. In fact, the only things the girl in Report Two ever learns about me are my name, my favorite drink, and where in town I'm staying. She never asked and I never told her where I was from, how old I was, what I did, or anything like that.

This is intentional.

The more you talk about yourself, the less likely you are to get together with a woman fast, or at all. The focus of deep rapport must be on the girl, with only limited time spent on you. You should seek to get good at communicating interesting little snippets about yourself with the minimum amount of verbiage and time spent. You can answer most questions with a sentence or two, and turn the conversation back to the girl by asking her something interesting and probing about herself.

I like to tell the story of how I first started playing with this with a 21 year old fashion model from Texas I met waiting for the train one night in Washington, DC. We spoke for only six minutes on the train, and all I had was her email, but I still managed to get her out on a date. I'd invited her to see a comedy show with me, but she was a bit hesitant at first and wanted to meet for coffee and then figure it out from there. While we sat drinking there, she told me all kinds of things about herself, her life, her friends, drama her friends were going through in their relationships, and such things, and I told her nothing about myself and she asked me nothing in turn. After forty-five minutes, I invited her to come see the comedy show with me; she accepted. During the show, I held her physically close and made

occasional witty remarks where suitable, and after three hours of us laughing very hard at the admittedly quite good comedy show (a guy by the name of Flip Orley, really quite a wonderful comedian and hypnotist), I took her home and we got together. We'd spent four hours on our first date, gotten intimate, and she knew virtually nothing about me.

It was kind of weird at first. But as you get better at connecting with women, this is what your interactions will look like. The first time a girl tells you she loves you when you know she knows next to nothing about you it feels quite bizarre, but then you realize that the feelings people get for one another have very little to do with how well they know you factually, and very much to do with how you make them *feel*.

That's why it's so important that your focus be on the girl. Her learning about you doesn't make her feel very much. It's her telling you the important things about herself, and the things she's proud of, and the things that define her that does.

HOMEWORK

If you've been following along and doing the homework as it's been laid out, you've been meeting women and practicing basic conversations with them.

Time to get you engaging in some solid interactions.

First order of business is to focus on repartee. This is the “foot-in-the-door” part of your repertoire – it is usually how you get girls a little more invested with you and to reach the hook. So, Homework Part 1 is this:

- Take a small piece of paper, and write down two of your goals in repartee for an outing. Target those two goals and work on them as much as possible over a three hour period. Repeat this exercise with different or the same goals at least twice.

You might have goals like, “I will lightly tease every girl I talk to tonight about something within the first thirty seconds of meeting her,” or, “I will make two witty remarks within the first five minutes of every new interaction with a woman.”

You will find yourself getting better at repartee gradually as you gain more experience and exposure to it.

Homework 2 for this section is for you to start working on rapport – that is, on building connections with women. While we talk more in the next two sections about the substance of what those conversations should be about, this section is focused on the style of your conversations. For now, have simple conversations without worrying too much about the substance, and focus on making your stylistic tweaks. Your assignment:

- Take the same small piece of paper you’re keeping your repartee goals on, and write out two rapport goals. For instance, *A) Pay more attention to I, you, and we; B) Talk*

more about emotions. Work on these at the same time you're working on your repartee goals.

After three outings, your repartee and rapport skills will begin to develop. Continue targeting these consistently for at least a month (several three-hour outings a week for four weeks), and I guarantee you'll see steady improvement.

VALUE

The most basic definition of value is: what you have to offer to another person. Value is your way of communicating to other people that you are socially successful, and you are desired by women. Value is going to be the base of your ability to attract women and have them pursue you. If that sounds familiar, it should as everything we covered in the section on Fundamentals – your foundation – is all value! Ways to improve and showcase your value as well as techniques, methods, and approaches to bring value to yourself and your interactions.

When people identify you as valuable, they want to be around you. Depending on how women perceive your value, women may want to be friends with you, to keep you as a contact for finding parties, to date you, or to get intimate with you. They may want you as a short-term consort or a long-term partner. In this chapter, we'll cover each kind of value and how you can showcase it so women will see you how you want to be seen.

WHAT WOMEN VALUE

Firstly, it's important to know what women value. A lot of men have a lot of misconceptions here, so let's clear those misconceptions up.

Provider Value

This is the kind of value that mainstream society usually pushes on men, and the kind of value that most men compete for. Provider value is how a man shows a woman that he will be a good provider, and will take great care of her and (implicitly) the children that they have together. He's telling her he'll be a good choice for a long-term relationship. Providers are **long-term focused**.

A man's provider value is determined by a woman through assessing how he performs in the following:

- Attention to her
- Money / resources available
- Money / resources spent on her
- Devotion and loyalty to her
- Reliability and dependability – he'll be there when he says he will and when she needs him
- Cautious, with the ability to protect her and make her feel safe

Many of the popular songs on the radio are about this kind of value. When you hear men telling women that they'll always be there for them, will never leave them, will never cheat on them, will give them the world, etc., that's their way of communicating that they'd make great providers. The guys who aim to be a woman's Prince Charming or Mr. Right are typically most focused on highlighting their provider value.

Lover Value

Lover value is the variety of values that fewer men compete on – basically centering on being sexually attractive and fulfilling women’s sexual fantasies. Lovers are **short-term focused**.

Mainstream society has two big misconceptions about men who possess mostly lover value. Those misconceptions are:

1. Women don’t actually want men who are short-term focused – women all only want relationships, and only end up with short-term focused men if those men trick them.
2. Women get hurt by men who become intimate with them without giving them long-term relationships.

Let’s set the record straight. Women do want men with lover value – in fact, women are more sexually attracted to these men than to the providers. Why? Men who are short-term lovers usually subconsciously communicate that they are breeders – guys with good genes who are desired by many women and have lots of options. Women base much of their attraction to men based on the opinions of other women. Men who are unsuccessful with women tend to be timid, unconfident, and needy toward women, and women subsequently avoid them and refer to them with terms like “creepy” or “sweet” (depending on the man’s disposition). If however a woman suspects a man has multiple options, as judged by his confidence, fundamentals, and other aspects, her desire to mate with him rises. From an evolutionary perspective, women want to have sons who will mate with many women and pass on their genes – so they want the father of their sons to be a man who could mate with many women, and they tend to be most attracted to men who trigger this impression

in them. Because of that, when it comes to sexual attraction women respond best to subtle traits from the list below.

That's the long explanation. The short one is that women desire desirable men.

A man's lover value is assessed by women by looking at the following traits:

- He dates around or has lots of women and female friends in his life
- He is not needy and is comfortable with women (not desperate to mate, like men without women in their lives tend to be)
- He challenges women and is selective / picky about the women he dates
- He displays positive feelings and has constructive interactions with women (opposed to the many men with bitterness toward women, which communicates a history of rejection by the opposite sex)
- He's busy – implying that he has other things he must attend to, and perhaps other women he must attend to
- He is passionate, adventurous, and spontaneous

When a woman ends up in a long-term relationship with a man with high lover value, she tends to be frequently frustrated with his inability to meet all of her needs as a provider, while subsequently is infatuated with his many qualities as a lover. Listen to female singers on the radio; few of their songs are about providers, talking about how their men take such good care of them and are always there for

them. No, the vast majority of popular songs women sing on the radio are about lovers – talking about how they shouldn't feel this way about him, or about how they can't get him out of their heads, or how they can't figure him out. Women obsess over men with high lover value.

Because some of the traits of lovers and providers are mutually exclusive (e.g., a provider value is to pledge total devotion and loyalty, while a lover value is to have other women and other options), it's impossible to completely cover both. However, what every woman out there wants, ultimately, is a man who can satisfy both sides of the coin. When it comes to the man she's going to settle down with, women tend to fantasize about a man with incredible lover value – a passionate, adventurous man all the other girls want – that only she is able to tame. If you ever read a romance novel – the female equivalent to men's pornography – you see the same trend over and over again.

**KEY POINTS**

The men women sweat about, dream about, fantasize about, and lose sleep over are the men with high *Lover Value*

While we're focusing more on the nuts and bolts of romancing and engaging and becoming intimate with women than on the nuts and bolts of running relationships in

this book, I'll advise here that if you want to keep a woman happy long term, you *must* retain enough of your lover value that she still sees you as sexually exciting and a challenge. If you do what most men do and relinquish all lover value in exchange for provider value to try and hold onto a woman, you can bet that sooner or later a man with high lover value will come along and get her excited and make her want to mate – this occurs when the man she's grown used to has depreciated in lover value. Just look at how often people who've been

married for five years make love, and you'll see it: not very often, most of the time.

When it comes to mating, the men women are looking for – the ones they *chase* – are the lovers.

Other Value

A few more forms of value here that may not necessarily cleanly fit into either lover or provider categories – they may be valued in both, or may be separate varieties of value completely outside the lover/provider spectrum.

- **Pre-Selection** – a man is desired by other women
- **Social Proof** – he is sociable and draws people and friends to him and around him
- **Protector** – he has the ability and inclination to protect those around him
- **Social Grace** – he holds his own in social situations and gets what he wants
- **Resourceful** – he has exclusive knowledge and resources
- **Witty** – he's able to make clever remarks without being goofy or over-the-top
- **Fashionable** – he dresses attractively
- **Confident** – he's self-assured and knows he'll get what he wants
- **Successful** – he's staked his place in life and has achievements

- **Comfortable** – he’s relaxed and in control of the situation around him
- **Effortless** – he seems to get what he wants with a minimum amount of effort

When properly used, pre-selection can be extremely helpful toward taking women home the same night. Especially early on in my seduction career, it played a critical role in helping advance interactions with women and get warm receptions from them. You can do the groundwork of getting women interested and excited talking to you, and women who see that are often much warmer and more comfortable meeting you after. Early on, the majority of my same-night pulls came with women who’d seen another girl talking happily to me immediately beforehand.

You don’t actually need that much pre-selection, either; a girl simply seeing another girl talking with you and laughing and flirting for a minute can often be all it takes. It’s a powerful mechanism, and not one to be ignored.

All in all, the list above is just a sampling, but it should give you an idea of what women find attractive (and what men admire and refer to as “cool”). Some characteristics are more valuable to some people and not valuable – or even unattractive – to others, such as being a body-builder, or an intellectual, or a self-styled counter-culturist. These kinds of value tend to spike attraction in the women who associate with those styles, and detract from attraction in the women who do not associate with them.

ASPECTS OF VALUE

When discussing value, we're actually referring to "shown value". You'll notice that we have not spoken about "actual value", – the reason is there's no such thing. One of the big pride-related obstacles guys encounter is the "If she doesn't want me, too bad for her, she doesn't know what she's missing" line of thinking. I don't often like telling people never to do things, but I'll make an exception here: never think that! That line of thinking might technically be right, but it's not because she's a dolt.

Fact is, if she doesn't know what she's missing, it's not because she's clueless. If she doesn't know what she's missing, it's because *you* didn't show her properly. That's what this whole book is really about: teaching you how to take the women you meet from neutral strangers to individuals fascinated by you and pursuing you to women you take as lovers and get intimate with and being relationships with.

Assume that all people are neutral to each other before they meet each other. Your objective with value is to shift girls out of neutral and into interested. To do that, you must do two things:

- Help them *see* (perceive) your value
- Help them realize they can *attain* you – and the value you provide

We cover that second one much more in depth, two chapters from now. But I'm including a primer in this chapter, since attainability can

be a tricky thing to get a handle on and the more exposure you have the better. So let's take a look at both parts of the value equation.

Shown Value

Shown value is the value a woman sees you as possessing. Perception is based on many things – fact, fiction, and everything in-between. I'm personally a huge proponent of honesty – don't lie, and don't tell women things that just aren't true. If there's stuff you'd rather not discuss, that's a great time to use a little intrigue and be noncommittal in your answers. Outright lying in general is a no-no, and there are a few reasons why.

First, you get yourself into sticky situations, especially when the truth comes out or you lose track of your lies. For instance, let's say you meet an amazing girl and, in an effort to win her over, you mention that you're an investment banker pulling in six figures – when in fact, you're currently unemployed. The two of you start seeing each other, but a few weeks down the road, she finds out you've been lying to her the whole time about your job.

What's likely to happen? She loses respect for you, loses trust in you, and thinks less of you as she realizes you felt you weren't good enough for her without lying. It's

over. Whereas, had you told her from the start that you're between positions and in search of something challenging and inspiring, there's a good chance the two of you would've ended up together anyway.



BRIGHT IDEAS

Be honest with women – it frees you from the sticky situations that accompany lying, and frees you from feeling like you always need to impress them

Second, lying gets you into the habit of thinking you need to impress girls. You don't need to impress them – you need to showcase your value in a way that communicates it effectively. Most guys feel this pressure to impress because they think showing value is the biggest part of getting girls.

It's not.

Value is what gets your foot in the door and helps you further the rest of the interaction. That's it. Value plays more a supporting part in getting girls. The keystone is the *process* you follow for getting those girls.

Think about it like this: in a good sized town, there might be 2,000 women you'd consider quality girlfriend material. How much distinction is there between two amazing girls? Each one is different, but that's not what I'm asking. What I'm asking is, if you had the chance to date Amazing Girl A, you'd take that opportunity, right? If on the other hand, you had the chance to date Amazing Girl B, you'd take that too, right? If we're talking about girls you find highly appealing and who meet your standards and perhaps exceed them, you'll realistically take whichever of them you have the opportunity to be with – because they're all women you perceive as desirable.

You'll use value the same way – positioning yourself as an amazing guy – because you *are*. Once you get the fundamentals listed in the first section handled, you've already catapulted yourself into the top tier of men as far as attractiveness goes. You already stand out in a *very* good way. If then you throw in a few other valuable traits –

which we'll cover shortly – you'll be one of the top of the top among most women's "amazing men" choices.

But just like not all of those 2,000 amazing women get to date you, there are other amazing men out there, and the difference between whether you get a given girl or another man gets a girl is not value – it's the process of getting girls.

Girls may think that Guy A is more amazing than Guy B, but if Guy B is still an attractive guy and he follows the process better than Guy A, he'll likely get more girls and better results.

Value gets you in the door and supports your efforts as you follow your process. It adds to your results *passively* though, so always keep in mind that value in and of itself does not get you girls.

Value helps you get girls – when you are following the right steps and sticking to a good process.

As your fundamentals becoming increasingly stronger, you'll actively seek to show value less and less. You'll even eventually begin to actively suppress value as you enter the upper echelons of men in fundamental value, to avoid coming across as out of women's leagues. These days, with my fundamentals where they are, I often tell women next to nothing about myself. It's not uncommon for me to take women as lovers who don't know my job, my background, my last name, or much else about me before we get together – though they often have told me a great deal about themselves. The less she knows about you, the more mysterious you are, and the more she'll tend to fill in the blanks with her own ideas about who you are.

Value really is all about perception. A guy may be a millionaire with a heart of gold who's incredible in bed and has a hundred amazing stories to tell, but if he's quiet and not very assertive with women, they'll time and again look past him for a jobless, less storied guy who's nevertheless aggressive with women and comfortable meeting them and talking to them.

A lot of independent observers would say, "That first guy has tons more actual value!" And if you asked women what they thought about those two guys if given those descriptions, they'd probably agree. But there's no such thing as "actual value", because if you give women those descriptions, they now instantly perceive those men differently. They've received new information, and the perceived value of both men will change.

When a girl's meeting a new guy in a bar or a bookstore, she doesn't see that he drives a Lamborghini or that he bums rides off friends because he can't afford his own car. She doesn't see that he's a five star chef or that he can't boil water. She doesn't see that he's been intimate with several hundred women or that he's never kissed a girl.

All she sees is what he shows her.

That's the power of perception, and the power of value. You can show a woman whatever aspect of yourself you want her to see – and trust she's busy showing you whatever aspect of herself she wants you to see.

We'll talk a lot more about the kind of value you want to show, and how best to show it, but for now, let's move on to the second aspect of value.

Attainability

Whether a woman subscribes to your value is a result of not only the value you've shown her, but also with whether she feels she can access that value. In other words, whether she can get you, or attain you.

For instance, a woman can be shown that a movie star she's seen in the cinema is sexy, intelligent, and desired by women, but she's not going to move across the country to Hollywood and pursue him. Why? Because she doesn't see a way to attain him. He – and all that sexy, intelligent, desirable value he possesses – is out of reach for her. She may say, "Oh, he's hot," but she'll stop at that. She believes she doesn't really have a realistic shot at him.

Similar to that movie star, lots of men in women's daily lives come across as out of reach. If a man is married and never flirts or converses with other women, most women will write him off as unattainable and will not pursue him, regardless of how amazing he may seem. The exception might be a woman who's seduced married men before – because she's already done it, the introverted married man's value feels more attainable to her than he does to those women without similar experience. She feels like she has a shot.

There are things you may do that can make *you* seem out of reach, too. Here are a few:

- Being too aloof
- Being rude, angry, or short
- Failing to tell a girl what you like about her and show her you appreciate her
- Failing to come across as genuine
- Failing to move quickly enough in an interaction
- Failing to reward good behavior and contributions

Why do those things prevent women from viewing you as attainable? Think about how you'd feel if a woman treated you the same way. For instance, let's take a girl who was always aloof and never expressed any kind of interest in you. You might be a little intrigued and pursue her a bit at first, but eventually you'll move on to a girl who responds better to you.



KEY POINTS

Attainability is a measurement of how accessible your value is to women – how realistically they think they can get you

Likewise, each of the above-listed items will make a woman feel like you're not interested in her, or are not going to give her what she wants. For instance, if a man fails to come across as genuine, a girl will feel unable to build a real connection with him, and the interaction will feel fake and forced and she'll eventually leave. Or, if a man fails to move quickly when a girl gives him an opportunity to move things forward with her (called an escalation window – we'll discuss these later), she'll write him off as not interested, and she'll go off in search of a man who can satisfy her needs.

VALUE PERSONALITIES

There are three basic kinds of personalities when it comes to value, and while they can be somewhat flexible depending on the situation, most people correspond to one specific personality type. Those are the personalities of the Giver of Value, the Taker of Value, and the Value Neutral personality. We'll take a closer look at each.

Value Neutral

Value neutral is the most common personality type. In fact, most people are considered value neutral until you're in an interaction with them. That beautiful girl across the room? Value neutral until you're talking to her. The elegantly-dressed man you think might make a good business connection? Value neutral until you've met him.

Even you are considered value neutral by the majority of people until they've met you. Aside from your looks, unless they see you doing something they value (say, talking to a group of cute girls, or performing on-stage), they will perceive you as someone who is neutral in value – neither possessing value to give to them, nor trying to absorb value from them.

Once someone's in an interaction, they stop being value neutral. At that point, they are either contributing to or taking away from the interaction.

Taker of Value

The taker of value is a person that most people don't want around. Often people will avoid inviting value takers to events, and move to cut these individuals off quick. People who take value tend to complain, come across as needy or dependent, or glom onto a group of other people without offering anything that group wants. Even some people trying to give value – for instance, that guy buying the drinks for everyone – can come across to others instinctively as value takers. If all he's doing is buying drinks, then sits and complains the whole night, most people there would probably prefer he wasn't around at all despite the free alcohol.

Other characteristics of value takers are that they lack conversational topics, are critical and not very good listeners, and are almost always very closed-minded and dismissive. They make people feel bad about their thoughts, ideas, suggestions, and lives.

Giver of Value

The giver of value is who you want to be. Whether it's a lot or a little, as a giver of value you're contributing to an interaction and making things better. Having you around is a boon to others.

People who give value are those who are talkers with interesting things and welcome advice to share, and people who are good listeners that people who want to talk can feel happy are paying attention to them. They're also people who provide other kinds of

value – they may know where the party is, or they might get everyone free drinks. But the kind of value that is most appreciated is always social value – people who know how to make other people feel good and feel included and have fun. They bring positive, supportive, upbeat energy, great ideas, suggestions, and advice, and are deft at mitigating negative situations, and build up the people around them.

**BRIGHT IDEAS**

Make certain you are a giver of value – that you are a person who provides great, positive value to the lives of those around him

Make sure you are a value giver, and not a taker! Go over the characteristics listed for each trait, and make tweaks and corrections where necessary.

Now that you have a good idea of the aspects of value and that you should be actively offering value, let's have a look at some of the meatier parts of value: varieties of value, and implicit vs. explicit value.

VARIETIES OF VALUE

Value comes in a lot of different flavors, and you want to make sure you're showing the kind of value to get what you want. This should also coincide with what the woman you've met and like is interested in.

For instance, if a man starts talking to a pop music-loving girl about his love of jazz and classical music and who his favorite jazz artists are, she'll get annoyed quickly and bow out of the conversation

(they're not relating). Likewise, if she bombards him with details of her favorite pop stars' lives, there's a good chance he's going to roll his eyes and think to himself that the two of them are not compatible at all.

Similarly, if a girl is looking for a one-night stand and a man approaches her like he'd make a great friend, she's not going to pursue anything further with him. She won't feel like she can get what she wants from him.

This is where a lot of men mess up. Most men have one mode: a lot of them try to be girls' friends. Then these men get frustrated and bitter when they become friends with those girls, only to watch them date and get intimate with other men. Other men try to sleep with every girl they meet the same night. Still others always seek to romance women and take them on three dinner dates in the hopes of getting intimate with them or beginning a relationship with them.

Different objectives, however, call for different displays of value. Let's have a look.

Friend

Friends are cool, fun, interesting men that women like. They're usually pretty non-sexual – women don't feel a whole lot of sexual attraction for them. The kinds of value that a male friend provides to a woman are as follows:

- Fun to spend time with

- Easy to associate with – doesn't challenge her much
- Positive and upbeat
- Not thought of as "sexy" / not sexually aggressive
- Safe (isn't going to hurt her)
- Helps her / takes care of things for her / invites her to events and parties

Obviously you are not reading this book to improve your "friend-style" value, but I've listed it out here to give you a better understanding of why certain guys get slated as "friend material" when that really is not their goal.

Boyfriend

Other men fall into the boyfriend category. These are the guys who have a lot to offer and women can picture themselves in a relationship with. They're fairly stable and attractive, and women feel pretty safe around them. A man like this provides the following kinds of value to a woman:

- Fun to spend time with
- Challenges women a little
- Positive and upbeat
- Fairly sexually attractive / aggressive
- Fairly safe
- Reasonably stable lifestyle / career and is local
- Helps her / takes care of things for her / invites her to events and parties

Somewhat similar to the friend category, as you can see, except that the boyfriend challenges women a bit more and is more sexually attractive and aggressive. I've also included stability and locality – a lesser issue for friends.

Husband

Some men are even more amazing to women, and are viewed as husband material. These are the guys that girls can find just about nothing wrong with. Women perceive them to be stable, available, and safe. They're the kind of guys that women can imagine themselves having a family with and spending a lifetime together. They provide the following value:

- Fun to spend time with
- Challenges women a little
- Positive and upbeat
- Fairly sexually attractive / aggressive
- Safe (isn't going to hurt her)
- Very stable lifestyle / career and is local
- Helps her / takes care of things for her / invites her to events and parties

As you can see, pretty similar to the boyfriend category. The difference is in degree – the husband just offers more value than the boyfriend – and also in stability – the husband is in a better position to be a good provider for his family.

Lover

The men whom women take on as lovers instead of as friends, boyfriends, or husbands are actually the most different of the four main categories. The value that they offer is on the extreme side, and they often have something that prevents them from being seen as potential relationship material (such as not being local, or being in a committed relationship already). They provide value as follows:

- Fun to spend time with
- Challenges women a fair to a large amount
- Positive and upbeat
- Very sexually attractive /aggressive
- Mildly dangerous (he might hurt her)
- Unstable lifestyle / career (low-paying job, in a relationship already) or is not local / just visiting / on vacation / is someone she meets on her vacation

Notice the things that disqualify him from anything long-term (he might hurt her; he won't make a good provider; he won't be near her). Also make note of the things about him that make him more exciting than the other varieties of men (challenges women more, is more sexually attractive and aggressive). This is discussed more in depth under the heading "The Boyfriend Dilemma" in the chapter "Making Girls Chase" toward the end of this book.

Men who possess a mixture of different kinds of value will usually see a woman decide what category to place them in based on the strongest elements. If, for instance, a man is very sexually attractive

and aggressive, but also has a great career and is local, a woman might repel his advances because she doesn't want to sleep with him too fast and risk losing him. If on the other hand he has a great career and is local, but is already in a committed relationship, the same woman might sleep with him faster because she views him as trouble and realizes the chance he leaves his woman for her is small.

IMPLICIT VS. EXPLICIT VALUE

Also called unstated and stated value, implicit value and explicit value are the two kinds of value you can show to a woman. The two of them have very different receptions by and effects upon women.

Explicit Value (stated value) should be used sparingly. I've always liked to say, "If you have to say it, it isn't true," meaning that people who

state things aloud are often doing so because the thing stated isn't readily apparent from their actions or other indicators. Any time you can avoid using explicit value in favor of implicit value, do so.



BRIGHT IDEAS

Any time and *every* time you can use Implicit Value in place of Explicit Value, do so

Implicit Value (unstated value) should be used frequently and readily. This is the kind of value that people really use to make value judgments about others, and it's ultimately how a woman will decide that you are someone she wants in her life.

Explicit Value

Explicit value is any kind of value you express overtly – something you tell other people about yourself. For instance, if a man is talking to a woman and he says, “I drive a Bentley and pull down six figures,” he’s just stated something valuable about himself explicitly.

It doesn’t have to be about money. It can be about anything that is considered high value. So a man might say, “I’m dating four different girls right now, all of them gorgeous!” or he could state, “I travel the world quite frequently – in fact, I’m just back from Europe.”

There are a few different ways of using explicit value. One is *bragging* – stating something without invitation, or in an effort to compete with someone. The following conversation is an example:

Girl: I just played piano on-stage in front of an audience of four hundred at the local concert hall.

Guy: No way! I’m a musician too. My band travels all around here and the outlying cities, playing at bars and rock halls.

The guy here did a few things wrong – for one, he failed to reward the girl for her value offering. We’ll look at that more closely in the next section, on Investment. For now let’s focus on the other thing he did wrong: he took this girl’s value offering and effectively rejected it by throwing his own *competing* value offering out there, turning a value offering from her to him into a value offering from him to her.

His statement also communicates that he's trying to impress. But when someone is trying to impress someone else, the impresser communicates to the impressee

**KEY POINTS**

A man using Explicit Value positions himself as someone seeking to impress another – and thus as someone chasing, rather than being chased

that the listener is someone who needs to be impressed – and thus is assumed to be of higher value, and of the position to be the chooser.

The one doing the impressing is putting himself in the inconvenient position of chasing after the impressee and trying to win her over.

That's the problem with explicit value. While someone using explicit value is indeed showing value, he's also *losing* value by seeming as though he's trying to brag or impress to increase his status or opinion in the eyes of others.

In terms of the Law of Least Effort, he's putting in a lot of work to look good.

This is a tough lesson to learn, and it's one that most beginners make repeatedly. Because once you start using too much explicit value, you actually push women further away.

Why is that? Two reasons. The first is, they often ultimately say to themselves, "Why is this guy trying so hard to impress me? I guess it must be because I'm out of his league." And boom – no matter how amazing this man could be, he's just managed to look egotistical and somewhat desperate.

The other reason why women will shut down in the face of overwhelming value? It's that even some of the most amazing women you meet may think you're out of their league. Hard to fathom? I have a few women I'm close with right now – one a former lover, one just a close friend – who'd pretty universally be described as top women. They're beautiful, intelligent, educated, driven career women with outgoing, magnetic personalities. Everyone who meets them loves them. But, they keep dating these men not at their level.

When I asked these women why this was, they both said the same thing: a more ambitious, accomplished man with more going on in his life would forget about them, treat them like any other girl, and leave them behind.

Those guys with too much explicit value, they ultimately felt, were out of their league. Those guys still pursue them – they just end up getting turned down by them, and probably go off thinking, “Wow – I wasn't good enough for her? What kind of guys does she date?” Because both my former lover and my female friend turn down guys who seem too outgoing and too attractive. In fact, my former lover hadn't wanted to date me either when we first met, and it took great effort by me to turn things around. Those guys with high explicit value feel unattainable to them, even when those men are professing their interest outright. Too much explicit value, believe it or not, can nuke your chances with even some really gorgeous, incredible women.

Explicit value can make a woman think she's out of a man's league (if she feels that he is trying too hard to impress her), or can make a woman think the man is out of *her* league (if she thinks she couldn't really get to him on an emotional level). We'll cover this more

extensively in the chapter on Attainability, so don't worry too much if it seems a little much to grasp right now. Just know the basic concept: it's possible for a man to be too low in explicit value or too high in explicit value for a woman's tastes.

Besides what you might state in conversation, explicit value also includes blatant, overt efforts to impress that don't involve verbally expressing value. A guy driving a bright red Ferrari, for instance, is using explicit value. A woman showing off her modeling pictures is using explicit value. A man whose buddy tries to build him up with some girls, by telling them blatantly about the cool things he has going on, is the recipient of explicit value. These things can still impress – certain kinds of people more than others – but be wary since most people tend to consider such expressions as bragging and showboating .

Baiting

There's a tactic you can use to lessen the possible negative effects of stating or showing explicit value a bit, called *baiting*. This is a way of using conversation to prompt someone else to ask you a question.

Girl: I just played piano on-stage in front of an audience of four hundred at the local concert hall.

Guy: No way – that's really impressive. I'm into performance music myself a bit, and I know how tough it can be, but also how

rewarding it can be, a lot of the time. Were you pleased with how your concert went?

Note in our example above, unlike the first example of explicit value, our guy has properly rewarded the girl for seeking to impress him. This is just good practice in general and something you ought always to do.

Regarding the baiting we've used here, the girl is probably going to tell the man about her concert briefly, and then she's going to ask him about his experience with music – what does he do or how long has he been involved in music? Because she's asked him, he can now state his value explicitly without suffering most of the penalties of normal explicit value.

Implicit Value

Implicit value, or unstated value, is the kind of value you should use any chance you get. It is superior to explicit value in virtually every conceivable scenario – the hitch is, it's more difficult to use and isn't always possible to include in conversations.

Implicit means that your value is implied. Someone picks up on clues to your value that you do not state directly. Sounds a little vague, so here are some examples to clarify implicit value:

A girl might notice that you:

- Are talking to three other pretty girls nearby, and they all seem to be enjoying themselves or vying for your attention
- Are well-liked and sociable, with other people talking with you
- Are walking confidently and have great posture
- Make confident eye contact
- Have a great fashion sense
- Have a tan in the wintertime – maybe you have been traveling
- Are wearing some interesting item – maybe there's a story behind it
- Are smiling and happy – things must be going your way

Additional ways to use implicit value:

- You mention things in passing in telling a story (covered shortly)
- You drop subtle hints and baits, but avoid answering completely when probed

An example of that last one, building on our second explicit value statement:

Girl: I just played piano on-stage in front of an audience of four hundred at the local concert hall.

Guy: No way – that's really impressive. Everyone should know how to play an instrument, but it's amazing how few people do and how even fewer are any good. If you're playing on stage, I think it's safe to say you've made it. How'd your concert go?

Girl: It went well – I received a standing ovation at the end, actually. It felt really good after so many years of practice to finally get to play in front of a large audience.

Guy: That's really cool. Congratulations.

Girl: Do you play an instrument?

Guy: I used to; I wasn't half bad actually. Eventually other things caught my interest and I moved on though.

Notice how he ropes her in with hints at value without stating that value outright? First he says he thinks everyone should play an



KEY POINTS

Implicit Value builds up intrigue, interest, and attraction by hinting at value without stating it outright

instrument – implying that he does too. It is a passing remark, part of his building-up of her for her concert, but it stands out and she brings it up later when she asks him if he plays.

He then intrigues her a bit more by saying that he wasn't half bad, and that other things caught his interest. She's going to ask him next either what instrument he played (because he didn't tell her), or what other things caught his interest. Or, most likely, both questions. He did not state his value outright – that he's mastered playing an instrument, or that he has varied interests, or that he's adventurous and exploratory. By only implying his value in passing, this man communicated through subcommunication that he has a lot going on in his life, and a lot in common with the woman he's speaking with. He is also

implicitly encouraging her to delve in further and find out what exactly this guy she's just met has going on.

Now she's intrigued, and is suspecting that he has a lot of value he's not sharing with her. Not because he's actively withholding it, but because he's just not trying to impress her – he's just having a conversation. After all, she didn't ask him what instrument he played – only if he played one. So he didn't tell her – they were talking about her, not him – and he gave her a few tidbits to whet her appetite to know more about him.

Note how he's implying commonality but not seeking commonality (he implies that he too plays an instrument, and perhaps he's played on stage, but doesn't state it outright). Building a connection with a woman is in part about building up commonalities with her – but instead of stating those commonalities outright ("Me too!"), which comes off as if he's actively trying to build a connection, he simply implies them, which seems like he isn't trying to establish those commonalities – they are just there.

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Anyway, these are a few implicit value examples to better illustrate exactly what implicit value is. Any of these value displays will bump up a woman's interest you, and will make her value you more highly – much more than had you used explicit value.

There are two reasons why implicit value is usually inherently superior to explicit value. The first is what it says about you. If a man is openly stating his value, it's clear he's trying to impress – and it's

assumed that he's probably going to highlight his most valuable traits. He's opening himself up completely in his attempt to impress, and is canceling out any intrigue at the same time. If he's already telling her the best things about him, there is not much left for her to wonder about.

Contrast that with when you use implicit value, and a woman discovers valuable things about you that you don't even seem to be actively trying to show her. When this occurs, it hints to her that you likely have lots of valuable things going on that she doesn't know about, which will make her very curious about you. It also tells her that you're not trying to impress her; otherwise, you'd be using a lot more explicit value. All this tells her you must not feel needy toward her and that you'll treat her as a friend and equal rather than an object to be coveted and acquired – and just like that, you've communicated that you're a more desirable man.

The second reason implicit value is superior to explicit value is that it is often demonstrated as opposed to told. For instance, a man using explicit value might say, "I tend to date around a lot," which presents him as self-absorbed or a player. Whereas a man using implicit value will simply be talking to different women, and the next woman he meets will have already seen the positive responses from the other women.

## Storytelling

Here's where we get to those forms of implicit value mentioned in passing in your stories. Storytelling is an important part of socializing. It's a way of communicating – both explicitly and implicitly – your value, and sharing your interests and adventures with others. When you're just starting out as a storyteller, focus on making your stories fairly short. Long stories can be great too, but they usually occur further in a conversation.

Let's have a look at some of the basics of storytelling:

- **Length:** Story length is highly dependent on where you are in a conversation. If you're at the onset and a girl has not hooked yet, any stories you tell should be a couple sentences long at most. Once she's hooked and you have her attention, you can tell slightly longer tales. Then, once you are deep into conversation, you'll be able to regale each other with long stories and have it seem completely normal. The main focus is on the effort in the conversation – if the two of you are just getting to know each other, and she's not putting much effort in yet, it looks premature for you to launch into a long story. If you dive into a long story too early, you could be perceived as trying to force a connection. Later, once you've reached the point where both of you are relating, it's natural for you to share a more involved tale.
- **Involvement:** Involve women in your stories: ask them questions, throw in pauses for them to interject with their own stories, and insert rhetorical questions ("How crazy is that?"). This keeps a woman active and engaged, maintains

her level of effort while you're talking, and keeps her tuned in to what you're telling her.

- **Construction.** Storytelling is a structured art because a good story must be constructed a certain way to make the listener feel satisfied. Such a story is constructed as: Introduction ⇒ Arc ⇒ Climax ⇒ Conclusion. The introduction is where you set the mood and setting for the story. The arc is the building up of suspense. The climax is the pinnacle of intrigue and converging of the elements of the story. The conclusion is the resolution of your story.
- **Front-Loading Emotion.** Use statements at the outset of a story to get a women more involved in your story and more excited to listen through the climax. Since she's bought into the emotion and is relating to your story from the outset and tying it to her own experiences with the front-loaded emotion. Try including statements like, "Have you ever had a day when nothing went according to plan?" or, "Have you ever had a really weird coincidence that you thought couldn't possibly be by chance?"

For an example as how to set up and pace these elements in a story, here's a tale I share when trading dating disaster stories with women. By this point, I've already asked her hers, and only related to her on hers and don't offer anything on my own until she asks me for my craziest dating disaster.

Craziest dating disaster I had? Probably tied between a couple of girls I met online. That's why I don't really do online dating anymore... chicks on the Internet are nuts.

At this point, I'll pause to let her inquire further.

Okay, well, I'll tell you one of them. This one chick I met off of online... man, she was gorgeous. Tall, slender girl, long black hair, 21 years old. Really beautiful girl; she'd turned down four modeling contracts, And one to be a professional singer. But there were red flags popping up all over the place. She didn't own a car. She didn't own a cell phone, either – it was 2008... nobody used landlines except this chick. She lived in a house with seven people. That says shady all over it. Still, against my better judgment, I said, "Fuck it," and met her anyway.

The first thing she told me when I picked her up was that she was celebrating the finalization of her divorce from her now ex-husband. "He cheated on me in Singapore and didn't think I'd find out," she told me. "So do you know what I did?"

"No idea," I told her.

Then she yelled, "I cheated on him back!"

I was like, "Wow, that's great." Didn't really know what to say, to be honest. What do you say to that?

At this point, the girl I'm telling the story to will probably be laughing and relating to me by saying, "Wow, yeah, that's a horrible first date." And I continue...

No, wait, it gets better. So we go to this pool hall and it turns out she's amazing at pool. Like, she broke and I never touched a cue. She just cleaned up. Actually, taught me some really cool billiards tips that I still use today. She apparently used to hustle guys at the bar as a teenager, and once made \$5,000 in one night to bail her father out of some deep shit he was in with a loan shark who was going to off him if he didn't get him the money the next day.

After all that, I started thinking to myself, "Okay, this chick is pretty cool after all, she's got some good stuff going on." So I invite her back with me.

We head back to my place for some drinks, but on the way there, in a moment of silence between conversations in my car, she just randomly comes out with, "I was sexually abused from the age of two to nineteen." Literally out of nowhere.

I was like, "That's horrible," but I mean... it's the first date. That's not really first date material, especially not something you blurt out in the middle of nowhere in some guy's car. It's horrible it happened to her, but... you tell me this on a first date?

So anyway, we get back to my place, and I'm now having some serious reservations, but she's really cute. Silly of me, but hey. So I pour us some drinks, and we sit down on my couch. And suddenly, she's like, "Wanna see my tattoo?"

And I'm like, "Okay, sure," and she lifts up her shirt, and there's this big tattoo of a skull on her back with the word 'PAIN' written across its forehead. She then goes into some story about how it's represents the pain she's endured because of whatever bad crap she went through. At that point I wasn't paying much attention, I was just disturbed.

I always get the same question at this point when I'm telling this story to girls: "Did you sleep with her?"

Actually, as soon as I saw the skull with the word 'PAIN' tattooed on her back, I suddenly remembered she'd said she had to be home about midnight. "Hey, didn't you say you had to be out of here at 12?" I asked her. "Because it's about 11:45." So, I drove her home and never called her landline again.

Online dating, man. The Internet makes chicks crazy.

Here's how everything fits together:

"Craziest dating disaster I had? Probably tied between a couple of girls I met online. That's why I don't really do online dating anymore... chicks on the Internet are nuts." ⇒ front-loading emotion, getting involvement, and introduction to the story

The meat of the date ⇒ that's the arc.

Her showing me the skull on her back that says 'PAIN' ⇒ climax.

Me taking her home, and ragging a bit on online dating ⇒ conclusion.

Some notes on pacing:

- The introduction sets the tone – start off with a hint of what’s to come to get the listener interested enough that she’ll want to hear the rest of your tale.
- Emotion and suspense should build through the arc portion of the story.
- The climax needs to fit the arc – if you build a lot of emotion in the arc but have a weak climax, it feels very unsatisfying to the listener. Have a fitting climax.
- The conclusion needs to quickly follow the climax and tie the story together with the introduction. If you take too long to reach the conclusion after the climax, it feels like you’re dragging the story out. If you fail to wrap the story up, it can seem slightly irrelevant, or the listener might wonder why you launched into that particular story / what relevance it had to the original topic.

You’ll also notice all the value (implicit and explicit) shown in that story:

- I have the opportunity for intimacy, but turn it down (implicit – implies I’m choosy)
- Girls pursue me (implicit – this girl is the one making a move taking her shirt off)

- I'm in control (implicit – how I manage with drama throughout the tale)
- I have standards (implicit – when things get too strange with this girl, I cut her off)

You really only need a couple stories like this in a given interaction to convey a lot of value. Keep in mind, too many of these stories and you'll risk coming off as either too high value or trying too hard to impress a girl. Tell one or two stories like this (especially if it's about something personal and sexual, but done in a tactful, not-disgusting way) and you'll typically get girls opening up to you quickly as well.

For short stories, you should generally keep yourself armed with at least one cool experience that's happened to you in the last week.

Girls love to hear about recent

stuff. Whether it's something weird that happened at a restaurant you were just at, or a bizarre thing you saw while waiting in line at the

**BRIGHT IDEAS**

Have at least one short, interesting story on hand about something that's happened to you in the last week – and preferably more than one

**BRIGHT IDEAS**

Keep it to one or two longer stories that discuss sex and/or dating per interaction, maximum – more than that and you risk overloading the girl with too many thoughts of you with other women, and come off as either trying to impress or unattainable

post office, or the word of wisdom that homeless guy gave you as you walked past him, you can pull stories from everywhere. Just make sure they're interesting and stand out in a good way.

Keeping with our mantra for improving in the social arts, the more practice you get at telling stories, the better you are at crafting them to

appeal to your listeners. Here are a few examples of short stories I've told in the past to give you an idea:

I had something happen to me this week that's never happened before.

I was just in Kansas this past week – I never thought I'd have a reason to go there, but I did. It was exactly like I expected – lots of open fields and nothing to do.

Anyway, I ended up at this restaurant with a bunch of colleagues. While they were handing out the bread, our waitress – this really old, Italian-looking woman – managed to hold our breadbasket over the candle long enough for the napkin covering the bread to light on fire. The waitress tried swatting the fire out, but that just made it go crazy and pretty soon almost the whole basket was blazing. Meanwhile, I and everyone else at the table just sat there watching in utter amazement. Finally, the waitress grabbed my glass of water and doused the flame with it.

After all the craziness died down, I realized I was still thirsty but now water-less. So, I caught the passing busboy and told him, "Excuse me, may I have some more water? They used mine to put the fire out."

You should even have stories prepared to speak about something pretty ordinary:

I was just thinking about people who are rude for no reason.

I hate waiting in lines, so I got this VIP card that lets me skip the lines at most places. Well, there was this ridiculous line outside of Pacific Beach Bar & Grill, so I walked to the front of it, took out my ID and VIP card, and handed it to the bouncer. Some girl at the front of the line leaned up against me and declared, “There’s a line,” as if I was a horrible person for not waiting in line like her. I understand that she was pissed off for having to wait and not getting any special treatment, but that’s no reason to attack someone else getting in without waiting in line. It’s not like I’m the one who told her she had to wait in line. If there’s one thing that annoys me, it’s rude people.

This story is pretty ordinary, but I used an ordinary event and made it about a trend; in this case, rude people. This is a common storytelling gambit; you can see it in the *New York Times*, which often talks about “growing trends” based on one instance of something (e.g., married couples living in separate residences as a trend, as evidenced by this *particular* married couple living in a separate residence). It instantly makes the story more interesting and relevant than if it was about some isolated, chance occurrence. You will notice the multitude of people who then comment on online articles that focus on such trends; things like this get people intrigued.

### ***A BRIEF INTRODUCTION TO ATTAINABILITY***

Showing your value is half the battle. The other half is managing a woman’s ability to access your value. In other words, managing her ability to feel as if she can get you – attain you.

Attainability requires balance. It's also an area that most men neglect until, oftentimes, it's too late and lack of attainability has cost them the girl. Managing how attainable you seem to women is one of the chief differentiating factors between the men who are good with women and the men who are great with women.

There are three ways attainability can go:

- A woman feels it's too easy to attain you and you're easy to get.
- She feels challenged to attain you, but feels she ultimately has a reasonable chance to get you.
- She feels it's too hard to attain you and she can't get you.

## **Too Easy**

If a woman feels a man is too easy, she will think little of him and his value (if he's so valuable, why is he so easy to get?). Women will tend to dismiss him, although because they perceive him as too easy for them to get (and thus, lower in value than themselves), they will typically dismiss him in a thoughtful way that seeks to take care of his emotions.

- "Honey, you're a great guy, you're just not my type."
- "You're a sweetheart."
- "Why don't we just be friends?"

A girl might say these to a guy who appears too easy to get and who is too attainable. One quirky thing to note is it's possible for women to have preconceived notions of men as too easy to get before they've ever even shared a word. For instance, a woman walking past a man puts her hand on his shoulder and tells him, "Excuse me, sweetie, I just need to squeeze by you." This is less a reflection on him as an individual than on how she views men in general – she's assuming most men will cooperate with her and be accommodating to her. She will also see them as easy to get and lower in value than her.

## Too Hard

Women feeling a man is too hard to get will resent his value. They can sense his value, but also feel that he's not going to give it to them,

contributing to their resentment towards him. Like women who see a man as too easy to get, these women also tend to dismiss him, but because they view him as too hard for them to get and higher in value than themselves, they'll dismiss him in a very short, bitter, resentful way, seeking to take revenge and hurt his feelings.

- "Get lost."
- "We don't want to talk to you – go away."
- "No thanks, not interested."

A man can be labeled too hard to get before a conversation has even begun. He might walk up to a table of girls and start talking to the prettiest one. and even if she's receiving him well, a less attractive girl



### KEY POINTS

If your attainability is **too high**, women will be overly nice. If your attainability is **too low**, women will be bitter, rude, and short.

at the table may suddenly interrupt with, “Hey, we’re having a conversation – no one wants you here.” Why is she being so rude – even when it seems like her friend does want him there? It’s because based on his looks, body language, conversation, and other traits, she’s probably already concluded he’s out of her league – even though he hasn’t said a word to her! She feels jealous and ignored, and feels like she can’t get what she wants out of this man (his attention) – he’s too hard to get good feelings from, so to make herself feel good again she wants him gone.

## **Just Right**

Like Goldilocks, you want to find the amount of attainability that’s just right. That means you want to be challenging women enough that they value you more highly and as harder to get – something we’ll talk about in the chapter on investment – but you don’t want to go overboard and seem too hard to get.

Getting to the point where you’re just right with helping women feel they can attain you is probably one of the more difficult things to master in meeting girls. Two reasons why:

- Because you’re constantly improving yourself, adapting, and growing higher in value – thus, by default, you become increasingly harder to get
- Every girl you meet is different with different experiences with men and different levels of self-esteem. You might meet

two different girls who *look* exactly the same, but one of them assumes automatically that you're too easy for her and the other assumes you're out of her league

This means that getting to that place of being “just right” in attainability means you will need to constantly be making tweaks and adjustments for every woman you meet. It may sound a bit intimidating, but trust me... it gets fun. As you acquire more exposure, your social intuition will tell you when a girl is feeling unchallenged (she thinks you're too easy) or overwhelmed (she thinks you're too much for her). As soon as you pick up on that, you'll begin adjusting accordingly.

Until you get to that point of having a social intuition for value access though, here are the four essentials for managing your attainability:

1. **Screening her.** Screening is basically probing for things you like. Asking things like, “Do you cook?” and, “Are you artistic?” are screens. She has to know that you have standards. This works both ways in attainability – if she feels a man lacks standards, she might feel he's either too easy to get because of it, or doesn't really care about the interaction (or her) enough to screen her, and thus is too hard to get.
2. **Accepting her value offerings.** Women offer value quite often on their own that men do not accept. If a woman offers to get you a drink, thank her and, if you'd like one, accept. A lot of men have these ideas that they should not accept things women offer them, to appear stronger or more independent or some other rubbish like that. But what rejecting a

woman's value offerings really does is it makes her feel instead like her efforts to please you are being rejected. If a woman offers her time, or her effort, or even to tell you a little more about herself, unless you really must turn her down, your attainability is going to tend to be much better served by accepting. If you must turn her down, be generous in how you do so: "I'd *love* if you cooked. I already ordered some delivery for tonight; let's cook tomorrow. I'd very much like to eat your food again."

3. **Rewarding her.** When a woman responds well to a screen, or offers value that pleases you, or does something else you like, it's extremely important to remember to reward her. Otherwise, she'll begin feeling like her investing in you is going unrecognized, and will begin viewing you as too hard to get – no matter how much work she puts in, it's not enough.
4. **Addressing her challenges.** When a woman challenges you, she's testing how strong you are and how valuable you are. It's important that you respond to challenges the right way. Sometimes it requires you to challenge her back; or dismiss her challenge outright; or even address it in a non-supplicating way. This is covered in depth in the chapter on attainability, as well as later on in the second section of this book, in the chapter on frames

As you can see, a lot of this is related to investment – something we're covering next. Even though these are used in attainability, three of

these four are also tied to investment. You may be starting to notice how tangled together this all can become if you're not careful.

One last lesson with attainability involves the three key questions to ask about attainability as identified by Sebastian Marshall – the man who came up with the concept of attainability and first introduced it to me. Sebastian notes that to really get a feel for where you're at with a girl with regards to how attainable she views you, you need to consider her likely answers to these three questions:

1. Is this for real?
2. Can a girl like me get a guy like him?
3. Does he respect me as a friend?

Here's a quick breakdown of those three questions and how they impact attainability.

- **Is this for real?** Many guys when meeting girls approach the interaction with a player mentality. This means they come in very high energy, very "gamey" (as if they're being silly and playing a game), and very insincere. Unless a girl is at close to the same energy level herself, she's going to view a guy like this as playing with her or making fun of her – rather than building intrigue, attraction, and a connection that might lead to intimacy later. It's important to be real.
- **Can a girl like me get a guy like him?** Most guys just starting out assume that women must know they can have a guy at a moment's notice – right? Obviously – they're women! But that's not actually the way it works. There are more times

than you can imagine that you might meet a girl, and she'll be sitting there thinking to herself, "Does he like me? Can I even *get* him? Oh God, I don't know!" This is where the importance of showing her that a girl like her can get a guy like you – either by letting her see you talking to other girls like her before you come over and meet her, or by telling her a story about a girl you dated similar to her in some way (e.g., from the same country, who participated in the same sports or activities, who had the same kind of job, etc.). She'll see that girls like her have gotten you before – and feel more encouraged and at ease around you. You'll seem more attainable.

- **Does he respect me as a friend?** This means, are you treating her well and as though she's a worthy human being. If a guy treats a girl like dirt, she'll resent him and view him as unattainable (how can she get him if he doesn't respect her?). Respecting her as a friend doesn't mean you need to be a perfect gentleman or that you have to avoid doing naughty things with her! It just means she needs to understand that you view her as a fellow human being worthy of your respect.

## ***KEYS TO VALUE***


In the interest of summing up everything we've covered, and giving you something to make it all a bit easier to remember, here are four main points:

- There's no such thing as actual value – only the value that others have been shown counts.
- Value that is unstated and shown implicitly is superior to value that is only stated explicitly in words.
- Women must be able to access your value to feel like they can get you.
- It's important to not be too hard to get, nor too easy to get – aim for balance.

When assessing your progress with value, I'll give you two keys to value to consider.:

1. Am I showing value, and is it mostly implied – or am I stating too much explicitly?
2. Am I attainable – not too easy to get, but not too hard?

Those two things will let you troubleshoot your value in any situation. These questions even reach beyond the arena of dating, relationships, and seduction and can be used in all social interactions you engage in. They are basic social principles with great power and flexibility to help you succeed socially.

 **KEY POINTS**

The two **Keys to Value**:

1. Am I showing value, and is it mostly implied – or am I stating too much explicitly?
2. Am I attainable – not too easy to get, but not too hard?

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## ***HOMEWORK***

First, if you've made it through this chapter and managed to wrap your head around most of it, kudos from me to you! There's a ton of stuff here that's going to be new to most men out there. It's going to take a little practice and maybe rereading this last chapter a few times to know it more instinctively

Step #1 – create a cheat sheet.

Write down the two keys to value on your cheat sheet. You want to make sure you have these memorized and can recall them on the fly to see where you're at. You may also find it helpful to add Sebastian's attainability questions to give yourself an easier time remembering how to best come off as attainable, along with the big four of attainability (screening, accepting her value, rewarding, addressing her challenges) to keep you on-point in managing your attainability.

Step #2 – your in-the-field assignment.

You are to spend at least three (3) outings of three (3) hours a-piece of active socializing (standing around not talking to people or not meeting new women doesn't count) in one (1) week, focused almost entirely on value. We'll break them down as follows:

Outing 1

- Work with explicit value – how can you best convey value verbally without bragging or trying to impress? Make it a natural part of your conversation.
- Focus on attainability –pay attention to women’s reactions to you. Are they overly nice? If so, you’re appearing too easy to get. Are they rude and resentful? If that’s the case, you’re coming across as insincere, rude, or too hard to get. Are they showing interest and attraction? Then you’re doing things just right.

### Outing 2

- Practice implicit value – how many ways can you find to show your value without stating it?
- Manage your attainability – pick a couple of things to target, and start tweaking to get to that place of balance.

### Outing 3

- Start telling some stories – think a few up at home before you go out, and practice them. It’s important to tell your story a few times to get it down and figure out the way you want to tell it – you can practice with friends, family, or even the women you meet out.
- Pick a few other aspects of attainability to include – are you noticing differences in how women react to you when you

challenge them more and reward them for responding the right way?

## INVESTMENT

Investment is another one of the three cornerstones of attraction. It is one of the most basic means of gauging an individual's desire. The more invested someone is in something, the more he or she wants it, needs it, and associates with it. A woman's current level of investment is how she decides what she is, or isn't, willing to do with that new man she's just met.

Investment crops up in a variety of ways. For instance, I can tell you right now that if you paid for this book, you're far more likely to read it all the way through – and follow through on the homework – than if you got a copy of it for free. And if you've ever slept with a woman fast, only to find you didn't much care for her the next day, then later had another girl you put in a great deal of effort to get, and ended up falling hard for, you've experienced both sides of the coin. The women you work harder for become the women you most appreciate in most cases.

How greatly a woman values something is directly linked to how invested in it she is. Which means, if a woman invests a great deal in you, she will value you very highly, desire you more, and even begin to pursue you.



### KEY POINTS

Women value, and chase after, the men they are highly invested in

Most men don't realize this and never take advantage of it. Actually, most men do the opposite; they think that they need to make it as

easy as possible for women to be with them: these guys will hold doors, buy dinners, and do everything a girl asks them to. And then they end up frustrated trying to understand why that girl decided she just wanted to be friends with them, and instead began seeing her bad boy ex-boyfriend again, whom she'd already spent countless nights crying over. How could she possibly want a man like that over a man who does everything for her?

The truth is people don't want to have their hands held through life. They don't want to be treated like children incapable of doing things for themselves. Sure, women will tell you they want a man who does everything for them – buys presents, takes them to fancy dinners, and provides them with a lavish lifestyle. But how often do you see women actually dating the men who offer to do these things for them? Not very often. Because even if they may say, or even think, that that is what they want – it isn't.

Women want men who can make them invest.

### ***WHAT INVESTMENT IS***

Investment is any time or effort spent on you by a woman in any way. Investment comes in many different forms.

- **Compliance:** when a girl does something you ask or demand of her
- **Rumination:** time and effort she spends thinking about you
- **Temporal Investment:** time she spends with you in person

- **Auto Investment:** things she does for you on her own without prompting

What you should notice about this list is that each kind of investment is about things she is doing that are for you or about you. This defines what investment really is.

Simply speaking, the more a woman invests in you, the more intensely she feels for you. She will feel more attached, loyal, and dependent; and she will give you increased investment in the future. If value is the key that opens the door to a woman's heart, investment is the arm that swings that door open and the legs that carry you through it.

It's extremely important to reward investment from women in your life. Rewarding investment is how you show a girl that her investment is recognized and appreciated. Failing to reward her can damage your attainability and make you seem too hard to get. If she receives no approval from you, it makes her feel like despite her efforts, she's unable to please you. When she begins feeling that way, she will invest less. Then you fall into a negative cycle of her not investing, you not rewarding her (for her non-investment), her feeling increasingly alienated from you, and her investing even less and on and on. It's important to avoid that negative cycle in the first place and remember to *always* reward investment from the women in your life.

Also note that investment is one of the most important steps to a successful romance, and it's one of the keys to moving quickly in a romance. The men who get intimate with women fast are the ones


who are able to progress rapidly. So, if that's your goal, you're going to want to focus on getting lots of investment.

## ***TYPES OF INVESTMENT***

### **Compliance**

Compliance is going to be your bread-and-butter in the world of investment. Compliance is how you get women doing things for you proactively, rather than waiting for them to take the initiative. Some women are ready auto investors; they actively do things for their men, like cooking them food, coming over to clean their place, scouting out fun things to do together, and picking up gifts here and there. Women who are natural auto investors are also far more likely to help you move things along when you've first met them; assist you in getting them isolated somewhere; and help you make intimacy happen. They actively pursue the things they want.

Most women are not big time auto investors, though, and you'll need to take the lead in getting them to invest. This is what they're looking for you to do, and what they're

**KEY POINTS**

Most women need you to take the lead in getting them to invest – and they are waiting for you to do so

waiting for you to do. Women want men to make them give compliance – they find it exciting and refreshing. If there's one complaint about the opposite sex many women have today, it's that

men in our Western world are far too accommodating, sensitive, and weak.

Women are called “the fairer sex” for a reason. They want to be led. And they will be more attracted to you – much more attracted to you – when you lead them.

Compliance is your means of doing that. Compliance is, at the core, anything you ask or demand of a woman that gets her to comply with what it is you want her to do. If a girl mentions riding horses, and you say, “Tell me about that,” and she does, she's just complied with you. If you're sharing a table at a café, and you say, “Hold my seat for a moment, I'll be right back,” she's complying with you (even if all she does is sit there and wait!). These are some very simple, basic compliance demands that anyone can use, but many men, out of the rather overblown fear of being domineering and scaring women off, surprisingly do not.

Compliance is a very powerful tool. Below, we dive into various ways to use it and get women working for you.

### ***Compliance Requests***

Compliance requests are the simplest and easiest-to-get form of compliance. They will also be the most comfortable for social beginners to experiment with as they're the least demanding and therefore the least threatening for a beginner.

A compliance request is simply asking for compliance. Examples:

- “Can you hand me a napkin?”
- “Shall we meet at 4 o'clock?”
- “May I have this dance?”

Compliance requests are best used in the following situations:

- When you're a beginner and not sure what kind of compliance to use.
- When you're with a woman who is more dominant / independent.
- When you're with a woman who is resisting your compliance demands.

If you're new to getting investment from women and unsure what kind of compliance to use, use a compliance request. It's the easiest for a girl to comply with, because she feels like she's being asked, not told. Therefore, even if she doesn't view you just yet as a man who is a leader – a man she would trust, follow, and listen to – she will still generally feel okay with complying.

If you're with a woman who is very dominant and independent, it's often best to start with compliance requests and work your way up to more demanding forms of compliance as you raise her level of investment. And if you're with a woman who is resisting higher level forms of compliance, try taking a step back down to compliance requests and building investment back up again.

My former girlfriend of 2½ years – a very dominant, independent woman – and I originally got together on a trip to China we’d planned along with another friend. At the time we left for the trip, I was still very much bumbling my way through the social arts and making a lot of mistakes. She likely never would’ve seen me again had we not happened to be on the same tour together.

In the beginning of that trip, I’d be trying to talk to her, and making compliance demands, and she’d refuse them and practically run away from me. It drove me nuts for a few days trying to figure out how to turn it around, but one of the keys was swapping back down to compliance requests. When I began making requests, she began complying, and within a few days we got much closer, and by the middle of the trip we became lovers. She went on to become one of the most important people in my life, and played a critical role in shaping the man I am. I would’ve likely missed out on being with her, though, had I oafishly hung onto my insistence on doing what clearly wasn’t working (in this case, compliance demands). Being flexible and swapping back down to compliance requests enabled me to build back up to using compliance demands later, and by that time she was invested enough that we could get together.

When you issue compliance requests and receive compliance, you get a woman's respect as a friend and equal.

### ***Compliance Demands***

Compliance demands are when you give an order for compliance – rather than asking for it. You can take just about any kind of compliance request and turn it into a compliance demand, as follows:

- “Hand me a napkin, sweetheart.”
- “Let's meet at 4 o'clock.”
- “Let's dance.”

Compliance demands give an order to a woman to comply – and so long as she respects you (value) and she feels she has a shot with you (attainability), she's likely to do so. It also depends on the level of investment your compliance demand is asking for, of course! Telling her to give you a ride home minutes after meeting her will likely be premature. Small to medium investment demands should be fine. If you've just met, she may be more resistant to a compliance demand, unless you are clearly a high value guy from the outset (having your fundamentals handled will make it easier to get fast investment). If she views you as high value from the beginning, you can skip to higher levels of investment and avoid the lower levels (like compliance requests) altogether.

If you're using compliance requests with a woman, your goal should always be to move up to compliance demands. Once you're making compliance demands and receiving compliance, your girl will begin to respect you much more and begin seeing you as a leader, and potential lover.

Note on compliance demands: tonality is key. Voice tone tends to be the differentiator in whether you're able to get a woman to do a great

deal, or whether she'll be resistant to the smallest complain. The example I always use with students is telling them to stand up. I say, "Stand up," and raise my voice at the end of the statement, almost as if I'm asking a question. I also say it quickly and firmly – it's very clearly a command. Different tones elicit very different responses – you can say, "Stand up," in such a way that it sounds quite demanding and cold, and people will shut down when you say it; conversely, saying it as if it's a question, despite having the wording of a demand, makes it feel far more inclusive and compels people to feel good about complying.

While out with a friend of mine last December, he had a girl from Britain he was supposed to meet and had already expressed reservations that she'd sit next to me. Well, she did, but as soon as she sat down, I told her, "Sit over there," and she immediately got up and sat down next to my friend. This was a strong, opinionated woman who thought highly of herself and was by no means submissive or a follower, and had I not hit the tonality perfectly on that demand, she likely would've been quite offended. But I said it almost as if it was the most casual thing in the world, and it felt very natural for her to just do it. There was no tension or awkwardness between us when we'd speak, she was smiling and happy with both myself and my friend from the very outset of the interaction, and my friend easily had her agree to accompany him home for a drink an hour later.

### *Taken Compliance*

Compliance relies usually simply on actions, and often on physically doing something with a woman. It must be reached via lower levels of compliance for all but the most fundamentally-sound men. For those men who have their fundamentals down extremely well, you can begin an interaction with taken compliance, and skip the lower and intermediate levels of compliance requests and compliance demands.

To illustrate, here are several examples of taken compliance.

- Taking a girl's hand and telling her, "Come," and leading her somewhere.
- Physically moving a girl to the side so that you can stand next to her or pulling her closer to sit more closely next to you.
- Kissing her and being more intimate with her.

Kissing and sexual escalation is a form of taken compliance. Some guys run into the problem that girls seem to like them, but offer much resistance when it comes time to kiss or get more physically intimate. This is because those men have not yet gotten those women to invest enough yet that they feel comfortable doing those things with them. If a guy's been asking a girl, "Would you like to go here?" and, "Do you think we should do that?" and then tries to get her into bed without first escalating to more advanced investment levels, it will feel awkward and uncomfortable to the girl. He's not going to ask her, "Would you like to sleep with me?"

This is why it is of critical importance to always be escalating compliance levels. Your goal should always be to reach the level of taken compliance. You might also think of taken compliance as

“assumed compliance” – you’re simply moving forward, and *of course* she will comply. Most of my seductions these days are assumed compliance – by the time we get somewhere private, it’s already pretty clear that we’re going to get together, and it just feels the natural thing to do. Reaching that compliance level is how you make intimacy occur, and intimacy is the only way of cementing the bond you’ve created with a woman. Without intimacy, everything quickly goes to nothing.

## **Rumination**

Rumination is when a woman thinks about you. As mentioned before, the more a woman thinks about you, the harder for you she falls – so this is a good source of investment, and one that works even while you aren’t around her (sometimes better when you aren’t around her and she is alone with her thoughts of you). There are four big ways to go about generating rumination.

1. Cause her to fall in love with you.
2. Give her a task to do for you in her free time.
3. Give her something to try and figure out about you.
4. Give her a reason to be angry at and resent you.

If you practice and follow everything explained throughout this book, women falling in love with you is a given! So let’s talk a little about each of the other three.

### *Tasking Her*

When you give a woman a task to do in her free time, she's going to be thinking about you while she plans and enacts the task. Every time she remembers, "Oh right, I have to ask my coworker about those show tickets John told me to see if I can get," or, "Gotta remember to pick up the ingredients for my dinner with Henry tonight," she's thinking about you. And as she's doing the task, she's doing it for you. Tasking a woman is a great way to have her investing in you without you needing to even be present. I like asking women to bring food over when they come to my place – sometimes something as simple as a dessert, sometimes they pick up take-out on the way. I also ask them to do research for things we're going to do together, like go see a show or take a daytrip somewhere.

### *Intriguing Her*

Getting a woman pondering about you and what you might do / feel is one of the top ways to elicit rumination. Some of the main questions women will often try to figure out about that cute guy they've just met (you):

- "Does he like me?"
- "How much does he like me?"
- "Is he going to suggest we do [fill in] thing together?"
- "Does he have a girlfriend?"

- “Is he going to make a move when I see him / go here with him?”

While women contemplate the answers out to any one of those questions, they think about you more and more, and often get to the point where they are dying to know the answer. Of course, if you give them the answer outright, it kills the intrigue, and this entire reason for them being interested goes away. So when you go to answer something like this, you need to do it in a way that you replace the intrigue of not knowing with some other kind of interesting or fascinating information about yourself. But you can see the power of intrigue here – and why it's so useful to not lay all your cards on the table at the very beginning.

Women like men who are mysterious. Men who are easy to figure out are boring – it's far better to be a puzzle to women.

### *Angering Her*

This one's dangerous, and I can't recommend it for beginners (or, for that matter, even intermediate students of seduction). But for guys who are reasonably seasoned, making women angry can be one of the most effective means at getting her to invest heavily in a short amount of time. This might be considered more “dark side” however, and just for the record I'll state that I never consciously try to make women angry, and I advise you don't either. People get unpredictable when their emotions get extreme, and while I do highly recommend getting to know what your girl is like in all of her different flavors of moods,

there's always the possibility that a girl being angry at you will blow up in your face and things will end badly. So be aware of this one, but probably don't use it as something that you actively try to do.

When you manage to make a girl thoroughly mad at you, she will be spending a lot of time stewing and steaming over you and running through scenarios about you in her head. That's a lot of mental

investment in you. Then, when you go and turn it around, you'll find that she falls hard for you – much harder than had she never become angry in the first place.

**BRIGHT IDEAS**

Beginners should avoid making women resent them as a tactic – it can be harmful in many ways in the hands of someone less seasoned

Why is this? Why do women whom men make angry, then make up with, become so much more attached and attracted to those men? It's because their investment level is much higher. It's also related to the nature of anger and resentment. When we become angry at people, and when we feel resentment, it tends to be because they have not given us something we feel we're due (e.g., respect, consideration, warmth, compliments, etc.). Yet, when they come back and make it up to us, we value their contribution more than that of people who give it freely without any drama – because this contribution we feel we've earned more through our mental anguish.

Back in my days as a salesman, one of the most interesting things they told me in sales training was that a customer who has a problem that you fix becomes more loyal than a customer whom you do a perfect job for and never have to fix a problem for. The reason this is so is

because the customer with a problem that gets fixed learns that you really *do* care and are willing to work on situations even when problems arise. The customer for whom everything goes perfectly is happy with the good service, but he still hasn't learned yet whether you'll step up in a time of need – or whether you'll bail. When a woman gets angry, and you fix things, the same thing happens. She realizes that you're one of those rare men who is strong enough to stick it out through bad situations, fix those issues, and make her feel good again. You took her down deep, but brought her back up again and made her feel good. She'll respect and value you all the more highly because of the emotional turmoil she went through that you guided her through before ultimately bringing her back to feeling good again. Many men can make women angry, but few can make them feel good, without resorting to weak, unmasculine behavior like supplicating, apologizing, or buying presents.

It is essential that you *do not supplicate*. This is one of the cardinal sins of making up with upset / angry women that all men make. What could be more repulsive to a woman than watching a grown man grovel? Groveling and supplicating will temporarily alleviate a woman's anger, at the cost of her losing attraction for the man who supplicates.

So then, how exactly do you make up with a woman you've managed to anger? There are two ways:

- Spending time with her and sharing enough experiences to make new, good memories.

- Addressing your action, her emotion, and “making up”.

The first is self-explanatory. The second I'll give an example.

Let's say you've just met a cute girl on the street. The two of you talk for a few minutes, but then you get a phone call and answer it right in front of her, forgetting to be courteous and ask her to hold on for a moment. She stands there awkwardly for a minute while you talk, then tells you she should probably get going and walks off. As she does so, she's likely fuming at the disrespect of you simply ignoring her and jumping onto the phone without even telling her to hold on or saying that it was great to meet her – you just left her hanging.

You end your phone conversation, and jog down the street to catch up with the girl you were speaking with. “Hey,” you tell her, “I didn't mean for you to go – I should've asked you to hold on. That was rude of me. Tell you what – I'll treat you to an ice cream. Let's go.” Then you turn her around and head back toward the ice cream place with her.

How does she feel about you now? She feels good about you. Really good. Why?

1. You upset her, which showed her (subconsciously) that she values you and wants your attention – this leads her to value you and your attention more.
2. You recognized how you hurt her – something most people are incapable of doing. This shows her that you understand

and empathize with her, and makes her feel like you “get” her very well.

3. You offer to make it up to her, which shows her that you care and want there to be good feelings between the two of you.

We're focused mainly on the investment she's put in by getting upset and resenting you (even in that brief one minute window when she's walked off down the street – one minute of being upset can equal a lot of emotional investment), but there are also value components in there too.

## **Temporal Investment**

Temporal Investment is simply having women spend time with you. Generally speaking, the more time she spends with you, the more invested in and attached to you she'll feel. This one's obvious; most guys know that if they want a girl, they've got to get her to spend time with them!

Temporal investment is a kind of passive investment – in other words, investment a girl is making in you without actively doing anything. Just by being with you she's investing. Because it's passive though, that also makes it a less effective means of getting investment.

You cannot rely solely on temporal investment, because a woman spends time with a lot of people whom she isn't falling in love with. Where temporal investment is essential is in long-term relationships.

The more time she's spent with you over time, the more invested she'll feel. In this way, temporal investment is kind of like gravity. Its effects are barely felt at the lower levels (try putting two apples next to each other and see if you can notice their gravities affecting each other even one iota; spending time with each other over the course of a month), but at the higher levels it can be quite powerful (Earth orbiting the sun; apples falling off of tree branches and hitting on the ground; etc. as compared to a woman spending time with you over the course of years, a far greater span of investment that builds upon the past).

## **Auto Investment**

Auto investment is somewhat difficult to control for. It is more likely to result from a woman's base personality than it is from anything you do. That said, there are certain things you can do to increase a woman's likelihood of auto investing.

### ***What It Includes***

Auto investing includes things a woman does on her own without prompting from you:

- When a girl finds ways for the two of you to be alone or get away together.
- When she buys you a drink.

- When she initiates intimacy.
- When she brings you gifts, cooks you food, or plans activities for the two of you.
- When she proposes dates or meet-ups.
- Any time she offers compliance of any type without you asking for it.

I've dated women who buy me little gifts, or pay for our meal without prompting. This is auto investment – I didn't need to ask or imply for these things, they just did them on their own. Another form of auto investment occurs when women offer to pick you up in their cars. When a girl does something for you on her own without your asking, it's auto investment. Even things like talking about the two of you getting together. Girls saying you're perfect together or make a great couple – stuff like that is a form of auto investment, because most women feel they're taking risks by making statements like that as the man could reject them or ignore them.

### ***Screening for Women Who Auto Invest***

Women who auto invest are, perhaps counter-intuitively, often the best candidates for both rapid intimacy and long-term relationships. It's one of those traits that are good to screen for regardless of your objective with a girl. Auto investors help move interactions toward intimacy faster when they like you, and they also contribute more to their relationships proactively. Auto investors are active in progressing interactions they're interested in, rather than waiting

passively for the other party to take action, as women who lack auto investing inclinations do.

To screen for a woman who's an auto investor, search for traits like proactivity, ambition, drive, and loyalty. Women with these traits in abundance will tend to actively pursue the things they want, and will contribute far more on their own without prompting.

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Those are the types of investment. You can see there're numerous means of getting women invested, and you'll want to spend time honing your ability using each kind. Getting investment is one of the most important things you will actively do (as opposed to being high value, and being attainable) in a romance.

REWARDING AND PUNISHING

Rewarding and punishing affects every aspect of a woman's feeling and attraction toward you – value, investment, and attainability. The reason I've included it here in the section on investment is that you're going to be rewarding or punishing a woman's actions – and thus, her kind of investment (or, in some cases, her lack of investment). I don't really like the term "punishing" and what we're doing with women isn't exactly that per se, but for the sake of explanation it's the best term we can use, so I use it here, with some reservation.

The basic premise of rewarding and punishing is that you want to encourage and reinforce things you like and that are good for your interactions that a woman does around you, and discourage things you don't like and that are bad for your interactions that she does. It is a very simple concept. If a woman does something good, reward her; if she does something bad, discourage it. Except in reality men do not always correctly execute this.

What do most men do when women pout and complain? Most men rush to do whatever it is the woman pouts and complains about wanting them to do. What does a woman learn from seeing a man respond that way to her pouting and complaining? What she learns is,

**KEY POINTS**

Most men reward bad behavior, encouraging it further. You want to do the *opposite* – reward good behavior, punish bad behavior

any time she wants something from her guy, all she has to do is pout and complain.

Do you think such a man is likely to see less complaining from his woman after he does what she asks... or more?

The answer's pretty obvious. People figure out what works, and they use it. In this case, the woman acted in a negative manner, and the man gave her what she wanted. Rather than punish for negative behavior, he rewarded and reinforced it.

In an ideal world, men would reward women who do nice things for them. But do most men do this consistently? Not really. Think of a man whose girl does something really nice for him – she dresses up very nice one day, or cooks him a meal far more extravagant than usual. What does he do? Maybe makes a little comment: "You look

great today, baby,” or, “This is a really good meal.” Some guys won’t even go that far. Think she feels like she’s been truly appreciated, or feels a swell of good feelings that might make her want to do it again?

But what if when his girl dressed up, a guy told her she looked absolutely gorgeous and elegant, and told her exactly what he liked about her outfit (the style of the dress or the way her hair was done), then took her passionately to bed? Think she’d want to dress up well for him again?

With an ex-girlfriend of mine, when I’d go to her place, she’d cook me really good food. And I wanted to say thank you to her and make her feel good, so I’d take her to bed and give her an amazing night right after. Well, she came to expect this, and I guess reasonably expected that the more and better food she gave me, the better a night she’d get. So one night I came over, and she prepared me an absolute feast. One of the best meals I’d had – really tasty bread as an appetizer with loads of butter, some just amazing chicken, great potatoes, and a giant slab of this decadent chocolate cake for dessert (I have a weakness for desserts), with a few big scoops of ice cream on the side. Afterward, I looked at her and said, “Baby, that was so good, and I’m so full, I’m going to pass right out.” She stared at me and firmly said, “Not yet... not til I get my reward!”

That’s the kind of dynamic you want to be building with women – one based on rewarding good behavior and bringing good feelings and happiness and helping each other feel great into a relationship. It’s how you get women investing themselves and building devotion and developing a personal stake in a relationship.

Rewarding and punishing are absolutely crucial to progressing not only in relationships, but in seduction. If a girl's getting to know a guy but realizes she can do or say rude and unpleasant things and he just lets it slide, she'll begin to see him as a weak man and as a man who's chasing after her, supplicating to her, and trying too hard to get her. In other words, a man like that is letting things pass that a stronger man never would. And, on the flipside, if she feels unappreciated by a man she's getting to know, she tends to view him as lesser to her and not as a strong man who can make her feel excited, approved of, and safe.

Rewarding

There are several ways to reward a woman for behavior you like. The main three are:

- **Giving her more attention:** focusing your eyes more intently upon her, leaning in more to listen to her, opening your body language, or facing her with more of your body. This is used especially if she says something interesting or very positive in a conversation.
- **Complimenting or qualifying her on things you like:** It's good to point out qualities and attributes you like in women. Even if she shows them only intermittently, make sure to compliment her on them when you do see them so you encourage her to show them more frequently. For instance, if a woman seems distracted during the initial part of your first meet, then perks up and gives you more attention, you might

tell her a few minutes in, “I like how attentive you are, it’s refreshing.” (note: the reason you wouldn’t tell her immediately is that you don’t want to seem to be reacting to her actions)

- **Giving her physical affection or stimuli:** if a woman says something engaging, humorous, or does something nice, like buys you a drink or offers you some of her food, always take the opportunity to touch her as you thank her. Touching her does a lot of good things, including letting her know that you really do appreciate her, while communicating that your touch is a good thing and something that is earned through good behavior by her (important later for when you want to become intimate – far better that she views touching you as a reward than as anything else!).

There are others, but those are the three most effective ways of rewarding. Rewarding is something you need to train yourself to do – most people don’t do this naturally. But it’s just like managers running a business – the best managers don’t just punish when employees make mistakes; they build up and reinforce when employees do a good job. Aim to be a good manager of your relations with women, and those relations will improve dramatically.



KEY POINTS

Reward women by:

- Giving them attention
- Complimenting them
- Touching them

Punishing

Punishing is a bit of a touchy subject. You obviously never want to tell a woman outright that you reward or punish her for her actions – she’ll view you as calculating, and hence manipulative. But you won’t be doing anything here that women don’t do themselves to men. They picked this behavior up through years of socializing and relationships. Eventually it’ll become second-nature to you and no longer something you think consciously about – I personally wouldn’t even define what I do with women anymore as rewarding or punishing, I just tend to get the kind of behavior I want these days – but for now, while you’re still learning this, you’re going to have to consciously reward and punish women’s behavior.

One very important note: punishing must never come off as reactive, and must never come off as over-the-top. You do not want to seem to be emotionally affected by a woman’s negative behavior (unless it’s really bad; use your judgment); rather, you want to communicate that you don’t have time for unproductive behavior. The word “punishing” itself is perhaps a little too strong – what we’re really doing is discouraging negative behavior.

Below, you have the two primary ways of doing just that.


- **Withdrawing attention:** when a woman starts behaving negatively – for instance, she starts making overly rude / crude jokes about you, or begins implying that you’re not good enough for her, or starts talking about lots of different men chasing after her – get bored. Give her less of your attention. Let your eyes drift away slightly and glaze over. Slowly lean back in your seat. Let your interest start fading out and pulling away. It’s important to seem subtle and not

overly demonstrative – big demonstrations, such as turning one's back, often come off as overblown and childish, and women will only react to them as entertainment value, rather than the actual fear of losing you. This is especially important as you become more socially adept – once you become more of a social veteran, you must steer yourself toward ever increasing subtlety.

- **Being dismissive:** when women say things you don't like, it's okay to be dismissive and change the topic. For instance, if a woman is telling you about her ex-boyfriend, then suddenly tells you she thinks all men are pigs, you might reply with something like, "[sigh] Only the ones that live in barnyards. So anyway, what happened after you found out your ex had another girlfriend?" I also call this "steamrolling", as in, "She started saying things that were moving us in the wrong direction, so I steamrolled them and moved us back onto something more productive."

Punishing is important just for the sake not only of showing a woman you have limits and discouraging negative behavior from her, but also for keeping things on track. Women can easily be sidetracked

by a negative emotion that crops up that may have nothing to do with you – for instance, the two of you may be discussing her past relationships, and she starts talking about a bad former boyfriend, then begins making sweeping negative generalizations about men. That's something you want to discourage quickly, then thread cut and

 **KEY POINTS**

Punish women by:

- Withdrawing attention
- Being mildly dismissive

move on from. Letting her dwell on that will only make her start feeling negatively toward you, so it's important to discourage it quickly and move in a positive direction.

SCREENING

Screening serves a trio of very useful purposes for us:

1. It gets women to invest.
2. It helps you determine if the woman you are screening is the kind of woman you're looking for.
3. It lets women see that you have standards.

The last one is the most important of the three. Think about it like this: let's say you went to a job interview, and you didn't apply for the job or have any kind of contact with the company. Without even looking at your resume, the interviewer declares, "You're hired!" How would you feel about a job like that? Well, you'd probably think, "Geez, they're just taking whoever they can get!" for one. You might very well think they're desperate. And you'd probably question how great that job really was, no matter how good it looked at first. You might just pull back and tell the interviewer, "I'm going to need a little time to think about it," knowing full well that you're preparing to run in the other direction.

Now let's say you went to another interview. This time, though, the interviewer hit you with a host of precise, specific screening questions – "How long have you worked in this industry?" "Tell me a little about

some of your accomplishments,” “What will you bring to this company that sets you apart from other applicants?” After you answer the questions, the interviewer smiles, and makes remarks like, “Hmm, impressive,” and, “Wow, very good.” How do you feel about this company? You probably feel like, “They really got to know me, and they recognize what great qualities I bring to the table. They must be pretty smart here and a pretty good company.” And they tell you they like you, but they still don’t give you absolute confirmation that they’re ready to hire you. They say they’ve got a good feeling about you, and will be in touch with you soon. And in fact, you probably leave the interview more excited about the opportunity than when you went in.

That’s how screening works. Lots of guys forget to do it, and the women they pursue end up feeling like I did in that example; these women think, “Wow, this guy must be desperate; he must just take anyone. He doesn’t know anything about me; why is he chasing me so hard? Maybe he’s not as great as I originally thought.”

The guys who do screening well, though, end up seeing the reverse

**KEY POINTS**

Screening is how you communicate to a woman that you have standards, and show her you’re viewing her as someone special

pattern – girls start thinking, “So he’s really gotten to know me and recognizes what great qualities I have. This is a guy with standards – and he’s a smart guy, too, because he recognizes how awesome and

unique I am.”

Screening is really, really important. It takes all of a few minutes scattered throughout an interaction, but makes a world of difference.

The general pattern is:

- Screen
- Listen to her response (known as “qualifying” when she seeks to live up to your standards)
- Reward her for a good qualifying response

Rewarding her is your way of accepting the value that a girl offers when she qualifies herself. We talk about the importance of accepting women’s value a little later on, but suffice it to say that if she offers you something of value you generally must accept it with some kind of reward, in order to show her you value her offering and encourage her to continue to offer you value. Match the reward to the value – if she offers only a little value, give her a small reward. If she offers a great deal of value, give her a great reward.

For the purpose of this section, let's consider a “reward” to be verbal praise. e.g., a girl you're speaking with responds to a screen of yours qualifying herself; you tell her, “Wow, I really like that,” or, “So it turns out you’re pretty smart / talented / athletic / creative, huh.” There are our other ways to reward – like giving women touch or more attention – but we'll use verbal praise for ease of explaining screening here. Let’s have a closer look at the ways you can screen new women.

Ways to Screen

There are three primary ways to screen, ranging from the simple and obvious, to the more subtle and powerful. Each has its advantages and drawbacks, so we'll take a brief glimpse at them all.

- **Questions.** Questions are the most basic form of screening. "Are you a good cook?" "What kind of creative stuff do you do?" "Do you play any sports?"
- **Comparisons.** Comparisons are a more subtle, but still somewhat obvious, way of screening a girl. "All of my friends are travelers and adventurers," you might say, or, "The people I like most are the ones who take charge of their own lives and go after the things they want."
- **Self-Descriptions.** Self-descriptions are the most subtle form of screening. Making a statement like, "I'm a huge arts fan," or, "I've always been a music lover," or, "I think rock-climbing is one of the best ways to get an outdoors work out there is," is a very subtle way to encourage a girl to qualify herself to your screen.

We'll take a succinct look at each.

Questions

Especially for beginners, screening questions are the easiest form of screening to use. Not only is it simple to remember how to execute a screening question but it's easy to see when she's qualifying herself to your screen as well.

A normal screening question process might go like this:

Guy: I'm addicted to home-cooked food, myself. Do you cook?

Girl: A little bit.

Guy: What do you cook?

Girl: Well, I make some Mexican recipes my mother taught me. Oh, and I'm pretty good at whipping up desserts and pastries.

Guy: Wow, I love Mexican food. And desserts. I think you and I are going to be good friends.

Notice there are actually two screening questions in there: the first, where he asks her if she cooks, and the second where he asks her what she cooks. It's a fine point, but the second screening question is actually a reward for the first; he asks her a question, which is him putting in effort and making an attempt to get to know her better. He's only going to do that if he likes what she has to say, though.

For instance, if he asks her if she cooks and she says "no", he's going to punish her slightly, and isn't going to ask her any more questions right away. She's failed his screen, and he's not going to reward her for failing it.

Comparisons

Screening comparisons are a little more advanced than screening questions, simply because they're more subtle. They put somewhat more social pressure on a woman to qualify herself than screening questions do, because comparisons are a stronger statement. For instance:

Guy: I've realized that all my close friends are ambitious people. they work to improve themselves in different ways, try new things, go on adventures, and modify their lifestyles on regular occasions.

Girl: Totally. I think it's so important to be doing that. A lot of my close friends are the same way.

Guy: Oh, rock on. I can already tell we're going to get along.

With a screening question, she may or may not realize that what's being asked about is something that a guy cares about. With a screening comparison, though, a guy is clearly stating that he does indeed care about something particular and that the thing being screened for is a quality that many, most, or all of his friends possess. The girl feels the social pressure to qualify herself, and is more likely to do so than with a screening question.

Self-Descriptions

Screening self-descriptions are the most subtle and advanced means of screening a woman. They basically get right to the core of the conversation, the core of vibing and connecting, and ask her to

connect with you. A failure to qualify in this instance is a failure to continue with the vibe of the conversation. This interrupts the flow of things, and directly challenges by saying, "I'm not going to relate to you." Most of the time if a screening self-description is used properly, a woman will qualify herself to keep the conversation flowing, because a self-description is both the easiest and the most natural way for her to do so.

A screening self-description in action will look like this:

Girl: My mom just recently went on this crazy kick, I don't know if it's a mid-life crisis or what, but all of a sudden she wants to go bungee jumping, sky diving, and anything else crazy she can think of.

Guy: I love a good adventure. Trying something exciting and different is the only way to force yourself out of those old boring patterns and make life fresh again.

Girl: You're so right. I've been feeling like I've been stuck in the same routine for a while, and I definitely need to do something different and crazy too.

Guy: But see, most people don't even recognize that. You're one of the few that actually gets it, you know?

Here, the screen and the qualification are both subtle. A social beginner is going to tend not to see the qualification in that second line of the girl's above – but it is there. The qualification is her agreeing with his statement and saying that she wants to do / has to do

whatever it is. Interestingly enough, it sounds like this is something she isn't doing currently, but has suddenly decided, "You know what, I should do this!". This is a complete reversal of her previous position (where she was calling her mother "crazy" for going on all the adventures she has been). Had he used a screening question and asked her, "What kind of new and exciting things do *you* do?" she'd probably say, "Nothing." But because of the way the self-description was phrased, it encouraged her to agree and to change her stance to align with his in order to continue the flow of the conversation uninterrupted.

If self-descriptions seem a little too advanced now, focus on the other two for awhile. Screening questions alone will get the job done with

**BRIGHT IDEAS**

Don't worry too much about screening self-descriptions until you're more seasoned and want to target highly socially adept women and move faster with women

the vast majority of the women you meet. Whereas screening comparisons and screening self-descriptions will be more useful when you want to progress with highly socially calibrated women.

The faster you want to move, the more things need to be naturally built into the flow of the conversation, the way the comparisons and self-descriptions are.

Multi-Screens: Helping Women Pass Your Screens

One screening issue that occurs is screening women too hard. Maybe she's a cool girl but she's young and she really hasn't had the chance to do anything all that interesting or ambitious with her life yet. Maybe she hasn't been exposed to the kind of people she'd need to

pull her into a more dynamic existence. If you hit her with screens like, “Do you travel?” or even, “What kind of food do you cook?” and she comes up with nothing, suddenly the gap between the two of you has grown immensely.

So, you want to use a multi-screen by presenting a woman with basically a multiple-choice option from which to choose in order to pass the screen. One example would be:

Guy: So what do you do that’s interesting – do you travel, make art, party up five days a week, vandalize the neighbors’ mailbox – what?

Girl: Haha, well, no vandalizing the neighbors’ mailbox in a while, but I do run marathons.

Guy: You’re a marathon runner, no way! I’ve been trying to get myself into running for years, but I think I’m just one of those people who’s cursed to not enjoy it all that much. How long have you been doing that for?

Another benefit from using a multi-screen is that it gives women options. Remember, if you ask her what she does that’s interesting, she may have no idea what you mean by that or what to say. She may not think that she does anything interesting. But you list out a few examples, and suddenly she has ideas about how to respond. You help guide her to giving you a successful answer, and do a better job of drawing out her assets and qualities.

What to Screen For

Generally speaking, you'll be screening for qualities you like. This can be a little challenging for social beginners, especially if they haven't formed a strong idea yet of exactly what they like in a woman. Most men, when you ask them what they look for in a woman, will say something like: "Blonde hair, blue eyes, big boobs, long legs. Tall is nice. Oh, and a good tan!" If you're like that – if you ask yourself what you like most in women, and the answers you come up with are almost all physical characteristics – then the following exercise is for you.

Sit down with something to write with and start jotting down what qualities you prefer in a woman. For instance, do you like women who are:

- Artistic?
- Athletic?
- Ambitious?
- Good cooks?
- Domestic?
- Adventurous?
- Outgoing?
- Shy?
- Educated?
- Well-traveled?
- Passionate?
- Chill?
- Aggressive and assertive?



BRIGHT IDEAS

Take some time to figure out what (non-physical) traits appeal to you most in women – knowing what you like will help you screen for those traits better

- Calm and tranquil?

As you write down your answers to those, and list other qualities you like, think of how you might screen for those qualities with a woman you've just met. For instance, you might say to her, "You seem like a girl with some fire in you – that so?" or, "What kind of adventures do you go on when you have the chance to do so?"

Screening and Compliance

When a girl qualifies herself to your screen, she is complying with you. Like with all compliance requests, you must escalate to the appropriate level of compliance before a given woman will comply. There are also little differences from girl to girl. Such as, one girl might not feel like it's too demanding of you to ask her pretty early on if she's more of a Victoria's Secret girl, or a granny panties girl, whereas another girl will reject compliance early on, feeling like it's too personal a question for someone she doesn't know that well (or hasn't had compliance escalated high enough with yet).

Just keep in mind that the more effort she's invested, the more likely she is to answer screens, but also note that most screens are fairly low compliance – if she's giving you even a decent level of investment, you can likely get her to qualify herself to at least one or two screens pretty quickly into an interaction.

COMPLIANCE STACKING

An extremely effective tool for generating a lot of investment very quickly is compliance stacking. This is the process of using one form of compliance to lead seamlessly into others – thereby quickly building up investment from women. Compliance stacking is one of the keys to rapid seduction; the faster you build up investment, the more quickly you can move to higher levels of intimacy.



KEY POINTS

Compliance Stacking is using a single piece of compliance to lead seamlessly and immediately into multiple subsequent investments

An example of compliance stacking might be screening a girl in a nightclub, and then motioning for her to lean in closer to you so that you may hear her. Her working to

pass the screen is the first piece of compliance; her leaning in closer to you so you might hear is the second.

You can very easily put together solid strings of compliance like this. A few examples.

Example 1

Guy sitting on a couch talking to girl in a nightclub

Guy: Are you a passionate person – you know, are you ambitious, motivated, things like that?

Girl: I think so, yeah.

Guy: Tell me a little about what you're passionate about.

Girl: Well, I really care about finding out about how all kinds of different people live around the world. I also really like...

[as she begins speaking, he takes her hand and gently tugs it toward him, getting her to slide closer to him on the couch; then, as she's talking, he leans his head a little and sports a slightly confused look on his face, so she leans in closer so he can hear her better]

The girl complies four times in this compliance stack – did you spot them? First, she qualifies herself to his screen. Then, she complies with his compliance demand. After that, he has her move closer to him, and she does; he then indicates he's having a little trouble hearing her, and she complies by leaning in so he can hear better.

And all of that takes place over maybe five or six seconds. Here's another example.

Example 2

Guy walking down the sidewalk with a girl he's just met on the street

Guy: That's an interesting-looking ring. Let me see your hand?

[she gives him her hand, and he stops walking, standing there and inspecting the ring. The girl also stops walking – she has to, since he has and he's got her hand – and waits for him to finish

inspecting it. He glances up at her and shrugs his eyebrows, as if asking for an explanation]

Girl: My friend got it for me for my birthday. It's my birthstone.

Guy: That's neat. Jewelry is always cooler when there's meaning behind it.

[he starts walking again, still holding onto her hand, though lowering it slowly, and she begins walking with him. Once she's walking at full speed with him again, he lets go of her hand, and continues talking with her as before]

Once again, four pieces of compliance in there: when the woman gives the man her hand; when she stops walking because he has; when she explains the ring when he gives her an inquisitive look; and when she starts walking again as he does. Again, all this happens in maybe seven or eight seconds.

Neat, huh? You don't have to stack exactly four pieces of compliance, of course; start out practicing with just two. Use one form of compliance to get another. Work on this, and pretty soon you'll be a master at getting women to invest in you quickly.

HOMEWORK

Now that you have a good grasp of what investment is and how to get it, let's put your understanding to work! On three separate outings,

your homework is going to be to try the three main types of compliance.

Outing 1

Use compliance requests and try asking women to give you compliance once you've been talking to them for even a minute. Stuff like, "Can you hand me that pen?" or, "Would you mind sliding over a bit?" are great places to start early on in an interaction. Make sure to make at least three (3) compliance requests in this outing.

Outing 2

Now try using compliance demands. As you're talking with women, intersperse some compliance demands in your conversation and see how they respond to you. "Let me see your hand," you can say, seeking to inspect her ring or bracelet. "Come here, I want to show you something," you can tell her, turning her to point something interesting out in the bookstore you're both in. Make at least three (3) compliance demands in this outing.

Outing 3

Finally, you're going to try a little taken compliance. Once you have pretty decent fundamentals and women are responding well to you, try doing some taken compliance at the beginning of your interactions. Walk up to a girl leaning against a wall or a bar and gently push her aside to slide in next to her and start talking. Take a woman's hand and pull her close to you as you say, "Hi." In this outing,

two (2) instances of taken compliance will do – but if you want to do more, by all means do so!

Your objective should be to always continue progressing to the next level of compliance. Try to go from compliance requests to compliance demands; and once you've made it there, seek to graduate to taken compliance.

ATTAINABILITY

You delved into the chapter on value; you consumed the whole section on investment. Now you've made it here – to the chapter on attainability. As you've seen already at the end of the value chapter, attainability is a bit of a tricky topic, but we're going to clarify it now. After we're done, you'll be joining the select few who get this very potent – but rarely understood – aspect of human valuation and attraction.

When my friend and teacher, Sebastian, first introduced me to the concept of attainability, his explanation of it went like this. “How many of you dream about having a yacht?” One of us raised his hand. “That's because you make a lot of money, isn't it?” The man smiled broadly and nodded yes. “The rest of you, I'm betting you're none of you are millionaires, are you? The reason you don't dream of having a yacht is not because having a yacht isn't a totally cool and kickass thing to have – a yacht is freedom; it's the ability to go out and



KEY POINTS

Attainability is a measurement of how accessible your value is to women – how realistically they think they can get you

vacation on the ocean, to take your friends and your family and your lover out to sea and just kick back and enjoy the sun and the waves in peace. The reason you don't dream

of having a yacht is because it seems unattainable. It's just not something you can realistically imagine attaining with the kinds of financial resources you have available. So you don't dream about it or fantasize about it; you don't see the value in it.”

Even if something is incredibly valuable, if it seems unattainable to us, we naturally do not see its value. This is a natural, evolved tendency. If people spent all their time chasing after things they couldn't get, they'd never end up with anything. People only tend to desire things they think, believe, and perceive that they can get.

During that introduction to attainability, Sebastian elaborated with another example. "Think of a girl you were tied up in knots about some time in the past. A girl you were up at night just sweating over, thinking about, wracking your mind about with feelings of just total infatuation and desire and really just wanting her incredibly bad. It wasn't some Hollywood celebrity, was it? Not some girl you saw in the movies or on TV. No, it was some girl you knew, wasn't it? Some girl from class, or from work, or from somewhere in your social circle. A girl who was just within reach – a girl who seemed attainable."

Attainability is knowing and feeling like you can get something, and that it's for real and not going to disappear for no good reason. Off-balance attainability is one of the biggest problems men trying to meet women face. For a great many men, they often come across as having attainability that's too low for a lot of girls. The man seems unattainable!

When your attainability is too low, a girl will seem to turn you down. Just like when your value is too low, and a girl will seem to turn you down. Most men assume though that whenever a woman turns them down, it must be a value problem. She must be saying to them, "You're not good enough." But a lot of the time, value not the issue. Rather, the more you implement what you've learned in this book, the less often

that's going to be the problem, and the more often it's going to be this: *she* feels like *she* isn't good enough.

You won't find many women who would admit that they think a guy is out of their league. In fact, it will be difficult to find a woman who's even aware she feels that way about a guy. This happens plenty though, and probably happens to you, too. Most likely, you aren't even realizing it and are thinking that women are telling you that you aren't good enough. Instead they're really feeling like *they* aren't good enough. But in the very next part of this chapter you will learn some of the ways you can tell whether it's your value that's too low or it's your attainability that's too low (or, for that matter, your compliance).

Before moving on to the next section, there is one final point about attainability. While attainability is one of the most ephemeral things you can work on, when you've got it handled well, you will open up all kinds of opportunities for yourself with women. You'll realize why certain kinds of women didn't respond well to you before. For instance, if you have only strong, confident women responding well to you, while more gentle women want nothing to do with you, you'll realize you're coming across as unattainable (thus, only the most confident women feel as though they have a shot with you), and as you tweak your attainability, you'll be able to net all sorts of women.

One example happened maybe seven months after I'd first learned the concept of attainability, back in July of 2006. I was in a nightclub when I ran into a girl I'd almost gone home with the weekend prior. I saved her from an awkward guy who was making unwanted advances on her. We'd moved to making out within six or seven minutes of me first meeting her, and I had my hand up her bra and

down her skirt out on the dance floor within ten minutes. I took her by the hand and led her out of there, and she was happily accompanying me, until one of her friends swooped down from out of nowhere and dragged her away from me and out of the club. She told me to call her, and I did, but she never replied to me.

Fast forward to that next meeting; I spoke to her a few times but wasn't quite sure how to proceed following the way last weekend's debacle. I talked to her friends a bit, and probably was rather over-social; At the time, I thought, well, if they interfered with us last time, perhaps this time I ought to do some work winning them over. My girl, friendly at first, quickly soured and stormed off, returning only once to angrily tell me, "You know, if you like a girl, maybe you should just try *talking* to her!" before grabbing her friends and leaving. I was stunned and confused. I shouldn't have been, though – that was lack of attainability in action. This girl who liked me enough that she'd been prepared to go home with me the weekend before felt slighted and hurt by me ignoring her and focusing on her friends the next time I saw her.

If you've hit a spot where you can't figure why women aren't responding the way you think they should be, usually it's attainability. To help make it easier for you to identify, let's take a look right now at just how you can tell what it is that's tripping you up.

RECOGNIZING ATTAINABILITY PROBLEMS

The really neat thing about the different aspects of attraction is that when one of them is off-kilter, it has some very clear effects on people's psyches, and those effects are noticeable through distinctive behaviors. If what you have is a value problem, or an attainability problem, you can generally tell the difference. Here's how:

Value Problems

Value problems stem from a guy's failure to do an adequate job of conveying what a high value guy he is. This is encountered most frequently among beginners. As you advance in the social arts, you're going to see this less and less often. If you master everything discussed in the Fundamentals section, you will probably never have value problems again.

If a guy has a value problem (e.g., his value seems too low), women will usually be really nice to him. Because women perceive him as lower than them in value, they try hard not to hurt his feelings, and may think, "Oh, isn't it cute and sweet that he came up to talk to me?" but otherwise are largely indifferent. Those are the two key ways of telling a guy has a value problem:

- Women are very nice to him, in a kind of motherly way.
- Women are obviously very unemotionally invested in him – they don't get emotionally worked up around him, whether that's intrigued, or attracted, or angry, or anything. They're kind, but indifferent.

If you see women reacting to you this way, it's easy to fix. Long-term, get your fundamentals handled, and make sure that you're coming across as a top-tier, high value guy. Short-term, there are small adjustments that you can use like being more challenging (which we'll get to a little later in this chapter).

Investment Problems

Investment problems are a little tricky. If a guy's having trouble getting compliance from a girl, it might be because he hasn't escalated investment to the right level yet or he's asking for too much too soon. It might be even be that he has a value or attainability problem, and a girl just doesn't want to invest in him.

Here's a good rule of thumb: if you've ruled out value problems and attainability problems and you're still having difficulty getting girls to invest, it's probably an investment problem.

Investment problems come in two flavors: precedence and escalation.

Precedence refers to your past history with any one particular girl on investment. So if you've known a girl for a little while now and you've been asking her for investment since the beginning, she'll think nothing of it and knows that's how you are and what you expect. Contrast that with a guy who's known a girl for a while but hasn't asked her to put any effort into their interactions; when he suddenly decides to start asking her to invest, she's going to push back – “Wait a minute, this isn't a guy I do stuff for!” she'll say to herself.

Escalation refers to the level of compliance you've reached with a girl. If, a guy has had a girl sharing her tea with him at a coffee house and maybe telling him a little about her life, and he out of nowhere asks her to go take a trip with him to Australia, unless he's the smoothest, most charming guy in the world about it and he's done a *really* good job of making her fall for him fast, she's going to push back against this. He's asking for too much too soon from her.

**BRIGHT IDEAS**

If you have an investment problem, switch down to a less-demanding degree of compliance and build up from there

The good news about investment problems is that they are generally easy to correct: just rotate back down to lower levels of compliance and build back up. As covered in the previous chapter, there are various ways you can build compliance up very quickly, too, so you don't have to worry about being stuck in investment purgatory for long.

Attainability Problems

So how do you know if you're having an attainability problem? How do you know if a girl feels like you're out of her league, or that the interaction she's having with you isn't actually "real" and that you lack respect for her?

First, imagine yourself going up to talk to a girl you think looks really cute. Before you even say a word, she holds up her hand and says, "Sorry, not interested. Thanks." You turn around and slink back off.

What do you say to yourself? Well, probably, you tell yourself, “Man, what a horrible person. It's probably a good thing I didn't end up getting to know that one any better!” And if you see her again later, you'll most likely feel resentment and dislike toward her.

Is that because you really actually think she isn't good enough for you? *No*. It's because you resent her for not giving you what you want – whether that was the chance to talk to her, or to show her what an amazing guy you are, or to impress your buddies with your prowess with the opposite sex, or to take her home and spend the night with a beautiful woman.

You don't end up thinking poorly of her because she's low value to you. You end up thinking poorly of her because she has low attainability for you.

Women work exactly the same way and have the same kinds of feelings. Ever tease a girl a little too much and have her get really snippy? “Who do you think you are,” she might say, “coming over here and talking to me like that? I'm just trying to enjoy myself. I don't want to talk to you anymore. Bye.” You started seeming rude and disrespectful, like someone she couldn't get to or connect with emotionally. There was too big a gap between you.

That's attainability.

Recall Sebastian's three questions about attainability:

1. Is this for real?
2. Can a girl like me get a guy like him?

3. Does he respect me as a friend?

When a guy over-teases a girl, she ends up feeling like none of those are true. It isn't for real; she can't get him; and he doesn't respect her as a friend. So she gets angry and resentful and asks him to stop bothering her. Who wants someone she can't get sticking around and rubbing it in her face?

Now, I'm not advocating that you drop teasing from your repertoire; just using it as an example here. We'll cover what's good teasing and what's not good teasing in a moment, but for now, like anything, you want to use just the right amount. Overdo teasing, and you can push a girl too hard and push her away. How do you learn what the right amount is? Trial and error. Unfortunately, no shortcuts for experience – you'll have to have your fair share of resentment from women because you pushed a little too hard before you really get an intuitive feeling for where a given girl's limits are going to be. As you'll begin to notice, every woman's limits are in a slightly different place.



BRIGHT IDEAS

As you interact with women, keep attainability in mind and ask yourself how attainable you are coming across as, based on women's reactions. You're striving for balance – not too easy to get, but not impossible, either

The teasing example is an obvious example of an attainability problem. Oftentimes though, attainability issues are far more subtle. For instance, things like a woman complaining to a man about him or his behavior; most men immediately recoil from this

and go on the defensive. "She thinks my hair's stupid? Screw her, who needs her?" Yet going on the defensive doesn't help anyone, and it certainly doesn't move the man in question any closer to an intimate

relationship with this girl. What he should realize is that she's making a dig at him, which is almost always going to stem from an attainability problem – in this case, associated very closely to relatability.

RELATABILITY

Relatability is a more subtle part of attainability that's easy to miss. But don't let that fool you... it's huge. It's really important. And most guys – even guys who understand attainability and use it – have no idea about the importance of relatability and how to turn it to their advantage.

Relatability is a woman's ability to relate to you. If it sounds pretty straightforward, that's because it is! Sort of. The basics are simple. Mastery of relatability is a bit trickier, like anything. The most socially adept individuals in the



KEY POINTS

Relatability: a woman's ability to relate to you and feel that the two of you share a common bond

world get value, investment, and attainability handled, but relatability is the one thing that differentiates the most talented socialites from the lesser among them; the men and women who are the most relatable to others are the ones who generally find the most success in every aspect of their lives.

When you meet and get to know men who are good with women, you'll discover that they all have niches. These men all have specific kinds of women that they specialize in. For instance, when living in

Southern California, I had a small group of friends who specialized in different kinds of woman. Their types were:

- American white girls who frequented dive bars and had many casual relationships and hookups.
- American white girls who worked in the modeling or nightclub industry and were highly fashionable and looks-oriented.
- Latin girls, either from just across the border in Mexico, or from South America that he met in nightclubs or at parties.

When my friend who was good with American white girls who frequented dive bars would talk to Latinas, the Latinas would be attracted to him too, but would often quickly make judgments like, “He’s just a party guy; he’s not looking for what I’m looking for.” When my friend who was good with Latinas then met American white girls who worked in the modeling and were very fashionable, they would enjoy talking to him, but there wouldn’t be much connection and they’d view him as just some guy. He wasn’t able to get them to relate to him, and he couldn’t really relate to their world.

But when these guys would stay inside their niches, they would do fantastic. Why did they do so well in their niches, and why did they perform less well outside of them? It all comes back to relatability.

As a man hones his ability to succeed with women, he tends to gear his approach toward appealing to a certain subset of women. Those might be the kind of women he really wants, or the kind of women he thinks he wants, or maybe just the kind of women he encounters most frequently. Oftentimes it’s the kind of women he’s already somewhat

more relatable to and who already respond a little better to him than the others. He has more success with them, so he spends more time on them, and tailors his approach to appeal to them.

I've noticed in my interactions with very talented seducers that they tend toward different personality types based on the kinds of girls they like. My buddy who likes dive bar girls tends to be loud, crass, and has a bit of an edge to him, and he cracks a lot of jokes that use very pointed sexual humor. Another friend who loves Japanese girls has picked up a number of behavior traits that make him seem very cutesy, almost effeminate at times, but appeal very, very much to Japanese girls and he does extremely well with them. He offsets the cuteness with a semi-cute machismo that Japanese girls also find appealing.

These kind of personality specializations are natural adaptations a man makes as he grows. As he learns more and makes further changes to his approach with women, a man specializes more with a certain kind of woman, which makes it easier for him to get and keep his kind of girl. However, it often has much less benefit on his success rates with women outside that specialty zone. For instance, a guy who likes women in the fashion world gets more involved in high fashion and gains prestige in the industry and learns how to talk to models. This gives him the insight to what girls who do modeling tend to be like personality-wise and be interested in and do in their day-to-day lives. That knowledge gives him a little bit more insight into other kinds of women, but nowhere near the level of insight into, say, a career woman, or a girl who likes backpacking around the world as he has into the women in his niche: women in the fashion industry.

He relates quickly and easily with the women in his niche, but does not connect as well with women outside it.

Why? Because he's built up a mental index of experiences and knowledge to draw on in relating to women in the fashion industry. He knows what their lives are like, and relates to them with ease. He can share stories about the fashion world that lets a girl in that lifestyle relate to him and feel that he's part of her "clique"; he "gets it". He's "one of us" and not "one of them".


People are always trying to figure out if you're "one of us" or "one of them". It's what the concept of relatability boils down to at its most basic – a girl asking herself, "Is he one of us?" Guys who are socially miscalibrated and have difficulty relating to people are really having a problem with communicating that they are "one of us" with new women. It's usually tied to not having built up enough experiences to successfully relate with the kind of people they're meeting.

I used to give pointers to a very determined but very obstinate fellow who would proudly declare that he liked playing video games and didn't want to take up any other hobbies, but that he wanted to date beautiful girls. My point to him was, so long as he limits his interests like that, he isn't going to have a lot to talk about with a girl in a sorority. Is it because the sorority girl is stuck up, or because she's biased against guys who play video games? Well, she might be, but she might not be. Either way, neither is the reason why such a guy can't get anywhere with a sorority girl.

The real reason is they have nothing in common. Because of that, she can't relate to him and attraction is unable to build.

Let's say, though, that that guy playing video games all day suddenly says to himself, "You know what, I'd really like to date one of those sorority girls. They're cute, they're fun, and I think it'd be a good experience, and I'm going to do whatever it takes to make that happen." What's the very first thing he should do?

Well, number one is work on his fundamentals. Number two is, start doing the things sorority girls like to do, and start going to the places sorority girls like to go to, and learn to relate to them on their level.



BRIGHT IDEAS

If you know you like a certain kind of girl, start doing what she does and going where she goes to learn how to better relate to her

Most guys recoil from this kind of advice when they hear it. "I don't want to have to change for girls," they'll say. "I want to be able to keep living my life exactly the way I'm

living it right now, except with more girls."

Okay, that's an achievable goal. However, the kind of girls those guys will get will be the ones who are into whatever those guys are interested in. So if a guy is a software engineer and he paints and sculpts in his off time, he'll probably have a decent chance at landing himself mid-level career women, and artistic women. Because they'll relate to him. If he decides he wants to date a Hooters girl who's making \$10 an hour, think he'll be able to? Possibly, if he's really socially well developed... but probably not. She's going to go for a guy who understands her lifestyle, her favorite activities, and her way of thinking. So unless he used to work in restaurants before his software engineering job, or hits up the same kinds of parties that Hooters girls go to on the weekends, or hangs out with girls like that all the time,

he's probably going to struggle. If he wants those kinds of girls, he needs to start doing the things they do and learning to relate to them. Most guys don't want to do that, though. They don't want to change their lives up for women. They're comfortable where they are.

Women in the entertainment industry, for instance, can be a little intimidating for many men, because those women seem like they're living such different lives and many men don't know how to relate to them. Used to be I'd meet a girl, and she'd tell me she danced in music videos or had a part in this movie or that movie, and I'd get a little flustered and not know how to proceed. That's probably not something you're going to cure by *not* changing your life. So, in part to cure that (and in part just because I wanted to do it), I signed up for acting lessons, took on a few small parts, and landed myself a few lines in a feature film. Along the way, I met plenty of cute aspiring actresses, got to know them quite well, and these days when I meet a girl who's on TV or in film, it doesn't phase me in the least and we're able to have a normal, natural conversation and move things forward as usual. Exposing yourself to a variety of different industries, activities, and types of people is one of the healthiest things you can do for both your romantic and your social life.

Relatability comes down to two things:

- Having a range of experiences to pull from.
- Being able to communicate those experiences.

The communication part is the focus of this entire book: how do you communicate the good things about yourself to women? Acquiring the range of experiences though is going to be on you. You must

decide what kind of women you want to specialize with, and what kind of new activities and paths to personal growth interest you most. I didn't do acting only to meet actresses (for the most part!). I did it because, at the time, I wanted to act and to get the training that acting provided. And indeed, I actually learned to become much more flexible and expressive with my body language and facial features through the experience, coming from a far more rigid level of expressiveness previously (blame it on my staid German ancestry, perhaps).

Do things you want to do, that will help you meet girls you like and help you relate better to those kinds of girls in the future. As you do more things, and build up a mental database of an array of experiences, you find that you can relate to different kinds of women. This is great if you are a generalist like me – if you want to be able to relate to any kind of woman, anywhere. If you aim to be more of a specialist, you can target a niche, and focus on just getting really good with that kind of woman.

It's up to you.

But do make sure you build up experiences and learn to relate more easily with women you like. It's very key to making things run a lot more smoothly for yourself.

Relating

When you're in the process of relating to women, you want to keep in mind two things to do:

1. Communicate that you're on the same page and you both share the same experiences.
2. Avoid seeming like you're trying to relate, or force a connection.

The best way to relate is to get girls to open up to you, then communicate that you relate. An example might be like this:

Guy: How do you spend your time?

Girl: Well, I really like to scuba dive. I just was in Australia and went diving off the Great Barrier Reef.

Guy: How cool. Man, the Barrier Reef must've been amazing! My introduction to scuba was having to save my girlfriend from drowning in a pool a few years back when we both bumbled around with the gear on in a Caribbean vacation.

Girl: Wow, that's horrible. So you go diving? Where have you gone diving at before?

The guy got the girl to tell him a little about what she liked, and then he instantly related to her on it. She became excited and thought to herself, "Wow, this guy likes what I like and does what I do!" She became interested, and wanted to know more about this commonality, so she began asking him questions about it and probing for details. At this point, he can reply back with a story about his favorite place he's dove, and then ask her about hers. Because she knows that he's interested, she'll feel confident that she's talking to someone who cares

and who values what she's saying, and she'll happily tell him about her experiences.

THE NECESSITY OF CHALLENGE

Generally, when a man begins meeting women, one of the first things he realizes is that most guys are too nice. They're pushovers; they supplicate; they do whatever women ask them to do. Women don't respect guys like that, and they rarely date guys like that, and they even more rarely go home with guys like that. A guy who understands all this realizes that women are drawn to men who challenge them – the bad boys, the rogues who are hard for women to get, the charming guys who say little but express a lot. And so, the social beginner aims to make himself a challenge.

What happens next is that he generally goes overboard. He's never challenged women much before, so he may not recognize when he's challenged enough, too much, or too little. Most guys err on the side of overcompensation – coming from a place of having been overly nice and compliant to women before – and turn themselves into jerks. They see an increase in attraction from women, but still have a lot of trouble moving things forward, and wonder why. They assume they aren't being challenging enough, and so challenge even harder – and you can guess what happens. Attainability plummets faster than a fat cow off the side of a barn roof. Moo.

Then, guys hear about the concept of attainability. They realize they've been making themselves unattainable, in part by going overboard

with their challenging. So they scale it way back, and all but quit challenging girls altogether. Then what happens? Why, women just lose interest in them.

All of these fail – the guy who’s too nice, and never challenges; the

**KEY POINTS**

Most men either challenge *too much*, or *not enough*

guy who’s too much of a jerk and challenges to the extreme; and the guy who’s a reformed jerk and decides to stop challenging women

altogether and just aims to bond with them. They’re extremes; they’re parked at opposing poles.

What you are going to aim for is not an extreme; the way to gain a woman’s affection is not by removing challenge, nor is it by making oneself the biggest challenge one possibly can. It is, rather, by finding that line right down the middle, and learning how to walk it.

If you’ve traditionally been the sort of man who’s been too nice and let women order you around, you are going to have to be a jerk for a while. It’s not enough to tell a guy like that he needs to challenge a little bit more; often, he needs to challenge a lot more, and push into what feels like “jerk territory” for him. Only by pushing against the boundaries do you realize where the limits are. If you’ve been too nice, you know very well what that gets you (a lot of platonic female friends with little interest in pursuing things further); now you need to explore where the limits to being a jerk are. It may sound like it could be harmful to interactions, but think of it as a learning period; make yourself a guy who takes what he wants, who teases a little too much, and who acts like a legitimate bad boy. Play around with it, and see how people respond.

Once you've experienced these two extremes, you're ready to move toward maintaining a balance. You want to challenge women enough that they are interested and intrigued in you, though not so much that it destroys attainability and they walk away feeling offended and resentful toward you. The next part of this chapter covers screening, challenging, and chase frames in-depth; for now, here are a few basic examples of effective and ineffective approaches to attainability.

Nice Guy (hurts your cause):

Girl: Buy me a drink.

Guy: Okay, sure. What do you want?

The nice guy is ineffective because he's bleeding value. He's no challenge at all. If you give value away so easily – doing what a woman who's a relative stranger asks, just because she asks it – it communicates neediness and lack of options and strength. If a woman told James Bond or a famous movie star or rock star five minutes into a conversation to buy her a drink... think he'd do it? Maybe –if she asked nice, but certainly not if she demanded it like in the example above.

Jerk (helps your cause a little):

Girl: Buy me a drink.

Guy: I don't buy drinks for girls.

This is a little better – it’s certainly better than the nice guy’s supplicating, which is a death knell for attraction. But it still risks blowing the girl out, tanking attainability, and even possibly getting into an argument, which is no good. (For the record, it’s never a good idea to argue with a girl, unless, of course, you’re getting her to argue that she is something you want her to be!)

Cool Guy (helps your cause a lot):

Girl: Buy me a drink.

Guy: [smiles] Haha... maybe later, if you’re good. So you were telling me your goal for the next five years...?

This is great. He dismisses the demand in a very strong, take-charge kind of way, that’s also still warm and doesn’t cause conflict between him and the woman he’s speaking with. He then continues immediately on with the conversation, as if nothing had happened. Because he handled it so well, the girl is less likely to try something like this again – she put herself out there, challenging him, but he showed her up socially with a display of greater social savvy.

He’s a challenge here – she didn’t get what she wanted – but he’s a challenge in a good way as he’s not being mean or a jerk. When he continues immediately on with the conversation, the woman he’s talking to knows he is still interested in getting to know her. She just knows now that he’s not a guy who’s a pushover – but is socially adroit enough to handle this situation without resorting to being a jerk.

That's sexy.

No Challenge vs. Unattainable

When a guy is a total nice guy and a pushover, he becomes **no challenge** – his attainability is far higher than it should be, and there's no challenge for a woman to get him. The best way to explain why women don't respect or feel attraction for a man who's not a challenge is to imagine the reversal.

Let's say you walked into a nightclub and a woman threw herself at you. She walked up to you and just told you she'd do anything you wanted, and that she belonged to you. But you'd just met her and didn't even know her. Some guys might take the opportunity to bring her home and have a fun night with her, if she was cute enough; others wouldn't want to – but I guarantee that almost no one would have any interest in dating this girl. Her behavior alone has set her up as being no challenge, which communicates to a man that she values herself much lower than she does him. She's saying with her actions that she isn't really worthy of him.

If you think it's bad when you're a man and you meet a woman who's no challenge, take that feeling and maybe triple or quadruple it for a woman. Women are most attracted to men they believe are higher in value than them. If a man values himself so low in comparison to a woman, though, that he does whatever she asks him, and complies with her and supplicates to her, she will lose all respect for him as a man, and all thoughts that she could potentially be with him intimately or romantically evaporate. He has demonstrated to her that

she is superior to him, so her hunt for an attractive, strong man must continue on.

Things to avoid that can make a man no challenge for a woman:

- Buying a woman drinks, food, flowers, or gifts when just meeting her for the first time, or too frequently in a relationship (what has she done to earn these gifts?).
- Qualifying himself; e.g., she asks him if he's a good cook, and he says, "Oh yes, of course! I can cook this and that and the other thing, and I'm really good at... blah blah." This is a case of the man working too hard to build commonalities and relatability.
- Offering more compliance than she is giving him back / putting in more work and effort than she is.

That's no challenge. The other side of the attainability spectrum is when a man's attainability falls too low – when women start feeling like they have no shot with him at all, and grow to resent him. This occurs from numerous reasons, and can be difficult to recognize, especially for men new to the concept of attainability. Women who formerly seemed to be very interested in a man can suddenly grow cold and make a fast exit, leaving a guy sitting there thinking, "Whoa, what happened? I thought I was getting somewhere!" What a man in this situation typically fails to realize is that the woman started feeling like he, the man, wasn't responding with enough interest – and subsequently lost hope and gave up. That's just one example of low attainability.

Here are the most important things to avoid that can make a man seem **unattainable**:

- Being too mean / too big a jerk / overly critical, negative, or insulting.
- Failing to reward a woman's efforts to provide value – or worse, punishing them – for instance, if she brings a man food or a drink and he says, "I don't want that".
- Failing to give her enough interest / attention.
- Failing to escalate quickly enough or when an escalation window is open (covered in-depth in Section Two of this book).

When a woman leaves a man due to his attainability being too low, it's known as auto-rejection; basically, the point at which a woman automatically rejects a man

to protect her own ego, because she subconsciously decides that continuing to try to get what she wants from him will only result in her getting herself hurt and disappointed. Just like the example a few pages back where the guy became resentful after a girl said his hair didn't look good; it's the same thing.



KEY POINTS

Attainability problems can take the form of a man being too easy to get, or too hard to get

Turning Around Auto-Rejection

If a woman is auto-rejecting, it's a sign that something obviously went wrong in the seduction. It does happen and yes, it sucks, but the man made a mistake. Turning it around is quite often a lost cause – but not always. If you recall the example earlier about my girlfriend of 2½ years and how it went from her wanting nothing to do with me after I'd botched a date and come across as too much a jerk, and that I managed (with Herculean effort and the good fortune to have her forced into my proximity on a 10-day tour) to turn things around, it's possible. I'll give you another example later of how I turned around a bad case of auto-rejection with a girl I met in a nightclub.

The trouble with auto-rejection is that the man loses the girl because she feels like she has no chance with him, or no chance to get what she wants from him. Then, the man, realizing that he's losing the girl, begins to chase after her, trying to win her back. Because she's already pulling away, and he's now chasing after her, it creates a very bad, counter-productive dynamic where she's fleeing and he's pursuing. This is not good.

The best way to deal with auto-rejection is just honesty and humility, and reassuring a girl that yes, you do like her. Like so:

Girl: You know what... never mind.

Guy: Hey, relax. I'm kidding... you're cool. I think you're probably the most fun person I've met all week.

As you encounter auto-rejection more frequently, particularly as you start playing around with being challenging and figuring out where the outer bounds are, you'll develop an intuition for when a girl is on the cusp of auto-rejection (like in the example above), and pull her back. This can actually be extremely powerful – one of the core means of building attraction is through creating a wave of different emotions in a woman (emotional investment); when she feels excitement, happiness, resentment, and then that she's about to give up on trying to communicate with you, and you recognize it and make her feel good and warm and appreciated again. There is a bond built there that men who never get girls close to that brink never build. It's like the way in our example earlier of a customer who's had a problem with a business that the business corrected to the customer's satisfaction is more loyal to that business than a customer who's never had a problem with that business. She now knows that not only can you make her feel good when she's feeling good – but you can bring her back and make her feel good when she's about to give up, as well. It's quite potent.

That said, this certainly isn't something a social beginner should be playing around with – before a man knows where the lines are, he'll cross them too far, and women will resent him and leave. A man

can become frustrated at his lack of success in such situations. Once a man reaches the ranks of social veteran, though, taking women to the point of auto-rejection and then bringing them back is an utterly powerful, effective way of generating strong attraction very quickly by managing both challenging and attainability. It also demonstrates

**BRIGHT IDEAS**

While taking a woman to the point of auto-rejection and bringing her back can be *incredibly* powerful for forging a high degree of attraction and a rock-solid bond, it should not be attempted by social beginners

the man's control over the woman's emotional state, which is a quality that women find extremely attractive (indeed, women who can do the same to men tend to get men to falling for them quite hard too – it's universal).

So another example of an auto-rejection turnaround arose when I still lived in Washington, D.C.. One night, I made my way over to my favorite nightclub where I met beautiful, fascinating women at almost every time I went. I left with a girl in hand perhaps 25% of the time I went there, far higher than my success rate anywhere else at the time. That was my spot.

The night in question, I happened to meet a tall, elegant girl from Trinidad who was going to school in D.C. I had a history with girls from Trinidad at that point, so thought, "Wow, what are the odds – meeting another one!" We hit it off immediately, and grabbed a seat on a couch nearby.

Well, we talked for about an hour and a half or so, and that was far too long. I'd felt the nagging feeling that I needed to do something – the intuition of an escalation window closing, something we'll discuss later – but this was almost four years ago and I was not as inexperienced on pulling the trigger. I knew I should invite her home, but I kept putting it off. Well, after that hour and a half or so, and both of us a little too tipsy, she decided I was just leading her on and wasn't actually going to man up and do anything, so she went to the bathroom, and when she came back started flirting with just about every guy around in front of my face.

I panicked mentally. “Oh crap,” I thought, “I moved too slow and blew it. What was I thinking?” I knew I couldn’t chase after her, or it’d be over. I wracked my brain for a solution. First, I had her introduce me to the guy she was talking to. I asked him how he knew her; fortunately, he was even worse at this than I was and admitted flat out he’d just met her. Then she started talking to the guy sitting not far away from me on the couch. But I was in luck – between me and that guy sat that guy’s girlfriend. So, with the two of them watching, I started getting to know the girlfriend, and I had her laughing and flirting hard almost right away. The boyfriend stopped talking to the Trinidad girl and just stared; the other guy stared; the girl from Trinidad tried engaging either of them, but both were focused on me. After a few minutes, and a natural break in my conversation with the girlfriend, I looked up, met eyes with the girl from Trinidad, and patted the seat next to me, and she came and sat down. Five minutes later I had us stand up and leave the venue and take a taxi cab back to my apartment.

Moving too slowly with women can cause auto-rejection. In fact, it might very well be one of the leading causes of auto-rejection.

If a girl is already far into auto-rejection and has decided she doesn’t like you at all... don’t give up if you think you can find a way to spend more time with her and try to turn things (and you genuinely like her enough to put the work in to do so). Girls in auto-rejection don’t really not care about you; if they didn’t care, they wouldn’t be getting emotional. They are quite often still focused on you – angrily trying to “send you a message” – and with the right amount of social grace and persistence, you can right the sinking vessel before it takes on too

much water. It *is* possible, it *can* be done, and it can be done by anyone.

ATTAINABILITY TECHNOLOGY

If you've handled your fundamentals, your value is going to be solid enough that almost every woman you meet is not going to see you as a pushover unless you practically try to be one. Which means that most of the time, the problem with attainability you'll be dealing with is that yours is too low. In fact, as you improve yourself more and more, attainability becomes a greater problem.

Some time back, I noticed that when I dressed in a t-shirt, I got a lot more women checking me out and playing with their hair than when I sported a nice dress shirt that I got a lot of compliments on. It baffled me for a little while... why do women look at me more and play with their hair more when I'm dressed down? Don't I look better dressed up? Eventually I realized that women were more aloof with me when I was dressed up because they were protecting their egos – I looked too good, almost, so they didn't want to stare or risk putting themselves out there and getting rejected. When I looked better, I was less attainable. It was still good to look good – I just needed a bit more attainability.

Attainability tech is how we fix the attainability problems we run into; it's the things we do to reassure women that they can get us and that we are being sincere with them.

Verbal Attainability Technology

Verbal attainability tech consists of things like rewarding women for good behavior, screening them properly, and giving them genuine compliments. Most of this tech has already been covered, but I'll give a brief list here, and go over why each benefits your attainability.

- **Rewarding Good Behavior:** this reassures women that you are real and sincere. Women know they can get sex from men who fail to reward their good behavior. Yet they are more likely to see men who don't reward them as men who don't appreciate them, and are more likely to be reserved and aloof with those men. Women are also less likely to view those men as leaders, because leaders build up and approve of those around them.
- **Screening:** the reason that screening is so potent is that it reassures women that you don't go for just any woman, and that you have standards. Why do women care? Because no one wants to feel like they're getting the same treatment as everyone else and are replaceable. When you screen women, you make it clear to them that you're looking for a certain caliber of person, and they feel validated for knowing that they meet your standards, and feel closer to you for holding them to those standards.
- **Genuine Compliments:** "I like that you..." or "I like you..." are very good things to use. Very good. Reassure women that you like things about them, and that you approve of them. This is

somewhat related to rewarding, but doesn't necessarily have to come as a response to an action by her. One note: if you're complimenting on something she could potentially take as supplication (such as her looks), be absolutely sure to do it in a very nonchalant way. For example, let's say she asks you if she looks okay without makeup – you might say, "Yeah, for sure. You're pretty," in a matter-of-fact, very slightly bored way, with a slight shrugging of your shoulders, and a little nodding of your head to show you mean it. Very nonchalant and with a slight smile.

- **Stating the Obvious:** most useful if a woman you're with vocalizes doubt about where things are going with you or if you really like her. So, she might tell you that she feels like you're not really all that into her. Your reply: "Hey, look. I'm sitting here with you, when I could be sitting anywhere else in the world with anyone else. But I'm not with anyone else; I'm with you. I like you. If I'm not really all that into you... well, that's news for me!" And give her a smile so she knows you mean it. You might grab her and pull her close or throw an arm around her shoulders when you tell her this, too, or even swing her legs over your lap.
- **Communicating pickiness:** a big part of attainability is helping a woman to feel that she's special. You do this through communicating that you're picky and helping her see that you like her despite your pickiness. This is what screening does, but you shouldn't be afraid to tell women you're picky outright if the situation calls for it. I adopted the tactic after several former girlfriends used it with me; "I'm

very picky,” they’d tell me, and it did make me feel special. I do recommend actually *being* picky as well; you’ll do a much better job actually getting the kind of women you really want if you are and women will feel your genuineness.

The good thing about verbal attainability tech is that it has a gentler learning curve than nonverbal – it’s easier to pick up and use faster. It’s also a little less nuanced (though there is still plenty of nuance!) than nonverbal, which makes it more accessible to social beginners.

Nonverbal Attainability Technology

Nonverbal attainability is where I get most of my attainability from these days, just because it’s faster, easier, and more efficient. Of course, the catch with nonverbal is that it’s a little tougher to pick up and a little harder to master. There’s just a somewhat steeper learning curve involved. Don’t let that intimidate you from using it though – like anything, the more you use it and play around with it, the better at it you get. When you get good with nonverbal attainability, it makes your interactions not only run more smoothly, but move much more quickly than is possible with verbal attainability alone. Social veterans use both verbal and nonverbal attainability constantly.

The reason that nonverbal attainability is a step up in effectiveness is



KEY POINTS

Verbal attainability tech is easier to learn and apply right away, while nonverbal attainability tech is a bit more nuanced and somewhat more effective – it gives you more bang for your buck

the same as the reason why all forms of nonverbal technology in romance and seduction are more effective than their verbal counterparts: people respond more

strongly to the nonverbal. Nonverbal signals are processed more easily and deeper in the brain than verbal; and nonverbal is difficult to fake so others inherently trust it more.

Here's some good solid nonverbal techniques to get you started.

- **Slow smiles:** these are great to use at various points in the conversation when a girl is telling you something clever or funny. Much better than launching into a rapid, automatic, thoughtless smile. They communicate that you're thinking about what she's saying, and help you cement a bond with her much faster
- **Touch:** when you touch on high points and use protective touching (e.g., putting your arm in front of her as she's stepping out into the street in order to stop her from walking into traffic, or placing your hand on her lower back to guide her through a crowd), it cements the bond quite strongly and demonstrates that you are looking out for her and are concerned for her
- **Leaning in:** this has to be done right. If it's overdone, it looks tryhard; if it's underdone, a man can come off as disinterested. Play around with it and learn what works. Generally, when she's telling you something very personal, or that is otherwise of great interest, you should be leaning in; when the conversation is not as intriguing, let yourself lean back a bit

- **Pulling in:** this is more for intermediate guys up, but one very powerful thing to do with women is to physically pull them into you. Grab a girl's arm and pull her (gently but firmly) close to you, or wrap your arm around her shoulders and reel her in. Be careful with this. Social veterans can take liberties pulling girls in even if they struggle a bit, but guys just starting out ought to take it slow and probably even skip this entirely until they get a better feel for being physical with women.
- **Paying attention during the important stuff:** not just leaning in, but fixing your eyes firmly on her and giving her rapt attention when she is talking about issues that are serious or have emotionally affected her. It's best to balance this by being a bit less attentive during less serious conversations – e.g., occasionally looking out the window to the side, or examining your food or drink, or visibly drifting briefly off into space. Very important to show her that you care enough to pay attention when she's discussing personal, meaningful stuff with you though – it's easy to drop attainability fast if this is forgotten or overlooked

The vast majority of these techniques are dependent on what she is doing; when she does good things, reward her; when she shares personal details, pay attention; when she laughs at your wit, touch her; when she looks at you longingly, pull her in and get physically close. Only a few (screening, protective touching) aren't outright dependent on her actions.

This is why attainability is the most difficult part of attraction for most men to master – especially for social beginners. It relies upon one being very aware of all that is going on around him and responding to things appropriately on the fly. As you find yourself in more situations with more women, interactions start to “slow down” (like how athletes talk about the game “slowing down” after their first year playing in the professional leagues) and you can process it all more quickly and make snap decisions.

HOMEWORK

Attainability can seem a little more ephemeral to most social beginners, but trust me, as you get familiar with it and use it more, it becomes downright fun! You recognize when a girl is about to auto-reject, and stop her from doing so, bringing her back into feeling good again. The same situations that even men who are skilled with women find incredibly frustrating you will be able to breeze through with hardly a thought. Where most guys are still thinking they have a value problem and try desperately to impress a woman they’ve ruined attainability with, you will tease out right away what the real issue is and get to work correcting it.

It’s good stuff.

The first thing I’d like you to do is sit down for a little while and think about as many previous interactions with women you’ve had as you can. If things went bad or didn’t work out the way you’d wanted them to, think about the potential causes. Were you having value problems,

or attainability problems? You will probably find that looking back at past dating and relationship scenarios through the lens of attainability sheds a lot of new light on past mistakes and opens up to you some lessons that you hadn't yet learned from them.

Next, I want you to start paying careful attention to the women you meet, and ask yourself how your attainability is. Is it good, bad, or average? Are women being conservative around you and trying to protect their egos, because they don't feel safe enough letting their guard down around you? Then it is an attainability problem. Are women being snippy or rude? That's attainability too – snippiness and rudeness usually results from women seeing you as insincere. Pay close attention to how women are reacting to you and figure out why it is. Think about what you're doing might be causing them to react that way. Then try a little experimentation – use some of the attainability techniques from this chapter – and see how you can improve those reactions toward you.

ESSENCE OF THE ROMANCER

Congratulations on your efforts so far! If you've followed my blog for a while or if you've had exposure to such previous self-improvement, some of these topics may have been familiar to you. If this is your first experience with social arts self-improvement, then let me just say welcome for making it this far into the book! Just by getting this far, you've exposed yourself to a degree of understanding of the inner workings of romance, attraction, and seduction that very, very few men ever get to see. I hope that you're enjoying the process and experiences as you delve deeper into it.

The social skills you've mastered in Section One will help you in all aspects of your life. Anywhere you're interacting with at least one other person, these new skills will be a blessing. You'll understand why people do what they do, what the thought or motivation is behind their actions, and how best to respond to help both you and them come out on top.

Once you've mastered everything covered in Section One – even once you've reached an intermediate level at it – you can safely consider yourself a “romancer”. You're now a man who captivates women, intrigues them, and makes them think about him when he isn't around.

At this point, you should be becoming increasingly socially aware. Things that were murky and frustrating before are all starting to make sense, aren't they? Now when you go out, rather than feel like

everything is random and out of your hands, you'll begin to realize all the fine little social nuances – all the subtleties of socializing, attracting, and connection building that occur all around you .

And you know now what value is, and what you need to do to both get it and show it. Handle your fundamentals, and you'll come off as a high value man . Solid fundamentals are really all you need to get most women from a value standpoint. Increasing other forms of value in your life only makes things easier for you (so long as you correct for the lowering attainability as your value rises!).

You know how to get investment from women, and why it's so important. For things to move forward – for her to truly *value* your value – she needs to be earning it. She needs to grow accustomed to following your lead and seeing you as someone she trusts and makes an effort for.

And you understand how to balance attainability, and the importance of helping women understand that they can get you, and can get a satisfying, rewarding experience with you, and that you do appreciate them for whom they are as people, and aren't just running on autopilot and saying the same things to them you say to everyone.

It doesn't happen overnight – but little by little, you change. And it's a self-directed change – you're taking yourself in the direction you want to go, toward the destination that you have chosen.

You have the essence of the romancer: a man who loves women, and whom women love in return. You *must* love women to become truly successful as a romancer – the men who carry grudges against

women bring a handicap to their interactions and relationships. A romancer is a man who is a lover of women.

At this point, you should be thinking of yourself as a man whose primary objective is to go out and bring good feelings to women's lives. So many women go through their day-to-day lives filled with boredom, frustration, and sometimes even bitterness – at not being in control of their lives, at not being able to find the things they really want, and at the lack of quality men in their lives. Quite honestly, I've known few women who could say, "My life is full of top caliber, elite men, and I'm completely satisfied with my romantic life." Many women are single and frustrated, or stuck with a placeholder boyfriend or husband whom they don't care for but are afraid to split from because nothing better has come along.

As a romancer, you get to come into women's lives and light them up and make them feel truly good in a way they almost never get to feel. You show them that they are worthy of being made to feel good by an exceptional man, and bring excitement into their lives. This is something they maybe don't get to feel often, or haven't really felt even at all.

You are now becoming the kind of man women dream of meeting.

No one can fault a romancer for being charming and suave. He's giving women what they want. The best salesmen are the ones who deliver what their clients want. The best preachers are the ones who deliver the sermons their congregations want and need to hear. And the men who do best with women are the ones who engage those

women on every level, challenge them, excite them, and give them what they truly desire.

As one of those men – as a romancer – you’ve joined a small, and elite, group of men whose purpose in life (or one of whose purposes, anyway!) is to put smiles on women’s faces and make their hearts race a little faster. There aren’t a whole lot of guys out there now who can do for women what you can.

The next section is going to be all about putting that to action now. Now that you know the basics of attraction, and have set yourself up as an attractive guy... what exactly do you *do*?

That’s what we’re going to talk about in Section Two. Section Two is the next step in your journey, and it’s where the rubber really starts to meet the road. Section One is designed to turn you into a charming rogue... but Section Two is set on making you a lady killer. Hold onto your hat, because we’re about to dial up the intensity.

SECTION TWO:

BECOMING THE SEDUCER

Now that we've covered all the basics of attraction and of being a cool, sexy, high value guy, we're going to delve into the meat of what to *do* with all that knowledge.

After all, knowledge is power, and if you've been following along and doing the exercises and applying what you've been reading, you're becoming a pretty powerful guy.

But, for getting you solid, concrete results with the fairer sex, what we covered in the first section is not enough. In Section One, we taught you how to be an incredibly attractive man. But if we just stop right there, you'll know how to draw women in, but not how to make anything of that. You'd be a flirt, but little more.

So I ask: do you know what the difference is between men who are flirts, and men who are successful seducers? Men who are flirts do all the right things to get women attracted, but they don't close the deal. Successful seducers may not even be as talented at getting women attracted to them as men who are good flirts – they may not be as charming, as well-dressed and good-looking, or as witty and fun. But the one thing that they *do* do, that the men who are good flirts do not, is close. Push for the close, persist to the end, and don't let a setback get them feeling defeated. They know that just because a girl says she won't go home with them right now, doesn't mean she won't change her mind a few minutes or a half-hour later. They're always closing, and looking for the opportunity to close.

This section is about learning how to become a closer. That's what being a seducer is all about – knowing how to *close*. Lots of men who get good at attracting women never become good closers because they

don't know what to do, or fear losing a girl they've worked so hard to get attracted to them. So that's the first thing we're going to talk about in this section – clearing out some of those beliefs a lot of guys have about closing the deal with girls.

MINDSETS

Women **love** sex. They love it. If it makes you uncomfortable to read that, or you think it isn't true – good. That's why I'm telling you. When they have a chance at intimacy with an attractive man who knows what he's doing, it can be four or five times more pleasurable for them than it can ever be for a man. And just like men, women get horny and go through dry spells and get desperate for the release of relations and have one-night stands with people they aren't all that into sometimes and allow themselves to be swept off their feet and taken off into a whirlwind romance that “just happens.”

A lot of guys don't believe this. A lot of guys think things like, “Women don't really like sex,” or, “Women have to **really** like a guy to sleep with him,” or, “Women won't sleep with a guy until they know they're in a relationship.” Or, they hold an even more insidious belief: “Yeah, women hook up fast with some guys, but I'm just not the kind of guy they do that with.”

Take all these beliefs and throw them in the garbage because, well, that's where they belong.

Here's what I know:

- I've had women tell me they were traditional and didn't have sex before marriage, who then went on to get intimate with me on the first date.

- I've had married women and women with boyfriends sleep with me quickly and easily.
- I've had women become intimate with me an hour or less after we first met.

Women are not the chaste virginal saints society often portrays them as. Women aren't perfect models of restraint and virtue. Rather, they're regular people just like men. They have wants and needs, and sometimes those wants and needs work together, and sometimes those wants and needs are conflicting and opposed. If you've ever chafed at

**KEY POINTS**

Women love sex

hearing a woman say something along the lines of, "All men are the same," or, "All men want the same thing," and wanted to tell her she

had no idea what she was talking about, that some men are a *lot* different from others, then where does a man get off saying all *women* are the same?

Now let's start exploring some of the mindsets and beliefs you may have, and that other people have, and see if we can paint a clearer picture of an oftentimes murky and poorly understood topic: the opposite sex.

HER SIDE AND HIS SIDE

Does every girl sleep with men quickly and with utter disregard for her relationship status (or yours)? No, not at all. But there are lots of

them that do – and I want you to be aware of that. It isn't universal behavior, but it *is* common.

Whether a woman will sleep with a man quickly depends on a variety of factors. Those factors come in two flavors: **her side** and **his side**. Let's take a brief look at each.

Her Side

Women have four typical "modes", one or more of which they will be running in. Those four modes are:

- Distracted / Unsocial / Highly Reserved
- Party Time
- Find a Boyfriend
- Get Intimate



KEY POINTS

The mode a woman is in when you meet her is very important, for purposes of moving your courtship forward

You will tend to get vastly different results from a girl depending on what mode she's in. Even if you are the kind of man she'd normally go for, when you approach her and she's very distracted, she may quite honestly be in a big rush and not take the time to consider you as she would in other situations. So the mode she's in and how she is feeling when you meet her matter quite a bit.

Her mode influences her receptivity to you, and how likely she is to work with you toward a seduction. We'll examine each of the different modes right now.

Distracted / Unsocial / Highly Reserved

These are each different modes in their own rights, but they are combined under one heading as the result for a man interested in a girl in this mode is the same. This is one of the two *unreceptive* modes a woman can be in.

- **Distracted:** When a girl has a lot going on and many things to do so she is closed off to interruptions and is not trying to meet new people or hold a conversation.
- **Unsocial:** When a girl is not feeling like meeting anyone, or worse, is in a negative / non-constructive mood, such as being very sad, depressed, or angry.
- **Highly Reserved:** Women can be reserved in a variety of ways. Typically, when a girl who is somewhat less sociable is in a committed relationship, she will be very reserved and quite closed to meeting new people (sociable women, even when committed, remain sociable and outgoing). Women can often be more reserved in certain situations; e.g., there is a great deal of social pressure against women dating foreigners in South Korea right now, and when foreign men talk to Korean women in very public places – such as on the subway – even women who are visibly interested and attracted will restrain themselves from progressing in the conversation because they can feel the social pressure from the other

Korean passengers on the train to *not* show the foreigner too much attraction or interest. Or, if you travel to Italy, Italian women tend to be more shy than women from many other cultures, perhaps as a reaction to Italian men's aggressiveness (whereas Swedish women and men are typically the polar opposites of their Italian counterparts). Women can be reserved due to relationship status, cultural situations, general shyness, and a number of other factors.

Is it possible to get something out of a girl in an unreceptive mode? Sure, it's possible – but it will be eminently more difficult than it

**BRIGHT IDEAS**

You'll have a much easier time, and far more success, getting to know women in receptive modes than you will women in unreceptive modes

would be with a girl in a receptive mode. Particularly if you are new to meeting women, your time and effort will be served better by going for other kinds of women.

Men who are more experienced and want a challenge can attempt to move things forward with women in unreceptive modes, but they know they will be challenged and that their success rate will be lower than it will be with women more open to meeting new people.

Party Time

You can tell a girl is in party mode if she's dancing wildly, talking excitedly with her girlfriends, and generally bouncing around in a very bubbly, high energy state. You'll see this most commonly, for

obvious reasons, in bars and nightclubs and parties, and far less so during the daytime.

The mistake that many men new to the social arts make is in thinking that women who are partying hard are *easy* and looking to have fast relations. But party mode, conversely, is the other *unreceptive* mode category.

I suspected this but didn't really fully appreciate this until I spent a night at a nightclub a year and a half ago with five very attractive, very sexy women. We had one guy (me), and five beautiful girls all done up and sporting bright, tight, low-cut dresses. I mostly sat on a couch while they sat next to me or danced around in front of me and each other. Men in the nightclub formed a circle around us, intently staring at the girls. Every now and then a guy or two stepped from the circle as if he was going to approach one of the girls, then thought better of it and stepped back. And that night, maybe six or seven men mustered the courage to step up and try to talk to one of the girls.

How'd it go for them? In general, not so well. They mostly gravitated to the friend of mine who was having the most fun – a girl dancing like crazy, grinding her pelvis against another girl's butt, throwing her hands up in the air. Men would walk up to her and she'd shove them away. She didn't want to be bothered – she was too busy having fun.

The guy who had success, though, took a different tack. He went and sat next to a lower key girl in our group, who had spent most of her time sitting and relaxing on the couch near me and not participating much on the dance floor. They spoke for a while, and after fifteen or

twenty minutes he asked for her phone number, and she gave it to him.

I quickly scanned my past success. I spent a lot of time in nightclubs. How much of my success had come from meeting girls in full-on party mode, and how many from girls who were more low-key? And I realized that, despite plenty of time meeting girls partying their hearts out, I'd had much greater success with women who were obviously *looking* to meet someone, or at least in a more sociable mood.

Party mode is *not* about meeting men and getting intimate. It's about a girl letting loose, dancing freely with her girlfriends, feeling great about being the center of attention for a bunch of adoring men, maybe even making out with a couple of them, and then... going home.

Girls in party mode look like a ton of fun – and they *are*, if you know them – but they're not in the right frame of mind to be evaluating new people and deciding if they like them, how much they have in common with them, and what they can see themselves doing with them. Men who approach them often get the illusion of making progress with them: a party mode girl is smiling, laughing, and will dance with a guy and make him feel like she likes him a lot – then suddenly vanish into the crowd.

There was no connection formed. No real attraction. Only some fun and frivolity.

Again, it's possible to find success with girls in party mode. One of the well-hewn “best” ways of doing so is of being a ton of fun yourself – so much so that the girl in question will have a better time with you

**KEY POINTS**

Women who are partying are out to have fun – *not* to meet new lovers

than by going off to do anything else. Then, once you've spent a little time with her, take her off somewhere quieter and bring the vibe down to a more manageable

vibe where you can get to know her, or at least get her attracted enough to you to move things forward. More and more I'm thinking this still isn't really the way though.

I personally still prefer approaching party girls low-key when I'm going for them; it's also possible to do very rapid escalation and lead girls in party mode to quick, casual relations – but only if they're *also* in “get intimate” mode. Some girls are partying, but getting intimate is a secondary concern for them that a man may activate if he's fast enough and aggressive enough at overcoming the less constructive “party mode” mentality. We'll elaborate on girls in multiple modes in a minute.

Most guys lose party girls by going in low-key and boring; if you go in low-key and *sexy*, you can keep a surprising amount of party girls and get them to calm down. The ones who are obstinately not looking to meet anyone though, you won't get them – but then, they're not the ones you want anyway.

Social beginners should spend more of their time focused on women in a more receptive mode, and less on women in an unreceptive mode, like most party mode girls are in. For social veterans up for the challenge (or who want to master quick pulls off the dance floor, going low-key on high-energy girls, or hitting high-energy parts of

the nightclub for rapid, no-frills relations), girls in party mode can be fun to experiment with.

Find a Boyfriend

Women looking for boyfriends have a very specific objective in mind: they want to find a guy they can build a relationship and a life with. They are the most picky women out there when it comes to selecting men – they generally want the best man that they can get. They almost always also have a time limit for finding a new boyfriend – they’ll usually go for the best candidate they have whom they think they can net into a relationship relatively soon.

Women on a boyfriend hunt tend to be stingy with intimacy – they don’t want to give up intimacy too quickly and risk looking like they’re too easy. So instead, they’ll hold out on sleeping with a man for a while as they position themselves for a relationship.

Of course, this runs counter to the man’s interests and desires – even one who wants a girlfriend. Taking your time only cools off her attraction for you and lessens the odds that you will ever actually get together with her, in a relationship or otherwise. The faster you can get intimate with a woman, the better it is for you, whether you’re only interested in a single night with her, or you want to make her a part of your life.

So, while women who are looking for boyfriends are generally receptive, they also take more work to become intimate with. They can

also get quite alarmist about intimacy; if they've come to value you highly and end up getting together with you, they can suddenly grow quite fearful that they've lost the potential for a relationship with you.

This happened to me with a fantastic girl in late 2010. She was a tall, extremely well-built and highly educated architect I met and went on several dates with before getting together with her. I liked her quite a lot and she liked me quite a bit as well. She was quite inexperienced though, and the day after we became lovers, she sent me a panicky text saying it had happened too fast for her. She'd begun slipping into auto-rejection because she thought she wasn't going to get what she wanted to have with me. I sent her a deftly worded text letting her know to relax and that I liked her quite a lot, and we ended up spending a few great months together as boyfriend and girlfriend.

Get Intimate

Some women really are just out to get intimate. There are a number of reasons why some women do go out just to meet a man to sleep with quickly. Still can't believe it? Here are a few reasons why any given woman on any night may be looking for a man to get intimate with:

- She's been on a dry spell without getting intimate in a while and wants to end it
- She sees her girlfriends meeting men and about to go sleep with them, and wants to be included
- She's met a man who is on vacation – or meets him while she is on vacation – and no one will ever know

- She wants revenge on a current or former lover
- She's always wanted to try a man like him (his race, his nationality, his body type, his style, etc.)
- She's on the rebound and needs to feel desired again
- She's horny – and she just wants it

Those are just a few. Point is, if you scan that list real quick, you'll see there are *lots* of reasons a woman might want to sleep with a man fast. Heck, I know a girl who slept with a few men she met at nightclubs after she'd watched a lot of *Sex and the City* and decided she wanted to try what she'd seen on TV. There are countless more reasons for women to chase intimacy.

Further, women don't just have relations with amazing men they could spend their lives with. Women take it *slow* with men they want to date. They don't want to risk messing things up by having sex with a guy too fast. They only sleep quickly with men they find attractive, but less-than relationship-worthy. Sometimes a girl doesn't really even like the man she sleeps with, but thinks he might be good in bed, or just needs to get intimate and the man she sleeps with is persistent enough that she says to herself, "Oh, okay, I'll go for him."

It's perhaps not thrilling to think of yourself as a man that women "settle for", but even the best of us have had women who "settled" for them. Say, a woman who's out

looking for the man of her dreams, but is desirous of intimacy too (she's in both her boyfriend-finding mode, and her get-intimate mode), and decides that you don't meet her standards for "boyfriend"

**KEY POINTS**

Women frequently get intimate with men they have little feeling for; in fact, they are more likely to get intimate *faster* with a man they care *less* for

– but that you’re cute and fun and she’d like to have a fling with you. “Settling” is not necessarily that a man isn’t good enough, but rather that he better meets her standards for a lover than her standards for a boyfriend.

Or, a girl might say to herself, “I will only hook up with a man with washboard abs. I want to feel a six pack when I have sex again next,” but she meets a charming man with a good wit and sense of style who just happens to have a little bit of a belly. He’s not what she was aiming for originally, but she goes and sleeps with him regardless – “settling”, you might call it, but really more the case of her not fully realizing beforehand the full range of men she could be attracted to in a sexual way.

Multiple Modes

It’s possible for women to be in multiple modes at a time. For instance, a woman may be highly reserved, but underlying her reservation is hoping to find a boyfriend. Or, she may be partying like crazy with her girlfriends, but is open to the idea of going home that night with a sexy guy she meets.

Here are the most common combinations you’ll see, and how they play out:

- **Looking For Boyfriend, Open to Getting Intimate:** Some women have finding a new boyfriend as their primary objective, but, because they’re single, or are not seeing

anyone seriously, they're open to sleeping with a man they meet whom they've ruled out as boyfriend material. That's very key – if they think a guy is a potential boyfriend, they won't sleep with him quickly. On the other hand, if they think he doesn't meet the cut as a boyfriend, but still find him attractive and sexy, they'll be open to sleeping with him.

- **Party Time, Looking for Boyfriend:** These are the women out with their friends, partying and having a good time, who are open to being approached by potential boyfriends if the timing is right. Usually better to wait until a woman like this takes a break in her festivities and is relaxing by the bar for a little bit, and not so excitedly engaged in conversation. Time things properly and move in when you see an opening. It's not as important to win her friends over, as you'll likely just be talking to her for a few minutes and grabbing her phone number to talk and meet up with her later on.
- **Party Time, Looking to Get Intimate:** These are the women out with their friends who will hook up with a guy, usually at the end of their night as their friends are leaving or after their friends have left (or, alternatively, once they've had enough to drink that they don't care what their friends think). Winning over a girl like this's friends is of paramount importance here, much more so than with the girl enjoying party time who wants to find a boyfriend. The reason it's so important is that you'll be spending more time with the girl in front of her friends, and likely will be working to take her home with you with the friends' knowledge – which means they need to trust you, approve of you, and like you.

- **Distracted / Unsocial / Highly Reserved, and Looking to Get Intimate or Find a Boyfriend.** These are the girls you meet who have a lot on their minds or feel social pressure to not engage you, but may be open to more with you if you play your cards properly. These can be difficult to tease out, as most women in the first mode tend to be deep in the first mode and not thinking about sleeping with a new acquaintance or going on a date with him. The only reliable way of finding the ones who *are* is to just keep meeting these kinds of women and pushing to see what you can get going with them until you find the ones with the right secondary mode.

His Side

When it comes to whether a woman will sleep with a man or be interested in dating him, the mode she's in is only part of the equation. A man can't control her side, unfortunately – he can only look for women in a more receptive mode. But he *can* control *his side* – the things he does to position himself as the kind of man a woman might want to date or become intimate with. Here are some of the ways to do that:

- **Being attractive.** Everything we covered in Section One is directly related to being attractive. Many of the topics covered in this section will boost your level of attractiveness as well when used and executed properly. When a man is

attractive in all the ways we've previously covered, starting with the fundamentals, he vastly improves his appeal to the opposite sex. He makes himself into a very desirable man, and makes women want to date him and sleep with him far more efficaciously.

- **Moving things forward.** Many men meet women and then just talk and talk and talk to them, never moving things forward. These guys are surprised or dismayed when the girl excuses herself for whatever reason. It's often not that she didn't like them – oftentimes, in fact, she *does* – but rather that she ended up feeling uncomfortable because these men should've moved things forward with her but never did. Moving things forward ensures that an interaction continues along the path to success.
- **Pushing for the close.** Also of vital importance, and closely related to moving things forward, pushing for the close is everything considered “closing” in traditional dating – asking a woman for her phone number, inviting her home, and making a move while in private. These things often take great courage for men who are less experienced with women, but they are **absolutely necessary** to succeeding with them.

That first point above – being attractive – is what we covered in Section One.

Section Two is all about the second two points – moving things forward in your interactions and pushing for the close. This is what we're going to teach you to do here. I just want you to see it, first –

how important these mindsets are. There's a reason they each have a bullet, and being attractive has a bullet. It's because moving things forward and pushing for the close aren't together as important as being attractive – they're *each* as important!

Why is this so?

Simple reason: women will almost never do these things. No matter how attracted you get women, it's quite rare for them to lead the way, move things forward, and push for the close. It does happen sometimes, but few women in America and Europe will do this. This is

**BRIGHT IDEAS**

Make moving things forward and pushing for the close top among your priorities when meeting women you like

also dependent on location – you'll see this a bit more often in the big city than out in the country, where women are more accustomed to men being men and women being

women. These women who push for the close do so only with men they are *very* into, or *really* want to sleep with. In Asia or South America, you can largely forget about seeing this kind of behavior from women altogether.

So if a man is living in New York City, and he only dates or sleeps with women who make the first move, he's severely limited his dating pool.

It's like paying a 98% tax on your income, or finding out that the majority of the food you bought at the grocery store is past expiration. Any man who's been tentatively waiting for women to make the first move should take that in and realize how many women he's been passing up.

Can you think of a time when you had a girl all alone, maybe at your place or hers? You noticed she was breathing heavy, or sitting close to you, touching you a lot... things got quieter, and she was gazing at you expectantly? And then... nothing happened? She went home, and you kicked yourself for not making a move?

I had to learn this through hard experience and repeated failure in the beginning. My first same-night pull from a nightclub in 2006 was a girl who pulled *me*. She called me after I left and told me she wanted to keep hanging out with me – it took her aggressive action for us to get together that night. I should've pulled her, and probably about ten other girls before her, but I was too gun-shy or didn't see the signs. And I lost several girls after that by not moving fast enough, or not moving at all. I had one girl sprawled out on my bed in California, a tall, slender, extremely sensual girl from India whom I'd met on an airplane, with a tabletop book I had out about sex in her hands, just waiting for me. She was just gorgeous, one of the most beautiful girls I'd met at that point, and I just froze up and couldn't do anything. I resolved to never let a girl in my place for more than ten minutes without at least trying to kiss her after that.

I see this as one of the biggest mistakes men make. They just move too slow, don't take action, and let something peter out that could've been something wonderful.

There is a phrase I use to hammer the point home when coaching guys:

*You're the man. **You** must lead.*

Lots of men the world over get nervous or shy and hope the woman is going to make a move, take the lead, make things happen. But that's not the woman's role. Women are the ones who wait for the man to take charge, make a move, move things forward, push for the close.

It's your job as a seducer to make sure that these women who are hoping to be with you get the chance to. It's your job to make sure that they don't go home alone and unsatisfied. It's your job to make these women feel good.

So, her side is important. But your side is even more important – because your side is the one you can control.

You must have the mindset of a closer. You must know, deep down in your bones, that women want you. They want to kiss you, and hold you, and be intimate with you. They want to date you, if they can, and they want to have relationships with you. They want everything and anything they can get from you – you need to know this and believe this. Part of that knowledge will come from experience as you become more seasoned and get increasingly better reception from women. But part of that knowledge comes from just realizing that women are sexual beings who want intimacy just as much as a man intimacy.

Women are people with the same basic drives, wants, and needs as you; they are less different than you might think.

MOVING FAST

We're careful when much is at stake. When you're crossing a busy street, you look both ways, and proceed with caution. If you fail to do so, you might be gravely injured by a speeding vehicle. When you're trying to solve a complicated problem on an important exam, you slowly work your way through the problems.

Well, it's a common mindset that most men apply to dating too – if a guy really likes a girl, he takes things slow. Because he doesn't want to make a mistake.

One of the main indicators a woman looks for as a determinant of how likely a man is to be successful with women is *confidence*, and one of the main indicators of confidence is how quickly and self-assuredly a man progresses with her.

When men take their time, they seem less confident. They then come off as less successful with women and thus, less desirable. Women lose interest in slow moving men, and then the slow moving men get frustrated and tear their hair out and wonder why they can never get girls. And slow moving men, by moving so slow, give themselves a lot of time to make mistakes, missteps, and generally muck things up for themselves – opportunities for error that fast moving men avoid.

Men who move fast with women are thus more attractive and more effective than men who take things slow.

Now you might say, wait, women always say they appreciate a man who's a gentleman and isn't in a rush to make things happen.

Our response to that is a mindset that's going to be an extremely important tool in rebuilding your thoughts on and relations with women in this section; it's a mindset that is of the utmost importance.

Listen to women's actions, not their words.

What do women's *actions* tell you? Well, often when men take things too slow, and take their time trying to get intimate, women disappear. Maybe they lose interest; maybe they think the man isn't interested in them; or maybe they get scooped up by another man who moves faster.

Other times, when men take things too slow, women will press for much more than they would out of a man who moved faster: they'll ask for nice dinners and gifts, they'll ask for promises and assurances, and they'll ask for a relationship. *Even if that's what you want*, it's better for you to give it yourself than it is to be put in the position of the woman demanding these things in exchange for intimacy. It's very unhealthy for long-term stability in a relationship.

Make no bones about it, this is a critical mindset to have: you have to move fast. You *have* to. You may have some success moving slowly, but I guarantee you will have greater success moving fast. Slow and steady does not win you the race when it comes to romance and seduction; speed and persistence take the prize.

HOMEWORK

Mindsets are a difficult thing to teach, and an even more difficult thing to prescribe homework for. But there are, I believe, a few exercises that will serve you well.

Exercise A: Compare and Contrast

Go out and meet women in different modes. How do you find them to be different?

- How are distracted women different from women looking for a boyfriend?
- How are women in party mode behaving differently from women looking to get intimate?

Do some exploring and see if you can find out the contrasts. Talk to different women – at least five women who seem to be distracted or unsocial; at least five who are partying hard; and at least five whom you notice are observing the people around them and look almost as if they're looking for something and hoping to find something. The latter are most likely to be in boyfriend-hunting or intimacy-searching modes. Compare these three kinds of modes.

Exercise B: Slow vs. Fast

If you're reasonably experienced with women, what I'll ask you to do now is to look back on women you have lost. Not women you've had success with; but the women you wanted but never got. How many of those women did you progress quickly with? And how many of those women did you move slowly with? What do you take away from the comparison?

TOUCH

A significant difference between a flirt and a closer is touch. Flirts don't touch much or touch in "friendly" ways. Closers know their ways around women's bodies and touch them in ways that are warm, intimate, and exciting to women.

There are three subsets of men.

- Guys who don't touch.
- Guys who touch, but don't know the right way to touch.
- Guys who touch, and do it in sexually exciting ways.

Women refer to the second category when they complain men touch too much. I have had women complain to me about guys touching them too much when I've had my arms around those women and them sitting in my lap. I'll ask them what they mean, and they'll mention some guy earlier who kept touching their arms or hand. And here they are sitting in my lap with my arms around them. Which guy touched them more?

What they were really trying to say was **not** that they don't like being touched. They *do* – women love being touched in the right way. What they were trying to say was that they don't like being touched awkwardly by men.

Touch closes the gap of awkward tension that exists between a man and a woman when there is interest or attraction that isn't being

satisfied through conversation alone. If an interaction builds attraction but goes too long without touch, the social tension can become overwhelming, causing a girl to simply bow out of the interaction to relieve the awkwardness. Touch is not only useful for moving things forward – it quite often is essential. It's possible to go without when you get expert at navigating tension with verbal and nonverbal communication, but for all intents and purposes, assume touch to be something vital.

In this chapter, you will delve into the right way to touch, and get confident in being physical with girls you like. You want to be the guy

**KEY POINTS**

Women like being touched by men in romantically and sexually exciting ways

who touches, and does so in romantic and sexually exciting ways. You want to be the charmer whom women complain to about other men being too touchy while

you pull them up against your body and have them hold your hands minutes after meeting you. You want to touch them the right way and be a closer.

THE TENSION GAP

The tension gap is the name for a phenomenon that occurs between a man and a woman when there is mutual interest and attraction, but a lack of a physical connection. Because it is natural for men and women attracted to each other to touch, a lack of touch creates a feeling of tension and awkwardness that simply grows stronger the longer the interaction proceeds without touch.

If you can, think of a time you met a new girl, and the two of you stood facing each other and talked, and talked, and it began feeling increasingly awkward. Now try to remember if you were touching her at all – I’m betting you weren’t. And I’d also bet she felt every bit as awkward as you did. This is the tension gap.

Fortunately, it’s an easy issue to defuse – just touch her. Touching women closes the tension gap, and allows them to feel more comfortable around you. Note that tension gaps also occur when too much physical space lies between a man and a woman who like each other, and when escalation windows are open but are being missed and are in danger of closing.

KINDS OF TOUCH

There are all manner of ways of touching women. We’ll categorize these here, and describe each kind and give examples of ways you might touch in each category. These should get you primed for getting increasingly physical in the right ways.

- **Incidental Touch:** The kind of touching you do lightly and throughout a conversation as mostly a social function; for instance, touching a girl’s elbow on a high point, or sitting next to her with your legs touching hers.
- **Protective Touch:** Touch you use in protecting or guiding a woman, such as placing your hand on her lower back while

guiding her through a crowd, or placing your arm in front of her chest or stomach to stop her stepping into the street when you notice cars coming.

- **Romantic Touch:** More intimate touch that you do as the interaction progresses to physically signal your interest. This can include things like briefly stroking her chin or cheek, or playing with her hair, or holding her hands.
- **Sexual Touch:** Touch that stimulates a woman sexually. Generally, you want to wait until the two of you are in private to begin doing sexual touch, so that you can move immediately into getting intimate without worrying about people watching or having to worry about what her friends might do. Sexual touch includes stroking her inner thighs and kissing her neck.

The fun thing about touch, like everything in this book, is that you can learn to speed through the stages in certain scenarios, and have women being romantic and sexual with you almost immediately. This is dependent upon what mode they're in, but also reliant upon your comfort level with executing these different kinds of touch and progressing quickly.

Something you can do in crowded bars and nightclubs if you're feeling particularly bold is make eyes with a cute girl walking nearby and, if she's game, take her hands as she passes and pull her in very close. I have had women come up and kiss me on the lips and face whom I haven't spoken to yet doing this. It gets them very interested in you right off the bat, as they're not used to men doing things like

this. You can't do this with every girl, but the ones who are giving you strong eye contact and a bit of a mischievous smile – they're the ones who are usually going to be up for this maneuver. That's one way, actually, to use strongly suggestive touch as an opener with a new girl.

For now though let's look at specifics for each kind of touch, before we get into talking about when and how to use them.

Incidental Touch

Use incidental touch often, and use it generously. You should be continuously touching the women you're getting to know. When you meet a girl, take her hand in yours and draw her in for a kiss on both cheeks, as they do in Europe; let your hand linger in hers a little when you lower it afterward. This is a good indicator very early on of her interest level; many women will continue holding onto your hand even as you lower it. You can easily end up in the situation where you never let go of the girl's hand, and she never lets go of yours, and you just hold hands and talk. When you find yourself here, give her a gentle yank after a few minutes and pull her into you. When women dig you like this early on, you can pull their bodies against yours and quickly transition incidental touch to romantic touch with a sexual tinge.

Another powerful incidental touch is placing your hand on her side near her waist, and leaving it there while you talk; or, if she's closer, placing your hand on the small of her back. You quickly develop a

close, intimate vibe in your conversation that you could never develop without such touch.

With any of these three – holding her hand; hand on her waist; hand on her back – you can move her around physically. Often you want to draw her quickly into a conversation – just pull her closer to you. You don't need to explain this or say anything as you do it – just do it. If she asks why you brought her closer (something only a few women ask), you can tell her that you wanted to get a better look at her, or if you're in a crowded, high-traffic area you might tell her you're bringing her closer to hear her a little better.

Incidental touch also includes any part of your body touching hers, like your arm touching her arm while standing together and waiting for something, your leg touching her leg while sitting next to each other, or her breast against your chest if you draw her in close to you and the two of you are having a good conversation.

Also, generally speaking, as you become seasoned with touch, you can rely on your instincts more, and trust that if it feels good for you, generally it feels good for her too. By way of an example, riding in a taxi last night, I placed my arm and elbow against the waist of the girl sitting next to me, and thought to myself how good it felt. A moment later, she reached down and took my hand and interlaced her fingers between mine. It had felt as good for her as it had for me, and she'd felt compelled to find ways to touch me more, and more intimately.

The reason that incidental touch is so vitally important is that it gets women accustomed to being touched by you so that when you go to become intimate later, it isn't shocking and a complete surprise.

Incidental touch closes the tension gap and it differentiates you from the flirty males out there who never go any further. Incidental touch communicates to women that you're the kind of man women love and respect and lust for and pursue.

A few other bits and pieces to be aware of when it comes to incidental touch:

- Using the palm of your hand to touch a girl is warm and receptive, while using the back of your hand is cold and distant. As a seducer, you will typically be using the palm of your hand, except perhaps when first meeting a new woman and initially getting her attention.
- Avoid the "tap" at all costs. Social beginners will sometimes try to get their incidental touch in by "tapping" women – briefly alighting their hands or fingers on some part of a woman's body, then quickly pulling them away. This communicates a lack of confidence that one's touch will be well-received – it's almost better not to touch at all. When touching, always aim to let your hand linger for two to three seconds, at least – and sometimes longer.
- Maintain eye contact while touching. Men who are new to touching will often look where they are going to touch / where they are touching, to make sure they hit the right spot. This looks very strange and calculated to women who are engaged in a conversation with them, though, and makes the touch feel quite awkward. Touch should be natural and effortless – a woman wants to feel like the man she's

speaking with doesn't have to think about it, and that it just happens. Avoid staring at your hand as you touch a woman – keep your eyes on hers.

- You should begin practicing such contact touching a woman's upper arm with your open palm or cupping her elbow. Do these perhaps two to three times each on high points. The next parts of her body you should generally touch are her stomach, waist, and outer / upper thighs (when seated).

Ultimately, incidental touch should be light and fun, but still generate a boost in excitement and interest in women regardless. The brain is wired to respond to touch as a sign of attraction. Tell a woman she's cute, and she'll say, "Thank you." Place your hand on a woman's waist, and she'll feel a burst of excitement rise up within her. Touch trumps the spoken word. Souse touch. And use it a lot.

**BRIGHT IDEAS**

Use incidental touch generously. It does three things for you:

- accustoms women to your touch;
- closes the tension gap; and
- shows you're a man who acts

Protective Touch

Protective touch is how you communicate to a woman that you're looking out for her and that you have her interests at heart. Whether you are talking to the woman of your dreams or a girl you only plan on spending one night with, all women enjoy protective touch, and feel more comfortable and trusting around men who use this touch

with them. Women seek out strong men who can make them feel safe and comfortable, and protective touch is your primary nonverbal means of communicating to a woman that you are one of those men.

You will generally use protective touch in situations with other people or threats; in crowds, for instance, or while crossing the street. You can exaggerate a little; she probably isn't actually about to step out into the path of an oncoming vehicle, but you can place your arm in front of her and hold her back regardless.

A few examples of the most common forms of protective touch:

- Hand on her back while moving through a crowd. This assures her that you want to keep her close and that you don't lose her.
- Holding her hand while moving through a crowd. Same as the first, although a little easier to do and not quite as powerful.
- Placing your arm in front of her body to prevent her crossing the street when there is traffic. A good habit to get into the habit of doing, as it is easy for people to get distracted in conversation (especially a romantic, flirtatious conversation), and just good form in general – stop her a few feet back from the street, and she will get a small degree of the “my hero” feeling women get toward men they feel safe around.
- Pulling her back when there is a fight or disruption nearby, or placing your hand on her shoulder. Even if it's on the

other side of the room, it's a nice gesture by you that shows you have concern for her, and will make her feel safer and more comfortable with you.

The chief benefit of protective touch is reassuring a woman that she can feel safe around you. Women generally need to feel safe with a man to become intimate with him, so this helps you to speed up the process and make things happen more easily.

Romantic Touch

Romantic can be a lot of fun, although you will likely want to avoid doing too much of it in public, for two reasons:

1. Her friends
2. Her self-consciousness

Even if they like you, a girl's friends are typically going to be looking out for what they consider to be her best interest – getting her into a long-term relationship and slowing down intimacy from occurring between you and her for as long as possible. If they notice her getting too romantic with you too quickly after meeting you, even if they like you, they will often intervene and work to end your interaction and convince her to give you a call tomorrow – which may or may not happen.

Her self-consciousness is the other primary concern. Women are conditioned by society to believe that getting very close to a man very

quickly is a very bad thing and wrong and means she is worth very little as a woman. This often translates into them being self-conscious in public. How much so depends on the girl, but it is not uncommon to have women who are in a venue full of strangers who suddenly realize they have been acting too forward in public and will cut the interaction off right there.

For that reason, I recommend saving most romantic touch for when you are alone with the girl you like.

Kinds of romantic touch:

- Holding hands with fingers interlocked / interlaced. This is far more meaningful than other forms of hand-holding. The “fingers locked together” position very explicitly communicates “we are together”. This one is perfectly okay to do in public.
- Holding a woman up against your body. Social beginners who give this a try will find that this can actually be surprisingly easy to accomplish and do with a great many women. Simply take her hand, pull her in, and place your arm around her, all the while continuing to talk. It’s quite easy, and fun to do. However, be wary of this one in public – you might want to do it briefly, and hold for perhaps thirty seconds, then lightly push her away. Too much can be detrimental.
- Kissing. It’s such a huge cultural phenomenon, but it’s really a double-sided sword. My recommendation: avoid kissing in

public most of the time. Publicly kissing a girl whom you haven't slept with yet lets her know she "has" you, and removes much of the intrigue and desire she might have had to go home with you and find out what might happen next. Many women are satisfied at getting the kiss and will ask you to call them later. Then, you may see them again, or, more often, you may not. Better to wait to kiss them in private.

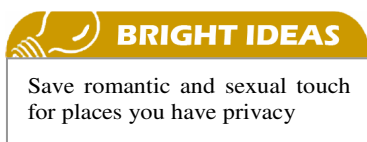
Additionally, once you are already seeing a girl, kissing in public (if you are the initiator) can look and feel quite possessive and needy. If she wants to kiss you once you have been intimate already, it's okay; but be sure to end it gently if she goes on kissing too much. If you have yet to be intimate, and she fishes for a kiss, you can lean in as if you were about to, then lean back and smile at her. Tease her a little bit. You can also tell her, "Not here," to communicate a lot of good, powerful things in just two short words.

Romantic touch is quite a lot of fun and when used properly, it will quickly set the tone for the move into sexual touch – the desired end result of all male–female romances.

Sexual Touch

Sexual touch is where we take a romance into the end stages. You will almost always want to wait until you are in private before engaging in sexual touch. The sole exception is in rapid public seductions – such as on a dance floor, on a beach, or an airplane. In those circumstances,

where you are progressing rapidly through the stages with a woman who is also interested and willing, you will get sexual quickly and possibly even become intimate in only a semi-private location. These are the exceptions, however, and you will normally be alone with a woman before beginning sexual touch. The danger of beginning



sexual touch in public is higher than with romantic touch due to the nature of the touch.

Some types of sexual touch:

- **Stroking.** Caressing your hands up and down a woman's body – whether her arms, her legs, her sides, her back, her face, her hair, or whatever else – are great to do in private, but best avoided in public. In private, this communicates affection and warmth. In public, it can be a little much, and risks looking possessive. However, if she's doing it back to you, or started doing it first, then, a little bit is okay.
- **Body kissing.** Rather than kissing her lips, focus on her neck, jaw, earlobes, shoulders, chest, breasts, nipples, arms, hands, stomach, thighs, labia, and other parts of her body. This is extremely erotic to women – much more so than kissing on the lips.
- **Rubbing and fingering her genitals.** You will often start by rubbing the outside of her pants, before sliding your hand inside her pants and down her panties. Rub the outside of her vagina, focusing on the clitoris, before slipping your finger

inside her to finger her. Once you have been fingering her for several minutes, her pants will come off very easily.

- **Oral sex:** Performing oral sex on her is a big turn on for a woman, and will prime her for full penetrative sex. Focus on stimulating the clitoris for maximum pleasure for your girl. She will also often be quite turned on performing oral sex on you,

Once you have run through the various kinds of sexual touch, you will have gotten intimate with your girl. Together with incidental, protective, and romantic touch, sexual touch completes the package for all the ways you should be touching the women you like.

MORE ON TOUCH

Touch is the most powerful, potent way of communicating emotion, feelings, affection, and desire in human communication. Touch is vitally essential. Many men raised in colder or more distant households as children never learned to touch or to be as physically affectionate as they should be; for those men, the learning curve on touch will be slightly steeper. They will have to get themselves comfortable with the idea of touching often and touching liberally. For men more familiar with touch, they may actually have to *restrain* themselves from doing things they usually plunge into (such as kissing in public).

Even with girls who think they don't like touch, it's very good and very powerful. My architect girlfriend in Beijing came from a culture where people don't touch each other often. When we first started seeing each other, she would remark, "Don't touch me!" upon me placing my hands on her. I'd generally respond by pulling her closer to me and putting my hands all over her, and she'd melt. Sometimes she'd still protest weakly, but with a big smile and clearly enjoying the closeness. She told me later that her former boyfriends had been very physically distant, as had her upbringing. Touch is a universally pleasing human experience. So even if a girl comes from a background of not having been touched much by her family or prior lovers, if you touch her in the right way you will make her feel happy and cared for like no one else has.

Touch is great, it's potent, and it's a highly versatile tool. If you're doing something different than what I have here, and it seems to be working, you don't necessarily have to change it. Touch works a little differently for everyone, but these rules are the ones I've found to be pretty universal for most men. If you're the kind of guy who likes to make out with women passionately in public, and then has a high degree of success at converting those women into women he becomes intimate with, then perhaps disregard the bit on not kissing in public. In general what you will see though, is men who kiss women in public, then lose those women later and consider it the luck of the draw. If that happens to you – try *not* kissing women in public! See how it increases your success rates.

Overall, women love being touched, and they love the men who touch them in the right way. Being a seducer is about knowing how to speak the same language as women, and touch is one of the most powerful

ways that women communicate. Just watch them interact with girlfriends and close friends and you will see how often they touch others.

Always be excited to touch women. Done right, the simple act of touching will be a consistently good experience for both you and the women you touch!

HOMEWORK

Time to start including touch into your interactions with women, if you haven't already. Your homework begins with incorporating each of the four main types of touch, and using them at the appropriate times in your romances.

Incidental Touch: Use this right away with every woman you like. To get started, write down three types of incidental you'd like to work with the next time you go out. For instance, you might want to try out the cheek kiss upon first meeting girls, so that will be one of the items that goes on your list.

Protective Touch: You will mostly be using this when moving around with women, so won't get the opportunity to practice it quite as much. However, it should also go on your list, and you should make an effort to use it and become familiar with it whenever you are moving from one place to another with a girl. There are also opportunities to use it while sitting or standing still – e.g., drawing a girl closer to you in a

high traffic area so she won't be bumped or nudged by passersby. You have lots of room to be creative here; use your imagination!

Romantic Touch: If you focused first on incidental and protective, you might come back to romantic a little later on. Though, if you're bold, you can write down three of these to try out on your cheat sheet as well! Romantic touch again is something best done in privacy or semi-privacy – the cab ride back to your place; the sofa when no one is looking; the bathroom or a private room if you can sneak away.

Sexual Touch: Review the kinds of sexual touch and have them in your mind, and keep in mind that even when you feel like rushing toward intimacy, you will often get there faster when your girl is more primed by your sexual touch.

As you incorporate touch more often, your interactions with women will become steadily warmer, more fun, and rewarding. Touch won't just feel good for girls – it will feel good for you, too!

DATING AND FOLLOW-UP

So you met a cute girl with an engaging personality and the two of you get along great. You've romanced her, she's comfortable with your touch, but now you need to go. How do you set things up for the next time you'll see her?

In an ideal situation, you'll continue moving things forward and can forego grabbing contact information and setting up a second meet at all. We'll talk about that in the next few chapters, though. For now, let's assume you simply must go, or your instincts are strongly telling you that you've gotten about as far with your girl today as you'll be able to take things with her.

You'll need contact information so you can get in touch with her again. And you may – depending on the girl and the circumstance – want to schedule your next meet with her. But a lot of guys freeze up here after a perfectly smooth, normal interaction, they get nervous and simply exit with, "Nice to meet you!" or they go for the follow-up in a rather awkward way. A guy's met a girl he likes, and she likes him back, but rather than take action to help them meet again, he exits stage left without grabbing anything to follow up on, and they both leave disappointed.

For the guys who do get contact information, many of them have no idea what to do with it. Phone numbers sit uncalled, dates go



KEY POINTS

Many men get contact information and just don't do anything with it. We want to be on top of ours and use it to make something happen

unscheduled. That girl a guy had a great connection with when he met her never heard from him again. She probably ended up wondering what happened – in fact, I’ve had girls I’d met insist that I call them, because, they said, men always took their phone numbers then never called. Other women have said how guys canceled dates with them using some of the lamest excuses you’ll ever hear. Men will work hard to get phone numbers and set up dates, then fail to follow up or make things happen. This tends to occur when men just don’t know what they’re doing, and give up before even giving it much of a shot.

Let’s make sure this doesn’t happen with you. The aim of this section is to equip you with all the tools you’ll need to be getting in touch with women you’ve met, and setting up your next meeting with them.

GETTING HER INFORMATION

If you’ll notice, this sub-chapter is not titled “Getting Her Number”, for a very good reason: you *always* want to avoid using the word “number”. Why’s that?

- “What’s your number?”
- “Can I get your number?”
- “Can you give me your number?”

These are the standard man-asking-for-woman’s follow-up information lines that the majority of men use. Here’s what you should notice about these lines.

1. They are all compliance requests
2. They all use the word “number”

Thing is, by the point in the conversation where things have supposedly progressed well enough that a man and a woman are going to meet again, the last thing a man should have to do is ask her if he can have her follow-up information. It should be a foregone conclusion. Since he phrases it as if it isn't, he makes himself look and sound weak, and has also puts the woman into the position of needing to make a decision.

Except for situations in which it benefits you and the seduction, do not put women in the position of having to decide. Women tend to follow the path of least resistance, and if the case is anything other than that she simply cannot wait to see you again, it's going to be easier for her to decide on inaction (“No”) rather than action (“Okay”). Women look to men to lead and decide; furthermore, if she clearly likes you, she is going to assume that you'll take her information. If a man she had previously assumed would just take her information then asks her if he can have it, she's going to have to pause and reassess her assumption: “Hmm... *can* he have it? That's a good question!”

Don't ask. Also, don't use the word “number” – she's heard that word a thousand times before, tied to a weak, needy question that forces her to do mental labor and come to a snap decision on a man who is putting social pressure on her to say okay. In other words, when a woman hears anything akin to, “Can I get your number?” she automatically recoils. It's like hearing police sirens if you've been pulled over for speeding recently; even if they aren't for you, you still

have an automatic negative reaction to them, because of your past experiences.

Having women react in an automatic negative manner to you is definitely something we want to avoid!

So, when you're wrapping up a conversation with a girl you like, have a standard follow-up line something like one of these:

- "Let me grab your contact info before I forget."
- "Let's trade cells so we can grab some food another time."
- "Let's stay in touch. How do I get hold of you?"

You can also use one of these mid-interaction – and actually, in my opinion that's the best time to do it. Make it a point to always grab contact information on a high point – it's an easy snap decision for the girl to say, "Sure!"

Sometimes men will wait for the conversation to die, and then, as it's circling downward, they'll say, "Okay, well, I'm going to go, but let me grab your number first!" She's already feeling awkward and unexcited with this man – what are the chances she'll want to see him again? Even if she feels too much pressure to say no, and gives him her number anyway, she's far less likely to respond when he calls or texts her later.

Conversely, catch her on a high point, and you're flying. So, after she's laughing and having a great time, you tell her, "We need to stay in touch – let me grab your cell, before I forget." Then get her number,

call her phone, and continue on with the conversation as if nothing had ever happened. This is the best way to do it.

Also, back to the point of calling her phone – absolutely necessary. You want to always follow these steps:

- Put her in your phone – you do it, or have her do it
- Next, call her phone
- Then, have her save your number

This does a couple of things for you:

1. Seeing your number on her phone lets you know that you got the right number – occasionally women will enter the wrong number, either on purpose (if they don't really want to keep in touch) or by accident (if they typed in the wrong number, or you did).
2. Seeing her answer and save your number will give you an idea how serious she is about you. If she tells you she doesn't have her phone on her, you know she isn't serious (every woman carries her phone on her). If she takes her phone out and says, "Yep, got it," without saving you, she may or may not be interested, but she gave you a real number, so you know you have something to follow up on later. If she saves your number, and makes sure she has your name spelled properly, you'll know she's interested and wants to hear from you again.

You can also have her put you in her phone first, and then give you a call so you'll have her number. Either one works – just make sure one of you has called the other.

**BRIGHT IDEAS**

Grab a woman's contact information on the high point of a conversation – it's much more natural than grabbing it at the end, as most men do

There is one other advantage of grabbing the number during a high point vs. during a low point. Women will automatically associate things based on what kind of value

you're following them up with – so the guy who asks for her contact info when the conversation is dwindling is clearly offering the value of keeping in contact with him to any woman he can talk to, regardless of how lifeless the conversation. Then there is the guy who asks following a high point, when there is laughter and good feelings and interesting conversation. This guy communicates that he stays in touch with people who bring good things into his life. Which guy do you think a woman would want to stay in touch with more?

The last thing to keep in mind with grabbing contact information on a high point is that there is a natural lull in the conversation following the number swap. Most people are accustomed to contact information exchanges coming at the end of a conversation, so the woman you're speaking with is naturally going to wonder if this means the conversation is over now. You'll need to take charge here and resume the conversation yourself – you can do so by recalling an earlier topic ("So anyway, you were telling me about...") or by asking her about something she hasn't fleshed out yet ("So why *did* you move here from London?"). By resuming conversation, you'll relieve her of the social pressure to end the conversation, and allow her to continue enjoying talking to you. It'll also reassure her that she made the right decision

of giving you her number – a man with as much social grace as you must surely be a good catch.

Other Kinds of Contact Information

There are other ways to keep in touch besides the phone, of course. Some of them are:

- Email
- Social Networking
- Business Cards

Generally, if a woman offers you her business card, give it a quick scan and take note of whether her mobile number is on the card. If so, that's all you need. If it's just an office number, ask her if her mobile is listed anywhere on the card – you can tell her you'd hate to bother her at the office.

If she offers you her email, this can be because she travels frequently, or it may be that she is simply more cautious when meeting new people. It's not quite as good as a phone number, but you can often turn it into something productive. I have had women I ended up having great encounters with off of nothing more than an initial email – so don't necessarily dismiss email outright.

If a woman offers social networking, on the other hand, it's often a polite decline on her part. While social networking can be something you use in your interactions with women, it's not typically an effective

way to set up dates. Rather, it is something that girls will use to increase their friend counts / online status. Politely turn down social networking invitations – you might tell her you’re not on the website she asks about, or you might simply say, “Do you have a more direct line of contact?” If she still hems and haws, it isn’t going anywhere, so you can smile and tell her not to worry about it, bid her farewell, and move on.

GETTING IN TOUCH

Once you’ve gotten a girl’s contact information, you’ll want to follow up soon. A general rule of thumb is

to send her a text message within a few hours of meeting her. For instance, you might grab a girl’s phone number and a few hours later (whether at night or during the day), send her a text message telling her it was great to meet her, ending by signing your name. Like so:



BRIGHT IDEAS

Send a follow-up text message a few hours after first meeting a girl. It helps your cause in a number of ways

“Great to meet a fellow traveler :) –Tom”

This initial text serves a few essential functions:

1. It reminds her of you and gets her thinking about you while the memory of you is still fresh in her head.
2. It “breaks the ice” on communicating via text and phone, allowing her to contact you more easily, and making it more natural and expected the next time you contact her.

3. It gives her your name, just in case she's forgotten it. A woman might have really loved meeting you, but if she forgot your name might be too embarrassed to respond to you again. This removes that as a risk factor altogether.

The First Phone Call

People have different opinions about this, but generally you'll find that **the next day** is the best time to call.

Why? Well, as the very knowledgeable Sebastian put it to me some time ago, if you wait a few days to call a girl who really liked you, she might be a little happier to hear from you if you wait a few days vs. had you called her the very next day. But the benefit is small, if any. On the other hand, for a girl you had a fairly neutral interaction with the advantage of calling her the next day while she still remembers you is much greater than waiting a few days while her memory and impression of you fades away.

Here are some tips for that initial phone call:

- **Walk around.** If you're nervous, as is quite common for beginning social artists when making calls to women they've just met, getting up and moving around will alleviate a lot of the anxiety. You can make phone calls while walking around your home, or to distract yourself even more, while walking on your way somewhere.

- **Plan your greeting.** A normal standard greeting is fine. “Hey, Susie, it’s Brian. How’s the rest of your week / weekend been going?” She will either launch into a story of her own, or tell you her weekend has been fine and ask you how yours has gone. You can then move to the next point in this list.
- **Have a story at the ready.** Something short and interesting that happened to you recently; ideally since the last time you spoke with the girl you’re calling. It doesn’t have to be anything amazing – it can be about the Italian restaurant you ate at for lunch and how great the calamari there was. But it must be *short* (too long, too early in the conversation makes her wonder what she’s gotten herself into) and it must be at least reasonably interesting.
- **Keep a time limit in mind.** So the conversation doesn’t drag on forever, keep in mind that you’ll only talk for about ten to fifteen minutes maximum. If it’s going really well and you want to talk longer, that’s okay too; but have it in your head around what time you’ll get off the phone.
- **Plan your exit.** Have an idea what you’ll say. “Okay, just got to the store, so I’m going to let you go for now. Talk to you soon, Betty!” or, “Okay, well, I have to hop in the shower before it gets too late. Glad I was able to reach you, Katie – let’s talk soon!”

You should normally **not** set up a meet on the first phone call, for a pair of reasons: you get the opportunity to get her more comfortable speaking with you on the phone without the pressure of her having to

decide on a meet, and you start off without making her feel like every time she talks to you she'll be asked to go out and do something. You also give her the opportunity to enjoy talking to you, but not know if / when you are planning to ask her out. As you improve your skill on the phone, you'll discover that more women will actually ask you out

**BRIGHT IDEAS**

Plan key moments of your phone calls out to help them run more smoothly

during the first or second phone conversation, or hint that the two of you should meet sometime soon.

Once that happens, girls are chasing after you, and you're right where you want to be.

Texting

Text messages are a fantastic tool for men of all skill levels, and one well worth learning. Texts are short, easy to send, and low investment – unlike a phone call, which a woman can feel a lot of pressure to respond to. With texts she can take her time to answer you, think her answer through, and read and respond at her leisure.

The downsides of texts are that it's difficult to communicate any meaningful sentiment via SMS, that you can't convey the level of depth and emotion that you can over a voice call, and that texts are their own unique skill that needs to be honed, as much as phone calls or in-person conversation.

Text messaging is powerful though, and should not be overlooked. Texting is more flexible than phone calls are, both time-wise and

communication-wise. You can text a girl while she's at work, in school, out partying at night, running errands during the day. You can text her to tell her about a great idea you had or a delicious meal you just ate, things that would usually be silly to make a phone call over.

Personally, while I was formerly a huge proponent of phone calls over texts, I don't even use phone calls anymore. I haven't actually called a girl in ages. I do everything via text now.

Once you know you can reliably win girls over via telephone, you can move onto text. You should rely on phone calls for cementing connections and setting up dates, until you've gotten your texting down to the level that you can do that over text, too. Phone calls are easier to master as there are more nuances in text. After mastering phone calls, you'll pick up texting much faster and get to a higher level with it than the guys who do texting alone.

Here are the general rules you'll want to follow for texting.

- **Keep texts short.** Particularly for text messaging beginners, there is a great temptation to write long, detailed texts. Avoid this temptation as long texts are bad texts. Keep in mind the Law of Least Effort – your communication should be roughly the same length as what she is giving you in return, and ideally will be slightly shorter. She should be investing more time and effort than you if you are to set the frame that she is chasing after you.
- **Avoid questions as first texts – especially boring questions.** “How's your day going?” “Hey Annie, what's up with you?”

“Feel like doing something today?” These are all examples of some of the worst texts you could possibly send to start a text conversation. *Don’t send these!* Avoid anything similar to them, for that matter. They are weak, boring text questions that are bad for three reasons. The first reason is that they imply the sender has nothing better to do than thinking about the receiver and texting her (his life must be uneventful – and she also knows she has him now, too). The second is if the question goes unanswered, it’s negative precedent for investment, and the third being that it communicates the sender has nothing better to say than, “What’s up with you?” (i.e., no communication skills). Putting a little care into your texts will communicate positively to your recipients.

- **Keep messages fun.** Texting isn’t supposed to be serious. Either talk about fun, cool, interesting things going on with you, or tease your girl a little bit. She should enjoy getting texts from you and look forward to it – it should be a high point of her day. But, do not make them over the top fun or silly – you’re not trying to entertain, you’re trying to build a little rapport and set up a date.
- **Keep your eye on the ball.** The ball, in this case, being the date you’ll set up with her. You should have a direction you’re moving with your text messages – forward, towards a date. If you’re texting aimlessly or having long text message conversations, you’re doing it wrong – *and moving too slow*. And remember what happens with girls you move too slow with – they auto-reject. If you take too long texting or spend

too much time beating the bush, you'll lose girls. Get to the point quickly.

Arranging the Meet

After you've done a little initial texting and maybe made your first phone call, you're ready to plan an in-person meet. Depending on how things have been going thus far, you have a few options available to you on how to plan your date.

Your Place – Ideal

If a girl seems very into you and is pushing for the meet hard herself, it's best to tell her to come to your place to hang out, or to tell her to head over so the two of you can make some food and then go out a little later. This is the ideal meet for three reasons:

1. It's easy – she comes to your place and all you have to do is straighten things up a bit before she arrives.
2. There is a higher degree of investment on her end – you're relaxing at home while she comes over to visit.
3. It minimizes legwork for you to get her alone with you – you start the date alone with her.

Have some good music (like Thievery Corporation or Sade), a few candles, and a well-set up home – ideally have the only places to sit be your bed and a small couch or loveseat that lets you be physically close with your woman. You can stack boxes and a little dirty laundry (might sound gross, but she won't touch dirty laundry, whereas pillows she might move! If you don't want to go that route, maybe put a stack of really heavy books there) on the couch to take up room if it's too big – you want to avoid the awkward situation of you sitting down on one end and her sitting down on the other. Physical proximity is tantamount, both for her getting comfortable with you, and for you initiating kissing and physical escalation.

When she first arrives, have her take her shoes off at the door. Since she has now removed an article of clothing (the shoes), and is making a commitment to stay a while – and hand her the matches or the lighter and have her light the candles, so she is participating in the seduction from the beginning. Both of these get you investment from the outset, which is quite big in helping her feel like this is something she's willingly participating in, rather than something she has gotten into and could have doubts about.

You want to be kissing and escalating as quickly as possible. Make sure she's comfortable first – if she seems nervous or aloof, give her time to settle in. Be warm and friendly and have fun with her. But get to getting physical as quickly as possible – she wouldn't be at your place if she didn't think it was a possibility the two of you might get together. See the later sections on physical escalation for strategies on how to find the most success here.

Somewhere Casual Near You – Next Best Thing to Your Place

If she doesn't seem like she'd be comfortable enough just hanging at your place, or she's pushed for a meet at a coffee shop or food, plan to meet her somewhere near you. Ideally, you want her to pick you up – tell her to swing by your address and the two of you will ride together. If it's a very short walking distance, tell her to come by and you'll meet at your home or building and head out.

The reason why you're doing this is twofold.

1. **Women flake.** Sometimes they just decide not to show up for dates. It's always far better for you to have them meet you at your place, so that if they flake you aren't stuck somewhere tapping your foot waiting for them to arrive when they never do. You'll be far less annoyed with her than if you're out sitting at a restaurant table by yourself, and thus far more likely to respond appropriately and not scare her off by making a big deal about a missed date.
2. **Her coming to your place is investment.** It's her getting used to following your lead, and if she meets you in your home, it gets her comfortable with your place beforehand, so when you bring her there later it is familiar territory. Never underestimate the value of getting women familiar with places, scenarios, and ideas whenever possible (that's also a large benefit of chase framing – getting them accustomed to and comfortable with the thought of intimacy with you).

From there, head out to a place nearby, and spend some time there

**KEY POINTS**

The ideal date location is either at your place, or at somewhere very close to your place

relaxing and getting to know each other. You might go for a walk to a park or the beach after that, and head back to your place to watch a movie or have a drink. Then, of

course, you will escalate physically with the goal of becoming intimate.

Scenarios to Avoid

These are the top scenarios to avoid when setting up a meet, and why to avoid them.

- **Bar / Nightclub / Party.** Even if you know everyone there and are the most popular person in the venue, these can be hard places for a meet. If you aren't a minor celebrity there, they are the absolute worst places for a meet. When you go to a nightclub with a girl, expect that you are going to have lots of male competition. These other men will try to peel her off of you while her friends will be a distraction and place judgment on her. Further, alcohol can influence her to flirt / dance / kiss other men, and there are a cacophony of potential bad things going on and may hinder your ability to turn this woman you've met into a woman you're intimate with. Avoid bars at all costs. Even when you think you're a nightclub pro, it's still better to avoid these scenes for a meet.

Too much can go wrong to make this worth it, and there are virtually no advantages over any other kind of meet. Save the bars, clubs, and parties for until after you've slept with a woman at least three or four times, and she's firmly "your girl".

- **Long travel times.** If you have to travel long to meet a girl, unless you know her well and have been seeing her for a while, this is better to avoid. This is especially true if you are meeting her somewhere other than her home. There is no worse feeling than traveling an hour to meet a girl, and having her not show up. Don't put yourself in that situation. If you're going to meet her at her home, that's perhaps the one reasonably acceptable situation here.
- **Expensive dates.** Don't do these, either. There are women whose *modus operandi* is to get men to take them out to expensive shows and dinners. The men typically do not get intimacy from these women, and the women doing this viewed the expensive dinners and shows as the price that men are willing to pay for their company. Keep your dates cheap and don't get into situations where you are paying for things for women – contrary to what many men think, the more you pay for a woman, the harder it is to get intimate with her later.
- **Group activities.** If you want to become her friend, feel free to join her when she invites you to group activities, or to agree if she asks to bring a friend along. Otherwise, keep it strictly one-on-one. No exceptions. You don't want to meet her

friends until you've been dating her and sleeping with her for a little while (or you may not want to meet them at all, period, unless you decide to go the traditional boyfriend / husband route) – certainly not beforehand. Friends will slow everything down for you – once her friends know you, they'll want to know how it's going with you, and she'll be pressured by them not to move too quickly with you. Avoid the friends at all costs before you get together with a girl.

Basically, keep it one-on-one, keep it casual, and have your girl at your place as soon as possible so things can proceed smoothly. Cut out anything that draws things out unnecessarily – you want your meets to be fun, exciting, enjoyable, and efficient. You're a busy man with lots going on so keep things simple and fast.

Date Templates

There are three kinds of date templates will serve you well. You should be able to fit all your dates into one of these three templates:

- **Informational Date.** An informational date is used with a girl you've only spoken with briefly, and/or you can tell is not very comfortable with you yet. You'll schedule something very light and casual with her – lunch, for instance, or a quick coffee or ice cream. You can knock out a meal and give her the chance to get to know you a little better in the process. After you've spent some time together, let her know you enjoyed talking to her, and end the date. One or two

hours are typically enough here. If it goes really well, though, you can always invite her back to your place to cook dinner or have a drink. Typically, this date is just for giving her the chance to get more comfortable with you and begin feeling more connected with you.

- **Structured Date.** A structured date is one where you plan everything out. You'll use this with women who are more comfortable with you than you'd ask on an informational date, but less so than you'd plan an easy date with. The gist is that you set up a number of steps to the date so that the two of you spend time doing different things, and end up back at your place. One example of a standard structured date is as follows:

- Have a girl meet you at your place, or pick you up there
- Go and grab a coffee or a tea, or get some ice cream
- Go do a fun activity – go see a comedy show together (and get very cozy with her during it) or go to the beach (and pick her up and throw her in the water!)
- Have the two of us head back to your place to unwind
- Make dinner or drinks as necessary
- Get intimate

Another example: I helped a friend set up a structured date of his own that he used to great success. His looked like this:

- Have girl come to his place and help him make a picnic lunch
 - Take girl and picnic lunch out to the beach near his house or a nearby park
 - Head back to his place after the picnic to watch a movie in bed
 - Get intimate
- **Easy Date.** If a girl seems quite interested in you, you can use the easy date format, and have her just come over to your place. You can either tell her you'll make dinner and drinks or chill, or that she should hang out and watch a movie, or that the two of you can have a drink and head out for a night on the town later. Regardless, the main idea is that she's spending time with you at your place, and you will never really leave, except perhaps to hit the store for groceries and alcohol, and then head back to your apartment. This is the easiest and most straightforward date template available – use with any girl who's reasonably comfortable with you to get to intimacy with the least amount of time, expense, and hassle.

That last one is what I try to steer all of my dates toward being, in fact, whenever possible. It's just a lot less demanding on your schedule, and the odds you get together with the girl are a lot higher than just about anything else.

My Standard Date

It's early 2011, and I've already taken a bunch of new women as lovers. I took four new lovers in the first fifteen days of the year, and I was hardly even going out and meeting women. A big reason why I've been doing so well is that I streamlined my dates. Each one of those girls I slept with on our first date.

These days, it looks like this for me:

- Meet a girl and talk to her briefly and tell her we should meet up and grab her cell number.
- Get *right to it* and text her within a day or so to meet up – something close to, “Hey Sarah, let’s grab that bite! When are you free over the next couple of days?”
- Find out her availability and tell her to meet me at my subway stop.
- Meet here there on the day of and take her to a little café very near my apartment.
- Talk to her for one to two hours and have a bite to eat.
- After our food is finished, tell her to come home with me. Fade to black.

Dealing with Flakes

First off, preventing flakes: make sure you pick times and dates that are convenient for the girl, and make sure everything is kept simple enough that she doesn't have to do much mental effort to meet you.

She should know how to get to the place and what time and what day to meet you. This minimizes the chances she wakes up on the day of your date and says, “Nah, it’s too hard to go meet him.” That’s also why you want to avoid overly fun dates; maybe on date day she decides she doesn’t want to go mountain climbing or boat rowing.

An hour or two before your date, send a little text just letting your date know that you are planning to meet her. I usually use one of the following:

- Hey Jasmine! When you get here, let’s meet at Exit B. See you soon!
- Melody, running a little behind. Okay to meet at 11:30 instead of 11?

This does two things for you:

1. It reassures your girl that you’re coming – just like you, girls worry about flakes too, and she’s a lot less likely to flake herself if she’s confident you’ll show up.
2. It gives her an opening to let you know she’s going to flake if in fact that’s the case, saving you from going somewhere and wasting your time if she can’t make it.

Sometimes girls flake. It happens. What you must not do when it does happen, though, is get too upset about it. Instead, make sure she understands it’s no big deal, and dismiss any effort she makes to explain herself. Let her know it’s fine. Then, a few days later, see about rescheduling.

The reason why you're doing it this way is because most guys either:

- A) Freak out and try to punish the girl for wasting their time, or
- B) Act like a total pushover and say it's fine while still exuding discomfort.

But if you get angry and freak out, she's not going to want to meet you. If you give her bad emotions and make her feel guilty for not showing up, she's not going to want to meet you. If she feels like your time was wasted and you were uncomfortable, she's not going to want to meet you.

She has to feel like you don't have any negative feelings associated with this at all and aren't going to make her feel any. That's how you get her to meet you again.

So don't take it hard if a girl flakes. Don't assume she doesn't want to see you. Just reschedule, make sure it's somewhere convenient for you (that's why I meet girls at my subway stop), and see them again. Don't bring up the missed date, and tell her it doesn't matter and you're just glad to see her if she brings it up.

I had a date in early '11 where I made a rare exception to my usual preference of meeting girls close to my apartment and went about 30 minutes out of my way to meet a girl. She was a no-show and she didn't answer when I called because her phone was out of juice. I waited 20 minutes, then texted her I guess we'd missed each other, that I'd tried to call her but her phone must be dead, and that I was going to head back. Then I went home, grabbed some food, and did

some work. She called me a few hours later saying she was very sorry but she'd had trouble getting there. I told her not to worry about it. She said she wanted to make it up to me; I said she could cook me dinner. A week later I had her come to my subway stop, where I met her and got in her car. I had her drive me to my apartment, took her upstairs, and within forty minutes or so of the start of our first date, we'd become lovers.

Don't get mad at girls for flaking. Don't get stressed out or upset about it. Just tell them it's no big deal, then contact them a few days later and reschedule.

HOMEWORK

If you haven't been asking girls for their contact information, calling up women you've met, and setting up dates – now's the time to start doing it!

Make it your objective to start collecting phone numbers. Take one of the following two goals to hit the next time you go out.

1. I will get two phone numbers

or

2. I will ask every woman I talk to today for more than five minutes for her phone number

Then follow up as described in this section. You should aim to go on at least two meets per week – try it out this week and next week. For your dates, sit down and figure out how you will structure them beforehand, and where you'd like to go. Here's my favorite for girls that are already chasing me hard – I first used it to great success with a cute little Japanese college student I'd spoken with for ten minutes in that lounge in San Diego that became a favorite of mine, not long after I'd moved there. I was able to have her come to my apartment for our first date.,

She arrived at my place and I had her come in and look through a bartending book I had and pick out a drink she'd like to try. We headed over to the liquor store first, and I told her I'd get the liquor if she'd get the food. After stopping by the food store, we headed back to my place where she made dinner while I made the drinks. Then we sat and drank and ate, listening to music, and after dinner we became intimate.

This is a great, fun first date, and the process of her arriving at your apartment, the two of you heading out elsewhere, then coming back again together really solidifies things and gives you a range of experiences together, even if it's only your first date. And the fact that she's at your place once, leaves, and returns makes it feel like she's been there multiple times (because she has), so she allows herself to settle in and feel more comfortable the second time around. I've used this date to great success with other girls, and highly recommend you try it out when you get the opportunity to.

FRAMES – YOURS AND HERS

I bet I can change your mind about almost anything, with enough persistence. That may sound a bit cocky but hey, I did take the county title in debate in eighth grade. More than that, though, we are all “certain”, to varying degrees, about our opinions – how much we love our families, whether we want to keep doing the same job for the next twenty years, whether we’d like to visit Africa, how good we think the crust is at the corner pizzeria, or whether we’d be willing to change our plans if a beautiful stranger came up to us and asked us to spend a day with her. But we all have limits to our certainty on, well, virtually everything.

Each person has thousands of things he or she has opinions on. And each person enters into contests of certainty with the people he or she meets on a daily basis. Frames clash every day; one person’s opinion clashes with another’s, and the stronger individual influences the other. These encounters can take all forms.

- A husband wants to go play golf, but his wife wants him to go shopping with her.
- A salesman lists a price that he says is fair, but the customer tells him it’s too much.
- A student writes an essay he thinks is outstanding, but the teacher grading his paper thinks it’s mediocre.
- Two men walking down the street realize they’re on a collision course; each man would like the other to step out of his way.

Your concern involves the kind you'll encounter between a man and a woman:

- A woman wants to joke around with a man, but the man would rather get to know her.
- A woman seeks a male friend, but the man wants to get intimate with her.
- A woman wants to go home and head to sleep, but the man wants her to come home with him.

Such instances are referred to as “meetings of frames” – when two people with different ideas meet each other’s ideas. In a typical meeting of frames, one person’s ideas will supersede the other’s opinion. In this chapter, you will focus on how to have your ideas become the ones that dominate your interactions.

STRENGTH OF FRAME

To have your frame take precedence over those of others, you must have strength of frame. That means, you must know yourself: who you are and what you want. If you don’t know this yet, it’s time to figure it out.

Your frame will naturally grow stronger and more solid as you become increasingly seasoned in the social arts. Socializing with new people can be quite daunting; oftentimes, these strangers will test your

frame for weakness in ways you may not see at first. Some common examples that you'll hear from women:

- “Do you have a girlfriend?”
- “Are you gay?”
- “Can you buy me a drink?”

These can all seem quite imposing the first or even the fifteenth time you get them. The thing is, though, once you know how you want to respond to these “challenges”, they stop looking like obstacles to you, because you acquire automatic responses. Just like when you order food and they ask you if you'd like a salad to go with that; you know how you typically respond. “Yes, with extra dressing, please,” or, “No thank you, but I will have some more bread.” It's the same with these frame tests – when a girl asks you if you can buy her a drink, you simply say, “Maybe later, if you're good,” and continue on with the conversation as if nothing had happened. No challenge, no curve ball thrown your way – just another part of the conversation.

Learning to handle challenges and hold your frame comes from exposure and experience. It is essential to experience such challenges and have a woman tell you she isn't sure if she should go home with you because she only just met you. At first, you won't be able to respond without being flustered. Over time, such exchanges become more natural and you may respond with, “Well, this is how two people get to know each other. Let's go!”,

Your main goal along these lines is getting to the point where you can effortlessly shrug off challenges. When challenged, a man has many

potential ways of responding, which we'll cover more in-depth shortly:

- Qualifying, or submitting under pressure.
- Bristling under pressure and arguing.
- Challenging a woman back (playfully, ideally).
- Remaining calm and dismissing the comment.
- Responding with self-deprecation.
- Responding with an invitation.
- Answering matter-of-factly but with strong undertones.

The first two choices in the list above are horribly destructive for attraction. The rest are constructive. The latter are how you want to train yourself to respond to challenging situations.

Make it your priority to remain unfazed. Even when encountering novel situations, keep in mind that a strong man has “seen it all” and is never surprised, amazed, or overwhelmed. You should still appreciate the things you encounter and do, and you should remain passionate about the things deserving of enthusiasm. But never let anything gain leverage over you.

**KEY POINTS**

Buckling and bristling are both poor responses to challenges. The correct response is almost always a relaxed deflection or reflection of the challenge

Remember the Law of Least Effort, our basic rule of social power – that the man expending the least amount of energy is the most powerful and attractive, and that the man expending the most energy is putting himself on the line. Just as when a man challenges you by trying to tool you and you brush it effortlessly off, causing him to lose social power and you gain it, so too does it go when *women* challenge

you. Shrug off challenges, and it discourages them from continuing to challenge you, while boosting your perceived value.

RESPONDING TO CHALLENGES

As mentioned earlier, upon being challenged, a man can respond different ways. We're going to skip talking about arguing back, since it ought to go without saying that's something that has no place in a seduction. Most men respond to women's challenges with a few standard kinds of response, that are not, in fact, the best options however. These standard responses are **qualifying** (or submitting, as referred to above) and **challenging**. Let's have a look at each – and then four other kinds of responses.

Qualifying

Qualifying is when an individual makes the case for why he meets the standards, or “qualifies”, that have been laid out before him. At the most basic level, if a job asked for a candidate who had ten years of work experience, a man might present his résumé showing his twelve-year career as evidence that he is qualified.

Similarly, many men resort to qualifying themselves when asked questions or challenged by women.

It's in fact the most common way that a man will respond to a

woman's challenges. Unfortunately, it's also the weakest and the most efficient at destroying any attraction she might have had for him.

Here's an example of what some common qualification looks like, coming from a man:

Girl: I only date men with good professions.

Guy: Oh yeah, that's me! I'm a manager at XYZ company.

This is probably the worst response a man could have to this statement from a woman, shy of arguing with her or insulting her outright. It's an incredibly weak reply that screams, "Am I good enough for you?" The man is firmly entrenching himself in trying to prove himself worthy of this woman. It goes against everything you've learned about boosting attraction so far – don't resort to this, ever.

The other negative repercussion from self-qualifying is it displays that he is incapable of handling social pressure. With the statement she's made here, this girl has placed pressure on him to respond by qualifying himself. He bows to it, buckling, and does as she's pressured him to do. She is clearly in the leadership position here, and women do not tend to feel attraction for men they lead.

Here's an improved version of the same interaction and type of response. Note that even though it sounds much better, the man is still qualifying – just in a more social adept way:

Girl: I only date men with good professions.

Guy: Well, lucky for me I have one then.

This is a much more charming way of addressing this challenge, and the damage caused by qualifying is offset by his social grace. The impact is roughly neutral – perhaps he gains a slight bonus for his grace. But you can do much better than this.

Challenging

The next step that men tend to make once they've realized they have been giving too much via qualification is to begin responding to challenges with challenges. They go from capitulation to defiance. Still, challenging back is typically an improvement from qualifying. A man who challenges is more likely to be called an "asshole" or a "smartass" than called a "nice guy" or a "sweetheart." For the purposes of attraction, the former are better than the latter.

Challenging ends up looking like this:

Girl: I only date men with good professions.

Guy: You mean like those guys who shine your shoes for a dollar?

Challenging can be a lot of fun, and is often a big part of repartee, as covered earlier in Section One. While challenging does increase attraction by raising your perceived value (you're a very confident, witty guy, who is clearly in control of the interaction), it also damages

your attainability. As you keep throwing challenges back at her, you seem increasingly hard to get.

Lots of challenging can lead to verbal sparring and a situation where the girl will continually challenge you back, until she reaches the point of auto-rejection and quits the interaction. Challenging should be used in moderation to avoid pushing women too far. Yet when you're new to challenging, you should progress with it as far as you can to build up your experience. You need to comprehend how challenging works to fully understand it and figure out where the limits are.

Dismissal

Dismissal is something that's good and useful sometimes, but that you want to be careful with and use judiciously. You can be dismissive of flighty / off-hand remarks women make, but you absolutely do not want to be dismissive of actual concerns. Doing so is a first-class ticket to the land of low attainability.

Typically, with dismissal, you're going to shrug off a woman's comment, and move on in the conversation.

Dismissal looks like this:

Girl: I only date men with good professions.

Guy: Really? Oh, cool [bored tone]. So do you travel at all?

This is one of those things that you will sometimes see women get irked by... and sometimes you will see a very large instant boost in attraction. Interestingly enough, horny women tend to throw up a lot of often ridiculous demands for men and respond well to dismissal as they unconsciously seek the strong men who simply don't care about whatever the woman says her demands are.

Self-Deprecation

Self-deprecation is a higher level response to challenges. Some social beginners will express reservations about self-deprecation: "Doesn't it lower your value to self-deprecate?" they ask. You might be wary of using self-deprecation around very young women, or other kinds of women who are not very socially adept, but trust that all other women will understand it, and appreciate it.

Self-deprecation is a way of responding to a challenge by *joking* that one is lower value. It shows a tremendous amount of self-confidence and self-assurance since men who actually are of lower value would never do this; as they are too busy trying to appear higher value. Men who actually are higher value, though – who are socially adept and have handled their fundamentals – can joke about being lower value, because it's obvious to women just from being around them that they aren't.

Self-deprecation looks like this:

Girl: I only date men with good professions.


Guy: Good thing I just got promoted to head taco maker.

The basic idea is to throw out something silly in a manner that sounds serious. You are joking that something that obviously isn't what a woman is looking for is. It's funny, and it also shows a very confident dismissal of her attempt to screen you – because you obviously aren't overly concerned with meeting her "requirement" that you have a good profession.

Women are not most attracted to men who meet their requirements.

Women are most attracted to the men who are above their requirements, which is why self-

deprecation is such a powerful, attractive way of responding to challenges.

**KEY POINTS**

Women are most attracted *not* to men who meet their requirements, but to men who are **above** their requirements

Invitational

Another strong way of responding to challenges is an invitational response. You take the opportunity of a woman challenging you to *invite* her to do something with you. This is powerful for the same reason that chase frames are powerful – you are planting the idea in her mind, encouraging her to think about it, and getting her accustomed to the concept. It's the power of suggestion, nestled in laughter and good thoughts.

Invitational is best used after some of the initial getting-to-know-you stuff is out of the way, although it's possible to use earlier too. Because invitational is a reward (you are inviting her to do something or spending time with you), it's better to guarantee that a woman has earned invitational replies by being interesting and attractive to you. Generally speaking, by five to ten minutes into an enjoyable conversation, invitational is good response.

Because it's done in a somewhat humorous way, invitational is not very high pressure in how it makes its suggestions; however, you want to avoid making it sound like a joke. You're only half-kidding when you make an invitational reply so you want her to understand that you actually are inviting her, as well.

Here's what it looks like:

Girl: I only date men with good professions.

Guy: I guess we'll just have to find something other to do than "date".

Another example is:

Girl: Are you any good as a cook?

Guy: Maybe I'll have you come over some time to make a meal and let you be the judge.

You're inviting her to do something with you – in the first case, something “other than date”; in the second case, to come over to your place and cook some food together. You're typically going to invite her to do something that is vaguely romantic or sexual in nature, so that she has the chance to picture the two of you alone and consider you in a more intimate way.

Invitational is very good for setting the right mood and moving things along quickly. You may be surprised at the responses you get *back* to your invitational responses.

Matter-of-Fact with Undertones

It takes a greater degree of confidence and mastery of facial expressions and voice tones than other types of responses, and is primarily based on nonverbal, but if you can get this down, you'll positively entrance women with your replies. The timing of when you use this is a bit more specific than some of the other responses; this is something you'll use more often when a woman has been challenging you repeatedly, almost as a, “Hey, cool it, toots,” kind of message. You can also use it when a woman is getting jittery, say when it's time for you to pull her, or when the two of you are alone in your place and she knows it's time for you to get together.

This one's a little tough to describe in text; you'll see it in movies sometimes. Harrison Ford does it a lot; he does it in the *Indiana Jones* movies and if I recall correctly in *Star Wars* as well. Basically, think of a woman being challenging with a man, and the man leans in very

close, getting his face close to hers, in an almost intimidating way, but with a slight, sly smile, and slightly droopy eyelids, and replies in a low voice that drips of sexuality in a very matter-of-fact way. His words are plain, and their very plainness turns the emphasis on his presentation, which is dripping with strength and sensuality.

Matter-of-fact with undertones looks like this:

Girl: I only date men with good professions.

Guy: My profession is *very* good. [said in a quiet, strong, sexy voice as the man leans in with a slight, sexy smile and droopy bedroom eyes and gets his face close to hers]

Done correctly, the woman should almost interpret the words to have some kind of sexual meaning themselves. For instance, in the example above, the woman might get the idea pop into her head that maybe the man is going to tell her his profession is pleasing women. She might even ask him what he does, hoping he'll respond playfully with something like that and build up the sexual intrigue.

Also worth noting, you're usually going to actually use qualifying-esque words in the verbal portion of this reply. The rationale as to why is that you're coming across so intense in every other way that doing something like challenging back or trying to be self-deprecating is going to come off incorrectly. You can also couple this style of response with invitational-style wording.

IGNORING UNHELPFUL FRAMES

Women may say things that aren't necessarily what a man wants to hear, or are even downright unhelpful toward a seduction. Social beginners often don't know how to act in response to unhelpful frames; they typically either surrender in defeat, or respond in an angry manner. But both of these feed into the negative frame and give it more power.

A frame draws its power from the premise that other people will believe in it. The men who surrender to a frame, and the men who fight it, both are saying that they believe in the frame. The only difference is that one submits to it, and one combats it.

But both believe in it.

For instance, let's say a man is with a woman who tells him, "We are *not* having sex tonight," after he brings her home for the first time. The typical responses from probably 99% of men are either:

- Submitting: "Okay, fine... I understand. We can just cuddle for a little while."
- Fighting: "What? Why? Have I been wasting my time with you? Please tell me I haven't!"

Hopefully you can see that neither of these is constructive. The first guy comes off as a cowed, weak man who strength is obviously

lacking; the second man comes off as an angry, weak man who's totally out of control of the situation.

In both cases, the woman is calling the shots. The men are just reacting.

What's a better way of dealing with these unhelpful frames? Well, the ideal is to just ignore them. So, in the example of the woman telling the man they are not having sex, a man might choose to:

- Smile deviously, and draw her in for a passionate kiss.
- Joke with her by reframing himself as the one who is making her wait: "You're damn right we're not having sex tonight. What do you take me for? I'm not that easy."
- Call her out on the thought and point out to her the way her mind is going: "Sex? Who said anything about sex? I was just thinking about what wine we should have. What's on *your* mind?"

I personally prefer the final response for most things regarding intimacy. It puts the woman in a position of having to own up

**BRIGHT IDEAS**

Rather than buckle or bristle, use another, more effective way to deal with unhelpful frames used by women

internally to where her head was at, because it's true. Women don't say, "We're not having sex tonight," until they start thinking about becoming intimate with

you. So this is an effective way of helping her to recognize that.

Ultimately, by going the route of ignoring, reframing, or calling her out, you can very effectively deal with unhelpful frames. Never submit or become angry – both routes are highly destructive and lessen your control of the interaction. It's incredibly important that you remain in control – she wants it that way, and you want it that way. It's best for everyone.

GROUP MANAGEMENT

Once you're more experienced, I recommend avoiding groups whenever possible, as it's simply a lot more work, the chance you pull from a larger group are generally quite lower, and there's a lot more that can go wrong because the people in groups feel a lot more justified in sticking their noses into the business of other people in the group than strangers do.

But particularly when you're learning, group management is a valuable skill to get down. It can be a tad intimidating at first, but it will become less so over time.

First, you need to develop the ability to recognize the leader of the group and get on her side or stay out of her way. The leader is generally going to be the one exhibiting the following behavior:

- Talking the loudest
- Being the center of attention
- Interrupting others
- Accepting and rejecting ideas

- Arguing with others and shooting down opinions she doesn't agree with
- Passing judgment on new people entering the group

If the leader accepts you in the group, the rest of the group will accept you as well. It isn't always the most beautiful girl or the biggest jock; sometimes the leader is an unattractive girl or guy. More often than not though, the prettiest, most vibrantly dressed girl tends to be the leader of her group. The more energetic the person, the more likely he or she is to be the group leader.

Once you know the leader, trade a few pleasantries and a bit of small talk to at least seem likeable. Talk briefly with other members of the group as well.

When cold approaching groups, cold approach the girl you like best if possible.. Women are going to expect you to go for the woman you like best, and many girls will see you as "the guy" of whatever girl you start talking to. It doesn't always work this way, especially if you seem like you're out of the league of the girl you start talking to, you may get more attractive / higher status girls in the group competing for you, because they know their friend doesn't really stand a chance with you. But particularly when you're still working on your skill set with women, avoid tying yourself to a girl you aren't all that into in a group.

Also important in groups is to focus your attention on the girl you like best. Talk with others, but don't get into deep conversation with them. Keep your conversation with other members of the group light and small talk-y, and save the deep connecting for the girl you like. Take

opportunities where she talks as opportunities to spark conversation between the two of you, as well. For instance:

Abby [friend]:	How's your studying for the GMATs going,
Katie?	
Katie [girl you like]:	Okay, but it's such a pain.
You [to Katie]:	Oh, you're planning on going to grad
school?	
Katie:	Yeah.
You:	What for?
Katie:	I want to do [something]

If you've done a good job spreading good cheer among the other friends by making polite, friendly small talk and expressing friendly interest without going too deep, the friends will all think of you as a cool, very-okay kind of guy, and they'll end up leaving the two of you alone while you and the girl you like immerse yourselves in good conversation.

Remember too one cardinal rule of managing groups: **focus on one person at a time**. If you treat a group as a single entity and address the group, or talk to "you guys," people will quickly lose interest in what you're saying, because they don't feel like it's for them. You must address individuals within a group, one at a time.

THE HARD PUSH

One of my favorite things learned from my teacher Sebastian is what I refer to as “The Hard Push.” It’s an extreme persistence that surprisingly produces results, and it goes back to our initial premise that no one is 100% certain of his or her stance.

So you’re walking down the street, and someone says to you, “Would you like a pamphlet?” You tell the person no and keep walking. But let’s say the person follows you, “Sir, please take a pamphlet. It takes only five minutes of your time reading to help save a starving child.” You say no thanks and continue to walk. But the person persists, “Please sir, it’s just a pamphlet.” Five, six, seven, eight times they ask.

Finally, around the tenth time, you say, “Fine, just give me a pamphlet,” and take it.

The person got you to take the pamphlet even though you initially had no intention whatsoever of taking one.

This is the hard push. When it comes to women, it *works*. And it works a lot better than it works with men. Because as a man, we resent someone harassing us about something, overcoming our resistance, persisting into making us do something we didn’t intend to do. But women tend to have a very different reaction – they feel a surge of attraction. Women are attracted to men who get them to do things to go against what they’d previously decided to do. Because, if she’s going to change her mind for this man, he must be a very strong, very dominant man, and she will feel attracted to him.

And you can see it – a very visible, highly noticeable spike in attraction from her after you do a hard push and a woman complies.

It's almost like magic – she melts before your eyes and turns into a puppy dog.

The first time I tried it, I was in San Francisco with some friends of mine attending a birthday party at a nightclub. I noticed a very pretty girl standing out on the balcony of the club, surrounded by four men. But she was looking straight at me, and I could tell she was interested. I walked over to her. We clicked right away, and the four men disappeared, leaving the two of us alone. We spoke for several minutes, and I could tell my girl was very interested in me.

So I went to move us to sit. "Let's go grab a seat," I told her.

"I can't," she said.

"Of course you can," I said to her, "It's right over there. Let's go."

"No, I can't," she told me. "I have to stay here."

I persisted. "Come, let's grab a seat. It's much more comfortable than standing."

"I wish I could," she said.

"No wishing required, just a little moving of your feet," I said.

"I have to stay here, I have to keep an eye on my friends," she told me.

"You won't be very far – the seats are just over there," I replied.

“But I have to see my friends!” she insisted.

“You’ll be able to see them just fine, we’ll be ten feet away,” I told her.
“Let’s go.”

“Okay,” she said, after a half-second’s thought, and went with me. When we reached the seats, her attraction had exponentially increased for me, and she was leaning up against me with a big smile on her face. It had worked – I was a little surprised that first time.

Was it really that easy? Just ask a girl enough times to change her mind, and she will?

Well, it doesn’t work every single time. But it does more often than you might think. When you ask a woman to do something and she says no, but as you keep asking her, you can see a change come across her eyes, and she will suddenly give in and follow your lead.

There is another key to persistence that makes it easier for a woman to stay: keep giving her new reasons. They don’t have to be incredibly solid reasons; a reason that *sounds* good enough will suffice. Because what you’re doing, by persisting in asking her, is working through her objections together with her and addressing her concerns. Sometimes the concerns voiced are actual concerns, and you work through them by offering logical suggestions; sometimes they’re just proxies the woman is using because she isn’t sure about *you*, in which case your repeated insistence with varying reasons simply removes any logical alternatives she has to resist and calms her down, making her more likely to comply. Obviously, if a girl doesn’t actually like you,

regardless of what you say or do, there's only so much she'll be willing to do with you.

**KEY POINTS**

The **Hard Push** is persisting verbally in the face of initial resistance from women – it's refusing to take no for an answer, in a very suave, seductive way

If you notice the exchange with the girl above, I kept giving her reasons: "it's more comfortable than standing" "just a little moving of your feet" "it's ten feet away" "you can see your friends fine from

there". Eventually, her logic starts saying, "Yeah, those are a lot of good reasons, I'll just listen."

If a woman is firmly set against going with you, no amount of persistence on your part will convince her to do otherwise. So don't worry about making women do things against their will – that's impossible, if all you're doing is talking to her. Have you ever had a beggar force you to give him ten dollars by just being persistent? Of course not, maybe one dollar if he was persistent enough, but ten is more than you'll part with unless you really believe what he has to say. Your line is drawn, and you won't pass it, no matter how persistent the beggar.

But you're not a beggar. You're an attractive man whom this woman likes, and there is a part of her already that wants to spend more time with you. The object of your hard push is to get that part of her to win out over the part of her that wants to stay in its comfort zone and just remain in familiar territory. You want to help her join you on her adventure and open herself up to great new experiences with you.

Think of a great lover – perhaps an Italian, or a Latin – and how he is with women, persisting in his insistence that they join him and not simply disappear off into the night. The hard push is the very essence of being the seducer. You are not just being a romantic; you are helping a woman to unlock her own desires within and embrace them.

Persistence wins more often than not. And persistence, not coincidentally, is one of the most attractive traits in a man. I can't tell you how many women have told me stories about how they first started dating their boyfriends or husbands despite not originally wanting to because the man just kept asking.

Have the more powerful frame, and you will get the girl far more often than the men who buckle or chafe. Success belongs to those who pursue it.

A PANOPLY OF REASONS

Sometimes if you're running short on time and a girl is really hemming and hawing and you just want her to come, you can give her a "panoply of reasons" – you throw a bunch of logical reasons so it is overwhelmingly logical that she come with you. For instance, if you're about to hop in a taxi with her, and then suddenly she starts having second thoughts, so you'd pull out a panoply of reasons. It looks like this:

[as you open taxi door for the two of you to head back together

Her: You know, on second thought, I'm really tired; I think I'm just going to go home.

You: The night's not over yet! We're heading back for a few minutes; we'll call it a night after.

Her: I'm just really tired. I'm going to head back I think.

You: No, look. I like you; we're getting along so well, having a lot of fun together, and if you head back now and I head back now we might never even get to see each other again. We can go for 30 minutes and go sit get to know each other one-on-one and not have to worry about what all these other people are doing. Let's just do like we originally planned and we'll go to sleep a little later; we can always sleep, but we can't always meet such an amazing new person.

The words you use won't always be the same, but throwing a ton of reasons up like that makes it very hard to say no to. What you're aiming to do is hit the right emotions and structure everything as a once-in-a-lifetime opportunity (which it is) that might be lost if she does something as mundane as doing whatever it is she thinks she wants to do rather than spend time with you. The majority of times women walk away, you really never do see them again. If you can at all prevent it, don't let a girl walk away.

HOMEWORK

We learned a lot about frames in this chapter. Now it's up to you to start implementing some of what you've learned.

As we progress through Section Two of this book, you'll notice that the lessons are becoming more advanced – there's a lot of material we're covering that it's not as easy to go out and just *try*. How do you go out and *try* invitational responses? You need to incorporate them into conversations you have with women.

Write down “dismissal”, “self-deprecation”, “invitational”, and “matter-of-fact with undertones” on a piece of paper, and take that with you. If you're having trouble coming up with responses that fall into these categories off the top of your head, take some time to write down some of the most common things you're hearing from women right now, and how you'd respond in **each** of our four productive ways. For instance, you might be hearing:

“How old are you?”

Fairly often now, either because you're talking to some women younger than you, or some older than you – or both, if you're going out frequently and meeting lots of women! So you might write:

Dismissal: Old enough. So how do you spend your time in a big town like this..?

Self-Deprecating (older): Well, let's just say when your father and I used to play football in high school... [smile and wink]

Self-Deprecating (younger): Well, I'll be able to join the army pretty soon, but it's still going to be against the law for me to drink

Invitational: Come a little closer and I'll tell you, young lady.

Matter-of-Face with Undertones: I'm twenty-eight [said in a whisper as you lean in with a seductive smile].

As you use these kinds of responses more, you'll begin coming up with your own replies and using them on the fly in response to novel challenges from women and things you haven't heard before. It's like learning a formula in algebra – once you know how to use the formula, you can solve problems you haven't seen before.

Go armed with these the next time you go out and try them out – four times for each kind of response. Also try using the hard push at least once the next time you encounter a situation where you're asking a woman to do something and she's giving you resistance. See if you can turn that resistance into an opportunity to show her your persistence and determination, and win her over to your side.

MAKING GIRLS CHASE

Mindsets, touch, dating, and frames. All stuff to set you up and position you to get intimate with girls. But before we go into the final chapters on pulling, logistics, and seduction, those final steps of getting you and your girl to intimacy, let's go back and coalesce everything we've covered so far into a chapter on how you can actually use all this to get women to quite literally pursue you. So let's take a moment to talk about putting everything together in a way that makes girls chase.

CHASING AT THE OUTSET

Typically, you will be doing the pursuing from the outset of the interaction. You will be the one approaching women and initially engaging them. You will sometimes, particularly as you get more advanced, run into the situation where women pursue from the outset – where *they* do the opening, and work to build repartee and rapport – but even as an advanced student of the social arts, normally you'll be the one handling the primary engagement.

However, even at the outset, you can turn some things in your favor. This starts with the very first, initial part of the opener, the pre-opening. When you pre-open, touch a woman and have her turn toward you and make eye contact with you first, before speaking to her or even returning eye contact to her. You set a small, almost imperceptible frame that implies she is almost opening you.

This continues through the initial stage of the interaction, as you engage while taking the more relaxed body language and locking in. You may also adopt a slightly bored tone of voice, which makes women work a bit harder in general to keep your attention and keep you impressed. Keep your eyes peeled too for women who position themselves near you and facing directly toward you; they are almost opening you themselves. With women like this, you can simply extend a hand and pull them into you, or you can open them very casually with something like, “And how’s *your* night going?” You basically imply that you caught them hovering around you, and you are bringing them into the conversation they were angling for.

CHASING IN THE MIDDLE

The middle part of the interaction is where you will begin using chase frames, and where women will begin to really realize your value (beyond the value you convey via fundamentals). If you’ve handled your fundamentals and applied the topics we covered in Section One, your value is already very high and clearly apparent to those around you. Couple that with an interesting life – filled with travel, adventure, ambition, and a variety of new and interesting experiences – and you will be dynamite for attraction.

As you begin using chase frames and using subtle nonverbal signals to imply that a woman is chasing you, it begins to set in her mind that in fact she *is*. And once she begins to believe it, she will begin to act it. The whole object of these exercises is to tip the scale in the direction of

her chasing you. Once the scale has been tipped, the entire interaction will begin leaning more and more in that direction. You've reached the tipping point, and now everything spills over.

Signs a Woman is Chasing You, and How to Use Them

There are numerous ways to tell that a woman is pursuing you. They are all ultimately tied back to the Law of Least Effort – the person putting in more work and investment is necessarily attracted more. And they are all based on relative levels of effort. For instance, a woman chasing after you may be leaning into you, which looks good for you, but if you're bragging and trying to impress her, showering her with free drinks and free meals, and complimenting her repeatedly on how beautiful she is, suddenly it doesn't look as if she's pursuing you quite so much as **you** are pursuing **her**. So keep in mind that everything is relative here.

Keep in mind too you don't want to avoid showing any interest – being too aloof is detrimental for your attainability. Yet being overly



BRIGHT IDEAS

Remember the Law of Effort, and maintain a balance where women are putting in perhaps 10 or 20% more effort than you are – but not *too* much more, or you risk them auto-rejecting

interested in her is showing all your cards, and gives you no challenge attainability. As with all things in seduction, the key is having and showing balance. Of course, first you must go out repeatedly and go a

little too far to the extremes – that’s how you build your sense of balance. Once you have it though, mind it and you will find consistent success.

Here are some general signs that a woman is interested and pursuing you.

- She’s physically leaning into you – the closer the better
- Her body is facing you
- She’s asking you lots of questions
- She’s proactively working to qualify herself and build rapport and a connection, including:
 - She agrees with just about everything you say, very emphatically
 - She works to relate her experiences to yours and build commonalities
 - She focuses on ways that the two of you are alike in conversation
- She’s touching you
- She’s talking about things the two of you can or will do in the future (such as hanging out, going to different places, or even taking vacations)
- She uses “we” and “us” when referring to you and her

When you see these signs, particularly in abundance, you can take them as indicators that she is very interested and is in pursuit.

Unlike good behavior in general, most of these you will not be directly rewarding. The reason is that standard good behavior is often going to be in reaction to something you have done, or a request you’ve made,

so in that case you reward to make her feel good for having offered compliance. Signs that she's pursuing, on the other hand, are self-generated on her part, and are not coming as the direct result of requests by you or indications by you as to the sort of behavior you'd like to see. Over-rewarding signs of interest can actually be a sign that you, in fact, are pursuing, as it makes you seem overeager to receive signs of interest from your girl.

Instead, you will make a mental note of signs of interest coming from the woman you are speaking with, and will maintain that interest through attainability tech and by showing some interest of your own. However, you want to be careful not to overdo it – show just enough that she realizes she is succeeding in her pursuit of you, and getting closer to her goal. The idea is to help her feel closer without feeling as though she has “achieved” you.

The danger of letting a woman feel like she “has” you is that it removes both the challenge of the pursuit for her, and the intrigue of not knowing whether she will be able to get you or not. She “has” you when you tell her that you want to

be with her, or be intimate with her, or kiss her, or make her your girlfriend. Once she “has” you, the fun and interest for her is gone. This is why a true seducer seeks to maintain the intrigue and challenge that makes women desire him in the first place. It's also the primary difference between a seducer and an average, boring man. The average man states his mind outright: “You're so beautiful! I want to get to know you. Let's go out on a date!” The average man removes

**KEY POINTS**

Refrain from immediately rewarding signs of interest from a girl. Instead, make a mental checkmark that your girl is interested and pursuing, and gradually increase your shown interest in her

intrigue and challenge *immediately*. It's probably one of the primary reasons why the average man has such markedly less success with women than a skilled seducer – the average man is completely uninspiring to a woman.

Encouraging Chasing

A woman needs to feel good when she pursues you. To illustrate, think of yourself in the role of pursuer. Now imagine three different scenarios.

In the first, the woman you pursue never acknowledges your efforts or attempts. She seems largely oblivious to them, in fact. How does your pursuit change? Eventually, you likely give up pursuing, don't you? As far as you can tell, she just isn't interested.

In the second scenario, imagine the woman you pursue being warm or flirtatious, making you feel good as you pursue, and as though you are getting somewhere – although she never goes absolutely crazy for you. You can tell that she likes you and you feel like you're getting somewhere. How does your pursuit change as it progresses? Well, you probably feel like you have a legitimate shot and work harder, right?

Now imagine one third scenario. In the third, you pursue a woman who suddenly starts throwing herself at you, acting overly excited and taking charge with fervor after you express

some interest. What's your reaction to her? I'm betting she very likely scares you off with this behavior (if you have any common sense!).

This is the attainability part of it. Just like the when we discussed attainability earlier in this book and we mentioned Goldilocks – we



KEY POINTS

You neither want to give a woman too little interest, nor too much. Strive for balance in the interest you show

don't want too much, or too little. We want just enough. There is a certain degree of calibration that can only be learned through practice – through giving too little and causing women

to give up, or giving too much and scaring them off. Your goal should always be to give *just the right amount* of encouragement; with experience, you will learn how much this is.

Once you've made that mental note that a girl is chasing you, you want to begin giving her the encouragement she needs to continue to pursue. Here are some of the best ways you can do that.

- **Flirting with her.** Being charming, sexy, and seductive. Using innuendoes, suggestion, and chase frames that hint at or imply the two of you getting together. A lot of this is conveyed in voice tone and nonverbal communication. I always recommend students I teach check out Ryan Reynolds in *Van Wilder*, and just about any James Bond movie with Sean Connery or Pierce Brosnan in it.
- **Going into deep rapport with her.** Get a woman to open up with you. She will tell you intimate details about her past, her childhood, her dreams, and her relationships. She will feel

bonded to you and help her to trust you more. She will feel that you are more interested in her, provided you are listening actively and attentively while she discusses these topics, of course. The better she feels you know her, the more comfortable she feels with you. She justifies you being attracted to her because you know her so well now; she knows you see her for her, and are not interested in just any girl who comes along.

- **Leading her.** Women respond to leading as a sign of interest. Women take men asking them to move around to mean that the man is seeking to progress things forward with them. Having women move around with you and do things with you will make them feel closer to you and rewarded.
- **Escalating with her physically.** Touch is one of the most powerful ways you communicate your attention and attraction to a woman. Touching her in an increasingly intimate manner and just plain touching her *more* (more physical contact, more constant contact) will communicate to her that you are interested in her.

Not all of these are necessary in every interaction. For instance, during a rapid seduction, you can typically skip deep rapport altogether. Going into deep rapport can often be counterproductive for moving toward intimacy quickly. But these are the basic ways you will go about encouraging chasing as you begin to see the signs.

You give a little, but not too much.

CHASING TOWARD THE END

One of the potential sticky areas that a man can run into is: when does he stop letting a girl chase him and just go for her? Too soon and he risks flip-flopping and acting incongruent with his previous behavior; too late and he risks not making a move and losing women as women rarely initiate physical escalation.

The secret is, though, that if you're proceeding as above, you never really need to change anything. Take a quick skim through the points offered as ways of encouraging women to chase above: flirting, building deep rapport, leading, and physically escalating. These are all the things you need to become intimate. So you never really need to "flip" and begin chasing; you can always be the pursued, rather than the pursuer.

Even during the final escalation – something we cover in the next chapter – you can remain the pursued, by doing things like pulling women into you and continuing to use verbal chase frames as you escalate.

You do the physical escalation, but use chase frames verbally to position her as the pursuer. It can actually make the final escalation to intimacy move much more quickly and smoothly. For instance, as you kiss her and run your hands up and down her body, you might tell her, "I thought we were just going to hang out and talk."

Women are taught that intimacy that happens too quickly is bad and that they should postpone it as long as possible, except with men they

are only going to sleep with once and never see again. By engaging their logic through framing them as the pursuers, they are freed from the constraints of such socially-imposed constraints, allowing them to follow their own desires for you.

IN-PERSON VS. DISTANCE CHASING

There are some slight variations in how you should structure the chase, depending upon whether you are there in-person with a girl, or whether you are communicating with her via phone, text, email, social media, or other means.

Chasing is somewhat easier to structure and carry out in-person, simply because it's easy to adjust on the fly if any small mistakes are made to prevent them becoming big mistakes – for instance, doing something that hurts attainability but being able to identify the error and instantly correct in-person. It is also easier to communicate the subtle details of the chase frame with nonverbals like facial expressions, eye contact, and physical touch in-person. Communicating over a distance lacks these extremely important interpersonal cues.

When conducting distance interactions, put a priority on building a positive, rewarding experience for a woman while simultaneously using subtle verbal chase frames. She should always enjoy talking to you, and you should deftly sever negative or destructive conversational threads.

Avoid: Do not use public avenues like social media to post chase frames publicly on a girl's wall. For instance, you might joke with her over the phone, "Hey, Kelly, stop thinking about me naked all the time," and she'll laugh and find it a little bit exciting. If you post something like that in a public place online where all of her friends and family see it, not only is it a social faux pas on your part, it's also potentially quite embarrassing to the girl. Chase frames are for use between you and the girl, with some limited use in social settings.

The one time using chase frames in a social setting is permissible is when it's an inside joke between yourself and the girl, and you're simply using others as sounding boards for the humor. For instance, if a guy tries to shoulder his way in to talking with a girl you've only recently met, and asks the two of you, "How do you two know each other?" you can choose to reply:

"Honestly, this girl's been bugging me all night. I keep telling her I'm not a movie star, but she just keeps hanging around hitting on me and asking for my autograph anyway."

She will laugh, getting the joke; he'll be a little confused, and then will pick up on the inside joke the two of you've just shared. He will feel left out (the two of you are joking with each other right in front of him, and he isn't included), and will feel a tremendous amount of social pressure to bow out of the interaction.

Chase frames can still be remarkably effective over the phone and over text communication, but it's important not to overdo them as your means of encouraging a woman's chasing are limited.

Also, one thing to keep in mind about chase frames in general: they tend to take a woman close to the point of auto-rejection, then back away. It's one of the reasons why we keep moving after delivering the chase frame – so a woman doesn't have a chance to begin auto-rejecting. This dynamic is changed slightly over slow communication media such as text messaging and email. Here, you can still use chase frames, but use them more as a seasoning instead of a main course. So a text exchange might look like:

Guy: Hey miss marbles. Thinking about grabbing some kebab in an hour – you should come with if you're not otherwise engaged.

Girl: I can't, I have salsa tonight. Wish I could, I love kebab!

Guy: Sorry I can't be there to dance with you, but I'm scared you'd grab my ass and embarrass me in front of the salsa people.

Girl: Haha LOL whatever. You'd love it if that happened ;)

Guy: Maybe just a little. Don't tell your instructor, I don't want him to get jealous.

Girl: I won't. We should hang out soon!

Guy: Definitely. I want to see some of your new moves ;) Have fun at salsa.

Girl: I will =) Enjoy your kebab.

It's a very fun text exchange, but the only chase frame in there is when the guy suggests he's scared to hang out with the girl because he's afraid she'll grab his ass. After that, it's all building her back up again – implying that the salsa instructor would be jealous of him because he has her attention (securing the chase frame, but also implying that other men want her too – win-win for both of them), and telling her that he wants to see some of her moves (valuing something she takes pride in). After

**BRIGHT IDEAS**

After a chase frame, build a woman up so she feels good and enjoys the experience

the chase frame, he focuses on making her feel good. That's very important to do with chase frames in general, but particularly over text messaging and email, where you can't instantly self-correct for mistakes. Better to play things a little more conservatively than you might in-person.

Save the risky stuff for when she's there with you and you can adjust moment-by-moment.

FRIEND VS. BOYFRIEND VS. LOVER

One of the main problems that men have during their interactions with women is that they are too friendly. They come across as great candidates to be a woman's friend, but not-so-great candidates to be her boyfriend or lover.

Chase framing will facilitate in removing you from the “friends” category, and escalating intimacy and investment will do the rest. However, you’re still faced with the boyfriend dilemma.

The Boyfriend Dilemma

If you’ve read through this book, and are readily applying the things you’re reading, it’s safe to say you are an ambitious man. A lot of men are going to browse through this book, learn a few things, then put it down, and their lives will hardly change. But some men are going to say, “Not me; **I** will change and improve,” and they’ll go back after reading this book and apply what they’ve learned.

As you get better with women – smoother, more charming, sexier and more debonair – women will begin to recognize the success and good qualities about you. They will be more likely to think to themselves, “Wow, this guy is great,” and they will want to keep you for themselves and want you as a boyfriend.

This means, however, that women will also be more likely to resist fast intimacy with you. And a longer haul to get intimate means more work for you, more chances that things can go wrong, and less time to focus on other important things in your life, like business, travel, and leisure.

The more you improve yourself and your skills, the more you raise your desirability to women as a boyfriend, and the more they tend to want to develop a secure commitment.

To navigate the boyfriend dilemma – something you’ll want to do, to an extent, even if you *want* to be a girl’s boyfriend – you’ll need to do a better job disqualifying yourself as a boyfriend.

Here is a list of ways you can let women know about yourself that will disqualify yourself as a potential boyfriend.

- Let her know you have a girlfriend or are in a relationship
- Let her know you’re newly out of a relationship and still recovering and not looking to get involved
- Let her know you’re on travel and only in town another night or two
- Let her know you’re moving out of town and will be far away
- Let her know you have all kinds of friends in your life, but that when it comes to serious dating, you usually only date girls of XYZ race / nationality / hair color (something different than her)
- Let her know you’re not really all that sure about relationships anymore, and not even sure you want to have another one (in a very neutral, non-negative / non-pessimistic way)

Some of these you’ll want to be careful with. This technique is for the more advanced students of the social arts; beginners will want to avoid handicapping themselves with boyfriend disqualifiers. Because a social veteran will have enough in his favor that boyfriend disqualifiers will only dock him a few points, he can use these to effectively remove the boyfriend dilemma and set up rapid escalations to intimacy. Social beginners are actually going to *rely* on friendliness

and open possibilities (such as the possibility of their becoming a girl's boyfriend) to maximize the number of good, substantive interactions they find themselves in, so should not limit themselves with disqualifiers like these. They are more a tool for social veterans who want to screen out women who aren't looking for what they're looking for, and more easily get to what they want to get to.

One such approach a social veteran may use when he gets the question, "What do you want with me?" or, "Where is this going?", is something along the following lines:

*I can't make you any promises. I don't **want** to make you any promises. My life is very uncertain, and I don't know what the future holds. I have a lot of things going on and a lot of things I want to do and I tend to move around a lot and travel and go live in different cities and countries, and I can't promise that I'll always be here, or even how long I'll be here. I like you; I like spending time with you, and I like being with you. And I'd like to see where this goes. But I can't promise you anything more than that I'll be honest with you, and I'll treat you well and care for you so long as you treat me well and care for me too. I'm not going to lie to you like other men might, and make promises that I'm not sure I can keep – I like you, and I respect you too much for that.*

Even when if a social veteran is with a girl he cares for, it is important to maintain this feeling of uncertainty in her, because it's a much stronger beginning to a relationship than the weak, standard, "Okay, let's be boyfriend and girlfriend."

PROVIDING GOOD FEELINGS JUDICIOUSLY

One of the most significant abilities you can develop is the ability to provide good feelings to women. A man who can make a woman feel genuinely good is the rarest of men. Most men just make women feel used, insecure, intimidated, or resented. A man who is able to look into a woman's eyes and give her excitement and fun is the most uncommon of men out there, and women pursue these men. If you want women to chase after you, you must above all seek to be this kind of man. Be a man who genuinely loves and cares for women, and who genuinely loves making them happy.

Once you're there, though, you can run into a bit of a conundrum: provide too many good feelings before reaching intimacy with a woman, and you suddenly acquire more obstacles to getting together with her. It's quite frustrating; you're making women feel great, and you know that if you could just get together with them, once they were intimate with you they'd be feeling even more amazing, but they start fighting against the prospect of intimacy. What gives?

Well, if you provide too many good feelings to a woman, she can come to fear the risk of intimacy and the risk of losing you and the good feelings you provide should things not work out. In practice, women have probably lost more great men by not getting together with them and causing the men to lose interest. Any time someone comes to value something in its present state too much, they'll fight against any changes that might affect it.

So you must provide good feelings judiciously. Give women enough that they feel great whenever they're around you, but not so much that you solve all their problems and make their life wonderful before the two of you are physically together.

There's another aspect to this too, and that's a little something called good feeling substitution.

Good Feeling Substitution

Good feeling substitution is when you trade one type of good feeling for another. This includes:

- Attention
- Bonding
- Dancing
- Movies
- Intimacy

So if a girl gets her fill of good feelings from one of these avenues, her need for any of the others goes down substantially. Which means, if you were about to take a girl home and bed her, and you took her dancing instead, she may very well no longer feel the need to go back with you and get physical after she's had her fill of dancing. But it also means the opposite is true; if a girl really wants to dance her heart out, and you convince her to come home with you instead, she's quite likely to get intimate with you in search of the thrill, excitement, and good feelings she desires.

This makes it vitally important to not over provide good feelings prior to intimacy. You must provide good feelings judiciously until that point – make her feel good around you, but not so good that she is fully satisfied and no longer desirous of getting physical with you.

Fun

You want to avoid being the fun entertainer guy for just this reason. We spoke about this guy a little earlier in the chapter on value in Section One; most newer guys just starting out meeting women tend to go the route of being the “fun guy” because it gets them good reactions from women.

Beginners may have an easier time building up confidence by getting the kind of pleasant reactions that being fun and friendly brings. So for social beginners, it’s maybe even preferable to be the fun, friendly guy.

For guys reaching the intermediate level, and especially for social veterans, though, fun is something that should be moderated in your interactions. You’re not with a woman to provide fun for her; you’re with her to excite her with your presence and make her lust for you. She should want to start chasing you as soon as she has any degree of contact with you or even on sight; being fun will defuse that. Women aren’t drawn to fun men; they’re drawn to sexy men. Once you’ve built that base level of confidence and your fundamentals are coming along well, it’s time to drop fun and move toward sexy and intriguing.

HOMEWORK

Have you been using pre-opening? Check back in the chapter on Meeting Women if you've forgotten what that means. How about chase frames – using those? You should be. These are powerful techniques that will dramatically improve your attraction and success rates. As these techniques are more subtle, they don't seem to have as forceful instant results as things like upgrading your opening to opening direct. Regardless, they contribute to your interactions and bring a far greater degree of efficacy to your efforts with women.

Your homework is divided into two parts: observing and encouraging.

First, go out and pay attention to how women are interacting with you as you get to know them. Are they chasing you? What signs are you picking up on? And, just as importantly, where in the interaction are you seeing those signs?

Are women chasing you at the outset, but by the middle they've stopped? Are they neutral to you at the outset, but by the middle they've begun chasing?

You will learn a great deal about where you need the most work by paying attention to these signs. If women are chasing you in the beginning but not the middle, then initially they're very interested in you, but by the middle you are losing that interest somehow. Perhaps you're telling them too much and coming across as a man trying to

impress; perhaps you're failing to encourage them enough for their interest early on, and they feel you're too aloof. Regardless of what it is, you now are able to identify more easily *where* in your interactions with women you're encountering difficulties, and can test out possible solutions to see what works.

The next part of your homework is the encouraging aspect. Go back and reread the part of this chapter on encouraging, and start doing more of those things with women who pursue you and less of them with women who don't. With those less cooperative women, try to get them to chase a little bit before you begin doing encouraging. You want them to feel that feedback loop in action – they pursue, you reward that pursuit with encouragement. If you haven't been working much on the chase dynamic before, you should start seeing some changes soon.

PULLING, LOGISTICS, AND INTIMACY

So you've met a great girl you get along with well. You like her; she likes you; your value is great, attainability is balanced, and she's investing quite a lot. She may even be chasing you. How do you further this great connection and great interaction to the close?

This can be one of the toughest parts for men who are still learning to properly execute the steps of a seduction – often because the point at which things need to progress can show up unexpectedly and be quite intimidating. It's quite common for even a man at an intermediate level of skill with women to get caught thinking, "No... she can't possibly be ready to go yet... right? It's too soon!" I had to lose a lot of girls this way before I learned to trust what women were telling me and just act when they signaled they were ready.

Our object here is to prepare you for these situations and prepare you to determine what you need to do, both to be able to create the opportunity to reach intimacy, and to know how to act when the opportunity unexpectedly presents itself.

Let's explore a little terminology before delving into this chapter too deeply, so we can talk about things a bit more easily. Here are the terms you will be seeing, and what they all mean.

- **Pull:** Pulling is when you have a woman leave a venue, such as a bar, nightclub, shopping mall, beach, or wherever, and

accompany you elsewhere, like to an eating spot or to your or her home.

- **Escalation Window:** An escalation window is an opportunity for you to move things forward with a girl – usually physically. Escalation windows can be tricky, because they usually don't stay open long and once they've closed, it can be nearly impossible to get things moving forward again
- **Logistics:** Things like proximity to private locations for intimacy, and things like the ability to move easily from one venue to another, are considered logistics. We can qualify logistics as being good or bad. For instance, being able to walk out of a bar with a girl and over to an apartment where you have a private room a block away is having good logistics. On the other hand if you walk off the boardwalk near a crowded beach during the day with a girl, and the only place you can think to take her is your home an hour away, you have bad logistics.

We're going to cover all the end-stage parts of a seduction here – the pulling process, handling logistics, and proper means of escalation, both physically and emotionally. The goal of this chapter is to get you set as a full-fledged seducer. Let's put the final piece of the puzzle in place.

PULLING

Once you've moved a girl a little and escalated her level of investment and perhaps built a connection with her, you should start thinking about pulling. Pulls can happen slowly after you've been talking to a girl for two or three hours and they can happen quickly in a half-hour or less after you've met her. So don't get caught up in thinking that you have to spend a certain amount of time with a girl to get her to go home with you. We'll review some of the different scenarios that can occur here to get you properly prepared whatever the situation.

Pull Mentality

When pulling, it's essential to have the right mentality. Women can sense neediness and uncertainty, and it unnerves them. The best way to shed this is simply realizing that there are a lot of women you can ask home with you. On average, it really doesn't take a great investment of time or effort to find a girl you can take home quickly once you've improved your skill level sufficiently. So when you're new, you'll be experimenting with pulling to get the skill down; and once you're more experienced, you'll be pulling consistently and without much thought to it because you'll already have all the stages mastered and it will flow comfortably.



BRIGHT IDEAS

Pull every woman you like who is following your lead and investing. You might be surprised which women get intimate with you, and how quickly

Pulling is a very natural part of how men and women get together. If you like a woman, and she likes you, then you need to get her alone to potentially become intimate. You

will never really know how much a woman likes you until you get to

that point, either. Some women show a lot of interest but turn out to have a number of reservations about getting together with you. Other women may seem only slightly interested in you in public, but are very much interested in you in private. These reversals can in fact occur quite often. If you recall our discussions about the boyfriend dilemma, and about the multiple modes that women may be in, you can see how a girl may like you a *too much* to risk sleeping with you quickly, while another girl may not want you as a boyfriend but may like you *just enough* to want to get intimate with you and not care about how quickly it happens.

Point is, you should try to pull every girl who is following your lead and investing herself and whom you are interested in. This will build up your range of experiences fairly quickly, and will help you handle the end stage of a seduction better than average men.

One issue that men who study the social arts encounter is that they work on the beginning parts of their interactions while ignoring later parts. Rather than working on the whole of their interactions with women, they only focus on the beginning. Having a broader approach progresses the encounter quicker than working a little bit on everything and viewing a seduction as one whole series of steps to be

**BRIGHT IDEAS**

You will never “master” opening, or any other part of seduction. There is always more to learn. Focus on learning the complete process, rather than just parts of it

completed, rather than different stages of learning to be mastered one at a time. Some men take the approach of mastering an opening first, then worrying about repartee and rapport later on, and then once that’s mastered they move onto the next stage. These men progress the slowest of any men using any learning strategy.

It takes years to master opening. I've spent time with some of the best seducers in the world, and I don't know if I've encountered anyone who was an absolute *master*. You could spend entire years only working on opening and never moving beyond that. It's just as important to be focusing at least a little time on pulling fairly early on in one's education on seduction as it is to focus on opening.

I gave a talk in San Diego back in late spring to a room full of social arts practitioners. Some of these were men who had been studying dating and seduction for as long as I have – a few for longer. I asked for a show of hands of how many men in the crowd regularly went out and consistently asked women to go home with them. One man raised his hand, and by the way his friend next to him was laughing, I got the impression that he wasn't all that serious. There were some really talented guys present, but even still, no one there consistently asked women home.

If you don't ask women to go home with you, you will not take women home.

There's no other way to put it. You're reading this book to improve your ways with women, and to improve your success rates with women, so this is crucial.

Asking women to come home with you is how you really know what's working. No matter what your objective you will need to get intimate with her before you can consider her yours. Since the end goal of your efforts is intimacy with women, you need to be finding out what's

effective at getting you there, and you must judge your learning and progress off of that.

Back before I used to invite women home, I used to think it was absolutely crucial that women know a lot of cool things about me. Then, I started inviting women home, and I found out something curious – the less women knew about me, the more likely they were to go home with me. There’s no way I would ever have come across that realization without inviting women home. Just based off of pure reactions in the moment, it seemed like women loved finding out all these cool things about me. Now I don’t talk about myself and focus instead on her, and my results are significantly improved.

That’s what trying to close does for you. It lets you base your learning on what gets results instead of what merely gets reactions.

The reason I made this point to the guys in San Diego is because many of those guys – probably one of the most talented, driven groups of guys I’ve seen in any city overall – were doing things that got great reactions out of women but didn’t see them ending up with women in the end nearly as often. But because they were getting what seemed like results to them – because women were laughing, paying attention, and spending time with them – these men felt like they were moving towards closing with women. But oftentimes, what entertains does not seduce, and what seduces does not entertain. This is why men should make an effort to regularly invite women home with them. It is the only true way of gauging one’s progress in becoming a more seductive man.

Standard Pulls

A standard pull is anything done to have a woman leave with you after all the usual steps have been covered in an interaction with a woman. You've gotten to know each other, you have moved around a lot together, spent time in different parts of the bar or bookstore or shopping mall. You've escalated physical touch and investment and used chase frames to get her pursuing you, at least a little bit. She feels comfortable with you and desires more time with you.

The fastest standard pulls tend to be about thirty minutes. This is the threshold of where you should to get a woman feeling like the two of you have a good connection and she has a pretty good idea of who you are. You might be able to shave a few more minutes off of that if you're *really* efficient; my record to-date for a standard pull is about 15 minutes, as detailed in the report at the end of this book. That one was a pretty bare-bones pull and the girl knew virtually nothing about me, but I built a connection with her and got to know her a little and hit all the standard steps. But let's say that typically, a standard pull will range from thirty minutes to five hours, depending on how long you take with your girl. Faster is better, of course.

Throughout a pull and an interaction, it's paramount that you continuously move things forward. The pull should be a seamless



KEY POINTS

The pull should be a natural, seamless part of your interaction with a woman, just like everything else we've covered

continuation of the interaction. It should be integrated into your interaction with a woman the same way your storytelling, chase frames, or compliance requests and

demands are. It's just another part of an ongoing interaction.

Here are some very natural pulls you can use when the time has come to move your girl:

- "I'm hungry. Let's go grab some food."
- "Let's head next door, it's a little loud and crazy in here."
- "Let's go grab a nightcap – I know a place nearby with great music and really cheap drinks."

That last one is your place, of course. But you won't tell her that; women will know you mean your place, and will often ask you directly: "Is it your place?" but you won't give them a straight answer.

"You'll see," you'll tell them. "Let's go." The reason you want to avoid telling a woman that you're going to your place is that women want and need plausible deniability much of the time. They want to be able to tell their friends (and themselves) the next day, "Well, I didn't realize we were going to his place... it just happened." In reality, yes they know they're going to your place, and yes they know what is likely to happen there, but they want deniability.

It's the woman's role in a seduction to follow the man's lead and view everything as "just having happened." It's the man's role to structure everything out in a seduction and make those things happen. The men who try to shift the burden of making things happen onto women, or try to explain to women what will happen if they accompany them, usually do not succeed in their seductions.

Women you are pulling will often confess to having a boyfriend or a husband. This confession is not because they want to stop the seduction, or because they had to get that off their chests, but because they want to be able to look back and say, “Well, last night was his fault. I *told* him I had a boyfriend!” She wants to be able to say it just happened, despite her best efforts.

Women aren’t helpless beings completely at the mercy of whatever charming man crosses their paths. If they choose not to become intimate with you, no amount of charm and sexiness in the world will change that. The only women who become intimate with you are the ones who *choose* to.

That said – plausible deniability. You usually will want to avoid referring directly to:

- “We are going to my place.”
- “We are going to get intimate.”

Even though you both know what’s likely going to happen, you must play the game of pretending that everything is completely innocent. You can use chase frames, and tease her a little, but you should avoid making it overt.

“Let’s grab a drink before we call it a night. But you have to promise to behave... I don’t want to risk my chastity vows.”

You are also likely going to need to use more hard push-styled persistence to get girls home with you, whether on the first night or the fifth. Many women will put up weak resistance to going with you,

either because they're on the fence and unsure, **or** because they want to feign resistance and have you overcome it. Believe it or not, there are lots of women out there who *want* to go with you, but want you to persist a little to get them to. Many women often are disappointed when they resist a little and the man gives up prematurely. This is a case of missing an escalation window, something we'll talk about in just a few pages.

Here's what a normal pull dialog may look like:

Guy: Let's go grab some food, I'm starving.

Girl: I think I'm just going to go home, I'm pretty tired.

Guy: You have plenty of time to sleep later. Come get some food with me, I like spending time with you.

Girl: I wish I could, I'm just feeling really out of it.

Guy: Come on, lazy girl. It's five minutes away; let's just go.

Girl: I can't... I'm too tired.

Guy: Yes you can. It's not far. You'll be glad you went, trust me. Come on.

Girl:

Guy: Let's go.

Girl: Okay.

You can see the basic hard push format in action there. Many of your successful pulls will actually follow this format. Some will be easier where you'll suggest something, and the girl emphatically agrees.

However, sometimes if you push for a pull that goes somewhere other than your home, women may decline because it's too much work. So if a girl likes you but is low on energy, if you invite her to hang out and watch a movie (at your place, but without those trigger words "my place"), she may be more likely to say yes because she can just go relax with you and possibly get intimate. Whereas if you invite her to go get food, she may think to herself,



KEY POINTS

Sometimes, women will be more excited about going to your place than to a restaurant or bar

"Great, now we have to go get food, and do *more* talking, and I'm not really hungry in the first place, and he might even just say 'Okay, good night' after we eat... I don't want to do all that."

I have had women give me a wall of resistance when I asked them to get food or go to another nightclub, and pull an immediate reversal and say 'yes' when I suggested we just go chill and have a drink at my place. This would be one of the exceptions to the rule of normally avoiding saying "your place" – if you can tell she's very unexcited about other options, giving her that one may just pique her interest.

Quick Pulls

A quick pull is when you pull a woman (or women) you've just met to go somewhere with you. By their very nature, approaching on the street, beaches, and shopping malls open up lots of possibilities for quick pulls. Any venue where people are moving around on their way somewhere, or normally wouldn't stay very long, is conducive to quick pulls.

The quickest pulls will often come at the end of the night after the bars and nightclubs have just closed. Women are flooding the streets, still in party mode / find-a-boyfriend mode / get intimate mode from the place they were just at, now suddenly kicked out on the street with their opportunities for those things rudely cut off. So when you – a suave, charming guy – come swooping in, you can seem like the savior of their nights. If women feel comfortable with you, and think they will have a better time with you than going home alone to sleep in their beds, they will go with you. Typically, on the street, you will want to propose a girl (or girls) joins you for an after party. If she asks where the people are when you get home (sometimes they do, oftentimes they don't), you simply tell her your friend or roommate was out at a different place, and he has some people with him who might come to your place, or they might go somewhere else. And then you just move on in the conversation – make some drinks, put on some music, settle in.

The difference between quick pulls and standard pulls is that with a standard pull, you've already gotten to know your girl and it's implied that you're heading back to your place for intimacy. With a quick pull, this can be a bit of a crapshoot; sometimes the girl assumes that's what you're going back for, sometimes not.

As you gain more experience reading women, you'll have an easier time telling what girl is interested in what. When you're less experienced, you should view a quick pull as a chance to do things in reverse: you have her at your place, now spend a little time getting to know her. Not quite as much as you would in a standard pull; she will be expecting you to move faster by default. But talk to her a bit, set her at ease in your home, then work to start escalating physically and moving things forward. Like any escalation toward intimacy, it won't always take and not every girl you bring back will be open to it or ready for it. But by making the effort, you will ensure that you get the girls who *are*, and don't waste too much time with the ones who *aren't*. You'll avoid missing windows with the ones who were ready to go right away but lost patience as they realized you weren't going to make a move. It's a shame to lose women like this – move faster to avoid it.

Transition Points

Transition points are what we call the moments where you're changing from one place to another. They can be sometimes rather awkward and tense if not managed properly; both your and the girl's expectations can start getting ahead of where you are at the moment. You must strive to keep things light and low-pressure during these critical moments of a pull.

A few examples of transition points:

- You've met a girl waiting for a train, and the two of you are now boarding
- You met a girl on the street and proposed sitting down to grab a bite somewhere; the two of you are heading there now
- You were talking to a girl you met out somewhere, like a bar or a bookstore, and the two of you are heading back to your place or hers now

Failing to keep things light may result in you getting nervous, or her getting jumpy. Either way she ends up feeling uncomfortable and decides to bail. Additionally, with things like buses, trains, and planes, women don't quite know what to do during the transition point most of the time. You were talking to her while waiting, so does that mean you'll sit near each other and keep talking on the train, or does that mean the conversation is over now that your conveyance has arrived, and it'd be less awkward for her to go sit somewhere other than next to you? You must guide women through these transitions and keep the conversation flowing so it feels completely natural for you to stick together, and keep things moving forward.

HITTING ESCALATION WINDOWS PROPERLY

Hitting escalation windows is incredibly important in a seduction. It's not something I can stress enough. You *must* hit these. It's important to hit escalation windows for all kinds of reasons – all the way down to core aspects of attraction, like your value and attainability. Missing windows is murder for seduction.

What does missing escalation windows mean? Missed escalation windows look like this:

- A girl you've been talking to for ten minutes at the bar lets the conversation die a little bit, and seems a little needy / expectant. You know you need to do something, but aren't sure what, and a minute later she tells you, "Hey, it was great to meet you, but I've got to get back to my friends."
- A girl you've been sitting drinking tea and eating food with at a little coffee shop and having great, deep conversation with seems to "come out of the spell" and sit there quietly for a minute or two, before telling you, "It's been great talking with you, but I've got to get going now."
- A girl you brought back to your place and who was sitting closely with you on the couch talking for a while eventually declares, "Alright, it's been fun, but I've got to head home and get to sleep. I have to get up early tomorrow."

Those are all symptoms of missing escalation windows. *This* is what happens when a girl is waiting for a man to take things to the next level, and he fails to do so.

The first girl was waiting for her guy to tell her to grab a seat with him, or to move her to a quieter part of the bar, but he never did.

The second girl was waiting for her guy to invite her to accompany him somewhere else, or possibly to take her home, but he never did.

The third girl was waiting for her guy to make a move, start kissing her, and drive toward intimacy with her, but he never did.

All of these women grew uncomfortable hoping for something to happen that they eventually decided wasn't going to happen, so they excused themselves. A girl interested in a guy, and a guy interested in a girl, but nothing happened. *Why* didn't anything happen?

The men missed their escalation windows.

Any time things feel a little awkward with a girl, as if she is expecting you to do something, and it starts feeling like you've been in one place without changing anything for too long, you will find a way to take action with the girl in question. This means, basically, either moving her, or making a move on her.

Hit escalation windows when women give them to you. This is one of the moments in a seduction where you must be the pursuer; it's unrealistic to expect women to take charge with their escalation windows themselves. They're looking to you to do it. The escalation window is the most important part of the interaction to hit when it appears; it can make the difference between a man losing a

**BRIGHT IDEAS**

Promise yourself that the moment you get the feeling that you've been in one spot too long, or it starts feeling a little awkward, you will push to move things forward

girl entirely and that man *getting* the girl and moving things forward with her and becoming intimate with her.

Escalation windows are **big**. When most men complain to me about their lack of success with women, I can point to escalation windows that they are missing.

When a girl gives you that space – or worse, when she makes a move or says something to suggest that she wants you to start moving on the seduction – you must take it as a clear sign you need to act; then, *act*. Women will tell you what they want and it's your job as the man to listen and to fulfill their desires.

Recovering From Missed Windows

Recovery from a missed escalation window is rather rare and usually extremely difficult. If you have a very good connection with a girl, and have known her for some time – or if your value when she met you was incredibly high – you may be able to turn things around. But, you will have a great deal of value and attainability repair work to do before you're able to do so. Once an escalation window is missed, a woman will tend to resent the man who missed it, thinking of him both as weak, and as a man who doesn't know what she wants. This sounds harsh, but it's how women view men who miss windows. This is why it's so important to hit windows properly when they come up.

Practice acting as soon as you get the feeling that you have been in one place too long, or that you're moving too slowly or that something needs to happen. Listen to your intuition and your experience and act when that little voice starts telling you to act.

If you've missed a window, focus mostly on attainability when attempting to restore attraction. Go easy on chase frames as they are dependent on attainability being in place. Trying to use chase frames after missing a window will result in a great deal of pushback from girls. Get attainability back up again, show her that you care and are interested in her, and then begin restoring sexual value with chase frames once attainability is restored. You're basically healing and recovering from the damage done by failing to move things forward properly when she wanted / needed / expected you to, and showing her that it's okay to open herself up around you and be excited by you again. Missing a window leaves a woman feeling disappointed; you need to build hope back up in her again that she has a chance at getting you – *without* you resorting to chasing yourself.

LOGISTICS

Logistics are one of the most important aspects of a seduction, but are often underserved when men spend time considering what to focus on. Think about it like this: have you ever had a girl you could tell was incredibly into you, and you were incredibly into her, but it just never seemed to work out that the two of you were ever alone together somewhere? What do you think might have happened if you were?

Now how about this: what do you think a woman might do if she was only somewhat interested in you, but she found herself alone with you, in private, where no one would ever know, and you were ready to get intimate with her? Do you think that at least some – and

probably even a good portion of – women in that situation would want to take advantage of it?

Logistics are *key*. Men with incredible ways with women but poor logistics will find themselves coming up empty-handed, while men with only mediocre ways with women but incredible logistics will find at least sporadic success.

There's a saying in the retail business; it goes, "Location, location, location." When it comes to getting intimate with women, that saying goes just as well.

Your Location

Where do you like meeting women? At the bars and nightclubs? At the shopping malls and bookstores? At the beach? Whatever your answer, now ask yourself how far away from that part of your town you live in. How easy is it to get women you've met in your favorite places back to your place? Can you walk there with them in five minutes? Catch a seven minute cab ride? Drive them home with you in ten minutes? If it's fast and easy to get back to your place, your life will be easier.

If you live far from where you need to go to meet women, you should seriously consider moving closer. Not only for logistics reasons, but also because it'll be easier to motivate yourself to get out of the house and go meet some cute girls if those girls are only a five minute walk away, versus a forty-minute subway ride.

Your location is an important part of being a successful seducer.

Logistics on the Fly

Sometimes your place is just too far, or for whatever reason you can't take women there – maybe you're young and you live with your parents, or maybe you have friends visiting and staying in your room. Whatever the reason, sometimes you need to come up with logistics on the fly.

Here are some ideas for alternatives to your place where you can take a woman to get intimate:

- Her place (check to see if she has roommates / her own room first)
- Hotel / motel room
- Back seat of your or her car
- Park bench
- Beach
- Dark alley or stairwell
- Bathroom

It can actually be easier to get women intimate with you in a strange place like the back of your car or in a bathroom than at your place or her place. Why is that so?

Well, remember when we talked about women having automatic responses to certain words and phrases, like, “Can I get your number?” Women *also* have automatic responses to certain scenarios for intimate escalation. For instance, she knows if she’s in your bedroom alone with you, her defenses need to be up and she needs to make sure she knows what she’s doing. She’s going to move more cautiously and defensively. She thinks to herself, “Uh-oh – alone with him in his bedroom means sex. I’d better be careful.”

**KEY POINTS**

Getting intimate in an unusual locale can often be easier, because most women lack prior experiences in these – and thus, feel less pressure and resistance to becoming intimate in such places

But if you’ve suddenly dragged her into a bathroom, it’s going to tend to be very new and exciting for the vast majority of women. It may very well be the first time a man has ever dragged her into the bathroom before. Because of that, you’re able

to get intimate with her very quickly. There are no defenses based on prior experiences; only the thrill of the moment.

Even if you are at your place, you’ll often find it’s easier to get intimate with a woman on the couch or on a chair than it is in the bed.

Something else to add about logistics on the fly: even if you know you’ll be able to give a woman a much better experience at home in your bed, there is *still* value to getting intimate with her on the beach or on a park bench. The value is twofold:

1. She will have a very memorable, standout experience with you, and will view you as a strong, masculine man who does what he wants, where he wants.

2. You will have already crossed the threshold of having been intimate with her, and when you head back to your place, you'll have far less work ahead of you.

So, if you see a chance to make logistics happen and get intimate on the fly – take it. It'll be fun, memorable, and it'll make your life a little bit easier, all in one shot.

GETTING INTIMATE

You've pulled, your logistics were fine, and now you've got a girl alone with you back somewhere private, where it's just the two of you. Now all you have to do is complete the seduction – all you need to do now is get intimate.

It's not uncommon for a man to go through a complete seduction, bring a woman all the way home, and then *never* make a move. He's unsatisfied, his woman is unsatisfied, and both of them have just gone through a lot of work in vain.

We want to avoid that happening with you, though – so let's look at how to complete your seductions.

Making the First Move

At this point in the interaction, it's hard to mess things up if you just *make a move*. This is where many men fail to make a move, and their girls eventually feel uncomfortable and leave. They miss the escalation window and lose the woman.

But take note that you don't have to wait for the escalation window. It depends on the girl – I've had plenty of women that I simply walked in the door with and started kissing, and we had never kissed at all before up to that point. The faster you can make the first move, in general, the better off you are, \ once you've made it back to a private location. When a man waits to make his first move, it does two things:

1. It places an unreasonable amount of pressure on him (*and the girl!*) as they wait for the inevitable move to be made.
2. It places an unreasonable burden of import upon that first move, and when he finally makes it, it will feel *huge* to both him and the girl. Many times, she will feel something akin to, "Okay, that's enough for tonight!" because it felt so significant, since it had so much buildup behind it. She will move to end the evening with him and save more for next time.).

In other words, it's not a good idea to wait too long. Ever.

If you can tell a woman is uncomfortable when she first gets back to your place, give her some time to settle in. She may have



KEY POINTS

Once you have a woman alone with you, you *must* make a move, and in most cases, you want to make it as soon as possible – ideally, within the first five to ten minutes of having her alone with you

hang-ups about intimacy, or maybe she started feeling like she doesn't know you all that well. So put on some seductive, relaxing music, and fix her a drink – even water is fine. Just give her something to do or drink and give her a few minutes to settle into feeling comfortable in your place and with being alone with you. If possible, turn the conversation to the two of you rather than neutral subjects that don't progress your vibe. Once she feels comfortable though, you need to act.

The first move should not be overly expressive, or anything that overstates its importance. It just needs to happen and be over with, so the seduction can unfold naturally. Some general pointers to keep in mind:

- **Be close.** Your first kiss will occur most naturally when the two of you are already physically very close. If you have to lean in from far away, you aren't close enough. The closer you are to her, the more natural it will be, and the more likely she is to go with it.
- **Draw her in.** Try either putting your finger under a girl's chin and turning her face toward you, or taking her arm and gently tugging her into you. This is a more dominant, more masculine way of going for a kiss than leaning into a girl for it, and women respond better too.
- **Push her up against a wall.** Particularly if there is a strong sexual vibe between the two of you, take the opportunity to gently push a woman up against a wall and kiss her deeply. Best to do this when you first walk into a room or home,

although you can also do it while walking together through the home, or even outside on your way there in the first place. Place your hands behind her head and back to cushion the impact of pushing her back so that you don't harm her – nothing kills the mood like pain!

- **Kiss her neck.** Sometimes you may find yourself lying down with a woman facing away from you. How do you make the first move when you can't kiss her on the lips? Simple: you kiss her neck, her shoulders, her arms, and the rest of her body. Most women will then turn to face you to kiss you with their lips; even if they don't, you simply continue to escalate the intimacy.

Regardless of how you do it, the first move is vital, and it's important to make it as soon as possible. If you have a woman back at your place and you feel like you're not sure when to make the first move, take that as a sign that it's time to act. Then do so.

Getting Intimate

Once you've made that first move, the main barrier has been crossed. Now all you have to do is get intimate.

You're now in the final stages of physical and emotional escalation. We'll have a look at both kinds of escalation below, so you know what to expect and how best to maximize your success here.

Emotional Escalation

Many men have the bad habit of getting into physical escalation and ignoring the emotional side of it. So let's cover emotional escalation *first*.

Emotional escalation is getting a woman to the point that she is fully ready for intimacy. It might be said that a woman isn't ever fully ready for being intimate with you until she's been intimate with you on several separate occasions; but for now, let's get her as ready as she can be.

First, if you've been using chase framing and tactful (or blatant, depending on your approach) sexual innuendos throughout the interaction, your woman is already going to be somewhat primed for intimacy. She's had the idea of you and her intimate in her head; you've mentioned it, suggested that she's pursuing it, and entrenched it as a part of her reality. Because of this, she's going to be at least somewhat primed for intimacy – and perhaps *very* primed. This will reduce her reservations and make her more ready for intimacy when you begin escalating with her.

The basic tenants of emotional escalation are that you want to avoid anything that will make a girl get overly defensive. Typically, that means avoiding dirty talk as you escalate toward intimacy except with women you already know like it. It also means not seeding future events and things to come that might get her thinking of you as a candidate for being her boyfriend and make her decide that she should postpone intimacy to build up more commitment.

Probably the best advice for emotional escalation to give is to keep your mouth mostly shut. Women will sometimes try to fight their own desires and urges for you during a seduction; it's best to ignore these most of the time and simply leave them as unacknowledged thoughts. I'll give you a couple of wrong and right examples.

Wrong.

Girl: We shouldn't do this. [but continues to touch you and kiss you]

Guy: What do you mean? You think we should stop?

Also wrong.

Girl: We shouldn't do this. [but continues to touch you and kiss you]

Guy: You're right, we should stop.

Right.

Girl: We shouldn't do this. [but continues to touch you and kiss you]

Guy: [ignores statement and continues to escalate physically]

As always, *listen to her actions, not her words*. During seduction, a woman's words will often be at odds with her actions. She will tell you, "This is wrong," or, "We shouldn't do this," while she continues to kiss you and run her hands up and down your buddy and touch you

**BRIGHT IDEAS**

Keep your mouth mostly shut during escalation – it's the best way to ensure the escalation proceeds smoothly

very intimately. Particularly in Western culture, where men are taught that even the slightest bit of resistance by women is a case of a man using force against a woman's

consent. Men are sometimes confused and sexually handicapped by women's nearly universal tendency to verbally object while physically consenting.

Be smart. If a woman is saying, "No," and if she is pushing against you, you should **stop immediately**. Any time a woman **physically resists you**, always stop. If she says, "No," or, "Stop," then stop. If you're unsure, tell her this, "I'm going to keep going unless you say, 'Stop.' If you say 'Stop', I will stop completely and sit on the other side of the bed." This tells her that she can complain and act coy all she wants, but if she sincerely wants you to stop, you will. Most women will protest and continue to escalate with you physically, but never use the word 'stop' – because they don't actually want you to stop. Typically speaking, the more feminine the woman, the more resistance she offers up prior to intimacy. The women who offer little resistance tend to be the very liberated, sexual women out there who are likely to also have higher sex drives in general.

Women will give you verbal resistance while physically complying with you and helping you escalate toward intimacy. Be aware of it, and don't be surprised or shocked by it. Many women will offer this

resistance up as women still want men to see them as difficult to get, and not the type who hop easily into bed with anyone. Women want to preserve the image of being people who choose their lovers slowly and deliberately.

However, let's focus on the right and wrong examples between a guy and a girl a few paragraphs back. The first one is clearly wrong – it's a thread amplification. She's saying, "We should stop," and the guy asks her to expand on why. Before, her protestation was likely just one of the standard things that women throw out during an escalation to make them seem harder to get. Once he asks her to expand on why though, she's going to have to pause, flesh out some reasons for why they should stop, and then explain them to him. She probably didn't *really* think they should stop, yet once he forces her to justify her statement, she probably *will* think so.

The second example is also wrong. It's common in the social arts for men to prescribe this as the correct way of dealing with resistance – to agree with it, and continue on anyway. In my experience, that doesn't help you at all, and half of the time it actually *hurts* you by affirming verbally that you heard your girl's verbal resistance. Better for her to say it, and just as quickly forget that she said it as it goes unacknowledged by you and she is lost in the intoxication of physically and emotionally escalating with a man she wants to be intimate with.

Physical Escalation

Remember not long ago when we discussed doing things outside the norm – such as asking for “contact information” instead of a girl’s “number”, and getting intimate on the beach or the back seat of a car rather than in bed? Well, there are also ways this applies to physical escalation.

Leave women’s breasts alone. As much fun as they are to play with, the standard Average Joe’s guide to physical escalation tends to look like this:

- Kiss girl on the lips
- Take girl’s shirt and bra off
- Take girl’s pants and panties off
- Get intimate

Because most men proceed that way, many women have a wall up about their breasts. A man going for a woman’s shirt and bra will often encounter a dramatic amount of resistance, and even if he manages to get that shirt and bra off, he may have an even more difficult time getting her pants off.

It is best to skip the shirt and bra, and go straight for the pants. Most women’s pants and panties come off much more easily when their shirts and bras are still on. Since most men don’t take this path, women have far less automatic responses built up.

While kissing a woman, you will tend to want to focus on stimulating her vaginally. This means stroking her vagina through her pants or skirt initially, and as she becomes more aroused moving your hand inside her pants and then into her panties. Once you have been

rubbing her clitoris and fingering her vaginally for a few minutes, her pants and panties will generally come off very easily. At this point, you should take your pants off ideally while continuing to stimulate her vaginally with one of your hands. You can also have her help you get your pants off. Many women will take their own shirts off at this point, and you can give them a hand with their bras. If they don't make a move to do so, you can wait until you've begun relations, and then remove their shirt and bra.

Physical escalation tends to be somewhat easier while under bed covers; if you can pull covers up over you, many women will lower their guards a bit and move more quickly and with less resistance toward intimacy. They feel safer and more protected from prying eyes even in a bedroom behind closed doors.

Another book could be written on sexual technique, so you should definitely put time and effort into perfecting your technique. Like with the rest of seduction, there is a lot of bad and erroneous misinformation out there regarding sex. It is possible to discover and master sexual techniques that will enable you to give strong multiple orgasms to women the *first* time you are intimate with them, quickly and consistently. Like with seduction, it's all a matter of getting things technically correct, and enabling yourself to succeed from there.

Ignore the men who give advice like, "A woman's satisfaction has little to do with technique," or, "Women don't care that much about achieving orgasm." This is the advice of men who don't know their way around a woman's body. Focus on finding ways to satisfy your woman completely, and you will stand distinguished among her lovers.

HOMEWORK

Take a moment to run through your logistics. If you meet a girl at your favorite place, and things go well, where will you take her, and how will you get her there?

Also take a moment to reflect on women you may have lost in the past. How many of those women did you lose due to missed escalation windows? Think about what you could have done differently to capitalize on the opportunities those women gave you.

Now, for the in-field portion of the homework: I want you to ask two women to come home with you. You probably won't actually be *saying*, "Come home with me," for obvious reasons, but you should invite two women to go somewhere private and intimate with you.

The only way you're really going to know if you're becoming a sexier, more desirable man is by inviting women home. So get to it.

PROCESS

For the final chapter of this book, the focus will be on process. Process is what you'll use daily in your interactions with women. This is how you'll go from sitting at home alone, to sitting at home with a beautiful woman next to you – or lying in your bed. Process is one of the most vital elements of your abilities in the social arts.

One of the most important things for the seducer is his process; it's having the series of steps you know you will complete in order to find success. These complete a seduction with those girls who are chasing and interested.



KEY POINTS

Process is the way you go from home alone, to home with a girl you really like

WHAT IS PROCESS?

Go out → build social momentum by meeting new people and new women → seek to move women quickly → continue meeting new women until you meet one you like who likes you too and will move with you → move her quickly, get to know her → take her home quickly → escalate quickly to intimacy.

That's my process; you may find that works well for you, or you may come up with your own process that works better. The important part is *having* one – one that you believe in, and one that you know will work when you go out and apply it with women. If you keep meeting

women and apply your process, you will find one you like who likes you too, and you will make things happen with her.

Process is what enables you to put everything together that you've learned here. It makes it possible for you to go out and make girls chase. Without process, a man is lost in the chaos of the world around him. With process, he becomes driven, confident, and sure of his path.

If I asked you to go out right now and meet a girl you could bring home with you and get intimate with, do you think you could do it? Do you have a process in place that would allow you to do so?

Process is, quite simply, the steps you follow to achieve your goal.

Building Your Process

Succeeding as a seducer means knowing how you will get from Point A, being home alone without companionship, to Point B, being home *with* companionship. How do you go out and get a girl to come home with you?

There are multiple steps in every man's process. So let's start with the basics.

Where You Meet Women

Where do you like to go to meet girls? Know this first. You'll need to know what kind of women you want to meet. You'll have a hard time meeting beach babes at a goth club, and a tough time meeting independent career women at the university cafeteria. So figure out what kind of women you want to meet, and then decide where the best place is to meet them.

Then, choose a specific venue – preferably two. The value that two venues provides is that it allows you time to warm up in the first venue, and by the time you reach the second venue you are already firing at full capacity. You want to avoid doing too many venues – three is iffy, and four is too many. When a man changes venues a lot, his attention span gets shorter, and he isn't able to commit to interactions the way you'll want to if you want to pull a girl and get intimate with her. You also want to avoid just one venue, typically – it can be hard to get fully going in just one place, because it tends to feel like your options are limited to that place. Reaching a second place seems to internally reinforce that you have lots of options and can always change venues should you exhaust this one's supply of desirable women.

How You Meet Women

Are you planning to actively approach, or relax and let women come to you? I alternate between both. When you're a beginner, you should *always* actively approach. As you become more advanced, and get more of your fundamentals handled, women will come to you more frequently, and at times you can grab a seat somewhere and wait until

attractive women enter your proximity – then meet them. I’ve taken women home who came and sat next to me in bars or trains. But to do this, you must be at the point you can reliably open and engage women without extensively warming up first – which means it’s not the best idea for most beginners. For beginners, I *strongly* recommend going around and actively meeting lots of women.

Once you’re out and meeting girls, how will you approach them? Will you approach with high energy (as the dynamic party guy at night, or the dynamic storyteller guy by day) or low energy (as the suave, sophisticated guy)? Will you use sincere (direct or playful) or casual (situational) openers? Will you seek to banter with women right away, or hop straight into conversation? All these things are important to decide in advance.

What You Do Once You Meet Them

Seek to get to know a girl as quickly as possible once you’ve met her. You want to build a connection very quickly – and then you want to move her. Moving girls should always be a top priority for you (unless you happen to meet a woman when both of you are sitting down already). So you know as soon as you start talking to her, you’re going to dive into a lot of, “Why?” questions: why did she move here? Why does she like the things she likes and what does she like about them? Why does she do the kind of work she does? You also might ask her what she wants to do in the future – will she be doing her same job forever? That’s become almost a signature line of mine, and one I recommend you try out – “Think you’ll do that forever?” It gets girls

talking about their hopes, their dreams, their vision of their future, and all kinds of good things. Ask her, if she could travel anywhere in the world, where would she go? The answers to these questions let you know what's most important to a woman, and you can drive the conversation to focus on those topics.

You also would do well to employ chase frames throughout, so the conversation doesn't get too heavy with all the deep stuff you'll talk about and so she feels continuously more and more attracted to you. You'll use body language and your fundamentals to make her recognize the quality of man you are and start chasing. You want her leaning in; you want her investing; you want her working to find information out about you. I recommend you develop the habit of if women don't ask, you reveal almost nothing about yourself. You just keep talking to them and getting to know them better and better and better until they realize they haven't asked you anything about yourself and don't know anything about you, and suddenly they decide they want to know a lot more – or they signal to you that they're ready to go home with you.

So think about this and add it to your process. How will you move girls? What other ways can you get them to invest? How can you set those chase frames – both with what you say, and with what you do? How can you connect with women quickly and get them interested in knowing more about you?

How to Take Women Home

Once you've met a girl you like, and the two of you hit it off, what's your next step? For a lot of guys, the next step is to grab a phone number and set up a date. But there's no guarantee that phone number will turn into anything, regardless of how much she liked you when she gave it to you. As you get better and better, phone numbers become increasingly reliable, but they're still not as reliable as having a girl with you there in the flesh.

So the question becomes, how do you take her home? Do you go for food first, or take her straight back? What are you most comfortable with? What do your logistics look like? Is there an opportunity to get intimate with her *before* going back to your place? The more time you save, the less time there is for things to go wrong.

What You Do To Get Intimate

What's your process once you have a woman alone with you? I recommend you move to kiss girls as fast as possible once you're alone somewhere together. Let them sit and relax for a few minutes if they're tense; put on some music, talk about stuff in a very quiet, disarming voice. Give them sleepy, seductive bedroom eyes and sit near them, or lay down next to them in a very un-intimidating pose. Then, they'll either get comfortable with you, and you'll kiss quite naturally, or you'll go for a kiss anyway and see how things play out.

Sometimes, despite their going all the way back to your place (or taking you to theirs), women never get comfortable with you, always resist you, and intimacy doesn't occur. But, you're much more likely to

get intimate with a girl if you make a move within the first five to ten minutes of being alone with her than if you never make a move. So what will you do to make that intimacy happen?

Following Your Process

Once you have a process in place, it's important that you follow it. Imagine a heart surgeon who needed to perform a double bypass surgery and decided he was just going to wing it instead of follow his process; or a new pilot who decided he wasn't going to bother with process and would just take off and see what happened.

With something as complicated as seduction, you *must* follow a reliable process. Process is what gets you results. Process is what makes girls chase, and what makes them go from strangers to women who are lusting after you to women who get intimate with you.

Getting them interested and chasing is only half the story. Achieving intimacy is the other half. Process is what you'll use to reach both halves.

So again, here's my process.

Go out → build social momentum by meeting new people and new women → seek to move women quickly → continue meeting new women until you meet one you like who likes you too and will move with you → move her quickly, get to know her → take her home quickly → escalate quickly to intimacy.

You're free to use that process, or modify it and come up with one of your own. If you use this process, the rest is just filling in the details. For instance, how do you get your girl to the point she wants to move with you? Go back and work on stuff we've talked about in this book, and you'll figure that out. But the basic steps are all there, and they take you from sitting at home alone to lying in bed at home with a pretty girl you like whom you've just met an hour earlier.

This is what being a seducer is about.

HOMEWORK

Build your process. Don't put too many steps in – you only want a barebones skeleton that's easy to remember and follow. Only the most basic, big steps that you need to take should be included. There are lots of important details – like screening and qualifying, punishing and rewarding, showing value properly, getting women to discover your value on their own, building intrigue, using chase frames, escalating physically – that should be left out of your process because these will just be things you learn to naturally do.

Process is how you put it all together and start succeeding with women.

ESSENCE OF THE SEDUCER

You've gone from the very basics of the fundamentals, to the aspects that make up attraction, to the details of following up, to the intimacy of you and a beautiful woman alone together. You will work with seduction constantly and still acquire daily revelations as even social veterans do. I wanted this to be a compilation of everything I've learned from my experiences and from other people more talented than I. To them, I am indebted, both for their contributions to my own success and for their contributions to that of others'.

The essence of the seducer is not simply the charm and flair of the romantic. It is the systematic progression through a series of steps that he *knows* works, and the way he compels women to want him and pursue him. The seducer knows that a woman won't *always* signal to him that she is ready to go home with him or ready to become intimate with him. But he knows he's done everything he needs to do, and that he needs to invite her to join him. He never becomes overly excited if she accepts, and never becomes overly bitter if she declines, for he can go out tomorrow and try again. And he expects that women will want him, because he is a desirable man.

The seducer has his process and follows it. He understands women, and knows what it takes not only to attract and intrigue them, but to progress with them. He handles the details women would rather not think about: setting up dates, worrying about logistics, and making the first move. He is the kind of man they will pursue.

The seducer elicits emotions from women as he *acts* on women's signals and give them what they desire. Women come to desire him, and once they desire him, they can't help but chase him. I hope you've enjoyed this book, and have already begun putting its lessons to good use. Be responsible toward the women in your life, and give them fantastic experiences, because as you mold yourself with the essence of the seducer, you will very likely become the most memorable experience of a great many women's lives.

I hope you've enjoyed reading this book as much as I enjoyed writing it, and I hope to see you in the comments section or on the forums at my site. Here's to your success.

Chase Amante

APPENDIX: SEDUCTIONS

REPORT ONE: 30 MINUTE LOUNGE PULL

Just having parted ways days earlier with my on-again, off-again long-term girlfriend yet again, and having things fall through with another girl I'd set my sights on to serve as a quick replacement, I went out on a Friday night with one intention: find a girl to take home.

I headed to downtown San Diego, down to the Gaslamp District, only to find it was a mess. There was a baseball game going on, which meant parking was next to impossible for anyone not willing to fork out \$20 or more for it. But, seeing as how I was now about a month removed from being gainfully employed, I chalked up a \$20 parking space as being out of my budget.

Not willing to give up so quick, I decided to head up to North Park, a bit of a seedier part of town, where my favorite spot, a tiny little electronic music lounge with James Bond posters on the wall, happened to be. It was kind of a weird place – sometimes the best places are – and typically about 80% of the women there were, well, rather large; kind of an uncommon sight in the city known for having some of the fittest, most beautiful women in the US. But the other 20% of the women who frequented that joint – all very thin, all very cute, all very fashionably dressed, and many of them quite often very ready to meet someone.

I got in and the place was empty. Which is not such a bad thing. I like getting to places early... lets me warm up to the energy. I grabbed a seat at the bar; bartender asked me what it'd be – Jack and Coke, of

course. Some nights I take the active approach, where I go and talk to thirty or forty women, however many it takes to find the one I'll take home, but there wasn't much to do there, it was a small place, and I felt like my magic was on in full force, so I figured I'd take it easy and the women would come to me.

I sat there sipping my drink while the place filled up with people. Maybe an hour went by; I had my eye on a Latina in a glittery shirt, but she never stepped into my vicinity. Then I noticed a tall, thin, sexy girl with short hair slink in and greet one of the large women the place was filling up with. I made a mental checkmark I ought to get to know her.

At that point, a rather plump mid-40s woman showed up next to me at the bar and said a few words to me. I responded out of politeness, and returned to my drink. She moved over to my left side and kept talking to me; I could see she was nervous. Poor gal; I'd been there. I spoke back and was friendly, and gave her a compliment on her dress – told her it was fashionable. I let the conversation die after that so she wouldn't get the wrong impression, but after she had her drink and was turning to head out, I cheered her and clanked glasses.

A little more time passed, and I found myself surrounded by all men at the bar. Lucky me. Usually it's all women surrounding me, I like to think, but I guess sometimes that happens. I considered moving and being a bit more active; I saw a blonde cutie partying up on the other side of the bar, but she looked a little high energy for how I was feeling.

Eventually, the sexy tall girl appeared to the right of me, as if about to order a drink. I was rusty and took my time to open, and she disappeared before I got around to it. Ah, drat. I ought to know better than that.

I got a reprieve though, and a minute later she reappeared. This time I wasted no time.

Me: You are having *way*too much fun over here.

Her: [laugh] Is it that obvious? How can you **not** have too much fun here? [slight sarcasm]

Me: Especially with *this* crowd.

Her: [laugh]

Me: What brought you out tonight?

Her: My friend was DJing tonight. I try to come out whenever he's spinning. He also spins on Saturdays and Sundays.

Me: Way cool. How long have you lived in San Diego?

Her: All my life.

Me: A native? One of the few. Never lived in another city, huh?

Her: No, but I've traveled all over the US.

Me: You don't say? Now you're going to have to tell me more.
Have a seat.

She sat down, signed for the two drinks she'd ordered, and took hers and handed the other to her large female friend who was standing behind her. The friend asked her something, to which she replied, "No, no," and the friend disappeared into the crowd. Leaving us two alone.

Her: What are you drinking?

Me: It **was** a Jack and Coke. Now it's more half Jack and Coke and half melted ice.

Her: [laugh]

I had her tell me about the cities she'd traveled to; she asked me where I was from, and she'd been to my hometown Philadelphia but never to my second city, D.C. I told her how most of the people I'd gone to high school with in Pennsylvania were married now with two or three kids and working as waitresses and guitar players and for companies like Tree Doctor and things of that nature. She told me about friends of hers getting married and settling down and how even at her age that seemed like something she wasn't ready for.

Me: How old are you?

Her: Ha [nervous laughter]. How old are **you**?

Me: I asked you first.

Her: [nervously] I'm a few months away from 36.

Me: My *God* That means you retire soon, right?

Her: And how old are you?

Me: What do you think?

Her: I'd have to say... 27?

Me: You're good.

Her: Am I right?

Me: You used to work at a carnival, didn't you?

Her: Haha!

She told me no one ever thought she was more than 30 at the oldest. I told her how I used to have to lie about my age when I first moved to Washington, D.C. some years back, because I would meet girls and we'd hit it off, and then they'd ask how old I was and I'd say "23". Then

they'd have this complete shift in tone and say, "Oh. Well. I didn't realize you were twenty-**three**. I'm 27. You're just too young for me." She laughed and told me that, yeah, 23 is a very different age from 27, and I agreed.

We talked professions; she was an executive assistant at some firm in town, and had just changed jobs after 3 years at her previous position. She had to change jobs frequently because she got bored, and 3 years was the longest she'd ever had a position for. That told me a lot. Jobs are like relationships, I told her. Some people pick one and do it forever; other people hop from one to the next because it takes a lot to keep them interested, and as soon as the challenge is gone, they're out of there. She agreed, and told me she'd never been in a relationship before. The longest she'd dated anyone was for six weeks. "**That's** interesting," I told her, and she laughed.

Her: What do you do?

Me: I used to be a business consultant. Now I'm... not doing too much of anything.

Her: [laughs] Well, what are you **going** to do?

Me: Well, in July or August, I'm leaving the country to go make my way abroad, off to the next adventure. Travel the world, make it up as I go along... stuff like that.

Her: Wow, that is so cool! I've always wanted to do that! I've heard a lot of people talk about doing that, but I've never heard anyone say, "OK. I'm **doing** it!"

Me: No way. No one?

Her: No, never! You're the first! That is awesome! Where do you want to go?

We spoke about that for a while, until a guy came by she recognized, and she stood up to hug him and start talking to him. I chilled with my drink. Eventually she introduced us.

Me: How do y'all know each other?

Her: I met him the last time I was here!

Me: Ah. So this is how you meet **all** the men in your life, huh?

Her: [laughs] I come here a lot.

She went back to talking to him, and her phone came out. I just chilled with my drink while they exchanged info. Every now and then she'd lean back in to say something to me / update me on what they were talking about. Considerate of her. Once they'd exchanged info, she sat back down.

Her: I was giving him my Facebook info. Please tell me you're on Facebook! Or at least Twitter.

Me: Actually, I took my account down about a year ago. More trouble than it was worth. Never got into the whole Twitter scene.

Her: I'm on it pretty much 24/7. I'm a social media addict.

Me: Dear Lord.

Her: [laughs]

Me: Tell me then. Besides hanging out here, and social media, what **really** drives you? What motivates you?

Her: I'm a writer.

She talked to me about being a writer for a while and how she wants to be the next Judy Bloom and write for teenagers.

Me: You still think you're a teenager, don't you?

Her: [hesitated – I could tell she wasn't sure how to answer that]

Me: At least some of the time. [said this to take the edge off my previous comment]

Her: Sometimes I wish I could go **back** to being a teenager again.
I was **such** a prude! I thought I wanted to be a nun!

Me: No way.

Her: I wasn't interested in dating or sex at *all*. I just thought it was all so icky.

Me: What changed you?

Her: I just changed in college. I tried it out, and found I really liked it, and there was no stopping me after that. I never would've made it as a nun.

Me: I'll bet a lot of guys fall for you, don't they?

Her: [laughs] Why do you say that?

Me: Well, you're passionate, energetic, full of life and optimism.
Those are the traits that make men fall for a girl pretty hard.

Her: I've broken some hearts, yes.

Me: Knew it. You're a total man-eater.

Her: [laughs] I **tell** guys not to fall for me!

Me: I always attract the *same* kinds of girls, over and over! They just want to use me and be done with me...

Her: [laughing hard]

She mentioned having a hand- and foot-fetish; I had some fun with that.

Me: You're thinking about my feet right now, aren't you?

Her: [laughs]

She asked me what drove me and what I was passionate about. I told her I too was a writer, and was working on a handful of books, had been talking to publishers and successful published authors, and had some good things coming up soon. She seemed intrigued by this.

Note that I waited to tell her this until she asked. I specifically did not rush to share this commonality with her. Even a year earlier, I would've excitedly interjected, "Me too!" as soon as she said she was a writer. By then though, I recognized it's good to wait for her to discover something on her own; it makes her feel like there's a lot under the surface with you, you aren't going to just hand it out, and she has to work to find it out. Makes her value you much more highly.

She finished her drink and got a second. That was fast. I asked to try hers, and told her it was good. She told me the bartender she'd had make it was the only person who knew how to make that drink at that lounge. I ordered another drink, which she didn't let me pay for and instead had the bartender put on her tab. I thanked her.

We talked a few more minutes, then she had to go to the bathroom. She took her purse but left her drink. She came back, only to have some large girl standing in front of her seat (she'd shoved her way to the bar once my gal had left). Once the large girl got her drink, she apologized and squeezed back out of there again, and my friend pulled her seat back into position again. She looked nervous / hesitant; I could tell she was waiting to be pulled. I needed to pee, though.

Me: Well, now that you've gone to the bathroom, it's my turn.

I went to the bathroom, and came back.

Me: No fat girls tried to take my spot, huh?

Her: [laughs] No, I guarded it jealously!

Me: Thanks, babe.

She showed me a Facebook post she'd gotten from the guy she'd just friended a few minutes earlier. It read "Cute guy alert #3!".

Her: That's you.

Me: I'm honored.

Her: #1 and #2 were my friends I ran into earlier.

Me: Uh-oh. Competition.

Her: [laughs]

She told me she had her legs as her Twitter picture, then showed me. I asked if her legs were her best part; she told me her ass was. That she called it her "#1 ass-et"; kinda lame, but okay, whatever. I guess everyone's entitled to at least one lame self-reference. I told her I hadn't seen her ass yet, but I'd take her word for it. Then told her she should probably change her Twitter picture then, and she laughed.

We talked another minute or two, and I could tell she was uncomfortable / expectant. It was time to pull.

Her: I'm starting to feel a little tired.

Me: I know the feeling. Tell you what, let me finish this drink and then we'll go have a nightcap and call it a night.

Her: Isn't this what this is that we're having right now? A nightcap?

Me: A nightcap is a nice, relaxing drink you have in a quiet environment to unwind and get comfortable. This [gesturing to the room we were in] is not quiet or relaxing.

Her: [laughs] OK. Where?

Me: I know a nice little place about ten minutes from here with good music and really cheap drinks.

Her: [laughs] ...OK. But you have to promise to let me see your feet.

Me: You drive a hard bargain.

Her: [laughs] I have to go to the bathroom again first.

Me: Didn't you just go?

Her: [laughs] Yes, but... once I start, I have to keep going.

Me: My God.

Her: [laughs]

She went to the bathroom; I downed most of my drink. She came back to pay her tab, and we left, right around thirty minutes after we first said hello. I had her follow me back to my place in her car and park behind me on the street. Made a couple of witty remarks to make sure she was comfortable, took her inside, and took her to my room first to put her purse down. We went back and made drinks, and my roommate came out allegedly to do something but probably just because he wanted to see what the chick I'd brought back looked like.

Me: Hey bro.

Him: Hey.

Then he left.

Her: Guys are so cool. My roommate would've wanted an introduction and the full story.

Back in my room, we sat on the bed and I pulled her into me.

Her: I should let you know, I don't really like kissing all that much, so we don't have to.

Me: Oh, good. I'm not so big a fan of it either. Rock on, then.

Later in the night, she specifically mentioned my reply to her objection about coming back for a nightcap as being something that she really liked. "That was cool," she told me. She also shared that she'd been to that lounge three weeks in a row, because she'd been very horny and looking for a guy, but hadn't found anyone she'd liked. I've heard this from other girls before; it's a little surprising how hard it is for girls to find a guy who's "good enough." Guess I fit the bill, though – she left happy enough the next morning. And believe it or not, we did nothing with the foot / hand fetish. If my old roommate's reading this, sorry we kept you and the girlfriend up until 4:30 AM that night, brother!

REPORT TWO: 15 MINUTE BAR PULL

Visiting a good friend in Manila in December, I gave him some pointers on writing more effective text messages to get girls out, and we worked on connection-building with girls and going through the pull process at the end of the night. My friend had had plenty of success in the past, but always with girls it was clearly extremely “on” with; I was hoping we’d get him pulling girls it wasn’t quite as obvious with.

I joined him out for a drink while we waited for a British girl he’d met through friends to come join us. She was a bit late, but that gave us more time to work on connection and pulling stuff, and we went through his pull at the end of the night; I’d tell him I was feeling tired when I picked up it was time to pull the girl, and he’d invite us both back for a nightcap, and we rehearsed how he’d respond when she protested a few times.

After she showed up, I participated in the conversation only sporadically, jumping in only when it seemed both of them had run out of things to discuss to get the wheels of the conversation greased again. About midway through, I went to the bathroom, and when I came back they were heavily engrossed in talking; I spent the next half hour just relaxing, staring off into space, and sipping my drink.

Eventually it came time for the pull, and my friend pulled as we’d rehearsed; she protested, as I’d expected; and he persisted and gave a

hard push as we'd practiced. She agreed to come for a nightcap, and we all grabbed a cab and headed back.

My plan was to get out of the cab, tell him I was tired, and head over to his family's other home, practically next door to the penthouse he was staying at, leaving him and the girl alone. I was just going to call it a night and get some shut eye. But, as fate would have it, the girl's apartment was right before my friend's, and she suddenly ordered the cab to stop upon seeing her place, hopped out of the cab, bid him goodnight, and went inside. My friend had been too surprised to stop her; I'd made an effort, but in the front of the cab and having been out of the conversation and just resting while they talked in the back, by that point I was too far out of it to have much of a voice in weighing in. The girl sent him a very warm text the next day, and they have plans to meet up again in January I believe; it was simply a matter of her getting a little skittish toward the end and him not having the experience in that kind of situation yet of knowing how to guide it along.

My friend, annoyed at having lost this girl he liked a block from his home, proposed we turn the cab around and head back to the bar district and look for more girls, and so we did.

By the time we arrived there again, it was already past three in the morning, and much of the crowd had cleared out. We headed to the bar we'd been to the previous night; but this time the music was much better and it was far less elbow-to-elbow as it had been before. On the way up, my friend ran into a tall, thin, cute high society girl he was friends with, and she followed him to the bar. I noticed her hovering near him, playing with her hair, staring at him. A party promoter my

friend knew that I'd met the night before stopped by and gave us both shots.

"Brother," I whispered to my friend, "that girl is all about you. You need to be talking to her."

"Okay," he said, "but I need some help with her friend."

"I'll need an introduction," I said. It would be far more natural for him to introduce me to these girls he already knew than for me to have to jump in and introduce myself. He introduced me first to the pretty high-society girl, then to her friend, who was decidedly less attractive but still manageable if I'm helping out a buddy of mine.

I talked to the less attractive friend for a few minutes; mostly neutral conversation, though I could tell she liked me. She was 19 years old and going to school in Manila. I noticed from my peripheral vision that my friend had apparently stopped talking to the very cute girl; moments later, my friend was gone, and the cute girl was standing there facing directly toward me. I wasn't sure what happened; at the time, I thought my friend had lost interest or been unable to connect with the girl, but I later found out a girl he didn't like quite so much came up and aggressively dragged him off. He was kicking himself a bit later that he let that happen, but there in the moment my friend was gone and this pretty girl had turned her attention to me.

I had my back to the bar – locked in – with the friend to my right facing me, and the pretty girl in front of me a bit to my left, facing me. I turned seamlessly toward her and engaged her.

Me: And how's your night going?

Her: [bored face] It's okay. How's yours?

Me: Well, I just got here, so remains to be seen.

She moved up against the bar to my left, and I turned against the bar to face her.

Her: Cheers. [she held up her glass] Oh, where's your drink? Oh, that's right – just got here.

Me: Yep.

Her: Well, you can have some of mine.

Me: [I took a sip] Thanks. What's that?

Her: It's a cranberry vodka. What do you like to drink?

Me: I'm a Jack and Coke guy.

Her: No *way!* That's my *favorite* drink! We are so perfect for each other!

Me: Really? That's crazy! You're like the second girl on Earth I've met who likes Jack and Coke – usually girls hate that drink.

Her: No, I love Jack! Usually that's all I order, except [something I couldn't make out].

Me: Craziness. You're my kinda gal – I think we're going to get along just fine.

I turned to the bar and ordered a Jack and Coke. The pretty girl went back to talking to her friend while I was ordering. Once I had my drink, I turned to her again.

Me: Let's grab a seat.

She looked confusedly back at her girlfriend, as if not sure what to do; I put out the crook of my right arm, tapped it, and she took my arm and we walked over to a sofa together and sat down with a few small unoccupied tables in front of us. We started in on small talk, discussing... well, discussing her life. I didn't mention anything about myself, and she didn't ask.

Me: How old are you?

Her: It's funny, everyone always thinks I'm so old. I can pass for 30 if I want to.

Me: But you're actually 20.

Her: Right.

Me: So you're in school. For what?

Her: I'm a math head. Math and [something else I couldn't make out; might have been psychology].

Me: Ah! You're a **smart** girl! [I tapped her lightly on the temple with my finger] Maybe you can teach me something!

Aside: might sound weird, but I'll take little opportunities to almost make myself sound like I'm not the brightest guy. Women tend to be more comfortable around guys who aren't as bright, and more likely to get together with them quickly. Smarter men they try to be on better behavior with as smarter guys generally make better boyfriends / husbands. You don't want to be too obvious about it, but little hints here and there can help position you as "not one of the smart people", despite anything else you might do or say that comes off as intelligent.

Also, with smart / nerdy girls, there's something of a dumb jock mystique that these girls carry quite often from middle school / high school – the jock was always out of their league, dating cheerleaders.

But now they're older, cuter, more fashionable, but if they get a shot at a guy who seems like that jock from high school, it's almost like fulfilling a long unfulfilled fantasy.

Her: I used to be a mathlete when I was younger. But all the drinking and drugs killed my ability to do math anymore.

Me: A mathlete! I remember those kids, we had them at my school growing up too! Wow, you were one of the mathletes, huh? That's crazy.

The promoter stopped by briefly and greeted me enthusiastically. I gave him a fist-bump and greeted him in turn.

Her: You know he's gay, right?

Me: Yeah, I know that. Gay men love me. I knew he was gay the moment I met him yesterday; my gaydar is strong.

Her: Yeah, my gaydar is super strong too. That's the only reason why I'm over here like this.

Me: Ah. So you're only here because your gaydar isn't saying the wrong thing about me, huh.

Her: Yeah.

Me: Well then... lucky me [said in a sexy tone with a sly smile].

[there was a pause]

Her: Where are you staying?

Me: My friend's mom's penthouse.

[there was another pause]

Me: Come on, I'll show you the penthouse.

Her: Okay.

We stood up together, about 15 minutes after we'd first started talking, and headed down the stairs to the outside. Once we reached it though, she stopped.

Her: Wait, where's my purse?

Me: It's upstairs on the bar. You left it there when we sat. Let's go get it.

We went back upstairs and she grabbed her purse and talked briefly to her friend.

Her: I'm going to the bathroom.

Me: Okay.

I then talked to the friend while my girl was in the bathroom. "So where are you taking her?" she asked.

"Friend's mom's penthouse," I told her. She was friends with my friend as well.

"Where *is* he?" she asked.

"Hmm, good question," I said. "He's over there," I said as I noticed him seated with a girl.

"Trying to find someone to go home with," she noted.

“Man’s gotta do what a man’s gotta do,” I said. “Hold on a sec, have to go let him know I’m heading out.” I went over and patted him on the shoulder, “Hey bro, heading out with that girl. Going to hit your mom’s penthouse. Cool?”

“Yeah, sure man, that’s cool,” he said. “That was quick.”

I went back to the bar, where my girl was talking quite animatedly with her friend. I wasn’t worried; she was clearly wanting to be with me. I took her hand and gently tugged her toward the exit, but she was still talking crazily with her friend.

Just then, I felt a tap on my left shoulder, and turned to see a big black guy standing there staring at me with a bit of a smile on his face. “Hey man,” he said, “where you from?” Now, one thing I’ve learned in five years of doing this is that random people jumping into your interactions are never a good thing. They sometimes have malicious intent and want to try and steal your girl; sometimes they think they’re helping, or they see you with more than one girl and think if they make friends with you they’ll get access to one of the other girls. Regardless, if you were at a bar and you saw a guy trying to leave with a girl, would you really pick that as the moment to decide to strike up a conversation with him?

The one bad car accident I ever had came when traffic in front of me suddenly slammed on its brakes all at once, and a girl who was tailgating people incredibly close suddenly lane-changed directly behind me. One bad thing you can handle; traffic slamming on its brakes, okay, just slam on yours. Someone tailgating you closely, okay, just slow down gradually. Two bad things happening simultaneously

means you better be incredibly skilled, incredibly lucky, or some combination thereof, or a bad ending is imminent.

So I found myself there with my girl not leaving and trapped in animated discussion with the friend, who I knew approved of me but I didn't know what they were talking about (I guessed it was the friend telling her to be safe and let her know where she ended up, something like that), while this guy on my left with unknown intentions decided he wanted to talk to me. I didn't want to be rude and make him an enemy and make him want to screw things up for me, because he could very well, if he was drunk or crazy or whatever, decide to just jump things in and ruin things for both of us. But I didn't want to be too nice and appear weak and make him feel confident that he'd be able to jump in and steal my girl; it probably wouldn't work, and he wouldn't get the girl, but he might be do enough damage to ruin my pull.

So, I was short, friendly, but very firm with him.

Guy: Hey man, where you from?

Me: [pause, looking back to my girl – making it clear to him she's my priority and I'm not there to socialize, then turning slowly back to him] I'm from California [said with a slight smile].

Guy: No way.

Me: [looking briefly back to my girl, then to him again] How about yourself, brother, where you from?

Guy: Virginia [or somewhere; forget].

Me: Rock on [fist bump].

I then turned to my girl, gave her a slightly harder tug on the arm, and she said farewell to her friend and we walked out of the bar. I figured the most likely scenario was that guy was smelling blood in the water since I was trying to leave and it looked like the girl wasn't, so I needed to get her out of there as soon as possible before he became emboldened by my girl's apparent rebelliousness against me and he started messing things up for me.

Outside, the pretty girl and I grabbed a cab. I felt relieved we'd made it out of there; going back in once you've been out once already is dangerous. Women can get second thoughts; their friends can interpret them coming back to mean they aren't really sure about the guy and shouldn't go with him; and a myriad other things can go wrong. Fortunately, this one went okay.

In the cab, I mostly teased my girl about being a mathlete, and she asked me to find some numbers for her to do math. I pointed to a cab in front of us in traffic, and two numbers on the back windshield; one was about eight digits long, and the other about six.

Me: Why don't you multiply those two numbers together?

Her: What, the top one and the bottom one? Seriously?

Me: Yeah, give it a shot, math whiz. Thought you were amazing at math.

Her: Ah... geez. Umm... I can't do it! It's too hard! Too much drinking and drugs since high school!

Me: Some mathlete... okay, how about just the bottom number. Multiply that.

Her: I can't!

Me: Fine, add it then!

Her: [sigh] 9... 14... 24...

Me: What? There's no 24 in there...

Her: 47... 66... I don't know!

Me: And I thought Asians were supposed to be good at math.

We got back near to my friend's place, but I started getting the feeling we'd gone too far, so I had the cab stop and we got out. I knew the building number; we started walking one way, but the numbers were going the wrong way, so we turned around. There were three local men in dirty clothes sitting on the sidewalk there.

Her: [under her breath] Oh my God, I'm not a prostitute, I swear!

Me: Who gives a fuck what those guys think, what are they doing with their lives? They're nobodies. They're not even worth thinking about.

Now, the reason she made this comment is because she's a local girl dressed up going home with a white guy at the end of the night, and she's concerned people are going to look at her and assume I paid for her. The reason I made such a harsh comment against those guys was because I wanted to show solidarity with her, make her dismiss the imagined criticism she thought they might have, and position the two of us as being superior to anyone who might judge us – kind of an “us vs. the world” sort of deal.

The conversation was basically light and us teasing each other as we walked a few blocks looking for the building.

Her: Oh my God, where are we? [said with a bit of laughter]

Me: What the... this is *your* city, you telling me you don't know where we are? How am I supposed to know, I'm not from here! [said in a sarcastic voice – I'm giving her a hard time]

Her: We're going to be lost forever! [said with some laughter] Oh wait, I think I know these buildings. I have a friend who lives in that one. And another friend lives in that one. Ha, all my friends are rich. I should get some non-rich friends, or something.

Me: Yeah. You ought to get some poor friends, just for perspective. All right, here we are.

We got to the building, and the guy at the front desk almost didn't want to let us in. I basically just walked past him and the girl followed, and we let ourselves into the elevator and went upstairs.

I took her in the apartment, up the stairs to the second floor of it, and we went into my room. There, we took off our shoes and I put on some music and told her I was going to the bathroom. When I came back, she had her head down on her crossed arms on my desk; I gave her right arm a little tug, and she said, "Let me go to the bathroom first."

I said okay, and she went, and I noticed she had her lip gloss sitting on the desk. She must have been getting her lips ready. I laid down on the bed, and she came out and climbed onto it next to me. I pulled her over to me, and she climbed on me, one leg straddling each side of me.

Her: I can't believe I'm doing this.

Me: I can't believe I'm back here with a mathlete.

She laughed, then bent down and began kissing me passionately. We were intimate about 45 minutes after I'd first met her. We spent a great night together, and my buddy, still surprised by the speed of the pull, told me the next day he believed it was the girl's first one-night stand. There were a number of moments I could have lost this girl throughout the night – had I not invited her to sit right away when she'd started talking to her friend again; had I stayed there talking in a conversation that was going nowhere instead of going for the pull when she asked me where I lived; had I dealt with the situation with the guy differently at the end, or not won the friend over when I had the chance. Handling those little transitions is what makes all the difference; and leading a woman properly during them is what makes a man truly successful in the seductive arts.

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