

Attraction Explained

Principles of Attraction

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PREFACE



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This book is a guide detailing my discoveries over the last few years on the subject of attraction. It is an overview regarding the concept of attraction, and the formula which I believe governs interpersonal attraction. I hope you gain as much out of reading this as I have studying it. I don't proclaim to know it all, and I'm constantly on a quest for self-improvement myself. Still, once you understand some of the concepts behind it all, it becomes much easier to spot the mistakes you may be making in attracting others and makes it much easier to take control of this aspect of your life and finally "improve your luck" with the opposite sex.

Understanding attraction can help you go out and select the partner that you want, and such freedom of choice can do wonders for your own self confidence and enable you to concentrate on other areas in your life. Still, a large part of attraction is being comfortable with yourself, and happiness really does come from within. No matter what you read hereon in, no other person on this planet can ever make you as happy as you can make yourself, and as long as you're prepared to accept yourself for who you are, other people will too.

I would like to thank more people than my editor will let me list here, but literally every person who has touched me in any way on the incredible journey I've taken in the past few years has helped shape this piece, and I could not have done it without any of you.

CONTENTS

Introduction	4
The Formula	8
Building Comfort	11
Value	15
Signs of Attraction	15
Rapport	17
Breaking Rapport	23
Building Attraction	26
Assumption	26
Investment	27
Qualification	28
Attractive Qualities	30
Confidence	30
Leadership	32
Pre-selection	33
Ambition	34
Excellence	34
Social Intelligence	35
Escalation	36
The Kiss	37
Final Notes	38

INTRODUCTION

The process of attraction is a mysterious and often frightening subject for most people. Although a few lucky people have a natural knack for this kind of thing, for most of us the concept of meeting someone new, of starting a relationship and of getting somewhere with that special person you feel really drawn to are all quite daunting, and many people feel powerless to do anything about it. Here we present a basic formula and process that helps us understand attraction and explains why certain things work and why others don't. Understanding attraction is the first step towards empowering ourselves to do something about it; to meet new people, to start a relationship and to get the person we really want.

So why do we have a problem with forming relationships with others?

No matter how many ways we develop intellectually, spiritually and socially, our primary function remains the same as that of every other creature on this planet: To breed. Spirituality, or politics, family and everything else we might stand for would be gone very soon if we didn't keep on replicating. It is no coincidence that three of the main four industries on the internet are porn, dating and social networking. This is our nature, and the core of our very being.

You'd think that we would be pretty adept at the one thing we were designed to perform. Unfortunately this is not always the case and many of us are unhappy with our marital status or current relationships. One of the main reasons the whole thing is so difficult is that we tend not to understand how we become attracted to others, or how we manage to get into relationships. They are things that just seem to happen to us, so we put it down to fate, chance and luck. When a guy has a sexual encounter with a girl some call it "getting lucky", and many girls will tell you that they have "the worst luck" with guys, that they only seem to attract users and losers. Are relationships and romantic and sexual encounters really things that just happen to us, something that we have no control over? Or is there something more to this mystery?

This is a giant puzzle that countless psychologists and scientists have been putting together for hundreds of years. Well believe it or not, all romantic and sexual relationships and all encounters of this nature are formed in the same way, and far from being something that just happens by magic; dating, attraction, and sexual relationships are established by going through a simple set of stages, one that can be learned and that can be reproduced. However, this is not the kind of skill that one can pick up in a textbook and put to use right away. If we divide skills into those which are formulaic and we can study and apply straight away, such as mathematics and computer programming; and more freeform, intuitive skills that you have to get a feel for, such as painting or football; then generating attraction is definitely amongst the latter. There are a set of guidelines that can help it along its course and while some people are naturally good, others need to be shown the theories; but the fact is no matter where you come from, the more you practice the better you get.

But isn't attraction based on looks? Surely people just look at each other and are either attracted or they're not?

If we look back over past time periods and you will see what is perceived as attractive has changed dramatically even over just the last 50 years, from stick thin to voluptuous, from lean to muscular. The fact is what is seen as attractive physically depends on current trends and varies far too often to be a key trigger in finding someone to have a relationship with.

Have humans always had so much trouble with attraction? The answer isn't so clear, however it's probably fair to assume that with our more hectic lifestyles, and focus on material gain and work, that in the modern world we have lost track of the correct way to attract a mate. Many people trying to bribe others into a relationship with presents, and promise of an even more materialistic lifestyle. Many of us have had some form of heartache in the past, or situation that has caused us to fear either approaching someone we like, forming a relationship, or getting trapped in a cycle of being used by others. These issues cause us to view relationships differently, and can get us caught in a repetitive cycle that is hard to break out of.

One of the biggest problems in learning how to handle attraction and relationships is that it's hard to tell where we're going wrong. Throughout nature, most lessons are learned simply through immediate cause and effect. Let's say a child encounters fire for the first time. He is entranced by the warmth and the pretty flame, and reaches out to touch it. He immediately scalds his hand and yanks it back, and a valuable lesson is learned; don't touch fire, it hurts. Relationships are more complicated, because of the common desire not to hurt another person's feelings or to make a scene. Very often when someone does something that we don't like we try to disguise our reaction, especially with someone we've only just met or if it's not a big thing, since they probably didn't mean anything by it and we feel more comfortable just leaving things be. Unfortunately by doing this we are preventing them learning the cause and effect lesson of their mistakes with other people, so they don't learn and they don't improve. Because of this, people tend to repeat their mistakes with others over and over again. If the child touched the fire and nothing happened, but three hours later it caused him to suffer a shooting pain in his leg he would be unlikely to link the two. In order to learn what we're doing wrong with other people we need to step back and consider the whole process not in terms of simple cause and effect, but

Most relationships are formed passively; that is they aren't sought out in the open world, instead two people meet through their peer group, at work or some other social network and feel that 'spark' of attraction, as if by magic. Of course there's nothing wrong with this and it's how the majority of people meet their partners, but it does leave things to chance and many people wait a long time for something like this to happen. It is however not the only way to go about things.

When you understand the formula that behind attraction, you can trigger this spark in almost anyone you meet. Sounds unbelievable? Well the fact is with the looks factor out of the way, there is really no other way to define why we like others, we are all designed to mate and as long as the situation is right and the correct buttons are pressed a relationship is almost sure to happen. There are of course other factors which contribute, as you aren't the only person on the planet. Other relationships, past situations, current situations, and a million other external factors can influence a person's decision to enter a relationship. Having a good grasp of why it works can significantly increase your

chances, especially if you are feeling a little left behind, in the race to find that special someone, for whatever reason.

Sometimes we are just missing that little piece that will help us slot everything together and help us achieve significantly better results. The question isn't really one of whether it will work, it's a question of whether you want to try it, and see if it makes a difference. As it is a soft skill it truly is one that needs practice, no book you can read on the subject will be worth anything if you don't go out there, practice, improve, and make it happen. In fact stop reading, go out and approach three people you like the look of, and see what happens.

“Hi, I’m [your name], how’s your day going?”

Choosing to actively seek the right person can mean a massive difference in your life. That doesn't mean that you should jump into marriage with the first person you meet; rather that you will have a greater choice over the person you want to have a relationship with, and can then choose someone who you genuinely “click” with rather than settling for the best of whatever comes along.

THE FORMULA

There are four distinct steps in creating an attraction and in taking it in the direction that you want it to go. These steps are:

- 1) **Comfort**; establishing trust and security
- 2) **Rapport Break**; making the difference between attraction and a friendship
- 3) **Building Attraction**; where they start to see your attractive qualities
- 4) **Escalation**; taking it to the kiss, the date, or wherever you want it to go

Each step is a phase that people naturally go through when developing a romantic or sexual situation, whether they're looking for a one-off encounter or a full-blown relationship. If you've ever had any kind of encounter or relationship, chances are you've been through all these steps yourself – every time - but without even realising it.

The order of these steps is important. Diving in at the deep end could result in disturbing or panicking the other person. A rapport break with no comfort could be unpleasant or insulting, trying to build attraction with no comfort is an unwanted advance and escalating with no attraction won't feel right because they don't see you as anything more than a friend. Sometimes it is possible to skip to a later stage however, as the previous stages may have already been completed by the other person.

Let's take a quick look at each stage in detail:

Comfort

Especially with a stranger, you want to engender a situation where they at ease with you and there is no fear of you doing anything harmful to them; in short you want them to trust you. Sometimes, especially when someone find you initially attractive then another person may *seek comfort* with you.

Rapport Break

Breaking rapport is critical to creating a feeling of attraction, as comfort alone becomes an easy friendship, pleasant but unexciting. With a rapport break you want to jar the comfort slightly, usually by disagreeing on a point, teasing or by saying something sexually suggestive.

Attraction

After breaking rapport you're in a position to convey your attractive qualities and to balance the excitement created by rapport-breaking behavior with comfort, demonstrating your high value and making your company an exciting yet pleasant experienced. This is probably the hardest stage to learn from scratch for those who don't have a natural aptitude with it, but if you've ever been in any kind of romantic or sexual situation, you've done this already.

Escalation

Once a certain level of attraction has been achieved you are then in a position to escalate and capture the situation, with a kiss, making a date, getting a phone number or however you want to take it.

While it is possible to initiate the interaction with one of the stages other than comfort, but unless it pre-exists somehow then it is highly likely that each one will be met with a negative response, meaning you have to do additional work to salvage the situation. For example, opening with a lot of assumed attraction could cause a negative response such as the person you approach wonders if you are so high value, you are bothering to speak to them? It doesn't take much to realise why someone would respond negatively if you began an interaction by immediately trying to escalate into a relationship with them.

There will sometimes be situations that fall outside of the boundaries of this formula, other external factors may be influencing it, for example some people may need more comfort before you can consider breaking rapport with them. This is a fluid system. If you notice that someone needs more comfort then simply resort to building a little more before moving on to the next stage; if a great deal of comfort pre-exists then you can open with something a little more controversial, breaking rapport right off the bat. As

you get more and more used to dealing with attraction, you want to get into a position where you no longer need to think about these stages and where it all happens naturally. Indeed, those naturally good at building attraction already go through this entire process without even realizing what's going on, it is these lucky people we wish to emulate by learning about attraction and as with all things, the more you work at this, the better you'll get.

BUILDING COMFORT

Comfort in this context is a state of being at ease in someone's company. Comfort is essential to attraction; if someone feels no comfort with you then they won't even want to have a prolonged conversation with you, let alone anything else. Establishing comfort ensures your attention is never unwanted. In some instances a level of comfort may pre-exist, say from prior acquaintance or by being around a lot of mutual friends. A lot of the time however it is necessary to build upon this or even create it from scratch. Comfort-building is almost always the best place to start as being overly aggressive or flirtatious with a complete stranger can result in a negative reaction, the clichéd "coming on too strong" or appearing weird, desperate or perhaps even threatening. Never skip building comfort unless you have a good reason to believe the other person is already trying to build comfort with you.

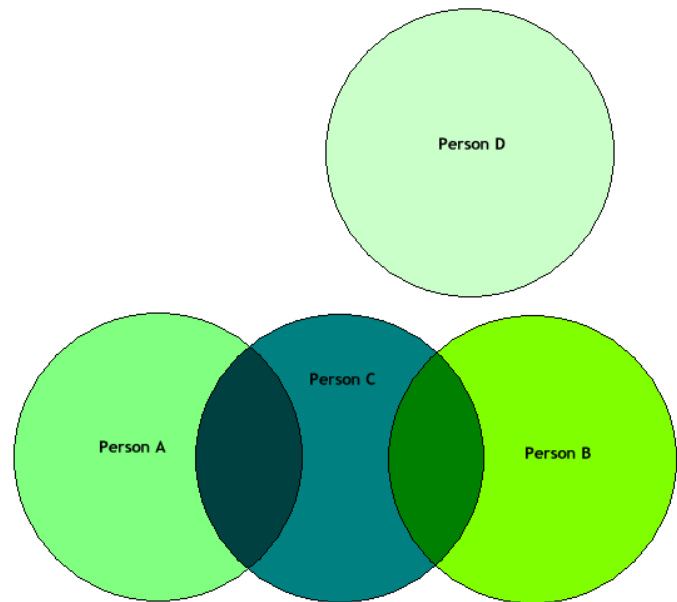
One of the hardest issues people face is how to get an interaction started. The thought of approaching a complete stranger with romantic or sexual intentions can be scary, very scary. Guys are afraid of rejection and girls are scared of looking desperate or of stepping outside the cultural norm of men taking the lead. In fact this is one of the main reasons we consider relationships as happening purely through luck, because we can't imagine how they get started. The reason that common social settings are the usual place we meet potential partners is that the common setting pre-establishes comfort between for both parties.

Establishing comfort is easiest when dealing with people within your own social circle. When possible, the best way to do this is often an introduction through a mutual friend. We are naturally inclined to view our friends' friends in a positive light, the friendship almost rubs off and we immediately feel more at ease with these people than we would without the introduction.

Propinquity

This familiarity is part of a psychological effect known as propinquity. It roughly translates to being close to someone else in some form or another. This could be in physical terms, i.e. you live in the same area as someone or not so physical, you both belong to the same association. The closer the proximity the higher the propinquity. For example those living on the same floor in a building have a higher propinquity than those on different floors. Equally people tend to be more willing to accept potential partners if their style or looks are similar to their own, or match current social or media trends; their closeness appearance raises their propinquity.

In this diagram we can see that A and B would both be attracted to C as C lies within both of A and B's circle. Likewise C would be attracted to both A and B and would have the option of choosing either. D is the outsider of the group, and therefore holds the lowest levels of propinquity and therefore comfort to any of the other parties.



Social propinquity

The propinquity effect is the tendency for people to form friendships or romantic relationships with those whom they encounter often. In other words, relationships tend to be formed between those who have a high propinquity.

Propinquity applies to social groups as well, and this is how it directly relates to forming comfort between people you are introduced to. These could consist of class mates,

SCIENCE WARNING!

Propinquity is the term used to describe a physical proximity, special bond, or some form of kinship between things. Psychology views this as one of the leading triggers in interpersonal or social attraction.

Propinquity was first theorized by psychologists Leon Festinger, Stanley Schachter, Kurt Lewin and Kurt Bach in what came to be called as the Westgate Studies conducted MIT university in 1950.

friendship social circles or even work colleagues, and explains the tendency for teachers to date teachers, members of the police force to date each other and so on.

SCIENCE WARNING!

In 1956 Alan C Kerckhoff conducted a study on residential propinquity, around 70% of the married couples lived within 20 blocks of their partner before marriage. This seems obvious when you think about it, but it's not something people normally consider.

This kind of familiarity is often referred to as the “Mere Exposure Effect” which is based on the idea that the more exposure something gets the more likeable it becomes. The Mere Exposure effect is a tool well known by the advertising industry, also known as “brand awareness”. People begin to trust and like a product merely because they

become familiar with it. So in relation to attraction, psychology would argue that if someone perceives you as being part of their social circle, or from the same neighborhood they will find you more attractive. In reality what is happening is they are becoming more comfortable with you, and will begin to trust your personality. Psychologists use the term “exposure principle” to describe the phenomenon where the more often a person is seen by someone the more attractive and intelligent that person appears to be. Fear of outsiders is something that is inherent to us, and something that can be seen documented well into our history as well as the rest of the animal kingdom. Familiarity removes that initial fear and allows someone to consider you more favorably, and begin to build comfort. Studies have been done into familiarity whereby exposing subjects to a specific piece of music or a picture or person even if only for a short while led those subjects to rate it higher than others. One common way in which this manifests itself is when people initially dislike a song, only to later find themselves humming it after a few more exposures to it, and often eventually buying their own copy.

However being part of a social group or living in the same area isn't the only way to build this comfort, you could generate propinquity by simply being seen as social at a particular event, even if you didn't know anyone. As long as you could build comfort with a few of them, the effect would begin to snowball making it easier to build comfort as you are seen to mingle with more and more people.

The problem with this however, is that you would need to build comfort with the initial group in order to start the whole process somehow, and if you didn't know a group of people initially this could be difficult. This is where other comfort building techniques are needed.

Without the advantage of a mutual introduction things start to get a little trickier, but there are still a great many things you can do. The next easiest is to look for people who already want to talk to you, and you'd be surprised at how many there are. Anyone who takes notice of you, looks at you a moment longer than usual or who smiles at you is essentially offering an open invitation to talk – they want to build comfort with you. All you need do is just smile, approach and begin the conversation.

With a stranger who isn't showing you any immediate signs of attraction – who isn't already trying to build comfort with you, you will need to approach them and break the ice yourself. What you want to accomplish in doing this is to improve their situation somehow with your presence, to add value to them. Supposing they're struggling with a map and clearly in need of directions, this is a great opportunity to help out, but we often don't have such a fortunate situation. Still, being a fun and interesting encounter for them is more than enough to add value. A casual comment or genuine complement about something they're doing is often a good approach. For example, if you were to see someone you liked walking in the opposite direction down the street you could say,

“Hey I’m sorry to bother you, but if I didn’t say hi to you I’d kick myself all day. It’s just that you rarely see someone in this city who actually has a friendly face, nice to meet you!”

With the greeting out of the way you've engaged their interest and now you can take the conversation further. Always remember that you should be someone who enhances their day in some small way, demonstrating some kind of positive value to them. This doesn't have to be daunting, adding value can be as simple as providing interesting conversation.

Value

When speaking to anyone new, one of the key facts to consider is whether you are going to add value or take value from them. People are subconsciously aware of many factors relating to their interactions with others. A lot of people react negatively when approached by a homeless person in the street, often not even giving them time to speak. This is because of a fear that they are likely to take value from them, not just by asking for money but also on a deeper level, just by association. If however someone somehow knew that homeless person were actually a secret agent working undercover, they would be far more likely to stop and pay them attention. This is due to the fact that their perception of the homeless person's value has changed; suddenly they are offering more to the interaction and giving you a cause to listen further.

There are a number of ways to add value, the easiest is to quickly move the conversation onto an interesting topic right after the initial introduction. If you get stuck for a topic, remember how people love to talk about themselves! Bear in mind that someone's aims, ambitions and joys are more interesting for them to talk about than more mundane facts like their day to day job or whether they have any brothers or sisters.

Signs of Attraction

There are a variety of signs that can let us know that someone is attracted to us, is seeking to build comfort with us and that they're potentially open to the idea of a romantic or sexual situation eventually developing. If you are receiving these signs before even speaking to them then the conversation will be on the right foot from the get-go, making the whole process a lot easier. Next to meeting people in your own social circle, looking for these signs in others it is probably the best way to begin an interaction with someone. Some of these signs are easier to spot than others:

Eye contact - This is probably one of the biggest signs, if someone is staring at you, even if they look away when you look back, the sign was there and it's time to approach. All you need do is walk calmly and confidently towards them and say "Hi." Depending on their level of confidence you may need to build a bit more comfort, and the more hesitant they are the more comfort you will need to build. Eye contact is one of the key things to look for.

Smiling - If someone is smiling at you whilst looking towards you, then you can be pretty sure you are getting a sign to talk. Don't wait, move in. Smiles never lie, the characteristic of smiling is a low-level genetic influence, even people born blind who have never seen a smile will still do so when they like something.

Proximity - When someone moves to stand close to you and lingers in your general area then it's effectively an open invitation to start a conversation. This is one of the more subtle ones signs and also the easiest to misinterpret, but even if it was unintentional their choice to sit near you establishes a small amount of comfort. If you're interested in them then start a conversation anyway, as long as you get off on the right foot everything should still be fine.

Touch - A more extreme form of proximity, physical contact is a strong sign of attraction. Even if it happens by accident, say someone bumps into you in public, that person will immediately seek comfort with you by apologizing, giving you a similar opening.

You can also look to trigger these signs in other people, people who may not actively be seeking comfort with you at the moment, but they might do so given a small invitation. There are many different ways you could try to do so, but one of the easiest is simply to smile at them. A friendly smile is one of the easiest ways to build comfort with someone, and people tend to return a smile quite freely. If they reciprocate it is an invitation almost as good as them initiating the smile with you. Try it - go out and smile at someone completely at random. Many people are glad to respond.

If a person has no interest in building comfort with you then you have to get a little bit more proactive. The easiest way of doing this is with rapport building techniques. There are numerous techniques available on the internet and in various books detailing various ways of building rapport. Some of the easiest to learn are presented here. In reality you don't need to understand the intricacies of how to build rapport, as it's something most of us do quite naturally - we are social creatures after all, but a few pointers can help if you wish to do so more actively.

Rapport:

Rapport is one of the main areas of unconscious human interaction. These are all the little subconscious thoughts going on under the surface, almost like the emotions we experience when we hear the words others say, or the things they do. When you feel rapport with someone you are becoming “in-sync” with them, starting to share an unspoken sense of commonality. Building rapport is used to build a better connection with someone, which naturally goes a long way towards building comfort with them. You can build rapport using only one or two of the techniques described below, the more you use however, the bigger the rapport generated. Some of these techniques are broken down below.

Commonalities - It's also important to relate their stories to your own life, by finding commonalities in your conversations you will be helping to build rapport with them. Similar places where you have both lived, similar holiday locations, discuss places you have both been, or hobbies you both enjoy, these all go towards building a rapport with someone.

Ejecting - Interestingly, another way to add value is by leaving the conversation temporarily. When you meet someone for the first time there is a fear that you may hang around them and interfere with the task at hand or whatever it is they are attempting to achieve. By leaving the interaction soon after entering it you make it very clear you have no intention of hanging around and “draining” value.

You can then re-initiate the conversation at a later time, even if it is only a few seconds later. The act of leaving creates a great sense of comfort, and then when you return you have already built up familiarity from the first interaction again creating another sense of comfort. The distance between the interactions needs to be tailored to each situation independently. In a club for example you could probably leave a good 30 minutes between the two interactions, however in a coffee shop it may pay to only leave a few moments in between them.

If you don't have the time to bother with two interactions, for example if you are only passing them in the street you can use a false ejection, but telling someone you will “only

bother them for a moment" this gives the impression that you will leave and will go someway towards building comfort.

Empathy - Empathy is the process of identifying with sharing the experience of another person's feelings; to put oneself "in their shoes". Empathy's role in attraction is to create a shared experience by seeking to understand exactly what the other person is feeling and then attempting to imitate or absorb that feeling as much as you are able to. You don't have to literally imagine yourself as the other person as this is a very difficult task. One actors spend a great deal of time learning how to perfect. The system of recognising others emotions is something almost all of us do innately and can be achieved unconsciously. Then once you have understood the emotion another is experiencing you can begin to imagine or understand how they must feel.

One of the best methods of doing this is by remembering a time when you experienced the emotion they are describing and imagining how you felt at that time. This connection is a strong way of building comfort with someone as you both experience similar emotions whilst sharing the story or topic. Some people find empathy difficult as sharing someone else's emotions it is a very open and uninhibited act. A simpler technique is to share the empathy through language rather than emotion. Using verbal agreement in order to help share their feelings; for example phrases such as "I know exactly what you mean", or "I can't imagine what that must have felt like for you."

Adding emotion to your own conversation is just as important as listening to someone else. Adding emotion to conversation is an very powerful technique although another many people struggle with. One of the easiest ways to do this is to explain how you felt or what you where thinking at the time of the event. For example, imagine someone tells you the following:

"I walked down the road and saw a dog in the road. It wasn't moving. I called an ambulance, they refused to take it."

Without emotion the story is completely bland, and leaves nothing for someone to feel empathy for. But now let's imagine that they instead tell the story with emotion:

“I walked down the road and saw a dog in the road. I was shocked, I felt so sorry for the poor thing. It wasn't moving. It's amazing how much something like that can affect you. I didn't know what to do. I called an ambulance, I mean I was trying to think of anything I could do. Can you believe they refused to take it?”

The emotion adds tremendously to the story. It adds depth, and it enables someone else to experience and re-live the moment, and to empathise with you. By sharing this story and triggering these emotions in the listener you are bonding and building a deep rapport based on the emotions you are sharing.

This is similar to actually experiencing the event together. Empathy is also important for sensing exactly how much comfort you have with somebody. Notice how much rapport you have with them, if they are not warm towards you, or giving signals that they are uncomfortable in your presence it may be time to think about building comfort in other ways.

Body Language - Body Language is one of the most basic ways in which we communicate, one very simple example being that trying to talk to someone with your body angled away from them is not a good way of maintaining a conversation and is likely to leave them feeling locked out, potentially viewing you as rude. One of the easiest ways to build rapport with someone through body language is to mirror them.

Each of us has commonalities and actions we tend to perform during conversation. These subtle movements often change as our conversation does. From fast erratic movements to slow laid back gestures, or even not moving at all. Another form of empathy is simulating these body language traits in the person you are attempting to build rapport with. By mimicking their body language you will be matching their pace, and again finding more commonalities to help build rapport.

The way someone sits, the way they tilt their head, or even the way they hold their cup are all things that can be mimicked and begin to build rapport on a subconscious level. Friends or people who live in similar areas will often have small physical gestures that they all share, if you spot someone repeatedly doing one of these actions and can mimic it, the level of rapport generated can be greatly increased.

Obviously it is important to mimic naturally, generally avoid making over exaggerated movements in favour of subtle ones, slightly less pronounced than those of the person you are attempting to build rapport with. Breathing rhythm is another way you can build rapport using body language, if someone has a relaxed breathing pattern, speaking to them in a rushed manner with exasperated breaths is likely to jar with the comfort you are trying to create. Matching their breathing style and pace will make a significant difference to the comfort levels you are experiencing.

Once you have established rapport comfortably it is even possible to lead their behaviour. You should be capable of getting them to change their body language by simply changing your own body language or position which should cause them to comfortably follow suit. This compliance is a good sign that rapport has been reached, and a good test to see how much rapport you have.

Eye Contact - Maintaining eye contact is important for a number of reasons, one of the key factors is that it shows you are completely comfortable with the conversation yourself. People who lack confidence, or are unsure of what they are saying are highly likely to spend their time looking at everything apart from the person they are talking to. We often read subtle eye cues given out on a completely subconscious level. Our emotions are easier to read, and people will find it easier to build empathy with you. Without solid eye contact people may doubt what you are saying and begin to feel uncomfortable themselves.

Eye contact affects our ability to communicate with others. Many people with low confidence look downwards at the floor in preference to making eye contact. This not only affects their speech by directing their voice to the floor and constricting their chest, making it harder to project their voice. It also communicates fear, as if they were scared to make eye contact. These factors combined a very damaging to comfort.

Paralanguage - Paralanguage encompasses aspects of communication not related to language, including vocal quality, volume, tempo, facial expressions and gestures. In written language it can include punctuation and emoticons. Similarly to body language, paralanguage is a subtle form of communication. Paralanguage is sometimes expressed

deliberately on a conscious level, though it may also be expressed subconsciously as a display of emotion.

As with body language, mimicking somebody's paralanguage can make a significant difference in building comfort. To take an example, if you approach someone and begin shouting at them when they are quietly whispering you are unlikely to build much of a rapport. However if they are shouting across to you already, then it would be perfectly acceptable to shout back to them. Copying language is something many of us do without even realising it. You will almost certainly have heard the prolific over-use of certain words, and it's amazing to see just how far they spread. Modern examples of such popular words include 'basically', 'random' and 'awesome'.

Paralinguistic elements can also be found in modern communication such as text message's via the use of emoticons. This ability to express and build comfort through written word is something that can make a significant difference in building comfort with someone, especially if you have only been speaking to them for a few moments before collecting their phone number, and are relying on text messages to continue the interaction.

Paralanguage is one of the best ways to rebuild comfort if you have made a specific mistake in a later stage and lose a significant amount of comfort. Imagine sending a text message to someone that looked like this.

"I hate you"

Naturally this is not a particularly comfort building sentence. By adding a small amount of paralanguage you can completely change the context.

"I hate you! :o)"

By employing a friendly emoticon, the smiley face (if you're not used to emoticons, just tilt your head to the left) we have added emotion to our written words. In this way we can employ paralanguage to establish empathy even via text message or email.

With body language, empathy, eye contact and so on available to help us build comfort and rapport, getting a conversation started is simply a matter of finding a realistic excuse to do so. This could be anything from asking for a good place to get a coffee, to telling someone that they look friendly and so you thought you'd say hello. As long as you are building comfort and not scaring the person then you can't really go wrong.

As soon as you feel that you have reached a significant level of comfort with someone, to the point that the conversation is flowing naturally, and they don't appear to be making excuses to leave, then it is time to break the rapport. There is no set time as to when this will happen, sometimes it may take longer to build a significant level of comfort with someone to reach a level where you can feel that they are comfortable talking with you and sometimes it will happen immediately. In any case when it does, it is time to break rapport.

BREAKING RAPPORT

Once a good level of comfort is established it is important not to let things get too cozy. Pure comfort that is never spiced up with any kind of conflict is warm but unexciting and ultimately leads to a platonic friendship, not attraction. Most people know what it's like to really like someone who only ever saw them as a friend, and the fact that they never broke rapport is one of the biggest reasons why this happens.

Breaking rapport jars the established comfort with a mild element of conflict or danger. Breaking rapport is exciting! Vocalising a disagreement, teasing or being sexually suggestive are all great ways to break rapport and you should do it as soon as it is safe to do so; when the conversation is flowing naturally and they're not looking for an excuse to leave, it's time to break the rapport. There's no "best way" to do this, but the different choices can help develop the situation in different ways, for example a lewd rapport break (innuendo) paves the way for things to develop sexually sooner.

Why is it important to build comfort first? Well let's take the following example. If you where to tell someone you had never met that they smell like a sweaty tramp, they are not likely to receive you in a particularly welcome way. However, after a good few minutes of conversation if you where to drop in that line with a smile and a playful nudge, you would be likely to receive a small push, slap or at the very least a slightly warm but shocked look. Smiling is naturally a key point during this, to ensure you maintain a level of comfort and don't ruin what you have already established.

Playing childish tricks such as pointing your finger at someone's chest and making them look before flicking their nose is another good way of breaking rapport, any possible way to tease someone, calling them a geek, tripping them up and catching them. Anything that enables you and them to laugh at their expense will suffice as a tool to break rapport.

Bear in mind that the goal is just to jar the comfort you have already and to make them view you in a different light, not to eradicate the comfort completely. Too hard a break could make someone very uncomfortable and then you'd be right back to square one and

have to start rebuilding comfort all over again. For example, “You know, you’re really sexy when you smile like that” is often a fairly safe sexual break whereas “I want to take you home and screw you hard” would make most people very uncomfortable at this stage! Sex is such a taboo subject that any mention of it often serves to break rapport.

Sexual rapport breaks – sexual innuendo has been known for a long time as a good way to begin building attraction, although you may want to use more or less depending on how used to dealing with sexual banter the person you’re talking to is. One of the easiest ways to use it carefully is to just tell someone that they are sexy when they do a particular thing. A good example would be saying something like: you know you're really sexy when you smile like that. This breaks through the friend-vibe created by the comfort and again helps the person perceive you in a sexual way. There are a large number of techniques for this already detailed in the previous section. Performing almost any of the rapport building techniques explained above in reverse will pretty much guarantee to break rapport. Just be careful not to over do it, or else it will be necessary to build comfort all over again.

Teasing – Let’s look at teasing for a minute. Teasing is a very playful way to break rapport. Be careful not to be insulting but look for a cheeky comment that will get a reaction out of them, hopefully a physical one. Pick something about them that they won’t get really self-conscious about and play with it – remarking that they’re short with a playful pat on the head can work well. If your teasing is met with an exclamation or a playful glare you’re doing fine, if you get hit on the arm or the leg things are going very well indeed.

Disagreement – You can also take issue with something they say, creating an intellectual or moral challenge to them. Either way a small disagreement on any point is a really strong way to break rapport. The word "No" is very powerful and particularly good for stating a disagreement. Simply wait until someone expresses an opinion that you don't entirely agree with, and rather than politely keeping your differing views quiet, show your assertiveness and vocalise them. A person who can challenge you is an exciting person to be around, people take notice when someone disagrees with them, and this is exactly what is required to begin building attraction.

Another way of breaking rapport is to or even end the conversation for now and come back later. The removal of the comfort creates the necessary break in rapport. If a rapport break goes wrong, it is often possible to recover by exclaiming that you were “only kidding” and that you weren’t trying to upset. Remember it isn't about lying to get what you want, rather it's about understanding how interpersonal attraction works, to make the whole process transparent.

It really doesn’t matter what you do so long as you put in a break that stops the easy calm friendship from developing without wrecking all your comfort with them. However you decide to break rapport, bear in mind that it is just a transitional stage from building comfort to generating attraction and you shouldn’t linger here long – you’re not looking to start a fight!

BUILDING ATTRACTION

Once you have established comfort and have broken up the rapport a little, it's time to start building attraction. This is the stage where we display our value as a potential partner and try to convey why someone would want to be with us. This is the arguably the trickiest part of the whole process and certainly the hardest to learn how to create from scratch. As with breaking rapport, we must take care not to destroy all our comfort as we seek to build attraction. In fact, as we build attraction we are also going to have to work to reinforce the comfort we established earlier.

While trying to display our attractive qualities we may appear a little cold, distant or arrogant, and mixing this with comfort creates an exciting push-and-pull experience for our prospective partner. Building attraction is the push, away from you; demonstrating your high value and your best qualities can be a little intimidating. Meanwhile reinforcing comfort is the pull, bringing them back in. Ideally as an attraction grows you want them to seek comfort with you as you push them away, which you then consolidate when you pull them back in, reinforcing their comfort-seeking behavior. The key to managing the growth of attraction successfully is balance; too much comfort could still land you in the friend box and too little could make you seem overbearing.

There are a number of ways in which attraction is built, however three especially effective techniques for doing so are Assumption, Investment and Qualification.

Assumption

One simple, though hard-to-master technique for building attraction is assumption. With assumption we believe we have so many attractive qualities we just assume that whoever we're with is attracted to us. This plays on the natural human tendency to accept what people around us accept, but it requires a lot of personal confidence to pull off right! To do it you need to be confident, comfortable, and at ease at all times. This is easier said than done especially when talking to members of the opposite sex, though the more you talk to others the easier it becomes.

Investment

Investment is another way to build attraction. With investment someone's attraction to you grows due to the time or effort they are investing in you. The simple fact that they are talking to you at all builds their investment in you on a small scale. Getting someone to give up their seat or move up to make room for you, to buy you a drink or to give in any small way builds investment – we value the things we have to work towards, and the more someone does for you the more likely they are to be attracted to you.

By investment you are not looking to invest into them, rather you are looking to get them to invest into you. The more we work to achieve something the more value it has to us. Imagine winning a really expensive, nice car in a raffle. The value of that car to you is the financial value of the vehicle in question, and perhaps some emotional gratification from having got lucky. Now imagine spending the next 10 years of your life saving up every spare penny to buy yourself the same car. Suddenly it represents so much more; it now also represents every inch of blood and sweat you spilt working towards it and the car is now worth considerably more to you than it's simple financial value.

The lesson behind this story is that we give greater value to things we have to work towards achieving. This is why it is almost completely counter productive to attempt to buy your way into someone's life, and why many people argue “Can I buy you a drink?” is a bad way to open with somebody. Meanwhile any time another person is spending their time, effort or money on you they are making an investment and essentially attempting to build comfort with you, the effort they put in to you raising your value in their eyes.

There are a number of ways to get someone to invest time into you, however the easiest way is via conversation. A key point to note here is that they must be taking the time to invest effort into the conversation, and the more effort they put into the conversation the more they are investing, and therefore the more likely they are to want to receive something out of it. One great way to get someone to put energy into a conversation is by a process called qualification.

Qualification

Qualification is what takes place when one person attempts to prove themselves to another, and applying it to create attraction involves setting up a situation in which prospective partners try to prove themselves to you. This is usually achieved by asking leading questions, and they find themselves trying to convince you why you should be attracted to them. This may sound a little underhanded, but this is a thing that most people do naturally, without realizing it. Qualification is a common way for us to demonstrate our position in society by questioning others as to their motives, skills, or abilities. The person who is doing the questioning or testing is almost always in a position of higher value, and therefore has the attraction. The person seeking to prove themselves is trying to build comfort by seeking approval and therefore investing into the situation, which explains why many people find power attractive.

Qualification works both as a way to build attraction and as an indicator as to how well things are going – the more they prove themselves to you, the more they care about what you think of them. There are two kinds of qualifying questions, open-ended and closed. An open-ended qualifying question doesn't come preloaded with expectations but is the sort of question that helps you learn about the other person, it's simply a question about themselves. Don't ask mundane questions that they're used to, for example, "What do you do for a living?" Instead ask about their hopes, dreams and aspiration, ask them where they would like to be if they could be anywhere in the world right now, and ask them why. One great example of an open-ended qualifying question is:

"Where is the most interesting place you have ever been?"

This is an excellent example as it pre-supposes that the place they talk about must be interesting, therefore it requires a deeper level of thought than, "tell me somewhere you have been on holiday" Once they answer you can further develop the qualification by asking them to tell you why it was so interesting. By asking why you are enabling the conversation to continue to a much deeper level, and really getting them to invest in the interaction.

A closed qualifying question is one that is pre-loaded with a specific cause and effect. In effect you are looking for a specific answer in order to ascertain their level of attraction

for you; the more comfort and attraction they feel for you, the more likely they are to answer correctly. A good example of a closed qualifying question with a pre-loaded statement is:

"You know I only date people that can cook. Do you cook?"

No matter how they answer the question, by responding they have accepted that they are open to dating you. If they go on to tell you how great a cook they are then that is a fairly conclusive sign that they are attracted to you. They might even offer to make you dinner, in which case you've hit the jackpot!

ATTRACTIVE QUALITIES

There are a number of inherently attractive personal qualities, and by engendering them within yourself a large part of the work of attraction can be done before you even meet someone you wish to build a relationship with. The more of these qualities a person possesses, the more responsive people are to them. Some of the most important qualities are:

Confidence; the belief that we are attractive

Leadership; the ability to influence others

Pre-selection; being considered attractive by others

Ambition; having a promising future

Excellence; possessing valuable skills and experience

Social intelligence; knowing the correct behavior for your setting

Whilst there are many other qualities commonly perceived as attractive, most come under one or other of these headings. There are a great number of books and courses out there devoted to improving most of these characteristics individually, and if you have particular trouble with one area it can be worth seeking one of them out.

Confidence:

This is a quality of self assurance or certainty. Our confidence is portrayed in everything we do, from the words we use in language to the way we walk, stand and interact with others. One of the highest qualities of confidence is an understanding of self-value, or more importantly a lack of neediness. When you seek validation from others you are portraying yourself as having low confidence, and this is usually seen as a rather unattractive quality. Look at yourself in interactions with others, are you asking their approval on the things you are doing or wearing? These are key signs of a lack of confidence. One of the key factors in confidence is belief in your own abilities. This self-confidence is based on the knowledge that because you have done something before that you can do it again.

One of the best ways to get confident with members of the opposite sex is to take it in stages: beginning by talking to random people until you are comfortable or confident enough to do it regularly. Then continuing speaking to people, however now getting confident staying in the conversation for longer. Finally, you can move onto the other stages in the formula trying each one until each one becomes natural to you. Having the confidence to express your own views, and opinions can be an incredibly attractive trait. This is a key way to demonstrate a lack of need to others around us. This doesn't mean that you should deliberately develop ideas that are contrary to popular opinion just to get noticed, however having strong beliefs that you are openly willing to discuss whilst maintaining your own ground can be a highly attractive quality.

Confidence is often portrayed through body language. There are two types of body language, voluntary and involuntary. Voluntary language tends to be portrayed via movements and positioning, whereas involuntary body language tends to be conveyed through facial expressions. Since they are controlled voluntarily, most people find it easier to adjust the way they stand and position yourselves first. Considering a large portion of our conversation is done via body language it is definitely something to consider. Many scientists believe that body language between the human and ape species has a number of similarities. Most notably is the importance of an erect posture amongst dominant males.

The leader of the group or 'alpha male' will often walk with his head erect displaying his full posture and looking at those around him. Whilst we may not all want to be considered alpha males, there really is no replacement for confident body language such as like walking with your back straight, and making eye contact with others in the room. Adding a smile to this will almost certainly get a few people in the room to return the gaze with a similar smile, and thus initiate them attempting to build comfort with you.

Leadership

Leadership is a powerful quality in handling social interactions. It is not necessary to lead everybody around you, nor to lead all the time. What is important however is to have a good understanding of how lead and to be able to do so when necessary.

It is a common perception that in any given situation there is an undisputed leader – the general of an army, the head teacher in a school or the director at work. In purely social settings this tends not to hold true; in fact one view is that in any given situation there are a number of leaders affecting things in different ways at any given time, and this is especially true of social situations.

Like other forms of leadership, social leadership covers the ability to influence, motivate and enable others around us, only without the hierarchal structure or set responsibilities of a more formal setting. Particularly in social leadership, subtlety is important to be genuinely leading and not simply pushy or arrogant. Social leaders influence other people in a myriad of ways, from organising parties, motivating others to begin dancing, or perhaps enabling the more shy members of the group to join in a conversation.

The following traits are commonly associated with leadership:

- 1) **Role Modeling**; leading by example
- 2) **Optimism**; followers pick up a leader's confidence in what he does
- 3) **Co-operation**; the ability to work with others
- 4) **Purpose**; possessing clear goals
- 5) **Charismatic inspiration**; the ability to inspire and encourage

SCIENCE WARNING!

One kind of leadership most people are aware of is the concept of the alpha leader. With our closest relatives, the apes, a dominant alpha male will exhibit traits of competition, territorial behaviour and violence, which cause the other animals in the group to cluster behind him. This is not the only way however. The Bonobo monkey, another close species-relative of man does not band behind a alpha male. Bonobos follow a female leadership figure that has the support of the other females in the group, forming a collection of females capable of taking on any single alpha male. In their society the female social leadership trumps alpha male aggression.

In many modern human societies we have a similar phenomenon; democratic cultures are ruled by the greatest social leaders, who gain their position through the approval of the most followers. They may not possess the greatest violent or territorial traits but their ability to manage social networks and influence others make them the ultimate social leaders.

- 6) **Initiative**; being proactive and able to make decisions
- 7) **Empathy**; understanding your followers

The more of these traits you display the more likely you are to be able to be seen as a leader. These qualities can be developed but gaining some may be harder work than others, especially if you don't see yourself as particularly optimistic or find it hard to make decisions. As with confidence one of the best ways to develop this is to simply practice. Try putting yourself in situations where you will get the chance to develop leadership skills - something as simply as organising a dinner party with a number of people and keeping it to schedule will help develop some of the key skills developed above.

Pre-selection

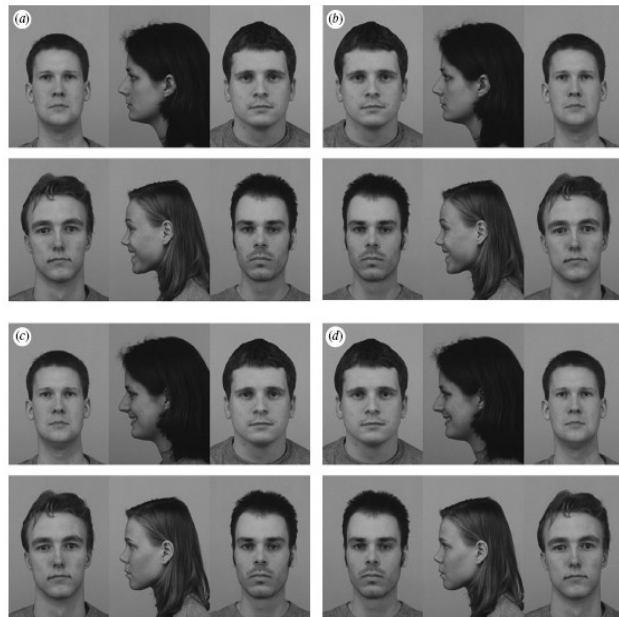
You are probably familiar with the concept of “Keeping up with the Jones” or the phrase “The grass is always greener on the other side”. What these both shed light on is the nature of value; how we value things is largely based on how people around us value things; we often look to others for an understanding of what has value. *We want to have what other people do.* Pre-selection is the idea that if you have people surrounding you that want you, others will begin to want you, which is why people already in relationships tend to be considered more attractive, or how a big piece of publicity such as a TV appearance can completely turn around someone’s dating “luck”.

SCIENCE WARNING!

In 2006 psychologist Benedict Jones ran a test in which female participants first viewed eight pairs of male faces and indicated which face in each pair they preferred and how strongly they preferred it. Following this, participants viewed a slideshow where they saw the same pairs of male faces, but in which a woman was shown looking at one of the men in each pair with either a happy expression (smiling) or a relatively negative (plain) expression. After the slide show, participants repeated the initial face preference test.

Female participants displayed a preference for target faces in the happy and neutral conditions showed that the increase in preference for faces that were smiled at by other women.

The process by which being seen as attractive by some makes you appear more attractive to others is called “Social Transmission”, as your perceived value is transmitted between the people around you. What this boils down to is that if you are looking to meet members of the opposite sex, your chances improve by taking other members of the opposite sex with you. The social transmission you gain from your group will help you gain pre-selection with people outside your group and make you more attractive to any potential partner you encounter.



Ambition

Possessing dreams and ambitions are a strong way of displaying your long-term value. Your ambitions do need to be believable and based on a foundation congruent with your life, for example, an ambition to become an astronaut without all the requisite training is a little far-fetched. However planning to become the head of your firm, or setting up your own business is not only a believable ambition but also a good goal to have in life. Possessing your own goals and ambitions can be a great way of demonstrating an attractive, unneedy nature and shows you to be well grounded in your own life.

Excellence

Possessing skills and experience raises our value as a potential partner. Every one of us has some kind of skill that we excel at. If you don't know yours yet, then look back on areas or experiences in the past where you've succeeded or done particularly well. As a species, these skills are all additions to the communal gene pool, and help us find our place and worth within the social group. It is important that you can demonstrate your skill without being bigheaded or arrogant. The easiest way to convey an area of excellence is to allude to its existence early on in the conversation, and then actively demonstrate it at a later date. It is important not to appear boastful, if you are truly good at your skill, the performance will be more than adequate to demonstrate the skill. It is

much better to under promise and over deliver, just in case it goes wrong or you underwhelm after talking your skill up.

If you genuinely don't have a skill that you believe is worthy of demonstrating, then why not go out and get one? Most hobbies are great ways to build your social circle, to keep yourself busy which helps prevent you from looking needy, and finally to display your excellence and to increase general attractiveness.

Social Intelligence

In any social situation there is a perceived correct manner of behavior, and acting too far outside of the boundaries will leave you segregated from the group and make it harder to integrate. For example, turning up to the Queen's house for dinner and shouting expletives may not be the best way to behave, meanwhile going to a rave and sitting quietly in a corner making polite chit chat isn't the correct behaviour either. The goal is not to blend into the crowd, but to behave in a way that ensures widespread social acceptance.

In displaying your attractive qualities it is best to be seen as a kind of socialite, moving from group to group and mingling with everyone; although this seems daunting to the inexperienced, doing so can make a massive difference in your ability to attract others. If you want to be truly attractive it is highly recommended that you work on building as many attractive qualities as possible and integrate them into your life as you begin to understand how to truly attract others.

ESCALATION

Once you've got the conversation started, and made them feel comfortable in your presence, then you've broken rapport and wound them up a bit, hopefully enough to get them initiating small attacks on you, by pushing or hitting you gently, you've built attraction via qualifications and making them invest more time and energy into the interaction, you are finally you are ready to escalate. This is the time to capture the moment and make the situation into what you want it to be. You can escalate to a kiss, to making a date, to wherever you want to take it.

Escalation is all about “taking a chance”, although with comfort and attraction in place there is very little chance involved. Your goal is to close the physical gap between the two of you, reflecting the way you're both coming together. It's important to note that many people feel uncomfortable doing this under the scrutiny of their friends, ideally the two of you want to move off somewhere quiet, or at least amongst strangers. Elsewhere a dance floor, another bar or anywhere they don't feel they're being watched will make them feel more free to escalate with you.

Physical touch makes up a large part of escalation. A gentle hand on the elbow or a brush on the leg are good places to start; there's no need to be overzealous, just introduce physical contact in a relaxed and gentle manner. While we're taking things slowly, our goal is to get to a point where they'd feel comfortable hugging you. Possibly the most important thing to learn about touch is that it's as big a deal as you make it. If it looks like you're really looking to get something out of touching them, if you're more concerned about putting your hands on them than you are anything else or if you act as if touching them is a big or frightening step then that's what it becomes, and again you make them uncomfortable.

Imagine that a boy and a girl are sitting closely at a bar, leaned in to each other and having a relaxed and enjoyable time together. The boy glances down and says “By the way, I love your jeans – where did you get them?” indicating them with his hand but also brushing them with his fingers as he does so; this is quite natural and harmless. Now

imagine the same situation, only the boy looks nervous and glances down a few times as he edges his hand closer to her leg. He goes to stroke her thigh but pulls up short and says “Can I touch you there?” Now it’s really odd, and the girl wonders what this suddenly strange man is trying to do to her!

Of course even the natural touch can sometimes be met with an adverse reaction, some people just aren’t very used to physical contact. If this happens just apologise and say you didn’t even realise, have a laugh about it. Then go back a few steps, build some more comfort and try again later. If you can get to a point where you can touch their neck without meeting any resistance, you can be pretty sure it’s safe to move in for the kiss.

The Kiss

Going for the kiss can be a difficult point for many people, however if you do it right it needn't be a scary prospect. Typically get to a point where you are both looking into each other's eyes, you'll feel a sort of tension and are likely to have a small smile on your lips.

One technique you can use if you don’t want to over-commit yourself is to move in for a hug and kiss the other person on the cheek, then lean back but don't release the hug. Move in for another kiss on the cheek, this time be aware of their head movements, did they move towards the kiss, or did they pull their head in the opposite direction? If they pulled away simply release the hug and begin escalating again, perhaps whilst building a little more comfort. If however they move towards you, simply lean in and take the kiss!

FINAL NOTES

Naturally there are many different aspects to consider when building interpersonal attraction with someone, some people are easier to speak to than others and not every battle can be won. However understanding the core principles and formula for attraction can help answer a number of difficult questions, such as *“Why don't they like me?”* or *“Why do I always end up as just a friend?”*

This book really just provides some guidelines and reasons, just touching on all the necessary topics explaining the basics of each one. There is naturally more to each, for every page in this book there is at least one volume on it's subject out there somewhere. But for now the best thing you can do is to take what you have learned here, go out, have fun, and find the right one for you!
