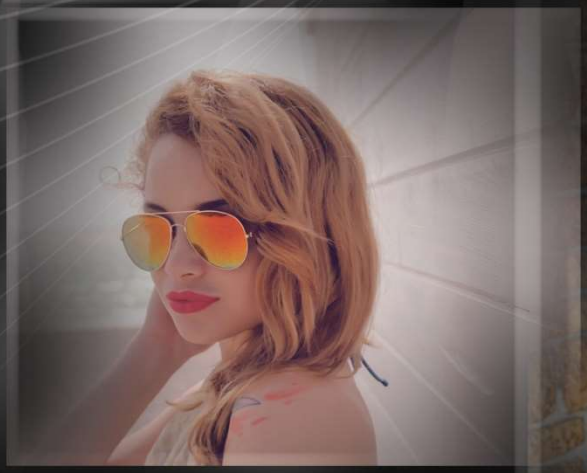
Instagram SEDUCTION

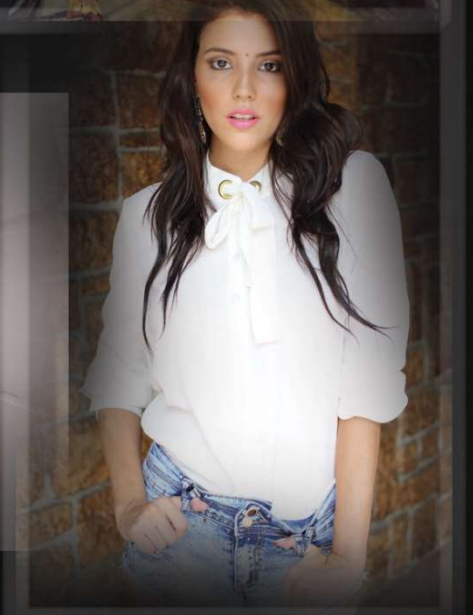
HOW TO PICK UP GIRLS
ON THE WORLD'S FAVORITE
PHOTO SHARING APP











CHRISTIAN GREY

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Foreword

Congratulations. If you're reading this, you've accepted two important ideas, either consciously or subconsciously.

First, you've accepted that you still have room to improve upon your skillset for attracting and seducing women. As the intermediate and advanced level players reading this will know, the ego is something that can greatly inhibit your success with women, and prevents most men from even embarking on this journey.

Second, you've accepted the idea that there are those who have roadmaps (or recipes) for success, from which you can replicate and eventually modify so that they're unique to your style. We're defining success in the context of seducing women as increasing the quantity and quality of one's romantic options.

I have built my seduction methods around two markets: daytime venues like coffee shops, malls, the streets, college campuses, etc., and the internet. Leveraging the internet to bring forth hot ass is like playing baseball on steroids. It works. About half of the beautiful women I've dated have been from internet game.

It started with Myspace, then Plenty of Fish, Match.com, Facebook and eventually Tinder. As the old adage goes, timing is everything. While POF and Match once had their place, Tinder became the most effective internet dating platform. Fast forward to today. Tinder is becoming obsolete due to the restrictions of the platform, especially the fact that you're competing with thousands of other guys for a select percentage of girls that are attractive and that are actually intent on meeting guys, and aren't just insecure and using Tinder as a way to artificially boost their egos. When one of those select percentage of girls who are actually hot, and who are using the platform for its intended purpose logs in to Tinder, she will be comparing you with a long line of other men, because that is the marketplace you've chosen to trade in.

Instagram, however, is still an untapped marketplace in the world of seduction. 95% of the men on there are still not using the platform to approach women. Thus, when the woman steps out of Tinder and goes onto her Instagram, it's like she left a bar full of men in line waiting for their turn to try and seduce her, and entered a barren desert. The few guys in the desert who approach her in a flirtatious, cocky and funny manner just skyrocketed their odds compared to if they had been waiting in line at the bar.

I was very excited when my good friend and wingman, Christian Grey, told me he was going to embark on this endeavor of fine tuning and honing a method for seducing women on Instagram. I've seen his skills in field and the results he's been having with his Instagram system, and they are impressive. I'd like to think I had something to do with it, but in reality, the ability to crush it is already inside every man, it's just a matter of carving away the false belief systems and social responses society has programmed us with. And getting INSANELY motivated, putting in the hours reading, learning, and practicing in field, and

using whatever tricks, tools, and recipes you can that will get you success and help you become better than you were the day before.

If you follow through and make it a daily, weekly and monthly habit to both read and learn about seduction, as well as employ what you've read and learned IN THE FIELD, you will be victorious. The fruits of your victory will be ever so sweet…blondes, brunettes, redheads, Asians, Latinas, tall, short, petite, tattoos and piercings, fake tits, real tits, tight asses, big asses, long legs, skinny waists, 18 year olds fresh out of high school, college girls, 24 year olds, 30 year olds if you're into that sort of thing… you get the picture. I can't think of a better reason to say this - it's time for you to get to work.

Dorian Gray

www.DorianGreyPUA.com

Chapter 1: Why Instagram?

Instagram is a popular platform for sharing photos. Extremely popular. As of June 2016, the app boasted 300 million daily active users. Tens of millions of these users—predictably--are young, female, and hot. Beautiful girls with too much time on their hands love nothing more than posting sexy pictures of themselves for their friends, family, and multitudes of strangers to fawn over. The quantity and quality of women on Instagram is astounding. Women of every niche, every lifestyle, and every part of the world. Like sporty girls? Artsy girls? Rocker girls? Outdoorsy girls? Hipster girls? Preppy girls? Girls of all lifestyle persuasions share one thing in common: they love to feel sexy. Instagram helps them do that. Whatever you like, you will find an overabundance of these girls on Instagram.



Despite this apparent gold mine of beautiful women, very little has been written in the pickup literature regarding how to pick up girls on Instagram. All I could find on the topic was a smattering of short articles. Most mentions of Instagram by pickup artists tend to be lamenting the fact that Instagram has helped turn young girls into vapid attention whores with oversized egos and the attention span of goldfish. While there is probably some truth to this, it does not benefit us to complain about how society has become, so we will instead learn to use it to our advantage. What you have in front of you is the first comprehensive, beginning to end system for getting dates from Instagram.

At the time of writing, Instagram remains a largely untapped source for getting women. Thousands of pages have been written on how to get girls on Tinder, POF, Match, etc., but almost nothing on Instagram. This is probably because Instagram is not explicitly a dating app. So most guys, PUAs included, fail to recognize its potential. This is probably the same reason night game is so much more popular than day game: hitting on girls at bars at night is expected, whereas hitting on girls in the street during the day is not. This puts us at an advantage. There is little competition on Instagram, and girls are more open than they are on dating apps where they have hundreds of guys trying to get their attention.

In this book I cover three categories of girls for whom Instagram is helpful to game:

1) Girls you've never met
2) Girls you already know (and would like to date) who are on Instagram
3) Girls you already know (and would like to date) who are not on Instagram

I will teach you how to approach the girls you don't already know. I will teach you how to leverage the social proof that good Instagram game provides in order to re-open girls you know on Instagram from a place of high value. And I will teach you how to leverage your social proof to girls who aren't already on Instagram themselves in the context of dates and bar/street pickups.

This system has gotten me laid with women I've never met before in my town. I've gotten girls to literally travel halfway across the world just to be with me for a week. It's gotten me laid with girls that I tried to game in the past but failed for one reason or another. And it's earned me quick attraction from girls that I met through typical day/night game and online dating apps. You will initially have to do some leg work, but if you stick with it I'm confident it will be well worth the effort. This system works. I have it thank for many of my best lays.

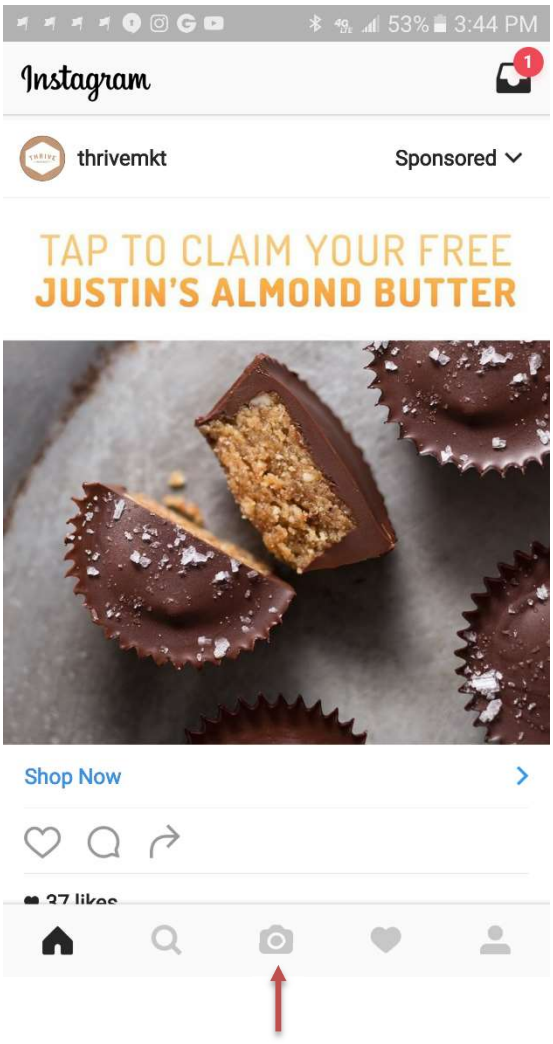
Chapter 2: How Instagram Works

In order to get the most out of Instagram, we need to understand how it works. If you're already an Instagram power user, you could probably skip this section. But for everyone else, I recommend reading on to get an understanding of the ins and outs of the app. The app does change every once in a while, so our strategy will have to adapt accordingly.

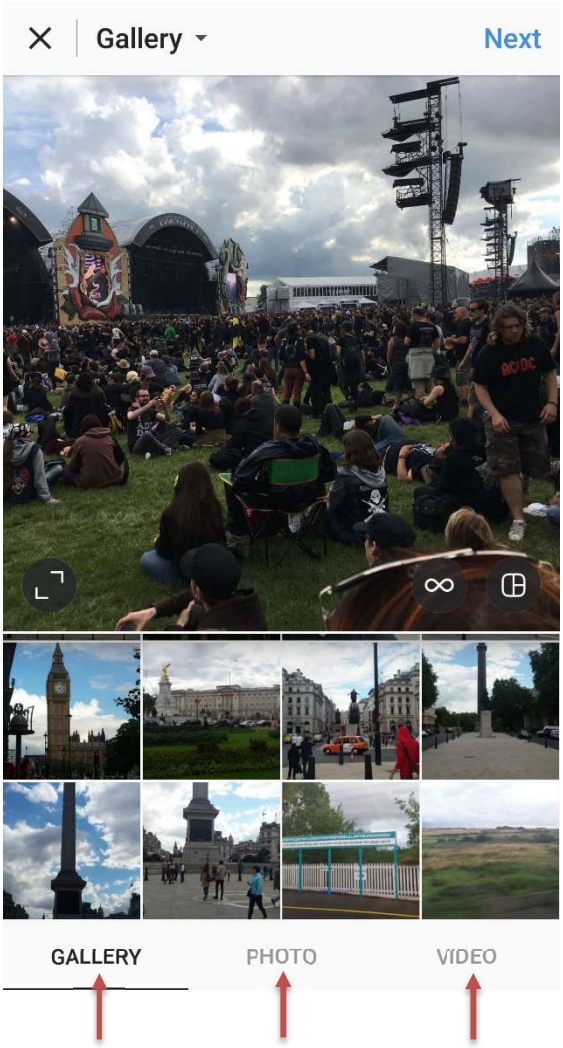
Setting up a profile is easy. Download the app, open it, and connect it to your facebook account. Upload a few photos and add a short description of yourself and you're ready to go. Your profile is very important, and we will go over specific strategies to set it up in Chapter 4. Anything you set up now can be changed, so it's fine to set up a boring profile for now while you get the hang of the app.

Pictures and Videos

The main thrust of Instagram is sharing pictures and videos. To share a photo, touch the camera icon at the bottom of the screen.



From here you can select a photo or video that's already saved on your phone or on facebook, or you can shoot a new photo or video with your phone camera. Videos can be a maximum of one minute long. If you choose a longer video, it will cut off everything after the one minute mark. Once you select a photo or video, you can slide it around to capture a different frame or you can resize it with a zoom in/out motion. If you can't get the important parts of your picture to fit neatly in the square, you can zoom out so that the edges are empty. What happens in this case is the thumbnail version of the picture is a square from the middle of the rectangular picture, but users will see the full picture if they open it.

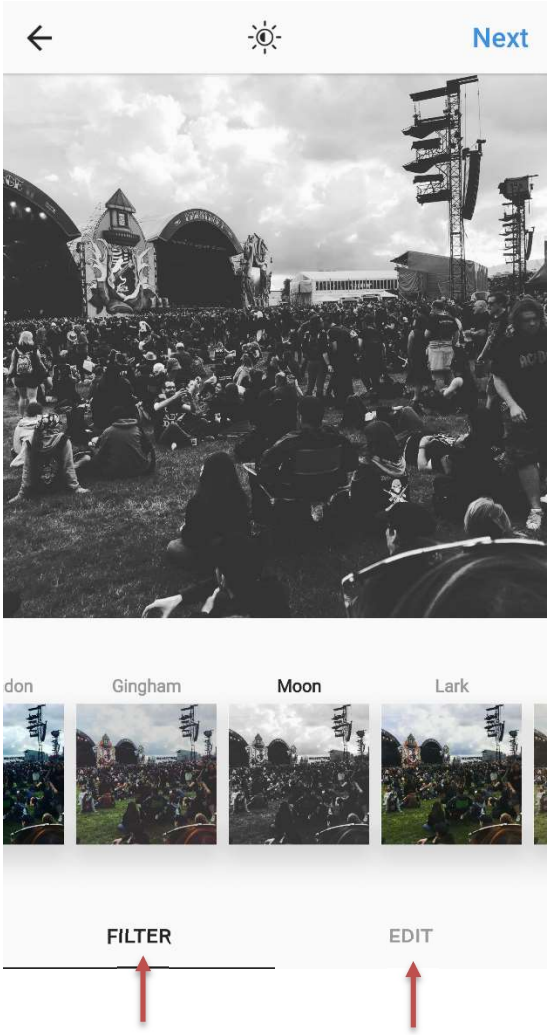


Filters and Editing

One of the biggest reasons Instagram became so popular in the first place are the quick and easy editing tools it gives you. Once you've chosen your picture, framed it properly, and hit "Next", you will be given a selection of filters and editing tools. The filters will make your photos look vintage, or oddly colored, or

black and white. There are a lot of them, and they're fun to play around with. Now I mostly only use the black and white filters, and even then not very often. I prefer a more natural look, but it depends on what you're going for.

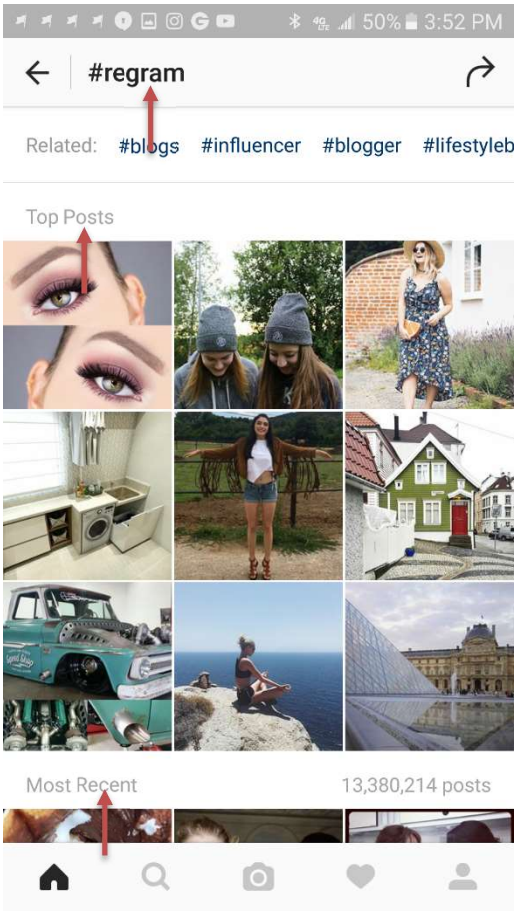
For even more customization options (including subtler ones), you can use the editing menu. I use this quite often, especially for cell phone pictures. Editing includes options such as brightness, contrast, and saturation. I like to play with all of them to see what makes my photos look the best. Brightness is good if your lighting wasn't optimal. If your picture is too dark to see clearly, raise the brightness. If it's too bright for the brooding vibe you're going for, turn it down. I'll leave most of them up to you to explore, but I'll describe my two favorites: Structure and Vignette. The Structure control seems to make everything pop more. In particular, it seems to exaggerate muscle definition. When I post shirtless photos, I usually pump up the Structure all the way. Pretty cool. The Vignette control makes the edges of the photo fade to black, sort of like you have a spotlight on the center of the photo. I use this for photos of me to reinforce that I am the focus of the photo.



Captions and Hashtags

If you like, you can add a caption to your photo. I use captions in all my photos and videos. It can be describing the photo, promoting something related, a clever quote, or whatever you want. If you want to associate your photo/video with a particular topic, you can use a hashtag in the caption (or in a comment on your own photo—more on this later). This is a word or phrase preceded by "#" (i.e. "#thailand", "#travel", "#hotpieceofmancandy"). These were popularized by Twitter, and they work basically the same way in Instagram. Users can search for hashtag "#thailand" and every photo tagged with that hashtag will come up in order of Top Posts, then the most recent photos/videos first. Clicking on a hashtag does the same thing as searching for the hashtag.

At the top of the page for a particular hashtag are the "Top Posts", which are the most popular pictures/videos with that hashtag for the past couple days. Instagram doesn't reveal how exactly it calculates which photos/videos make it to the top, but it seems to be the photos that get the most likes and comments in a short period of time, controlled somewhat for the number of followers the poster has. The more often the hashtag is used, the more difficult it is to get into the Top Posts. Getting a picture or video into the Top Posts for a popular hashtag will get you some exposure. I have some good strategies for doing this, which I will describe in later chapters.

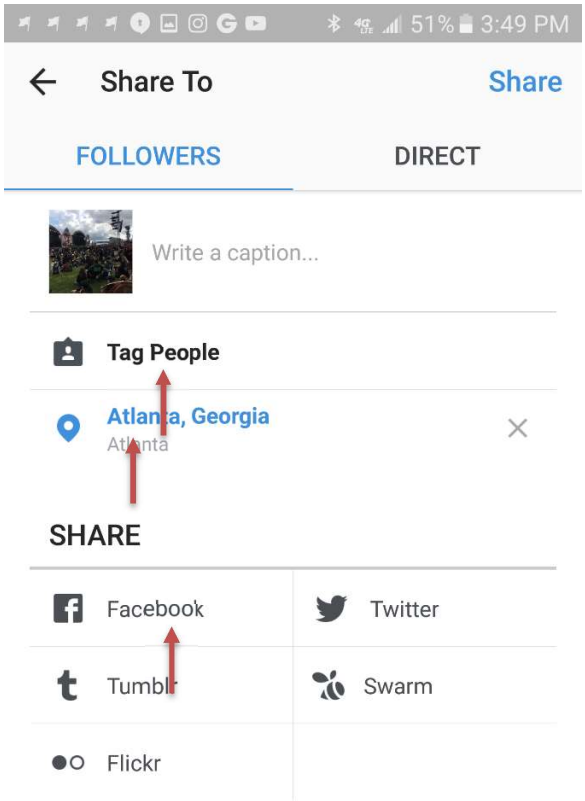


Tagging, Setting Location, and External Sharing

Once you've finished editing your photo and hit "Next", you have the choice of tagging other users. If you post a picture with a friend who is also on Instagram, or your friend took the photo and you want to give him credit, or you just want to make another user aware of the photo, you can tag him. Your friend will get a notification that he was tagged in your photo, and when other users go to your friend's profile and look at his tagged photos, yours will show up.

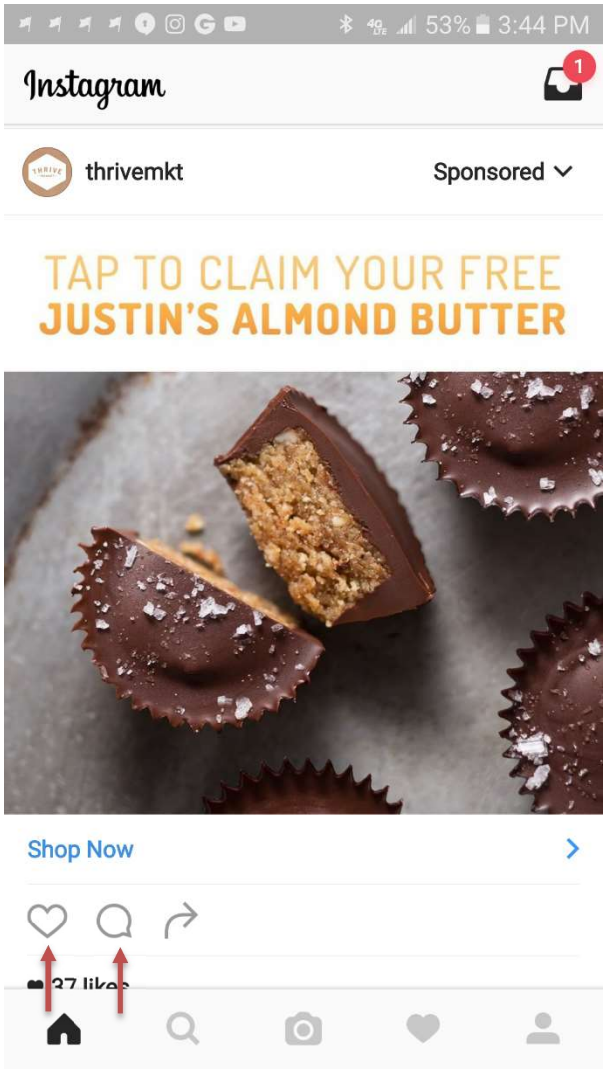
You can set the location at which your photo was shot as well. These locations can be pretty much any level of specificity you like. You can set the location to your country or state or city or even a specific venue. Other users will be able to see the locations of all your photos on a world map. If you travel often, tagging photos from all the world makes for an impressive looking photo map. I recommend not tagging your home address unless you want stalkers.

If you'd like to share the photo with your friends on another social network like Facebook or Twitter, click the respective icons. You will have to connect those accounts if they're not already connected.



Likes and Comments

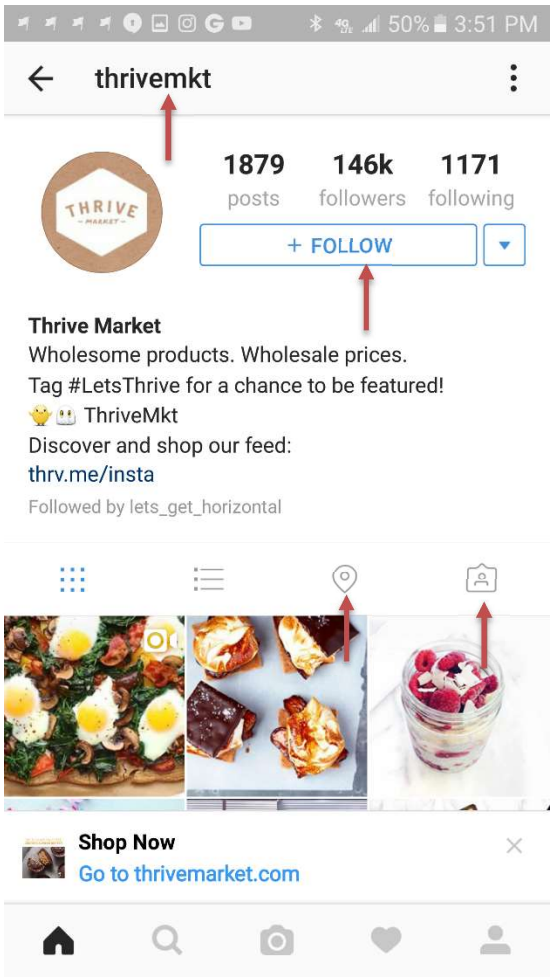
If you want to tell a hot mama that you like her picture, touch the little heart icon underneath the photo. She will get a notification that you like her photo (you will get notifications too when someone likes your photos). The photo will show right below it how many times it has been liked. To leave a comment, touch the little word bubble icon and type your comment at the bottom. If you want to direct your comment at a particular user, include "@" followed by the username in the comment. For example "Hey @hotmama123 I knew you were a big nerd!" Users will receive notifications both if someone comments on their photos and if someone directs a comment at them. For this reason, I generally only direct a comment at someone if the photo is not one he posted himself.



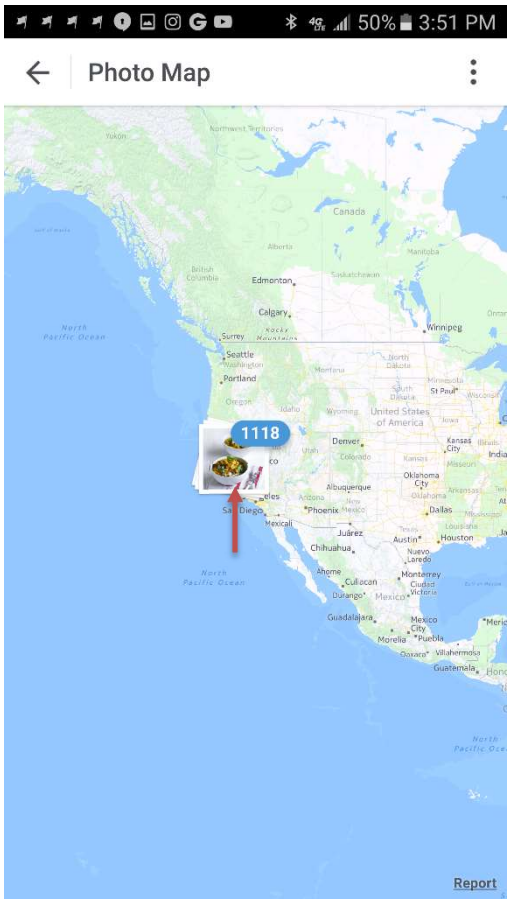
Interacting with Other Users' Profiles

To go to another user's profile, touch his username wherever it appears. From this page you can open his photos, you can follow him, and you can see his photo map. To follow another user, touch the Follow button at the top of his profile. This means you will see his new photos on the news feed on your home screen. The news feed is like the news feed on facebook. It shows whatever the people you follow have posted. But unlike facebook, it shows you everything in chronological order, rather than using some complicated algorithm to figure out what you would be most interested in. This makes life easier when posting your own photos, since you don't have to compete for favorable placement on your followers' feeds.

To see the photos in which a user is tagged, click the little man icon on the right. To see the user's photo map, click the location icon right beside the tagged photo icon.

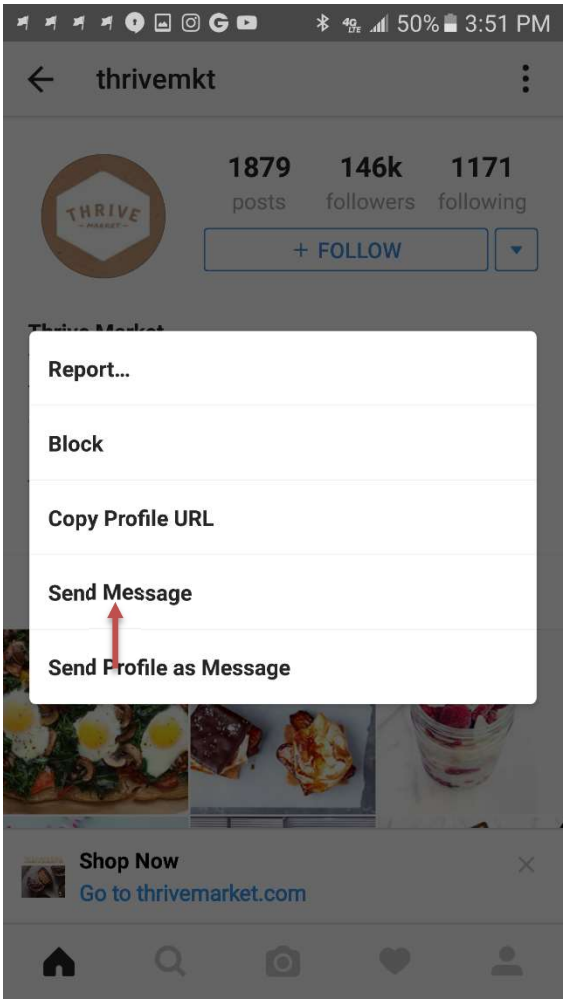


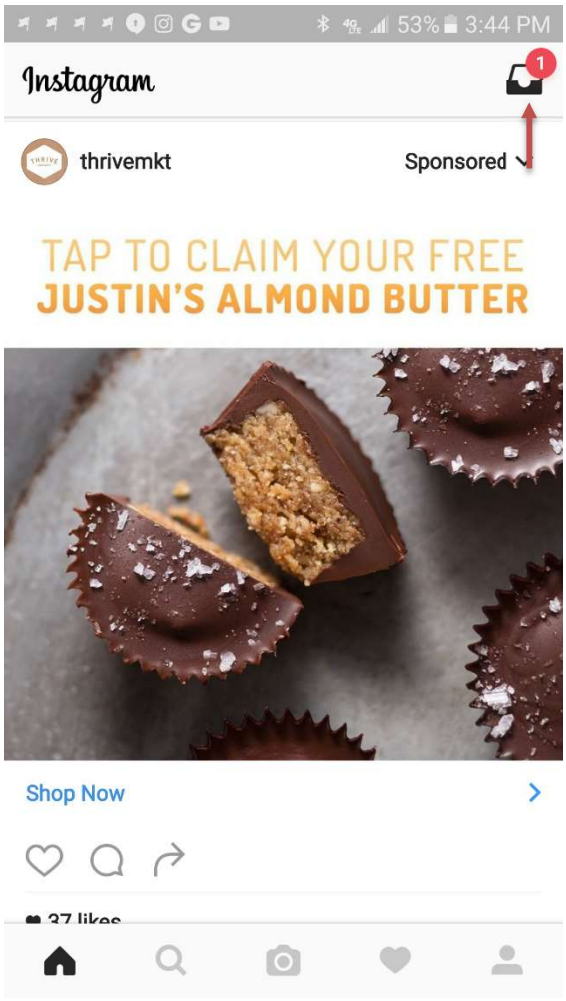
The photo map icon brings up the photo map showing every location tagged in the user's photos. Some users don't tag locations in any of their photos so you the map comes up empty. As a rule of thumb, if the user has many photos tagged in the same small area, chances are he lives there. The number in the blue bubble indicates how many photos are tagged in that general area. In the example below, the user clearly lives in Los Angeles.



Direct Messages

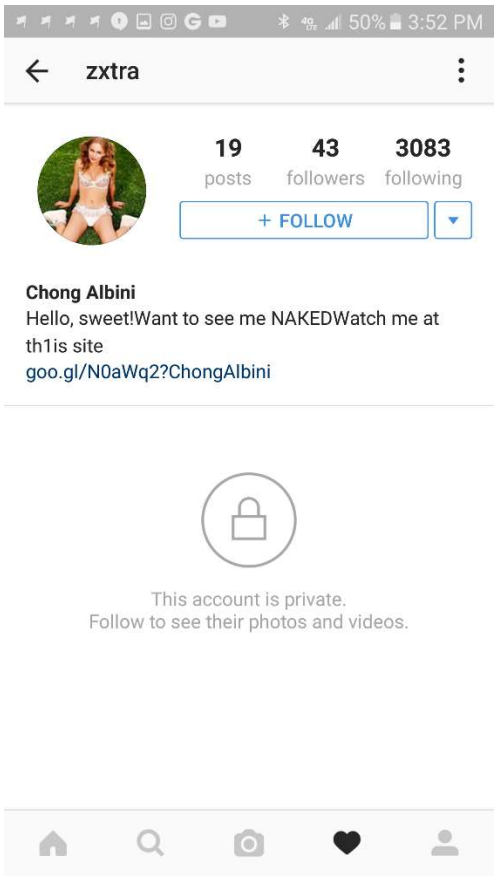
Direct messages are what make Instagram seduction possible. If you see a girl you like, you can send her a message. To message another user, go to the user's profile, click the three dots in the upper right corner, and select "Send Message". Then you can say whatever you like. If the user is not following you, he will get an alert asking if he wants to accept the message. You can see both your sent and received messages by clicking the inbox icon at the top right of the Home screen.





Recognizing Spam

For much the same reasons as I love Instagram for getting girls, advertisers love Instagram for selling products. Some profiles are clearly for advertising purposes (such as in the above photo to the right), but others try to disguise themselves as legitimate users. Many of these are pyramid scheme salespeople (for Herbalife and such), and many are trying to sell porn. The former, if they happen to be hot girls, might be game-able, but I've never bothered to try. The latter will almost certainly just waste your time. Some of them make it pretty obvious what they're up to, as in the below photo. A lot of users, both individuals (attention whores) and advertisers, will follow you solely in the hope that you will follow them back so they look more popular. The giveaway for these is that they follow you without liking or commenting on any of your photos. Be wary of false Indicators of Interest (more on that later) from hot women.



Emojis

I like to use ridiculous emojis to tease girls in text exchanges. Instagram only supports emojis for the iPhone. If you have an Android phone, unfortunately, you can't put emojis in your comments or messages. However I managed to find a workaround. If you download the SwiftKey keyboard from the Google Play store and switch it for the default keyboard, you can use the emojis built into this new keyboard. It's a bit of a pain, and otherwise I like the default keyboard better, but it's another sacrifice to the gods of Game. It's up to you how important emojis are to your game.

Chapter 3: A Quick Summary of Pickup Theory

Much has been written on this topic, and you seasoned pickup artists (PUAs) reading this might not need this section. But beginners and guys unacquainted with the dark underground world of the PUA will find this section very helpful for understanding why the method works, and what sort of attitude will gain the best results. I will outline a method, but it is up to you to craft the messages (besides a few canned openers that I will share), make conversation on the date, and ultimately seduce the girl. Subtleties are very important in this game, and I think you will find this information extremely valuable.

What Do Women Want?

This is an age-old question that has confused men for millennia. Pickup artists have attempted to answer this question by gaining an understanding of optimal mating strategies according to evolutionary psychology and by observing women's behavior. One of the major stumbling blocks to understanding women's desires is that women simply cannot be trusted to properly articulate them. Men who listen to women's dating advice almost invariably don't do very well with women. The reason for this is that desire occurs on a subconscious level. It is quite common to desire something and not really be able to identify why you desire it. Add to that the fact that a woman's unconscious desires often conflict with her professed values, and you get dishonest or rationalized assessments. A common phrase among PUAs expresses it simply: "If you want to learn how to hunt deer, don't ask the deer. Ask a skilled hunter."

Another source of confusion about women's desires is the fact that they are based on a dual mating strategy. Whereas men's mating strategy is pretty simple: we want the highest quality genes paired with maximum fertility (translation: hot and young), women have two concurrent mating strategies that often come into conflict. Women want two things: 1) good genes/virility, and 2) protection/provision. This is often referred to as the "good genes/good dad" dichotomy. The overall objective of the genes, and therefore the psyche, is to reproduce successfully and have healthy offspring who will reproduce themselves. Both men and women, therefore, look for partners who have good genes that are likely to produce healthy, reproductively successful offspring. But a woman also requires a partner who is willing to look after her (especially during pregnancy) and her children.

The ideal man, as evidenced in just about every romance novel ever written, satisfies both of these requirements. He is strong, handsome, high status, and completely devoted to his one woman. The conflict emerges in a woman's mating strategy when the two parts of the strategy lead her to very different men. In fact, in modern society, a man who is virile and has high quality genes is probably least likely to be a good provider or a good dad, since he knows he can have sex with many women and is less likely to commit to any one woman. To adapt to this situation, women use different men for the two purposes, often summarized "alpha fucks/beta bucks". She will have casual sex with the "alpha" (high status, genetically-fit man) and use the "beta" (low status, more willing to commit man) to provide for her and her children. A particularly blatant manifestation of this is the woman who marries a beta male

who is willing to provide for her, then gets knocked up by an alpha male she was fucking on the side, and the beta male husband unwittingly raises the other man's children as his own. More common (and not quite so sociopathic) is the woman who friend-zones a man who buys her things, takes her on trips, fixes up her house, etc. (still taking advantage of his generosity, of course) while falling head over heels in love with a man who treats her like shit. Happens all the time, and women very rarely are able to honestly explain their behavior without some ridiculous rationalization.

The upshot for us, obviously, is that we want to be the "alpha fucks" and not get stuck in the beta provider box. It's easy to view this information negatively and feel a sense of disdain for women (a lot of guys do), but negativity isn't going to do you any good. Much better to take advantage of this understanding to better navigate the sexual market.

The question remains: how do women detect an alpha male, or a man with good genes? For men, the answer is easy: physical attractiveness. For women, the answer is that there are many indicators of genetic fitness, but the most important is social status (or power/dominance). The higher status a man appears to have, the more women want to have his babies.

But unlike physical attractiveness, social status is a somewhat subjective measure and is not immediately apparent upon looking at a person. Therefore women often have to use imperfect proxy measures to estimate social status. A man going by the name Mystery, often considered the godfather of the PUA dark arts, listed these five traits as the most important indicators of high status:

1) **Preselected by women.** This is basic social proof. If other people like it, it must be good. If you have hot women flocking to you, other women will automatically believe you are a high status man. We are going to use this indicator extensively in our Instagram system.
2) **Leader of men.** If other men find you worthy of following, women conclude that you are powerful and therefore high status.
3) **Risk taker.** Men who only do what is comfortable rarely get anywhere in life. Success comes to those willing to take risks. Women notice this and are attracted to men who take risks.
4) **Protector of loved ones.** This falls more on the "good dad" side of the dual mating strategy, but is still good to know as you are best presenting yourself as the full package romance novel guy. If you're willing to protect those you care about, you'll be more likely to protect her in the future.
5) **Willingness to emote.** This is a big sticking point for a lot of guys, myself included. We don't express our emotions because we are afraid to be judged. We are brought up to believe that expressing emotion is feminine and only fit for wimpy men. This is half true, but we often miss the point. Strong, high status men suppress their emotions when it is necessary. If you're fighting in a war and your friend gets shot beside you, you can't break down in tears in the middle of the battle. You have to keep fighting. Similarly, if your woman is crying hysterically, it is your job as a man to be her rock: to be stoic and comfort her. That said, showing emotions when it is not impractical to do so is a high status trait. It shows confidence that you are entitled to feel the way you do and you aren't afraid of being judged.

What Matters Less Than You Think

Most guys assume that women are primarily attracted to men with good looks and/or money. While both of those are good things, probably neither matters as much as you think. We tend to assume good looks are important to women largely because we fail to understand that women don't work the same way men do. To men, looks are very important, so we assume women are the same way. I have a theory that the same thought process is behind the vast numbers of guys sending unsolicited dick pics to women: we would be happy to receive unsolicited naked pictures of them, so we assume they would like naked pictures of us. Whether we're talking the importance of good looks or the desirability of naked pictures, we need to get rid of that line of reasoning. Being good looking is better than being ugly, but there are myriad factors that are far more important.

Furthermore, what women perceive as good looks is itself influenced by other factors. I've read studies in which women rate men as better looking if attractive qualities are listed alongside his picture or worse looking if unattractive qualities are listed. In other words, women's perception of good looks is itself a function of other traits, such as the ones listed above. Acting more confident, for example, or being surrounded by hot women will automatically make women perceive you as better looking, even though in reality you still look exactly the same.

Guys also overestimate the importance of money. One key distinction is that money is important to the "beta bucks" side of the dual mating strategy, which isn't really where we want to be anyway. It was probably true for much of history that money was a reliable indicator of social status, but that seems to have eroded. Nowadays many rich men are unattractive nerds whose awkward presence makes it abundantly clear that they are not really powerful or dominant. Mark Zuckerburg comes to mind. Hot young women are typically very aware of this: they get hit on by men with no game who flaunt their money all the time. These women often let rich men buy them things and may even (reluctantly) have sex with them on occasion, but they do not find these men attractive. I know guys personally that have a lot of money but don't show it to girls because they don't want to get put in the "beta provider" box.

Flaunting your money also has an added drawback in that it can often appear needy. A lot of women interpret bragging about or flaunting wealth to be a sign of insecurity, or that the guy is trying to use his wealth to mask his otherwise lacking social status. For our purposes, however, I actually won't discourage it in the initial phases of an interaction. Your job on Instagram, at the beginning, is to attract attention in any way you can, even if girls' initial interest in you is as a beta provider. If you're rich (or can convincingly pretend to be rich), it probably doesn't hurt to show it off in your pictures. You just want to be somewhat subtle about it and not make your wealth the focus of the photos. A picture of you posing in front of your McMansion by yourself says "Hey look at me, I'm rich!" A much better photo would be you in mid-air doing a cannonball into your giant pool with your McMansion in the background. That says "Hey I'm a cool, fun guy who also just happens to be rich." Much better. That way you're the full package, rather than just a guy who uses his money to compensate for being boring and unattractive.

Attitude

Probably the single most important indicator of status is your attitude. Women are very skilled (far more skilled than men) in picking up the tiniest cues from a person's behavior, word choice, voice tonality, body language, etc. to identify his attitude. Women (and men, to a lesser extent) treat this assessment of attitude as one of the most reliable indicators of a man's social status. A man's perception of his own status, which he likely knows better than anyone else, shows through his attitude. Note that assessing attitude is also possible when the five social status cues listed above are not available for consideration. For example, if you meet a woman alone on the street, she will have no idea if you're preselected by women, or a leader of men, etc. All she will have to go on is your attitude. Of course, your Instagram photos will convey the traits above, but if your attitude (which is discernable through text to some extent) is incongruent (i.e. doesn't match) the high value conveyed in your photos, girls will naturally assume you are trying to trick them into believing your status is higher than it actually is. Of course this may be true, but you don't want them to know that.

There are four facets that I have found are especially important to the attitude of an alpha male. To get an intuitive understanding, it helps to visualize yourself as an alpha male. Imagine you have three gorgeous naked girls in bed with you giggling. Imagine girls throw themselves at you on a daily basis. How do you carry yourself? How do you talk to girls? How do you approach girls on Instagram? I've narrowed it down to four main facets:

1) **Aloof.** You get so much pussy you don't care all that much if one particular girl likes you or not. You go after what you want, but if one girl turns you down it's no big deal. Go in with that attitude. You're talking to her because you find her attractive, but if she's too difficult you'll just go after another girl, because you have lots of options. This is also referred to by PUAs as "outcome independence". You go into an interaction with the attitude that the results won't really affect your mood.
2) **Self-Amusing.** You don't do anything that isn't enjoyable for you. You give off the vibe that having a conversation with a girl is fun for you. Otherwise you wouldn't be doing it. You tease and make jokes that are funny for you and make the conversation enjoyable for you. She can choose to join in the fun or not, but you'll be enjoying yourself either way. If not with her, than with somebody else.
3) **Teasing/Challenging.** A high value man is not intimidated by beautiful women. He is around them all the time. He lightly teases the way she dresses, the way she talks, etc. Not in an insulting way, but just giving her a bit of a hard time, the way he would towards his little sister. Related to this is challenging. He wants to know why she is the way she is. He wants to know if she is worth getting to know, and if she meets his high standards for a girl to date. He has access to plenty of beautiful women, so he expects more than just physical beauty and expects the woman to qualify herself to see if she meets his expectations.

4) **Playfully Persistent.** A high value man knows women want him and isn't easily discouraged. Women use rejection to test men to see how easily discouraged they are. A high value man believes that women want him, so he persists after being rejected, because he doesn't believe the rejection to be a real rejection. Often he is correct, and after a few attempts he proves that his confidence is unshakeable and the woman becomes attracted to him. The key here is that he stays positive. He doesn't get angry or resentful. He believes the woman wants him even if she acts like she doesn't, so he remains fun and playful.

For most guys, this sort of high-value attitude doesn't always come naturally. You have to fake it 'til you make it. The more convincingly you can imitate this attitude, the more girls will be attracted to you. The more girls are attracted to you, the more you will have this attitude naturally. It's a virtuous cycle. Some PUAs suggest hypnosis, visualizations, affirmations, and the like to better ingrain this sort of attitude in you naturally. This is beyond the scope of this book, but I encourage you to look further into these topics if your attitude could use some work.

Seduction Steps

Back to the old school Mystery Method, every seduction occurs in three steps. These are 1) Attraction, 2) Comfort, and 3) Seduction. I like to apply this to every interaction in which you're trying to advance things sexually with a girl. You essentially have to do this each time you interact with her.

1) **Attraction:** First you have to get her to be sexually interested in you. You do this by demonstrating high value, as in the previous section. Sometimes your situation will do this for you (i.e. the girl just watched you play a show with your rock band, or she just browsed your totally badass Instagram profile). Often you will do this, or add to this, through your conversation. You do this by teasing, challenging, acting aloof, playfully persisting, etc.
2) **Comfort:** Once you have her interest, you need to get to know her on a more personal level. Show her that you're a normal human being and not a threat to her. With the constant barrage of news stories about Craigslist serial killers and rapists, etc., this stage is vitally important. You need to show that you're a normal human being and she can trust you. To do this, share some personal details about your life. Share your passions, your childhood experiences, that sort of thing. This goes hand in hand with emoting freely. Be open about who you are, and women will feel at ease with you.
3) **Seduction:** A woman who is attracted to you and feels a personal connection with you is ready to be seduced. To seduce a woman, you escalate towards sex or some other interim goal on the way to sex. If the interaction is on a date, gradually touch her more and more, hold her hand, kiss her, touch her erogenous zones, etc. If the interaction is online, your main goal will be to get her phone number or set up a date. If you want to push it further without meeting, you can try to get her to send you sexy photos.

Value and Investment

Another way to think about a pickup interaction (particularly in the attraction phase) is in terms of value and investment. Think of the dating world as a marketplace, and every interaction as a possible transaction. If you buy a burrito for two dollars at Taco Bell, it's because to you that burrito is worth more than the two dollars you paid for it. Otherwise you would have kept your two dollars rather than traded it for a burrito. The sexual marketplace follows the same basic rules of economics. If you're talking to a girl who believes herself to be an 8 (out of 10), and estimates your value to be a 9, she's going to be attracted to you. She sees you as a good trade. If, on the other hand, she sees you as a 6, she won't be attracted to you. This all happens on a subconscious level, but this is how women operate. Men operate in a similar manner, though we are willing to trade down sometimes because for us fucking a 6 today doesn't really make it any more difficult to fuck a 9 tomorrow. We're more willing to trade down, because we can trade whenever we like. Women instinctually know that sleeping with an undesirable man carries the possibility of her becoming pregnant with a genetically suboptimal baby, so she has to be more selective.

Like social status, value is subjective. Your goal as a man is to raise the woman's perception of your value as high as possible and her perception of her own value as low as possible. The value she perceives you to have is largely a function of the attraction triggers I mentioned above. The value she places on herself is more complicated. Part of her perception of her own value will come from how hot she is. Part of it will come from the feedback she gets from others (i.e. people constantly fawning over her will raise her self-perceived value). And part of it will come from her upbringing, her childhood, her culture, how much attention Daddy gave her, etc. Some really hot women believe themselves to have low value (these are the best targets), and some ugly women believe themselves to have high value. On Instagram, the two measurable factors in a woman's perceived value are how hot she is and how much attention she gets from other guys.

Your goal is to target the girls likely to place a lower value on themselves than you place on them, to lower their perceived value when possible, and to raise your own. You can do this through the attraction triggers, and through your attitude. The more aloof you are, for example, the more you communicate that you believe your value to be higher than hers. The more you (appear to) believe it, the more she will believe it. Do be aware that it is possible to take this too far. You don't want to ruin the poor girl's self-esteem and have her resent you. That won't help your game.

Another, related, concept to be aware of is investment. People naturally place a higher value on something or someone into which they put a lot of effort. Think if you spent the last six months working on a project at your work. If your manager decided after you finished that he wasn't going to use your project after all, you'd probably be at least a little upset. If you had finished the project in a day, you

would be less upset. We tend to have an emotional attraction to what we invested in. This is bad economics, incidentally (see “sunk costs”), but is a reality of human nature.

Of course, we can use this to our advantage. You want to get the girl to invest in you less than you invest in her. A good rule of thumb (popularized by the blog Chateau Heartiste) is to give back two thirds of the effort she puts toward you. So if a girl texts you, text her back a message two thirds the length of her message. And wait one and a half times (the inverse of two thirds) as long to send it. If she buys you a gift, buy her a gift worth two thirds the price of her gift to you. If she drives to your house three times, you drive to her house twice. You get the idea. This cements the idea that your value is higher than hers, but not so much higher that you’re not interested and she should just give up. You probably already do this naturally with girls whom you actually perceive to be lower value than you. It will work wonders for your game to start doing it with every girl you’re attracted to.

Further Reading

Pickup artistry is a very broad topic, and my short summary hardly does it justice. I certainly recommend, should you have the time and the interest, that you read further on the topic to gain a more thorough understanding. This will help your game on Instagram as well as in face to face interactions. Just one word of caution: don’t get so bogged down with reading and theory that you never take action. Like everything else, applying these concepts successfully takes practice. Here are a few of my recommendations:

1) The Red Pill Reddit. Read everything on the side bar. You’ll find a lot of negativity in the recent posts, so don’t get bogged down. I recommend reading the side bar and then leaving. https://www.reddit.com/r/TheRedPill
2) The Rational Male by Rollo Tomasi
3) The Mystery Method by Mystery
4) The Natural by Gambler

Chapter 4: Building an Instagram Profile

Now that you understand how Instagram works and a bit about how to convey sexual value to girls, it's time to build your profile in a way that maximizes girls' perception of your value and invites girls to engage with you. We have a few goals here. First, we want to make you look as attractive as possible. Second, we want to make your profile and photos eye catching and interesting in a way that will attract attention from a general audience, which will translate into social proof. Third, we want to make your profile coherent and follow a particular theme or archetype. The first thing you want to do is make sure your profile is set to "public", which allows users who are not following you to view your profile and pictures. To do this, go to your profile page (the little man icon at the bottom right), then from the menu (the … at the top right), go to Options. Then scroll down to "Private Account" and make sure that setting is turned OFF. This is very important, as girls won't be able to see your profile if you have it set to private.

Choosing an Archetype

This next bit is going to require some introspection. We want to fit your qualities (and your photos) to a sexy archetype. This is some well-understood category of man that women find attractive. Examples of sexy male archetypes include the powerful businessman, the musician, the athlete, and the like. I've included quite a long (but by no means exhaustive) list of these archetypes for you to choose from, along with tips for maximizing your success. You might be able to think of one that's not included here, but make sure it's something women find attractive.

Some guys might have trouble with this part. Clearly being a couch potato or a video gamer is not sexy. But even some very respectable careers that require a lot of effort and intelligence still aren't sexy to women. Being a talented engineer with an impressive salary, for example, won't get you nearly as much attention as the musician who barely scrapes together a living. Seems unfair, but it is what it is. If what you do most of the time doesn't work for an archetype, use something else about you, such as a hobby, and play it up. Remember, you get to choose what you show, so you can put forth an image that you might think doesn't totally represent who you really are. That's ok. Say you're an engineer by day and spend your free time playing video games, but you happened to have taken a few trips to exotic countries in the last few years. Don't mention a word about the engineering or video games, and paint yourself as an adventurous world traveler.

I'm a big believer in the mantra "fake it 'til you make it". That said, actually living your life according to an attractive archetype is better than pretending to. You should always be trying to make yourself more attractive. This means getting in shape and having at least one attractive hobby that you engage in regularly. This is important for your development as a man in general, as well as helpful for your Instagram pickup success. But you can get started with your profile even if you're not there yet.

When choosing an archetype, think about what photos you already have or can easily obtain, which show you in that way. Remember, faking is acceptable as long as you think you can keep up the charade. Have a bunch of photos of you playing guitar? You could use the musician archetype. Photos of you doing skateboard jumps over staircases? You could go for the athlete or risk taker archetype. Pictures of you by mansions and fancy cars (even if they're not yours--nobody on Instagram knows that)? You could be a rich playboy.

If you have multiple sexy hobbies or attributes, you can have multiple archetypes. However I recommend choosing one as your primary archetype and the others (no more than three) as secondary archetypes. The primary archetype will be the highlight of your profile with the secondary archetypes as themes that come up every so often in your photos. For secondary archetypes, you can even sneak one in that isn't typically considered attractive. This brings you back down to Earth a bit, and women often find it endearing. A good example of this is a friend of mine who is a musician and bodybuilder, but occasionally will post a photo of him wearing a Pikachu shirt (muscles bulging out, of course), or something else nerdy like that. And these are some of his most popular photos. Gamer nerd obviously would make a terrible primary archetype, but when an otherwise badass bodybuilder/rockstar shows a little bit of that side, girls love it.

Here are a whole bunch of potential archetypes I thought of, along with some suggestions for how to best play the part:

Party Boy



You love to party, and you bring fun and good vibes with you wherever you go. This is a great archetype because it conveys a lot of social calibration and social proof. It also suggests that hanging out with you means having a good time, which will make it easy to get girls to meet up with you. You should use photos of you in bars, clubs, beach parties, and the like. The more people, the better. The more (and hotter) girls, the better. The better looking/more put together your guy friends look, the better. If you're in the center of the group of people in a photo, that's good too, as it conveys that you're the center of attention. Major extra points for having photos of you (seemingly) partying with celebrities or pro athletes (make sure to mention the celebrity's name and source of fame if not super obvious; otherwise the effect may be lost on girls who don't recognize the celebrity).

Brooding Artist



You are dark and passionate, and you express your profound philosophies on life and the human condition through the creative output of your skillful hands. You are thoughtful and mysterious, and women love the challenge of trying to figure you out. If your craft is something visual, such as painting or sculpture, you can take photos of your masterpieces themselves, but make sure you have at least as many photos of yourself as your works of art. Photos or videos of you in the process of painting or sculpting are great, since they show both at once. You could also be a musical artist Here I'm thinking singer/songwriter type, or part of a band that plays dark, melancholic sort of music. This is as opposed to the high-energy rock star archetype. For brooding musicians, I recommend pictures and videos of you playing your instrument. Both musical and visual artists should show social proof and/or

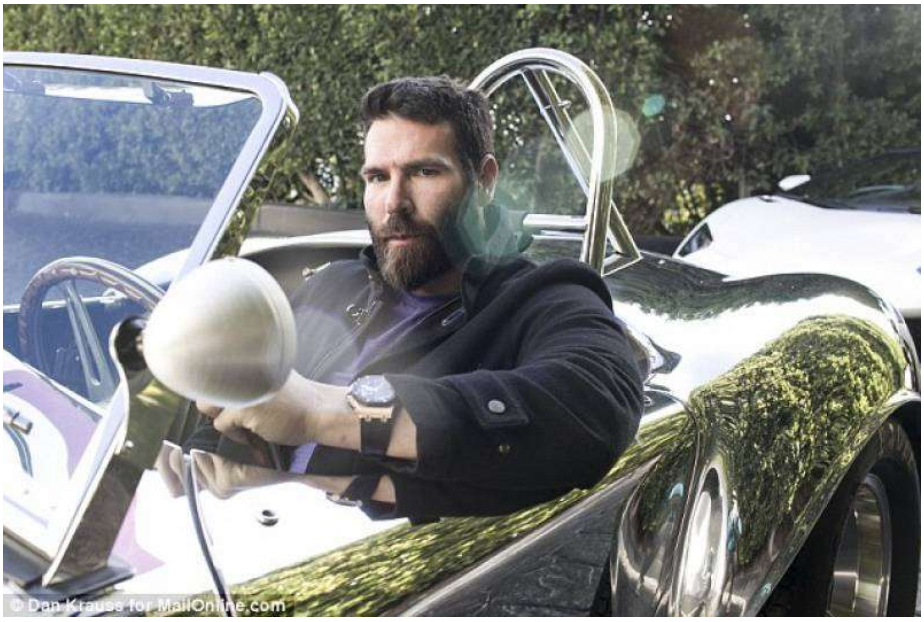
accomplishment wherever you can. For example, if your painting is hanging up in a fancy art gallery, take a photo of the painting in the gallery with well-dressed people admiring it (bonus points if you can include yourself in the photo as well). Similarly, if you're playing your music to a crowd of fans, get some photos of you playing that also show the crowd (bonus points if your fans are attractive women).

Rock Star



You live to rock. You're an animal on the guitar, drums, bass, saxophone, or microphone. You have high energy, you like to party, and you don't take anything too seriously except your music. Unlike the lower-energy, mysterious brooding artist (who may also be a musician), you exude unrestrained passion and charisma. While (for me, at least) this archetype brings up images of bands like Motley Crue, this archetype can work for any sort of high-energy musician, even if your style of music isn't rock. Rap, upbeat country, funky jazz, or even bubblegum pop artists could fit this archetype. As with the brooding artists, you will want to have photos of you playing your instrument. If you have social proof (such as a big crowd) in the photo, even better. Another good option is get photos of you striking a power pose at some impressive looking location (i.e. natural landmark like a cliff or canyon, graveyard, exotic temple, rundown rough-looking part of a city, etc.) with the band.

High-Powered Businessman/Playboy



You're wealthy, successful, powerful, and you live the ultimate bachelor lifestyle, full of expensive cars, exotic vacations, and beautiful people. Dan Bilzerian (pictured), who is perhaps the most successful Instagrammer in the world, embodies this archetype magnificently. You want pictures of yourself in fancy cars, in extravagant houses, in expensive resorts in exotic locations, at parties full of successful-looking men and beautiful women. Of course, you can fake many of these. It's easy to take a selfie next to someone else's car or someone else's house, etc. You can ask beautiful women to take photos with you, and usually they'll say yes. You can look like you're living the high life while you're on a cheap vacation with your parents. Get your friends to clean up and wear suits, and your parties (assuming the location is passable) are suddenly high society. A word of caution: if you pursue this archetype (whether real or fake), be aware that many women will see you as a potential provider (remember "beta bucks") and will expect you buy them expensive dinners and the like before they will sleep with you. In order to combat this, you need to set low expectations, such as taking them somewhere cheap like Starbucks for the first date), and then act the part of a dominant alpha male to get her sexually aroused and consider you a lover rather than a provider.

Extreme Risk Taker



You live for the rush, and you fear nothing. You love jumping out of planes, surfing massive swells, racing down the highway at 150 mph on your crotch rocket, and the like. You love everything high speed, dangerous, and exhilarating. Women are attracted to you because you have balls of steel, and they know you can sweep them away from their boring everyday lives and give them life-altering experiences. You want to get photos of you posing in your gear (i.e. skydiving rig, holding helmet beside motorcycle, holding surfboard, etc.) as well as action shots (jumping off a cliff, 10 feet in the air over a staircase on your skateboard, etc.). Action videos are great too. You want to make sure that your face is recognizable in some of your photos, generally the posing shots rather than the action shots. Bonus points for photos with other daredevils that show you as the leader or center of attention.

Athlete



You live for your sport. You're dedicated, disciplined, competitive, and you aren't afraid of going through pain to push your performance to the next level. Women are attracted to your passion, strength, and athletic body, and they know you can give them amazing sex. You'll want to get photos and videos of you in action performing your sport. Also posed photos in your uniform, with your team, etc. are good. If you can, get photos of you holding a trophy or accepting some sort of championship award. Or a picture of you in the newspaper or website highlighting your amazing athletic accomplishments. Photos of you and the rest of the team out having fun (surrounded by hot girls if possible) are great too.

Bodybuilder



Your life's passion is your pursuit of the almighty pump. You are the biggest gorilla, and your natural dominance is clear to everyone whenever you enter a room. You are similar to the athlete in your passion, discipline, and willingness to endure pain, but unlike the athlete your goal is to get huge and get ripped rather than to optimize performance—though as a side effect your athletic performance almost certainly blows away that of most mere mortals. Women are attracted to you because you're strong, dominant, passionate, and clearly capable of protecting those you love. For pictures, obviously you want to show off your physique. I recommend a mixture of posed pictures (i.e. modeling shots) and regular snapshots of you having fun. Since you look like a monster even in a t-shirt, it's good to have photos that show some other side of you as well. If you're going for the bodybuilder archetype, I highly recommend having a second archetype as well, since your bulging biceps will be noticeable in almost any photo regardless of what you're doing.

Free Spirit/Nomad/World Traveler



You're independent and free. You have an unquenchable zest for life. You flatly reject society's 9-to-5, white-picket-fence expectations, and you live your life on your own terms. You love to travel, and you may not even have a real home. Women love guys like you because you bring passion and excitement to their boring lives. They're attracted to you because you're courageous and defiant of society's boring mediocrity. This is a great archetype to play up if you travel often, even if you have a normal desk job (nobody on Instagram has to know that). Your bread and butter will be, of course, pictures of you in exotic locations. The more striking the scenery (such as on top of a cliff thousands of feet above a raging ocean) or recognizable the landmark (such as the giant Jesus statue in Rio, pictured), the better the effect. Pictures of the scenery without you in them are ok (Yes, these are really easy to fake. Just download from Google Images.), but you want to make sure you yourself are in most of the shots. Try to have some group shots too, especially with a variety of exotic-looking people. If you stay in a hostel, make an effort to meet your roommates. Many people in hostels travel alone and would love to have a friend. Shots of you and your new friends enjoying the nightlife in a foreign city are great. And as always, the more hot girls in the shot, the better the social proof.

Gangster/Criminal



This one may be a bit controversial, but I'll leave the ethical considerations up to the reader. Women love a bad boy, and some take this to the extreme. Like the nomad, you flatly defy society's expectations. But you take it to the extreme. The law means as little to you as do social norms. You're tough as nails. You're not afraid of violent altercation or even going to prison. Women love your daring, courage, and ice cold demeanor. This archetype can be faked, of course, but you had better have the attitude to match once you meet a woman in person or she'll be immediately turned off by the incongruence. Pictures of you with tattoos and guns are ideal. If you have a mugshot, post that. Extra points if you have a shit-eating grin in your mugshot. For that matter, you can probably find a photo app that will let you edit a photo to look like a mugshot. Just make sure it looks real.

Fighter



Doing competitive MMA, boxing, karate, Jiu Jitsu, etc. can be a huge turn on for the ladies. It shows that you're strong, competitive, passionate, courageous, and able to protect your woman. Your archetype is similar to that of the athlete, but with added qualities of extreme courage and killer instinct. You'll want to have pictures of you posing in your gear, as well as during competition or practice. A nice action shot of you punching a guy's lights out is ideal. Videos are great too. Pictures of you with a belt getting your hand raised would be even better. If you travel for fights, take some pictures in foreign countries; this will give you some added credibility as well. If you do grappling, I would advise avoiding shots of you in full guard or mount, because women think it looks like gay sex (I've heard this from multiple women). So before you post any grappling photos, ask yourself how gay it would look to someone who doesn't understand the sport. And, as always, any of these shots can be staged as long as you have an explanation ready for when women ask about them. Don't say that you're a UFC champion if a quick Google search shows that you're not, but you might be able to get away with taking pictures of your vacation to Thailand and saying that you went for a fight.

Military



Here in the US, as is probably true in most countries, the military is pretty much worshipped by the rest of the population. If you're in the military, this should earn you major points with the ladies. It also suggests that you're brave, strong, disciplined, and can fight. This one might be a little difficult to translate to Instagram, since you're probably not taking selfies while you're shooting terrorists, but if you can get some good photos they will serve you well. Posing in fatigues with guns is always a good option. The more impressive the machinery the better. A shot of you manning a giant cannon on an aircraft carrier or sitting on the edge of a helicopter would be awesome. Shots of you having fun with your military buddies at a bar in Japan are great too. You'll probably find that starting conversations with girls is easier for you than probably any other archetype, since girls will feel sort of a civic responsibility to be nice to you rather than ignore you from the beginning. One pitfall to consider is that the military requires a great deal of conformity, and conformity is not sexy. You don't want to look like just another guy in camo with the same haircut; your goal is to differentiate yourself from all the other soldiers while still playing up the good qualities associated with being a soldier.

Good Ole Boy



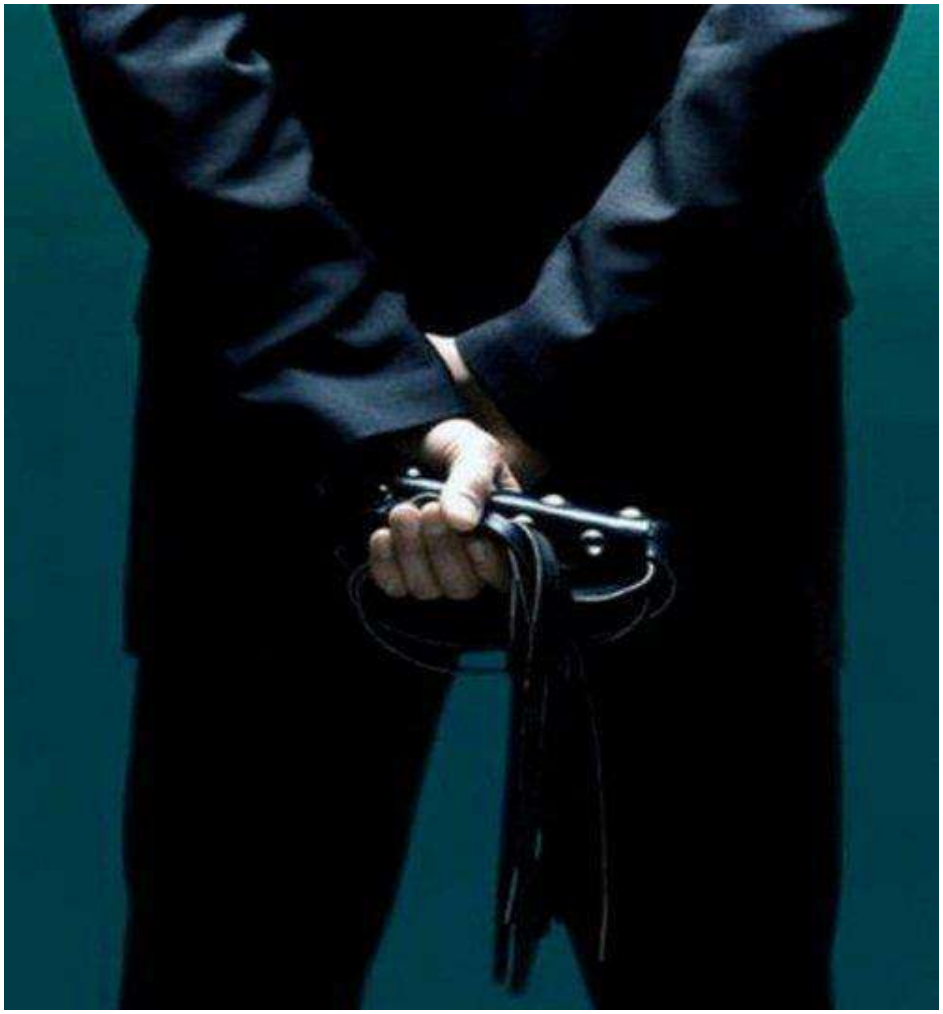
You're a country boy: you love trucks, beer, guns, fishing, and the great outdoors. You don't take life too seriously, but you're fiercely loyal to your family, your country, and the people you love. You may not have a lot of money, but you know how to work with your hands, and you're free in a way that few high-fallutin' city folk understand, because you know life is to be enjoyed rather than spent slaving away at some soul-destroying corporate desk job. Country girls want you because they already know what you have to offer, and city girls will be quick converts if you can show them effectively. You want pictures that show how carefree, fun, and beautiful your life is. Photos of you with friends at the bar, square dancing (with hot country girls, preferably), fishing in the lake at sunrise, driving a four-wheeler through the mountains, etc. You can play up this archetype even if you live in the city (as long as you have the pictures to support it, of course), as girls will see you as a welcome escape to a more primal, natural setting. Of course, this is a very American archetype. If you don't live in the US, your country probably has a similar archetype, so you'll want to change the details to fit your country's archetype rather than the American version.

Hippie/Vegan/Spiritual



You do yoga, meditate, and pay three times the normal prices for everything to have the natural or organic version. You feel connected to everyone and everything, and believe in having a harmonious relationship with the world around you. You consult your psychic and your horoscopes regularly, believe you were an important historical figure in a past life, and all sorts of similar new age silliness. This archetype is easy to make fun of (I do all the time), but done right it can be a good niche for picking up like-minded girls (of which there are many). The trick is to be able to pull this off without looking like an effeminate pussy. You need to show masculine traits to build attraction, at which point building connection is easy with your shared interests. Pictures of yoga poses, drum circles, dancing with fire on the beach, etc. are great. But keep in mind that you also need to display some strength, dominance, or independence. As always, pictures portraying you as the leader of a group or center of attention are good for this. Or something combining your spirituality with independence or risk taking would be good, such as a photo of you doing a yoga pose at the top of a cliff. Or something like the picture above, which suggests that you're a free spirit who doesn't care what anybody else thinks (it also doesn't hurt to have a strong jaw and decent physique like the guy in the picture). Also veganism animates a lot of girls. You can get this across with hashtags and captions. And it's easy to fake. If you're a bodybuilder and put "#plantbuilt" under your photos, you'll be an instant hit with the vegan girls.

Seducer



You're naturally dominant, amazing in bed, and have a closet full of sex props. You have a lot of sexual experience, and you drive girls wild. As you might have guessed from my pen name, I like to play up this archetype myself. The smashing success of the Fifty Shades of Grey book series (which is a pretty good read for aspiring seducers) made me realize that tons of girls fantasize about kinky, dominant men using women's bodies for our pleasure. The trick with this archetype is to portray sexuality in a tasteful way that won't scare away the kinkier girls and won't get your account shut down. My favorite way to do this is to post sexy photos of yourself, shirtless (if you have the physique for it), in a power suit, always with dominant, commanding facial expressions and body language, and add a sexy innuendo-ish caption. To get the nonverbals right, I like to envision myself as a dark and brooding yet powerful character from a movie like Underworld, Interview with a Vampire, or Van Helsing. For captions, I sometimes Google search for steamy quotes from romance novels. I also like to address the captions directly to the reader. One of my best captions (taken from Fifty Shades) was this: "Wherever you go, I want you to feel me. I want you to know I was there." Addresses the reader directly, not overtly sexual but clearly implied, and hints at a bit of S&M kinkiness. If you use quotes, don't attribute them.

Profile Description

Your profile description should, of course, match your archetype. But no matter what your archetype, there are a few things everyone ought to include. You don't get much space for your description, so choose wisely. Most importantly, you should include your location. Local girls need to know you're nearby. Either city and state (in the US) or city and country. Write it in as short a fashion as possible to save space (i.e. just "Columbus, OH" rather than "Been living in Colombus, Ohio for three years"). Next, if you're tall (i.e. 6 foot or taller), put your height. If you're average or below, don't put anything. Girls generally prefer tall guys, so if you've got it, flaunt it. If not, that's no big deal, you're just not going to draw attention to it. Since your goal is to meet these girls in person, it probably does you no good to lie about your height.

Next thing to put is your profession or impressive hobby. This should match your archetype. As always, only include details that are sexy. Don't waste valuable description real estate telling girls that you're an accountant. Instead, say that you're the singer of your rock band. Or that you're a hockey player. Or that you're a skydiver, male model, world traveler, Navy SEAL, entrepreneur, writer, CEO, or something else unique and sexy. Remember you can get away with some exaggeration here as long as it's not an outright lie that girls can find the truth about. If you have multiple cool jobs/hobbies, include more than one. Just remember to keep in line with your main archetype.

Next I like to put an invitation to follow. This seems a little silly, but research shows that it makes a difference. I like to promise some ridiculous benefit for following my page (i.e. "follow me and the universe will align in your favor"). Again, make sure your wording aligns with your chosen archetype.

Lastly, put a web link if you have one. This goes in its own special field, and girls can click on it to find out more about you. If you own a business, are in a band, have an Etsy store, have a Wikipedia page about you (solid social proof there), have a bio on a well-known organization's webpage, etc., then link to the respective web page. Otherwise you can link to facebook or other social media, if you think your social media page boosts your value. I use mine to link to a popular video of mine on YouTube. If you don't have a web link that boosts your value, just leave it blank.

Here are a few descriptions I came up with that contain all the aforementioned elements:

- "London, UK. Author of the critically-acclaimed Ten Super Awesome Marketing Strategies. Lover of fast cars, exotic locales, and Netflix. Follow me and instantly be a little bit cooler."
- "Los Angeles, CA. NPC Division 1 competitor and aspiring movie action hero. Former US Marine and proud American patriot. 6'1". Follow my page DO IT NOWWW!!"
- "Official page of Mike McDonald. Lover of trucks, motorcycles, and women with pigtails and Daisy Dukes. Follow me if you got any of that. Beaumont, TX."

You get the idea. Note that I included some extra details specific to each (fictional) Instagram seducer's archetype ("Netflix", "proud American patriot", "women with pigtails", etc.). Whatever are the biggest

selling points (whether true or otherwise), you want to include those, preferably in a matter-of-fact, not overtly bragging way.

Pictures and Videos

The section on archetypes should have given you some ideas of what sorts of pictures and videos you'll want to include. You'll want to keep adding pictures/videos periodically as you use Instagram, so keep that in mind when you're hanging out with your friends, on vacation, etc. so you don't miss any opportunities for good pictures to add. You may also want to go out and take a good selfie once and a while if you're in a good location for it (a selfie stick can be helpful, just make sure it doesn't show up in the photo). When creating a new profile, I recommend starting with at least 6 photos/videos. These can be pretty much any photos that you've had over your entire life, so you should probably be able to come up with many. Remember to maximize your value and stay (mostly) congruent with your archetype.

Editing

Once you have a photo or video selected that you'd like to use, Instagram provides quite a few options for editing it. We went over this a bit in Chapter 2, but I'm going to give you some more specific tips here. First thing you have to do is position and crop the photo. Instagram photos are all square, so if your photo is not a perfect square, you're going to have to crop out some of it. Keep this in mind when you're taking photos or video; you don't want to be too up close and have to crop out an important part of the picture. Generally, you want to show yourself and enough of the background to show where you are and/or what you're doing. You can zoom in or out of the picture and keep any square portion of the picture, so this gives you some options. For example, if your facial expression is perfect, the background looks great, but your belly is sticking out, you can zoom in to the photo and crop it so it only shows you from the chest up. You don't want to be too obsessive about how you look, but this provides an easy way to avoid unflattering details.

After cropping, you get the choice of filters and custom edits. The filters are basically pre-defined combinations of edits. They're fun to play around with, and I recommend you try a few, but I recommend you use them sparingly. Your goal (unless you're a professional photographer looking to create artsy images) is to portray yourself and your life, so you probably want to look natural. That said, the occasional black and white photo or the like doesn't hurt and can be fun.

If you don't choose a filter, you may choose some custom edits. I like to go through these one by one and see which ones make the photo look more striking. I particularly like the "structure" edit, which seems to accentuate the details of the photo. Another cool one is "vignette", which looks like a spotlight

on the center of the photo. I mess with the color saturations a little bit occasionally. I like to turn the heat setting down a little bit occasionally to give the photo a bluish tint.

For videos, it sometimes makes sense to do some editing with an outside video editor before you put it on Instagram. Instagram lets you choose the start and end points of the video (up to 1 minute long), but doesn't let you splice pieces together or add your own music. If you want to do that, do it in a different video editor and then put it on Instagram.

Captions

Writing photo/video captions is definitely a bit of an art in itself, and a good caption can definitely add some nuance and meaning. As always, when writing a caption for the photo, think of the archetype you're going for as well as the photo itself. It's tempting to just describe what's going on in the photo (i.e. "Climbing Mt. Fuji in 2015"), but this comes across to girls as kind of boring. Men think logically; women think emotionally. You don't want to come across as girly, but you do want to reach women on a deeper level. Remember that "willingness to emote" is one of the status indicators that women look for in a man. You want to use language that is expressive and sensual, that invites the woman to join you in the experience in her mind. Here's a better caption for the same hypothetical photo: "The feeling of triumph, being ten thousand feet in the air, with the cold breeze in my hair and the world laid out at my feet, is indescribable. It's like being in a dream." Notice how this invites the girl to feel how you feel, it expresses your emotions (and triumph is a very alpha emotion), and shows her a little bit of your deeper self. In fact, if you're normally stoic and don't express yourself much (like most guys, myself included), I highly encourage you to make a point of identifying and expressing your emotions throughout the day. I know it sounds gay, but it will improve your communication with women and your life in general.

If you're not a particularly talented writer (or are just lazy), another way to come up with good captions is to use quotes from movies, books, or TV shows that are somehow related (or express the same emotions) as your photo and archetype(s). I mentioned earlier that I sometimes like to use quotes from romance novels. Let the professional writers do your work for you. Different kinds of quotes will work for different archetypes. Spiritual or world traveler types might use inspirational quotes they took from fortune cookies or the Dalai Lama. Seducer types might use quotes from romance novels (word porn for women). Good Ole Boys might use quotes from country song lyrics or their favorite Western classic. Risk takers might use quotes from Fight Club philosophizing about the need to break up the monotony of most people's boring, mediocre lives. Most of these you can find through quick internet searches for "Fight Club quotes", "hot romance novel quotes", "inspirational quotes", etc. I generally recommend you don't add an attribution to the quote; your high school English teacher isn't going to hunt you down and fail you for plagiarism.

Hashtags

As described in Chapter 2, a hashtag is a word in a picture/video description or comment that is preceded by a pound sign (#). This makes the picture/video searchable by that hashtag and helps lead users to other users with common interests. In my experience, hashtags don't bring a whole lot of traffic, but I like to take advantage of every possible opportunity, so I use them anyway. There are some hashtags that are used by millions of users and don't really say much about the content. These in my opinion don't really do any good. Some examples of these types of hashtags are #instagood, #picoftheday, #love, #girl, #boy, #hot, etc. I recommend more specific hashtags that are related to your archetype and the picture/video. You can search hashtags to see how much they are used. Some are rarely used, and some are used tons of times. I like the ones right in the middle, from ten thousand to five million total uses. Generally this means there are people looking at that hashtag, but your photo won't get immediately buried by a hundred million other people also using it. More specific hashtags might look more along the lines of #countryboy, #navy, #downwarddog, #foamparty, #heavymetal, #swole, #maserati, #swedishguy, etc.

Generally speaking, the more hashtags the better, but you don't want to look too try-hard. I used to put the hashtags right in the caption of the photo/video, but now I prefer to leave them as a comment immediately after posting instead. This makes it less visible, especially if a lot more people add comments on top of yours, but still shows up the same when someone searches your hashtag. Also, if your photo/video gets a lot of attention (in the form of likes and comments) shortly after it is posted, it may end up in the "Top Posts" section when someone searches one of the hashtags on it, which gives you even more exposure. For this reason, I like to post content at times when people will see it right away (I aim for 5 PM on the weekdays, when most people are getting out of work).

Chapter 5: Building Social Proof

I probably sound like a broken record at this point, but social proof is huge. Social proof sets you apart from the multitudes of unwashed Instagram masses. Beautiful women throw themselves at famous men. Being famous is the ultimate proof of high social status. The more famous a man is, the more women are turned on by him. Your goal here is to turn yourself into a celebrity. There are many ways to be a celebrity, and you are going to choose one that matches your archetype. You can be a movie star or a rock star or pro athlete. But you can also be a celebrity chef, mob boss, yogi, pickup artist, CEO, entrepreneur, and in a host of other fields. Your job here is to turn yourself into a celebrity.

Hopefully you already show some social proof in your pictures: you have pictures with groups of friends and attractive women. Now you're going to build social proof by creating buzz around your Instagram profile itself. You want to maximize your engagement. This means a large number of followers (with a comparatively small number of people you follow), large numbers of likes on your photos, and large numbers of comments on your photos (the more gushing the better). As always, engagement from women is better than engagement from men, and engagement from hot women is better than from ugly women. That said, engagement from anybody boosts your numbers and, in most cases, looks good.

The first number viewers see when interacting with your profile is the number of followers. If you have a high follower count, this will pique a woman's interest. You want her first thought to be "Wow! Who is this guy?!" A good number to shoot for when you're getting started is one thousand followers. But the more you increase this number, the more successful your Instagram seduction efforts will be. Keep in mind, however, that the rest of your engagement has to be congruent with your follower count. If you have ten thousand followers and only twenty likes on your latest photo, it's going to look fishy. You can actually buy followers from various web services (more on that later), but you absolutely don't want to make it obvious that you did so. It looks pathetic and try-hard. You also have to consider the number of people you're following. If you're following more people than are following you, it looks like you went around spamming everyone you could find with follow requests hoping that they would follow you back. There are a bunch of users doing this; you don't want to look like one of them.

The quality of engagement will be most apparent in the comments. If hot women see other hot women proclaiming their love for you in the comments, they will be attracted to you as well. When a viewer first opens an Instagram picture, she will see the comments with the comment poster's name only (no picture). Sometimes you can tell the poster's gender from the name. And much of the time you can pretty well guess the poster is a female if she includes a bunch of kissy-face and heart-eyes emojis (this is ideal; it's obvious social proof that takes viewers a fraction of a second to process). If the viewer clicks on "show all comments", the comments will show up with the poster's profile picture beside them. This will show her more accurately which comments are from males and females, and give her an idea of how attractive the females are. Obviously a hot girl commenting "OMG you're so hot!!" is best, but a guy commenting "Dude that's badass!" is solid social proof as well.

Now that we've gone over what kind of social proof you're going for, I'm going to show you how to get it. Of course there are countless ways to build popularity; the ones I'm sharing are the ones that work for me. I encourage you to come up with your own. If you have some other ideas that I didn't consider, contact me and I might feature them in a blog post.

Facebook Integration

Probably the easiest step you can follow to get a bunch of followers right away is to tell Instagram to automatically follow all of your facebook friends that are also on Instagram. Since these people know you, many of them are likely to follow you back. To do this, go to your profile page, then Options, then under "Follow People" select "[Number of] Facebook Friends". Then select the big "Follow All" button at the top. That's it. Now just wait for the follow-backs to roll in. Depending on how many facebook friends you have (and how much they like you), you might get a few hundred followers just from this.

Another option, when you're loading a new photo to Instagram, is to tell Instagram to post your photo to facebook automatically. When people see the photo on facebook, it will be tagged "from Instagram", which may coax them to check out your Instagram page. This probably won't have a huge payoff, but it only takes a second.

Liking Relevant Content

A great way to build engagement is to like other users' photos and videos. This has been the crux of my social proof building, and has worked wonderfully. When you like (or comment on) another user's photo or video, the user gets a notification saying you liked her picture. She can click on your name right on the notification, and it will take her to your profile page. Many girls, perhaps most, will feel obligated to reciprocate by liking a photo on your page, even if she's not interested in you. This builds up your like count, which is great. If she is interested in you, she will probably like multiple of your photos, and may leave comments and/or follow you. Of course, if she lives nearby, you can message her and set up a date (more on this later). The more girls that are interested in you, the more social proof they will provide, and thus the more girls will be interested in you. It's a lovely virtuous cycle.

In order to get the best bang for your buck in this strategy, you'll want to target your activity to girls who are most likely to be attracted to your archetype. There are a few good ways to do this. My favorites are to: 1) target relevant hashtags and 2) poach followers from male profiles that share your archetype.

For relevant hashtags, you may have to be somewhat creative. Think about the hashtags that a girl in your target market would post on her own photos. For example, say you're a bodybuilder archetype. You can target your archetype using hashtags like #fit, #swole, #gym, etc. Since you're looking for women, it might make sense to use female-specific hashtags like #fitchick, #fitgirl, #gymgirl, etc. If

you're a rock star archetype, try #rockgirl, #rockergirl, #metalgirl, etc. For a spiritual type, you could do #yogagirl, #hippiegirl, etc. If you need more hashtags, try to come up with the same words in different languages. Spanish is great for this, because many gender-neutral words in English are gender-specific in Spanish. For example, the word "rocker" in English translates to either "rockero" (male) or "rockera" (female). There is no gender neutral, so all of the girls who want to use the "rocker" hashtag will use "rockera". Remember, your objective here is to build social proof. So for now, don't worry about what country your lovestruck fangirls come from.

Once you come up with a few possible hashtags (might want to write them down), you can enter the hashtag in the search function on Instagram, and it will show you the "top photos" under that hashtag, the most recent photos under that hashtag, and how many photos/videos there are in total with that hashtag. You can generally tell from the photos which hashtags are honing in on your target market properly. Once you find a hashtag with a bunch of hot girls that fit your archetype, start scrolling through all the recent photos and like as many as you can. Don't try to judge how hot they are, for now, as that will slow you down. Just like all of them. I also recommend skipping the "top photos" section, since those are photos that have already been liked a bunch of times, so those girls are less likely to see your like and reciprocate.

Which brings me to a little side note: girls with fewer followers are better than girls with a lot of followers. There are a lot of girls on Instagram who have managed to become minor celebrities themselves. And there are innumerable beta male dweebs who shower them with compliments (I know, I wish these morons would go away too). The more popular she is, the less likely she is to notice your contribution. But not to worry, there are still tons of beautiful girls on Instagram that don't have much of a following. That said, don't get hung up looking at how many follows every girl has; you'll just be wasting valuable time. But keep in the back of your mind that you will tend to get better responses from girls with fewer followers.

Another good strategy for building engagement is to interact with followers of a profile similar to yours. The first thing to do is try to find a male profile with your archetype. A good way to do this is, again, by searching hashtags. This is pretty straightforward. If you're a party boy, try #partyboy. If you're a gangster, try #gangster. If you're a skydiver, try #skydiver, #skydiving, #extremesports, etc. Try one of those, and now focus on the top posts. Open a few of them and find one that has a lot of likes. Look at the guy's full profile. How similar is it to the archetype you're going for? If it's a close match, we'll use this one. If it's not, then try another one until you find a good match. Once you find one, look at the guy's follower count. Is it pretty high? If so, what he's doing is probably working. You should scroll around his profile and see if it gives you any ideas. In most cases, you can blatantly copy his photo ideas and no one will ever know.

Now for the good part. Remember (better yet, write down) that user's profile name. Now open his followers list. Scroll through a little bit to get an idea of how many are male and female. If most of them are male, you may want to try another profile instead of his. Once you have a female-heavy archetype-specific followers list to peruse, go through it and open each female follower's page, click on one of her pictures (preferably one that is a picture of her, but don't waste too much time digging if she doesn't

have one), and like the picture. Then push the "back" button twice to get back to the follower list, and repeat the process. These are girls who you already know are interested in guys like you, so your success rate should be pretty good.

Commenting works similarly to liking. Commenting on a girl's picture takes more time than just liking it, but it's also more noticeable. And it's more likely to get you a picture comment in return. If you're going to comment on a girl's picture, you want it to be short and not effusive. If you comment "OMG YOU'RE SO GORGEOUS OMG MARRY ME PLZ!!!" you look like a pathetic chode. Don't do that. You want either a mild compliment or a compliment/tease. The compliment/tease needs to be context-specific, and as such takes more work, but is also more effective. An example of a compliment/tease would be "I like your cute little chipmunk cheeks", or "You're so white you're like a vampire. I like it." Of course, this has to be based on something you notice about the photo itself. If you're familiar with other PUA material, this is similar to a "neg". Your goal is to make a fun, playful observation such that she isn't quite sure whether it's a compliment or not. The faster, but not quite as effective option, is just leave a mild compliment. My favorite is to just comment "cute". You might want to try another one like it so that we're not all spamming Instagram with the same comment.

Following and Unfollowing

Another strategy for getting engagement is to follow a whole bunch of accounts, ideally targeted the same way as described above for likes and comments. Going through a list of accounts that follow an account similar to yours is quick and easy. That said, many users realize that a "ghost follow" (that is, someone who follows them without liking or commenting on any of their content) is probably just a ploy to get more followers. You'll have better results if you like one of their pictures as well as follow, but of course this takes more time.

Now recall that you want the number of people following you to be considerably higher than the number of people you're following. You've just pumped up your following number, so you've got to get that down again. To do this, of course, you want to unfollow all the people you don't want to keep track of. My general strategy for this is to follow friends that I actually care to hear from, and hot girls that are following me back and live in either my city or another city that I might conceivably visit in the not-too-distant future.

Generally speaking, I only follow (or remain following) girls that are clearly interested in me. Sometimes if a girl likes multiple photos/videos of mine but does not start following me, I will start following her, and she will almost always reciprocate. I sometimes do this with both hot girls and unattractive girls, and then I unfollow the unattractive girls later. Every once in a while, I scroll through the feed on the home screen (with the latest content from the people I follow) and like and/or comment on photos. This reminds the girls that have already shown interest in me that I'm still around, and they often like/comment my photos in return. Remember the two-thirds rule here: make sure you're doing a little

bit less for her than she is doing for you. This subconsciously reinforces the belief that you are the prize, and it is her job to chase you.

Getting Featured on Interest Pages

This one can be a little tricky, but if you do it successfully it can have a big payoff. What you do is find pages that follow general interests (that a lot of girls follow, preferably), and ask the administrator of that page if he will feature one of your photos or videos, along with a link to your page (called a "shoutout"). The more (active) followers the page has, the more it will drive new users to follow you and engage with your content.

Perhaps the most obvious way to do this is find pages who post pictures of random hot guys, and send them one of your pictures to be included. You'll probably need male-model looks to pull this off (be honest with yourself here). If you're at least above-average looking, you might not be able to pull off the "hot guys" pages, but you might be able to get featured on archetype-specific or style-specific pages. You should be able to find multiple pages for "hot country boys", "hot guys with man buns", "hot guys doing yoga", "hot guys with tattoos", etc. You can find these pages using search terms. I recommend starting general and getting specific as needed. For example, if I was looking for a "hot guys with tattoos" page, I might start by searching "tattoo" or "tattoos", then looking to see if the first few search results match. If they are all, let's say, pictures of girls with tattoos, then I would try "guys tattoos", "men tattoos", "tattooed guys", "rocker guys", etc. Ideally you want to find as many pages as you can, and try to get featured by a bunch of them, but don't waste your time with pages that have less than 500 followers. Usually the more popular pages show at the top of the search results.

Generally speaking, pages that feature pictures of men are best, because they naturally have a large female audience. But it is also helpful to be featured on general interest pages. For example, you could send a picture of you holding your tricked-out AR-15 to a gun enthusiast page. Or you in front of your car to a car group. Or you holding your favorite surf board to a surfer group. Or you standing next to a dish you just cooked for a foodie group. You get the idea. It's best if you include yourself in the picture, since girls who find you attractive will naturally be inclined to follow your page. But even if that's not possible, it's still good to get featured. If you're a landscape photographer, send your best photo to a photography group. If you want to submit to a food/guns/cars/etc. page, but see that all the page's other photos are of the objects of interest themselves with no people in the pictures, you might just send them a picture of your food/gun/car/etc. only, since they will probably be more likely to feature it since it fits with their existing content.

Some interest pages will feature your picture for a fee. You'll generally find these on external sites. Fiverr.com has a few. And sites like ShoutCart.com exclusively sell Instagram shoutouts. If you're going to go this route, I'll give you a few tips. First, make sure to pick a properly targeted page. Don't send a picture of your ripped abs to a women's fashion page. They'll probably reject it. Ideally you want to find a page relevant to your archetype, as outlined above. Once you find one that looks like a good match, go

take a look at the page itself on Instagram. Do you have a photo/video that would fit with the existing content on the page? If so, then look at the engagement. How many followers does it have? How many likes and comments do its photos get? Keep in mind that some pages have a ton of followers but very little actual engagement. Obviously these pages will be a waste of your money. Another factor to look at is how often that page posts. If they post a new photo/video every few minutes, yours is more likely to get lost in the mix to page visitors. Once you find a page that is well targeted and has enough engagement to be worth the money, go ahead and send them your photo/video along with your Instagram username, desired caption, and whatever else the seller might ask for on the shoutout market website. They may also give you multiple options for how long your photo is left up on the page. The value of paying for a longer time depends largely on the frequency at which the page posts new content. If they post constantly, your picture is going to get buried pretty quickly, so it might not make sense to pay extra for the picture to stay up.

Once you successfully get a page to feature your photo/video, you probably notice an increase of engagement rolling in from the new exposure. But you can milk it even more. Go to the page that featured your photo, open your photo, and engage with every user (or every female user) that liked or commented on the photo. My general strategy is to find every female user who liked or commented, and go like one of her recent photos (preferably a picture of her). Since you've already been given a bit of celebrity status by being featured by someone else, and the girl has already shown interest in you, you will usually get a very good response from this. A lot of these girls will go like a bunch of your photos, leave comments, and/or follow your page. Some of them may even direct message you (be sure to check your inbox periodically).

Automated Services

If you have a little bit of money to spend, you can supercharge your content engagement (and thus your social proof) by using third party services that perform actions such as liking content or following other users automatically. It is important that you know, however, that using these automated services goes against the Instagram user agreement, so you do this at the risk of getting your account suspended or shut down. That said, they don't enforce this very well, and it's not terribly difficult to get around the system. Most automated services themselves will give you tips for using their services without looking suspicious. Most of the enforcement seems to revolve around flagging accounts with unusual activity. So if you follow a thousand accounts in ten seconds, that looks pretty unnatural and might get your account flagged. If you follow a thousand accounts over the space of a day, however, that looks much more normal. Generally you want to start slow, and can gradually increase the speed of your automated activity. I've used several services and never had my account shut down, though they did once tell me I had been doing too much and limited my ability to like and comment for a couple days. Use your discretion. And if you're going to push the limits, do it early on so that if you do get your page shut down, you won't have lost much work.

As far as how to set up your automation, I recommend you set it up to do essentially the same things that I outlined in the previous sections on liking/commenting on relevant hashtags and following users. Most services will allow you to target by hashtag, user(s) followed, and/or location. While you're still in the building social proof phase (until you get, let's say, one thousand followers), I recommend you don't use the location targeting. For now you're just trying to build engagement on your page. However, once you have a certain baseline of social proof, location targeting is great for making contact with women who live nearby. More on that later.

The three main functions that can be automated are liking, commenting, and following. Liking is the safest, easiest option, and is what I mostly use automated services for. Find a few hashtags that are relevant to your archetype, and the program will like a bunch of photos/videos that have that hashtag for you. Liking is good because it is low investment and is often reciprocated. Sometimes even better than hashtag targeting is targeting followers of a particular account. As we went over earlier, you want to like a photo or two from each user who follows a particular popular account that is similar to yours. This is a bit of an advanced feature, and not all services offer it.

Some services can automatically leave comments as well. Generally, you tell the service a few one-size-fits-all comments, along with targeting information, and it posts one of those comments (at random) to a bunch of photos/videos that meet your targeting criteria. Leaving comments is great, because they are more visible than likes, and thus tend to lead to more and better reciprocation. That said, you have to be careful with automated commenting, because it can lead to some undesirable situations. For example, you have a system that leaves the comment "mmm sexy" on pictures with the hashtag #californiagirl, and it leaves your comment on a picture of a California girl…who is 12 years old. Not a good situation, especially if her dad is your next door neighbor. If anything like this happens to you (I've landed in a few embarrassing situations myself because of this), my recommendation is to immediately delete the comment, block the user whose page you commented on (so she can't see your page), and block the accounts of any users who also commented on the same picture/video. That way they can't see your username, the comment is gone, and it would be difficult to report you.

You can also get an automated service to follow other pages for you. I haven't done this myself, but it's probably the best strategy for pumping up your follower count, since a lot of people reciprocate a follow for a follow. In fact, if you target the hashtag #f4f (short for "follow for follow"), you'll get a very high rate of reciprocation. That said, since your content is not really targeted for like-minded individuals, you're probably not going to get very good engagement from these followers. If you follow similar users, your engagement will be better. But I expect you get the best engagement from simply liking photos. This way other users are alerted to your presence, will probably like your photos in return, and will only follow you if they really like your content. Thus they will be the most likely to engage in the future. Of course, if you follow a lot of people, you'll also want to unfollow them later, so your follower/following balance doesn't look bad. You can do the unfollowing manually or some automated services will do it for you.

Another automated service option I've used is to buy likes. For a few dollars, you can have a hundred or two hundred accounts like one of your photos. This is particularly useful if you have it like a photo or

video that you just added, since the added engagement will make it more likely that your photo/video shows up in the "Top Posts" for the hashtags associated with it. I've used one services that charges monthly to automatically add 100 likes in the first hour after I upload any new contact. This pretty much guarantees that any new photo ends up in the Top Posts for any hashtag with less than 100,000 posts or so.

One final option that I've never attempted, but probably will soon, is to simply buy followers. Whether these are actually real accounts or not I don't know, but for our purposes it doesn't really matter. You should expect this to pump up your follower count, but nothing else. Remember, you have to do this in a way that is plausible to people who view your page. If you have two thousand followers and your latest pictures only got 40 or 50 likes, this might tip people off that your followers aren't real. If you have a bunch of followers and buy a bunch of likes on your photos, this is better, but it is likely that the comments will betray you. A post with five hundred likes and zero comments also looks fishy. For this reason, I suggest you use this option sparingly, if at all. If you have a thousand followers, and your average picture gets 400 likes and 8 comments, for example, you could probably get away with buying another 500 fake followers without looking like a phony. However if you bought five thousand fake followers, your engagement would start looking pretty sparse for having so many followers. So use your judgment here.

By now you're probably wondering where to find all these services. The truth is there are a ton of them, and I've only used a few. A lot of them seem to be kind of fly-by-night, and I can't guarantee that they'll even still exist by the time you're reading this. With that in mind, I'll give you a few that I like as of the time of writing:

- Likestagram.com: I've used this service the most. It takes control of your Instagram account and likes photos for you. It allows you to set the speed at which it likes photos (i.e. 100 per hour), and offers a variety of targeting options, including multiple hashtags, multiple locations, and multiple accounts following. As of writing, they charge $10 US for 25,000 likes, or even less for larger numbers.
- Instagress.com: This is probably the best known automated service for Instagram, and it is a bit more expensive. Instagress allows you to like, comment, follow, and unfollow automatically. It has quite a lot of features, probably including some that I have not yet discovered. A variety of pricing plans are available.
- BuyLikes.net: This allows you to buy likes for your photos. For $15 US a month, you can get 100 likes for every new photo or video you post. This service also lets you buy (probably fake) followers.

There are probably hundreds more options that do essentially the same thing, maybe even for better prices. But I've used these myself and been pleased with the service.

Side Note: What to Do About Gay Men

Instagram is basically made for vapid attention whores, so naturally it attracts a large number of fags. If you're getting a lot of attention (and likely disgusting messages) from them, you may wonder if this is good or bad for your social proof. Going back to our pickup theory primer, in my experience gay male attraction works mostly the same way as normal male attraction (except, of course, for the objects of desire). That is, gay men are mostly attracted to young, good-looking men/boys. They don't really care about your career or your archetype or your social proof, etc. the way women are. So if you're not classically good-looking, you probably don't have much to worry about.

If you are particularly good-looking, especially if you're posting model or bodybuilder type photos, you will want to make a point of avoiding the hashtags, pages, etc. that attract a lot of gay men (I learned this the hard way…pun definitely not intended). One way to filter is to simply look at the followers of a particular page or posters of a particular hashtag. Are they mostly female? If so, you should be good. Another way is to find archetype-specific (bodybuilder and male model archetypes excluded) pages and users. Since gay men don't care much about archetypes, these will probably be mostly followed by women. The "cute boys" or "buff dudes" page is likely to be followed by a lot of fags, as opposed to the "hot surfer guys" or "guys in bands" page, which is more likely to be followed by women. The same is true for similar users. An attractive male country singer is likely to have a much better ratio of women to gays then is a male fitness model.

Of course, you probably won't be able to filter out gay men entirely, and you should just accept that you will probably get a few solicitation for acts of sodomy in your private message inbox. Goes with the territory. That said, having a gay male fan base isn't the worst thing in the world. Their follows and likes look exactly the same as anyone else's follows and likes from a social proof perspective. The only thing you really need to worry about is comments. If you get a comment from a gay man, first ask yourself how obvious it is. If the username is "ilovetightasianboys666" and the profile picture is a man in a thong, it doesn't take much guesswork. If the username is "must_love_dogs" and the profile picture is of a beach at sunset, it's really not clear at all from the perspective of a casual viewer whether that person is a gay man or a woman. My general rule is to delete all comments from users that are obviously gay, and leave comments from users that are gay but not super obvious (these are still decent social proof, especially when buried in a bunch of comments from obviously female users). But I don't respond to these comments, as they might respond back with something more obviously gay. I also don't reciprocate their likes or follows, and I ignore their messages.

Chapter 6: Making Contact - Cold Approach

Okay, now you've set up an epic Instagram profile and have loads of women around the world getting wet looking at your pictures. Awesome! At this point you may have found a girl or two who is interested in you and happens to live in your local area. But chances are, most of your newly acquired Instagram fanbase lives far away and is thus not really accessible to you. Or they're underage, or married, or are unavailable for some other reason. That's fine, they're just for social proof. Now we're going to get to the meat of the matter: actually finding girls whom you can meet in person.

In this section we're going to go over how to make a cold approach on Instagram. A cold approach, adapted from the sales terminology (such as "cold lead" or "cold calling"), refers to making contact with a girl who doesn't know you and has not yet shown any interest in you. This is as opposed to a warm approach, which we will go over in the next chapter.

Targeting

The first thing to do in order to make contact with a girl is to find her. I look for four main characteristics of users' profiles: sex, location, age, and engagement. The first (and most important) targeting criteria are sex and location. You probably want girls within a half hour driving distance (give or take a bit), or even closer if you don't have reliable transportation. I know of two good ways to do this. The best way is to search by the hashtag location + "girl". #bristolgirl, #lasvegasgirl, #bucharestgirl, etc. These hashtags reveal both location and sex. Depending on the area, you might be able to replace "girl" with a colloquial term or translate into another language, i.e. "gal", "chick", "babe", "chica", "mulher", etc. Some languages might have one-word hashtags that include both city/region and sex, such as "habanera" for a girl/woman from Havana. You can search these hashtags, look through the pictures, and find girls that you are attracted to. Chances are, since they used that hashtag, they probably live nearby.

Another way to target local girls is simply to search by location. This will be whatever location they happened to tag on their photo/video. This might be the name of your city, the name of an adjacent city, or the name of a particular suburb, neighborhood, or restaurant/bar/park/concert venue/etc. Try them all. Now since you're only searching by location, you will probably have to go through a lot of men, old women, landscape photographers, etc. to get to the users you really want. A good way to mitigate this is to search for places in particular where you know hot girls are likely to hang out (and take pictures). Colleges and bars that attract a lot of young people are good bets for a location search.

Once you've found a girl you like, you may need to determine her age. There is a lot of jailbait on Instagram, and some of these girls look older than they really are. You don't want to go to jail for messing around with an underage girl. I'm even a little bit nervous about engaging with them at all, at

least here in the US where everyone is super paranoid about sexual predators. A lot of these girls will say their age on their profile. That makes it easy to filter. For girls whose age is not listed explicitly, you may be able to find context clues. If she has pictures of herself at college, for example, you're probably in the clear. Of course, you should be sure that a girl is of age before you agree to meet her. My preferred method of doing this is to ask her out for a drink. Here in the US, the drinking age (strictly enforced) is 21. So if she responds "I can't, I'm not 21 yet", I can quite reasonably respond back "Oh, how old are you then?" If she's 18 or older, we're good. If she says younger than 18, I just politely say "Oh I'm too old for you, but nice to meet you" and cut off the conversation. Of course there's nothing actually wrong with talking to an underage girl, but in this day and age I think it's wise to avoid it as much as possible. If, on the other hand, you find a profile of an attractive woman who is above your normal age range (say 40), she may be a legitimately hot MILF, but it is also quite possible that her pictures are all out of date or are heavily photoshopped. Don't say I didn't warn you.

The last thing I look for in a profile, as I mentioned earlier, is level of engagement. Generally speaking, you're going to have much better luck with girls who have fewer followers, likes, and comments. The more attention she gets, the less likely she will be to notice you. You can tweak this for yourself, but I don't even bother with girls that have over two thousand followers. Those girls are getting inundated with likes, comments, and needy messages from the never-ending stream of guys with no game who spend their whole miserable lives kissing girls' asses. Those girls don't bother to look at every guy who likes a photo, as it would take far too much time. But a girl with 100 followers (probably mostly her friends) will be intrigued when a guy she's never met likes one of her photos, and she will probably go check out your profile. She's also less likely to be an insufferable attention whore.

Instagram Escalation Ladder

In any sort of pickup scenario, it is essential that you come across as socially calibrated, and as such your actions come across as normal, natural, and congruent with the high-value image that you've created for yourself. A big part of this is learning natural escalation. Even if you're new to this game, you probably know that you shouldn't try to kiss a girl immediately after introducing yourself. You have to escalate gradually. You might introduce yourself, tease the girl a bit, make some small talk, touch her lightly on the arm, talk some more, lead her by the hand to another location, talk about something more meaningful, step in closer, and then kiss her. The latter is an example of natural escalation, while the former is extremely socially uncalibrated.

The same is true on Instagram, though of course the individual actions are different. But the need for gradual escalation is the same. Start small and slowly turn up the heat. Now before I go into how escalation works on Instagram, I should note that there is something of a fine balance between social calibration and boldness. In the previous example, some schools of pickup artist thought might say that going in for the kiss immediately would be good strategy, since women are naturally attracted to men who feel sexually entitled and act boldly. Therefore in some cases the positive effect of your boldness

might outweigh the negative effect of you breaking the normal escalation pattern. I believe there is some truth to this, BUT this will not apply very well to any sort of game over the internet. Whereas a man trying to kiss a girl right after meeting her in person clearly shows that he has brass balls, it takes very little courage or self-confidence to escalate quickly over the internet. To cite the more extreme examples, sending overtly sexual messages or dick pics right off the bat makes you look completely uncalibrated and will tend to be a huge turn off to women. If you chose an archetype for which a bit more forwardness might be expected, such as the seducer or gangster, then you might be able to get away with escalating a little bit faster than normal, so it's worth experimenting. I'd be interested to hear your method if you do have some success speeding up the escalation.

Your goal in making contact with a girl on Instagram is, of course, to meet her in person. So that will be the final step in the escalation ladder. From my own experience on Instagram I've managed to get a pretty good sense of how the rest of the ladder works, going from least intimate (lowest investment) to most intimate (highest investment). The ladder is as follows:

1) Like
2) Comment
3) Follow
4) Direct Message
5) Close

The first step is clearly to like a girl's photo or video. This requires minimal investment and doesn't look needy or weird as a first contact. You can also mass spam likes to a bunch of girls in your area using automated services, which is very convenient. The more of her content you like, the more investment you're showing, and vice versa. I tend to like only one or two photos/videos, as I don't want to show too much interest right at the beginning. Once I like a photo or video, I wait for her to respond. She can respond by ignoring me, liking one of my photos, liking ten of my photos, following me, commenting on my photos, and/or sending me a direct message to tell me she wants to have my babies immediately. My next action will depend on her reaction to my initial like.

Second and third are comment and follow. I put comment second and follow third, but to me the two demonstrate about equal investment. Of course, this does depend on the content of the comment. A gushing comment like "OMG you're so beautiful XOXO!!!" shows a lot of interest and would be a bigger investment than a like. But I'm assuming you've heeded my prior advice and only leave short, non-effusive comments. If you liked a girl's photo, and she responded by, say, liking four of your photos, an appropriate step up the escalation ladder would be to like and comment on one of her photos (if I'm going to comment on a photo, I always like it first) or to follow her. Chances are she will do the same for you.

I particularly like commenting on a girl's photo in a way that invites a response, such as the compliment plus tease discussed earlier. This has to be specific to the picture; a cut and paste comment won't do here. In many cases, the girl will respond to your comment with a comment directed at you in the same thread. I like to respond to her one more time, again in a way that invites a response from her. If she

responds again, I then respond to her, continuing the same conversation, in a direct message. This is a socially calibrated way of getting you from step 2/3 to step 4 on the escalation ladder. It seems like you are conscious that your conversation is filling up her comment thread, and that it would be more appropriate to transition to private messages. To her it feels smooth, natural, and considerate of her space.

Here is an example of how this whole process might look from the beginning:

1) Your automated service likes the photo of a cute girl in your area without your knowledge.
2) Girl sees that you liked her photo and likes a few of your photos.
3) You look through her photos, find one of her smiling, like the photo, and comment: “You have a cute smile, your cheeks remind me of a little chipmunk.”
4) Girl responds to your comment (on the comment thread on her picture): “Lol! Idk if I should feel good about that or not”
5) You respond to her comment (again on the same thread): “Haha it’s cute I like it. Hope you collected enough acorns for winter”
6) She responds: “I don’t have any acorns :’(“
7) You send a direct message: “You’re silly. Maybe I’ll share so you don’t starve to death.”

This is playful, it’s fun, and it just got you from having zero contact with the girl to having a private conversation with her that she is interested in. I generally suggest you keep your initial contacts playful, light-hearted, and teasing/accusatory. Even if your archetype is something that makes you seem like a hard ass, women love this kind of talk, and will probably be happy to see that you don’t take yourself too seriously.

Once you’ve gotten a girl responding to your private messages, your goal is to guide the conversation to either directly arrange a meetup, or transition to another, more personal method of communication. At the point that you’ve started conversing using direct messages on Instagram, you have probably already built sufficient attraction. Therefore you want to start guiding the interaction into the comfort phase. This shouldn’t be very long, but at this stage you’ll want to share a bit about yourself and learn a bit about her in return, but make sure to joke around, tease, and challenge a bit still so that the conversation doesn’t get boring. You’ll still want to focus on her, mostly, because women love talking about themselves. But you do want to tell her a bit about yourself as well, so that you become more real in her mind, rather than just some internet profile. A good rule of thumb I adapted from daygame pickup artist Tom Torero, is to give her three concrete personal details about yourself, such as your real name, what you do for a living, and where you’re from.

A continuation of the conversation above might look like this:

Girl: well then thank you maybe haha
You: lol you’re welcome. You look like the artsy type, are you the next Michelangelo?

Girl: No not really, I'm in school studying biology. I think artistic people are awesome though. Are you a musician? [hook point]
You: How did you know, are you stalking me?!
Girl: no lol! You're playing guitar in one of your pictures
You: lol I figured. Yeah I play bass in a blues band
Girl: oh that's really cool!
You: Yeah I love it. So you're a biologist. Trying to be the next Dr. Frankenstein then?
Girl: haha no, I want to work with animals
You: lol you're such a girl. So what's your real name?
Girl: Natasha, you?
You: Pleased to meet you Natasha. I'm Jon, like Jon Snow
Girl: nice to meet you Jon Snow ☺
You: You moved here from Detroit?
Girl: yeah, I came here two years ago for college
You: glad you escaped
Girl: haha where are you from?
You: New Jersey
Girl: ewww lol good thing you escaped too ;)

There are a few important points to note in this conversation. There are whole books written on how to talk to women, and I won't go into it in too much detail here. But I'll demonstrate some basics. First, note that you and the girl are learning mundane details about each other, but the conversation doesn't lose the fun, flirty vibe. Note the conversation does not go like this: "What do you study?" "Biology". "Cool, how long have you been doing that?" "Two years." "Do you like it?" "Yeah, it's interesting." "Cool, where are you from?" Etc. This is boring, logical, usually fine for guys talking to other guys, but definitely not good for guys talking to girls. A ton of guys make this mistake. The conversation above turns the boring conversation into flirty banter with little light-hearted assumptions and accusations like "Are you stalking me?!", "Trying to be the next Dr. Frankenstein?", "lol you're such a girl", etc. To a logical-minded man, the two conversations might seem effectively the same, but to a woman there is a world of difference.

Another detail to notice is the hook point. The hook point is the part of the conversation in which the woman becomes actively engaged and shows interest in further pursuing the conversation. Before this point, she has enough interest that she is willing to play along and answer your questions, but probably wouldn't really care if you stopped messaging her. Up until this point, you're doing most of the work yourself. The best indicator that hook point has been reached is that she asks you a question about yourself (in this case: "are you a musician?"). Once she has hooked, there is a good chance you will be able to successfully close. Don't try to close right away though, until you've provided your three personal details. In this conversation, those are: 1) You play bass in a blues band, 2) Your name is Jon, and 3) You're from New Jersey. At this point, you are ready to close.

Closing

There are basically two ways to close on Instagram. The first is to set up a date. And the second is to get another form of contact information for her, such as a phone number or facebook page. Both approaches have their merits. Getting a phone number or facebook is good, because it adds another layer of investment and makes the escalation a bit smoother. Going from direct message to date is a little bit more of a rough escalation than going from direct message to text message conversation (or phone call) to a date. However, your Instagram demonstrates the value that attracted her in the first place. Therefore every time she opens your Instagram messages, she is one click away from seeing your pictures and all your social proof. With a phone number, all that is lost. In a time when young girls have the attention spans of goldfish, this is a big loss. Getting a girl's phone number does not guarantee a date. There is a good chance she will either stop returning your text messages, or she will flake when you set up a date. You want to take steps to minimize the chances of this happening.

My favorite strategy is to go for both closes at the same time. That is, ask her for a date and then ask her for her phone number when she agrees. I might send one text message to her phone number, but any additional conversation I try to redirect back to the Instagram direct messages. This way, you've gotten a bit of extra compliance/investment from her by getting her to give you her phone number, but you've kept the conversation within Instagram, where she is most easily reminded of your value to her.

The last bit of the conversation might look like this:

> You: lol yeah, I like it much better here.
> You: you seem like fun, let's meet for a drink one of these days
> Girl: Ok that would be great ☺
> You: cool, you free tomorrow night?
> Girl: I get out of class at 6, I should be free after that
> You: ok great let's meet at Jerry's Pub at 8
> Girl: sounds good ☺
> You: oh what's your phone number?
> Girl: 123-456-7890
> You: cool I'll send you a text

And just like that, you have a date. Keep in mind that setting a date doesn't mean the girl will show up. A lot of girls have heard horror stories about other girls getting raped or murdered after meeting strangers from the internet, so they may be very nervous about meeting you. A lot of them also have short attention spans, and a lot of guys trying to hit on them, so they may lose interest quickly.

Getting girls to actually show up is a broad topic that I won't cover in much depth here, but you should be aware that it is an important piece of your game. You want to keep in mind two main factors: 1) making the girl feel safe, and 2) getting the girl out while her interest level is still high. I've already gone over a few ways of accomplishing these goals. Part of the reason you share details of your own life before trying to close, is so that she is comfortable that you are a real, normal human being, rather than

a crazed serial killer. Another thing you'll want to do is agree to meet at a place that, ideally, she is familiar with, and that is fairly public (so she knows you can't drag her away without a bunch of people seeing). Some girls balk at the suggestion of meeting for alcoholic drinks on the first date, so you might do better suggesting a meetup at a popular coffee shop. In order to get the girl out while she is still interested, you want to schedule the date as soon as possible. The day of the close or the next day is ideal. This might not be possible if you have a busy schedule, but keep in mind that the longer out you schedule the date, the more likely she is to flake. You might consider it terribly rude to back out of a date that was agreed upon well in advance, but girls—especially young girls—don't think anything of it. Yes, this sucks, but as always it is better to learn to adapt to the world you live in than to get angry about it.

While you should keep in mind that girls have a tendency to flake, you should never betray any lack of confidence to the girl herself that she will show up. You want to come across as though you're the sexiest man in the world, and you know that no woman would ever flake on you. If you seem unsure, she will lose attraction to you, and will be more likely to flake. For this reason, I never send a message like "Hey are we still on for tonight?" She might send you a message like that, which is a good sign; it means she is still interested. If you want confirmation but don't want to betray any lack of confidence, my favorite method is to tell her you're running late. Say "hey I caught some traffic on the way home from the beach and I'm running a bit late, let's do 8:15". She will either respond: "yeah that's fine", which means the date is still on, or "oh actually my friend's cat died and I really need to be there for her", which is a flake.

Girls will come up with all sorts of excuses for flaking on you. They almost never come out and tell you the truth: that they're nervous about meeting a stranger, or that they've lost interest. They'll say they're too tired, that they have to see their parents that day, that they have a lot of homework, etc. Most of the time, these excuses are bullshit. But occasionally something important really did come up. If that is the case, and she is still interested in you, she will probably apologize and suggest that you meet at another time. If she does that, she might show up next time. If she gives you a "hey sorry I don't feel up to it tonight I'm really tired", then you're probably going to have an uphill battle trying to get her out again, and it probably makes more sense just to count that one as a loss and go for other girls instead. If you've gotten a lot of prospects of new girls, it is good strategy to plan multiple dates for the same night. This way, one girl can flake and you still have a date. I like to space them out a bit, so if both girls show up, I can just cut off the first date early and go meet the second. This is great for your inner game, since it makes you naturally less disappointed if one girl flakes.

Chapter 7: Warm Approach

The more popular you get on Instagram, the more girls will start chasing you rather than you having to chase them. This is a great situation to be in, and it makes the whole process far easier. A girl showing interest in you might take many forms. Here I define "showing interest" as engaging with your profile in a way that is considerably more effusive than you have done for her. If you have an automated service that likes other users' photos, you might not know what engagement is a response to your like and which is her making first contact. I generally assume the former. But keep in mind that the automated service probably only liked one or two of her photos. So I consider the following to be major indicators of interest:

- Liking more than five of your photos (I've had some girls go through and like every one of my 50+ photos/videos).
- Liking three or more photos and following you.
- Leaving a comment that clearly shows interest. Anything with emojis with hearts in them automatically qualifies.
- Sending you a direct message. Any direct message counts, unless it's trying to sell you porn or sunglasses, or some other obvious spam.

Once you've got a girl chasing you, you basically have three options for what to do with her: 1) work towards meeting her, 2) keep her on the back burner to maybe meet up with later, or 3) keep her engaged so that she continues to provide you with social proof, but with no intention of ever meeting her in person. This decision will mostly depend on how attractive the girl is and where she lives. If she is attractive and lives nearby, you probably want to try to set up a date. If she is attractive and lives in a city that you might someday visit or she shows some interest in coming to your city, you probably want to put her on the back burner. If she is unattractive and/or you think you will probably never be in the same place, you want to keep her around just as social proof. Note that I don't advocate ignoring any girls at all until you've got so many girls interested in you that you can't possibly keep up with them all. Even girls you have no interest in can still make you look good to the girls you are interested in.

If you decide that you're not interested in the girl, you want to respond in a way that doesn't waste a lot of your time but still encourages her to continue engaging with your content. If she likes a bunch of photos, you should go like one or two of hers. If she comments on one of your photos, you should comment back on the same thread with a polite "thank you! ☺" or something like that. If she messages you, respond to her message the way you would to a nice person on the street. Be friendly without conveying any sort of sexual interest.

If you are interested in the girl, you should follow the escalation steps discussed in chapter 6, starting with whatever step she initiated (i.e. if she commented on your photo, first start a conversation on the comment and then bring it to direct message). You want to find out where she lives. If it is not clear from her profile, you should ask her once the escalation has reached the direct message stage. If she

lives far away, and you decide there is little chance you'll ever see her, you should politely end the conversation and treat the girl like you would an unattractive girl.

If you are attracted to the girl and she is local, follow the escalation steps in chapter 6 all the way to the close. Since she was chasing to begin with, you have some leeway, but you still want to keep in mind the two thirds rule and make sure you don't inadvertently take up the role of chaser, though it is still your responsibility to set up the actual date.

The trickiest situation to navigate is when you get interest from a girl whom you are attracted to who is not local, but whom you think you might be able to meet one day anyway. If you like to travel, it's really nice to have girls already interested in you when you arrive at a new destination. Aside from offering you all sorts of easy and free sex tourism options, it also makes your travels considerably easier for you. If these girls really like you, they will often offer to let you stay with them for free, will cook for you, will show you around their city, and will introduce you to their friends. I've even had foreign girls offer to help pay for my plane tickets. Life is good when you have an international harem waiting for you.

To get girls on the back burner like this, I like to engage with them and show them some interest in return (but again, not quite as much as they show me). You want to escalate as in chapter 6, starting from wherever she left off. Once you're in a conversation with her, exchange a bit of information about yourself. Since you have no option of closing until some unspecified future time, you need to stop the conversation eventually. Do it in a way that feels natural. And follow her on Instagram. Every once in a while, look at the feed of people you're following, and like the girls' pictures. This reminds her of your existence every now and again. Whenever you're going to be travelling to her city, send her a message and close her as you would a local girl. I recommend you try to set up a regular date. If she is comfortable with you, she might offer to let you stay with her. Definitely take her up on her offer (if you want to), just don't be the one to ask first. Remember, you're technically still a stranger, and you don't want to scare her off.

Some non-local girls will show interest in coming to your city and visiting you. I've had girls visit me from other countries, but most of them don't. To a lot of girls, you may be a fantasy that they love to talk to and dream about, but they're not willing to spend the time and/or money to go see you in person. Women work differently than men, and for them just the conversation with a guy that turns them on, even if they never see him in person, is pleasurable. For us, it's mostly a waste of time. Some of these women will intentionally lead you to believe that they will come visit you, when they have no intention of ever doing so. They just want you for a fantasy. Be aware of this when talking to women who live far away. If you're new to the crimson arts, you might enjoy talking to these women and get a confidence boost from it. If so, then go for it. But for others, this can be a frustrating waste of time. If you want to experiment a bit, you might be able to get these women to buy things from you or send you naked pictures. I've gotten girls to do both. If you can think of other favors that a woman can do for you remotely, it probably doesn't hurt to try that too.

Chapter 8: Gaming Girls You Already Know

Chances are lots of girls you already know are already on Instagram. And if you're like most guys, you know some girls with whom you would like to have a romantic relationship. Maybe you tried in the past and failed. Or maybe you never had the courage to ask her out. Or maybe you did have a relationship but it fizzled out for one reason or another. Instagram might just give you another chance.

One of the first steps to building social proof that I suggested to you was automatically following all your facebook friends that are on Instagram. Chances are, many of those friends followed you back. If you were lucky, among those friends were some girls whom you already know and would like to seduce. If you haven't already linked your Instagram to your facebook, I highly recommend it. Even if after you followed your friends, you add a new friend on facebook who also happens to be on Instagram, both you and that friend will get an Instagram notification saying that your new facebook friend is on Instagram. If that new facebook friend happens to be a hot girl, and she doesn't follow you first, you should follow her. Chances are she will follow you back.

Now that you've shown your most attractive qualities in your photos and built up an impressive amount of social proof, these girls you already know will get the chance to see you in a probably much more flattering light than when they first met you.

Your actual strategy for gaming these girls will be very similar to your strategy for gaming new girls. Generally speaking, you always want to give the girl the chance to initiate first. If she does, that raises your value (and your confidence) even more. So if you get the facebook notification that she has joined Instagram, don't follow her just yet. Give her a day or so to follow you first. If she doesn't, then you can follow her. If she follows you back, then proceed (if she doesn't, then she's probably not interested and I recommend you don't waste any time on her).

Once she follows you, give her a chance to interact. If she likes and/or comments on your photos, that's a good sign. The more the better. At this point, you have most likely caught her interest. If she follows you but doesn't like any of your content, go like one or two of her photos (not more than that). If she reciprocates, there's a good chance she's interested. If she doesn't, you can wait a few days and leave a compliment/tease comment on one of her photos (preferably her newest one, so it seems like it just showed up in your feed rather than you actually going to her page). If she responds in a flirty way and/or reciprocates with a comment on your content, then she's probably interested. If not, she likely isn't interested and you should give up on her.

If you do get some interest from her--perhaps she likes several of your photos--I recommend trying to start a conversation in the comments as described previously. After a few comments, take the conversation into direct message. I recommend you do this all within Instagram, even though you might have her facebook contact or phone number. As long as you're within Instagram, she is always one click away from your pictures and social proof.

From here you can set up a date like you would with a new girl. In this case though, since you already know the girl, you can frame it as meeting just to “catch up”. Since she already knows you, she will be more likely to agree and to actually show up because she already knows you’re not some crazy serial killer. If she agrees to meet up, she is almost definitely interested in you. However, since you are just “catching up” you can play coy and not mention any sort of sexual interest in her. This sort of ambiguity is chick crack. Not knowing whether or not you’re actually into her will make her more interested in you, so don’t show your hand too soon. When you go on the date, you want to do the standard attraction, comfort, seduction sequence. Once you finally go in for the kiss, she’ll be overjoyed.

Chapter 9: Cross-Platform Gaming

Since you've built up all this great social proof on Instagram, you may find it helpful to show off your Instagram to girls whom you meet in other situations. These girls will see your awesome pictures, and all the girls in the comments fawning over you, and will be more attracted to you. I've had great success with this, including with girls who flaked on me or with whom the interaction fizzled out for some other reason. I'll go over some specific situations in which you can leverage your Instagram presence to supplement your seduction game other than directly through Instagram.

Dating Websites and Apps

The easiest, and perhaps most obvious use of this is to link to your Instagram profile from your online dating profile(s). If you use Tinder, for example, you can write your Instagram username on your profile. Tinder also lets you link your Instagram profile so that girls can see your Instagram pictures. I actually recommend you do not use this option. The Instagram link on Tinder only shows your pictures, and does not show any of the engagement with your pictures. Since you already have enough pictures on Tinder to communicate all the attraction triggers, adding extra pictures from Instagram doesn't do you any favors. If anything, it can kill your chances, in the event that the girl sees something she doesn't like. However, if you list your Instagram account in your profile, she actually has to pull it up on Instagram to see it. And she will see your impressive follower count, photo likes, girls commenting on your photos, etc.

I suggest just including this line at the end of your online dating profile: "IG: @johnsmith123" (with whatever your Instagram profile name is). Once a girl is intrigued by you on an online dating site, she will probably take the opportunity to learn more about you, and your readily available Instagram may well be the first place she looks. If you're talking to a girl and she doesn't check out your Instagram on her own, you might point her to it. For example, your trip to Brazil comes up in a conversation. A response might look like "that's fun. I was in Brazil last year. I got some hilarious pics with the carnival dancers. Thought I had one up here but I guess I just have it on Instagram". At that point, she'll either go take a look or tell you she doesn't have Instagram. If she doesn't have Instagram you can just say something like "lol you dork, ok I'll show you when we meet up".

In-Field Pickup

Instagram makes a nice little prop when you're picking up girls in person as well. Whether you're at a bar, doing day game on the streets, or at singles event, it may be to your benefit to work your Instagram into the conversation. We'll use the trip to Brazil example again in each of those situations. There is

some nuance here to maximize the added value you get from showing her your Instagram profile. This assumes a little bit of prior experience in picking up girls in person. If you're new to this, you'll probably have to learn some basic in-person pickup skills before this will be useful.

Let's say you're at a bar, you chat up a pretty girl, and your friend chats up her friend. The attraction phase is going to be almost entirely about her, so I would wait until she's hooked and you're in the comfort phase. You want to show off your cool travel pictures, so you ask her if she likes to travel (they always give one of two answers: "Yes I love to travel!" or "I haven't had the chance yet but I really want to!" Girls are so predictable.). You talk about how much you loved going to Brazil. You say "I have to show you this great picture from Rio". Pull out your phone, open the Instagram app, and go to your profile screen. Keep the phone easily within her view. You want her to get a glance of your impressive follower count (but don't make your intentions obvious). Then scroll down, find the picture, and open it up. She'll look at the picture, and in all likelihood notice the number of likes and the top few comments as well. Once she's seen that particular picture, go back to your profile screen. Scroll through absentmindedly, and she may well ask to see some of your other photos. If she does, show her the ones that interest her and explain the story behind them. If she doesn't ask, put the phone away and continue the conversation. Either way, she's gotten the important point: that you're a high value man with an exciting life and a lot of fawning fangirls. Continue building comfort as necessary until you feel you can bounce her to a different location.

Now let's say you stop a girl on the street by herself in the middle of the day. Again, save the Instagram for the comfort phase. After she's hooked, she'll be interested to know more about you. If you followed my advice for setting up your profile, most of the interesting and sexy things about you are going to be portrayed in your Instagram pictures and videos. Your answer to "what do you do for work?" for example, might be "I teach Brazilian jiu-jitsu. I actually went to Brazil for a competition last year." She'll most likely ask you about the trip, which you can then illustrate by showing her your Instagram pictures. As with the night game example, you want to start with the profile page, let her see it, then go to the particular picture(s). She may also offer to follow you if she's on Instagram too. This is a good sign, and you should take her up on her offer. However at this stage, if she doesn't ask you first, I don't recommend asking her for her Instagram, since you are probably not ready to close yet.

Maybe you meet a girl you like at a singles event, like a Meetup group or a speed dating event. Speed dating is the easiest, since the girl is basically stuck with you for a set amount of time. You should consider in advance which photo(s) in particular you want to tee up. These should be the ones where you look the coolest and where you have the most likes and comments (fawning girl comments in particular). Think of what question she could ask that would segue well into you pulling out your photos. Then you ask her that question. Ninety percent of the time she will ask you the same question right back. Girls are so predictable. So, for our example, you ask her if she likes to travel. She asks you the same question, you tell her about your Brazil trip, then you break out your phone and show her the pictures, same as in the previous situations. Don't linger too long on your Instagram, as you don't want to make the conversation all about you. Put the phone away after a minute and be sure to talk about her life as well.

You can also ask for a girl's Instagram profile either in addition to or instead of getting her phone number. In most situations, you definitely want to get a girl's phone number, and asking for just her Instagram instead looks weak. However, there are two big exceptions where getting a girl's Instagram may be the best you can do. The first is when there is a time constraint on meeting up with her later. Say you chat up a girl in the airport in your hometown. She tells you she is waiting for her flight back to her home in Sweden. One hour is obviously not long enough for you to seduce her, so getting her phone number would be essentially useless. However, if there's a chance you might go to Sweden or she might come back to your city sometime in the near future, ask for her Instagram profile. Follow her, and she'll follow you back. If she doesn't have Instagram, the next best option is facebook or WhatsApp.

The second situation in which you might connect on Instagram instead of getting a phone number is when she refuses to give you her phone number. This happens sometimes. It may be that you didn't build enough attraction or comfort, or she's really nervous about giving out her phone number, or she's intentionally being difficult to test your reaction. If she refuses to give her phone number, ask her for her phone number one more time. If she still refuses, then ask for her Instagram. This may feel like a weak close, but you're doing the best you can given the situation. A girl who initially was not that impressed by you may well take a look at your impressive Instagram profile and decide you're worth a shot after all. This has certainly worked for me in the past.

If you successfully got a girl's phone number, you can make the close even stronger by getting her Instagram as well. This requires a bit of finesse; you don't want to ask for her Instagram immediately after she gives you her number. After taking the number, continue the conversation a bit before asking for her Instagram. Getting her Instagram can be a very effective technique to hold her interest. When a you text or call a girl, it doesn't bring up anything about you or your interaction, except your name. However, if she is following you on Instagram, her feed will show her your new photos periodically. And if you direct message her on Instagram rather than texting her, she will have access to your profile to remind her of who you are and of your high value. Some girls don't always notice when they've received a new Instagram direct message, so I do recommend texting first. But if she doesn't answer, you can try sending her an Instagram message and she might be more inclined to answer.

On Dates

Your Instagram can also make a good prop during an actual date. As before, when your conversation hits upon something that would be well illustrated with one of your Instagram photos, go ahead and pull out your phone and show her. As before, start with the profile home screen so that she can see all your great social proof. Of course if you already showed her your Instagram when you first met her, this might come off as a little try-hard and she might start to suspect that you are just trying to impress her. Which is not good. So I suggest you only do this once or maybe twice with any one girl. Also, if your intention is to take her back to your place after the date, be careful you don't cannibalize any good opportunities by showing her your Instagram. For example, if you're a painter or a musician, don't show

her pictures of your paintings or videos of you playing music on Instagram, when you would be much better served to bring her to your home using the pretext of taking her to see your paintings or listening to you play her a song.

Dread Game for LTR

Once you have a girl in a long term relationship (LTR), whether she is your girlfriend, wife, or just a friend with benefits (FWB), you still have to maintain her attraction to you. A lot of guys assume that once they've "got" a girl in a relationship, they can let their guard down and stop working to attract her. Unfortunately this is not true, and this misconception leads to a lot of heartache. Think about it like this: you get married to a slim, beautiful model. Then right after you marry her, she stops taking care of her body and gets fat. You're probably going to be disappointed, angry, and much more likely to cheat on her or get a divorce. A woman feels exactly the same way if she marries a strong, confident alpha male and then he becomes weak, indecisive, and supplicating later in the relationship. For many of us, acting alpha is not our natural state, and it takes effort to maintain. But you don't get a choice; you have to maintain it, even in a LTR. You owe that to your woman, just as she owes it to you to take care of her body.

One of the best ways you can communicate you are (still) a high-value alpha male is by demonstrating to your woman that other women want you. If she follows you on Instagram, she will likely get constant reminders of that fact. And it will make her more attracted to you. She will want to have more sex with you and will treat you better in general if she gets the occasional reminder that you have other options should you ever become dissatisfied with her. PUAs call this "dread game". Remember women want men with higher value than themselves. Maintain that proper sexual polarity, and your woman will treat you like a king.

Of course, this can also make your woman insecure, which can be a headache for you. My last serious girlfriend was rather unstable, and she complained about my online presence a lot. So you have to strike a balance. You're not trying to be a dick and rub her face in it. You just want it to be an occasional subtle reminder, nothing more. If she complains (assuming she is a committed girlfriend or wife, not just a FWB), tell her that you are only with her and are not sleeping with any of these Instagram fangirls. Tell her this is a hobby that you enjoy, and she needs to trust you. Don't ever agree to stop partaking in an innocent hobby because your woman tells you to. You are the man. You are the leader. And you don't take commands from a woman. Be nice about it, but you need to make that explicitly clear to her. That's alpha, and, despite her protests, she will love and respect you more for it. Women are not attracted to men who let women push them around.

Chapter 10: Final Thoughts

So there you have it. This is the complete system I've created over the past several years for picking up girls on Instagram. It definitely takes some work, and it may result in some uncomfortable revelations about where your lifestyle may be lacking, but the reward, in terms of meeting new girls and pushing you to be the best version of yourself, is definitely worth the investment. Hopefully you've gotten some dates and perhaps some new fangirls in exotic locations, along with the confidence boost that comes with being a high value man who is desired by women around the globe. Of course, the question of how to turn your dates into sex or long term relationships is beyond the scope of this book, but if you would like to improve your date game, I highly recommend the work of Tom Torero (https://tomtorero.com/), who is a UK-based pickup artist who specializes in daygame. His date model is excellent, and he gives it away for free on his YouTube channel. I follow it almost verbatim and have had excellent results.

Keep in mind also that Instagram is always changing. The app's developers do occasionally add or remove features, which you may find useful in your seduction efforts. I will try to keep you updated on any relevant changes on my blog at www.ChristianGreyPUA.com. If you notice a change that affects how you use this system, or you come up with an ingenious new strategy that I didn't think of, send me an email at christian@christiangreypua.com, and I may feature your tip or suggestion in a new blog post. Also feel free to send me an email telling me about your results using my system. I love to hear your success stories. Check back on my website, www.ChristianGreyPUA.com, for my latest thoughts on Instagram game, Tinder game, creating a sexy lifestyle, PUA theory, and game in general.

Thank you for reading my book and happy hunting!

About the Author

Christian Grey is a pickup artist, writer, blogger, and dating coach based in a medium-sized city in the United States. He prefers his online presence to remain anonymous so that he can speak his mind freely without having to worry about political correctness Nazis burning his house down. He specializes in online game and day game. He loves to travel and enjoy the exotic women around the world. His blog and product offerings can be found at www.ChristianGreyPUA.com.

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