

***How To
Always Know
What To
Say..***

How To Always Know What To Say: ©2012 Jason Capital. All Rights Reserved.

The Governing Principles behind endless, attractive conversational threads:

All good seductive conversation really comes down to two things in my experience:

1. Good vibes
2. Me/You communication

Those good vibes are created by the light/playful/challenging undertone to everything YOU do -- she gets the good, fun vibes via the Law of State Transference and voila, you guys are violently vibing :)

The second is one of the most important concepts I can possibly give you about seductive conversation -- Me/You communication.

Remember the last conversation you had with a woman and compare it to what I'm about to share with you..

From now on, I want you to think of any conversation as having 3 possible focuses.

You can talk about:

1. Yourself
2. Her
3. Something else/someone else

Me/You conversation states that all conversation should always be coming back to either you or her and your emotions/responses/feelings.

Say you guys are talking about a movie you both have seen. Let's pick one of my favorites, Iron Man.

You guys are talking about how cool Robert Downey Jr. is as Tony Stark. That's fine, Me/You Communication doesn't mean it ALWAYS has to be on either you or her, however...

..it means you're always coming back to it.

So you remark how Tony Stark is the 2nd most suave human being of all-time, she playfully disagrees, says he might 3rd or 4th, you guys laugh about it, and NOW...we bring it back to you or her.

To do so, I might say: "I remember when I first saw Iron Man, I was with my friend Josh, he's a total vagabond, I think he's camping in Alaska right now, and as we walked out of that movie, I told him, *"I feel like Robert Downey Jr. is officially my hero."*

Instead of continuing to talk about the movie (Something else), I brought it back to me and my feeling about the movie -- I felt like RDJ had just become my hero.

This makes the whole conversation way more interesting to her, and now it's not the movie

that's the focal point and the thing she's thinking about...it's YOU that's the focal point, and it's you she's thinking about.

And now, she has a really easy hook to bite on and share her feelings on RDJ, or how she felt after she saw the movie or some other movie star or how she feels about you feeling RDJ is the man, etc.

Here's another example:

Let's say she's telling you a story about her friend who just moved to the area, and she spent the day helping her move in.

You don't talk about what kind of stuff she moved in.. (boring)

You don't talk about her friend.. (not as boring, but not HER)..

You talk about how good of a friend she is for doing that..

You tell her she should've charged her friend for the help so now she could splurge all the money on getting you drunk for the night..

You ask her if she's the decorating type, and that's why her friend chose to ask her..

It's all about HER, with that playful, non-needy undertone to it all.

Good vibes + Me/You Communication = Attractive Conversation

Here are some other important governing principles regarding good, seductive conversation:

1. You both should constantly be sharing relatable stories, back and forth, constantly picking up on different potential conversation threads throughout (see below for details on that).

Truthfully, it doesn't even have to be related to the current conversation at all (sometimes I'll just say, "You know, on a TOTALLY unrelated note..." and just start talking about whatever the fuck I wanted to talk about, just know you gotta be super bold and hold frame when you're gonna pull off stuff like that).

2. You should consistently be creating little threads off the main story you're sharing, whether it's a quick backstory about one of the characters involved, or some fascinating side point you know anyone would love to hear about.

For the most part, the more *little, interesting details* a story has, the better.

A good story follows this basic outline: Setup --> Action --> Outcome

So before you start talking about what happened ("Action"), you need to setup the story first.

Give the setting, the time, the place.

If it was thundering that night, tell her.

Set the scene.

It's really good if you can set it up with a couple different characters and foreshadow how there's going to be some conflict or tension between them, coming right up..

3. Understand the Conversation Investment Principle between you two.

You probably naturally abide by this, but if she's only said 12 words to you, you shouldn't be going off on 3-minute storytelling diatribes yet.

At the start of a conversation with a girl (the very first time), you will have to be talking maybe 80-90% of the time for the first few minutes until she's attracted and wants to impress you, however..be sure that it's not a continuous 90% shot right off the bat.

Maybe she says a couple words, you talk for 10-15 seconds, she says a little more, you talk for another 15-20 seconds, then she says even more, etc, etc.

Basically, just don't talk her face off, especially if she's not already attracted :-)

Consider how many thoughts you have a day (high-achievers have as few as 12,000-15,000 while some misguided souls out there might have as many as 60 or 70,000).

With that in mind, how improbable is it you "never" have anything to talk about? Especially now that you're expressing your personality so freely..

Here are some tips to not only always have something to talk about, but how to have the best, most interesting conversations.

The Best Kinds Of "Circulating Topics" In Attractive Conversation:

Pop Culture - Anything going on in pop culture are always stimulating discussion topics. Don't bring 'em up just asking for others opinions.

State your take on it first, and then let it ride. It's also funny if you introduce the topic like it's a really big, important deal, like so:

"OK, I want to talk about something really, truly important....what's up with Tom and Katie?How was Tom not smarter, knowing that Katie's dad was like the top divorce attorney in the country?"

Funny.

Let's cover some other good topics you can always bring the conversation around to:

***Anything interesting you recently learned** (or didn't recently learn, but you're quite free to tell her you just recently learned it).

Ex: *"I was just reading this book the other night, and the author had the most amazing insight into what kind of self-belief it takes to succeed. He used this example.."*

And then you'd go on and show her the example you got from the book.

You'd explain it with passion, precision and pauses for suspense throughout, along with a couple little playful side-comments thrown in to keep the tone of the interaction light and playful.

Remember, EVERYTHING is always light and playful.

***Anything you were curious about in your mind in that moment, maybe something about the environment**

For instance, if we're at a bar and I notice that there are way more guys than girls in the building, I might turn to her and say, *"There are an unbelievable amount of guys here right now...why aren't you with one?"* if I was truly wondering that.

Notice how non-needy and subtly challenging of a question this is.

This is actually a really good question to ask, because no matter what she says, I can just respond, *"I know why...it's cause none of them are on your level."*

At first sight, this might look like a supplicating comment, yet it's coming from a position of value. By me telling her none of them are on her level, I'm implying that I am, at the very least, on her level if not higher. If you try this one, no matter how she responds...HOLD the frame (playfully of course).

Other things you might curious about: Why the architect put a bathroom *there*, if those two bartenders are hooking up or just flirty, if that guy and girl are just friends or a couple and so on.

Notice how none of this is typical or bland...all of it has human connection to it, with a dash of spice.

Another great thing to do is to make a list, right now even, of your 3 biggest passions in life, and then write out the 3 coolest things about those passions.

These might be fascinating ideas, monstrous facts/stats you wouldn't believe, demonstrations you can involve between you and her, stuff like that.

One warning though: These should be things that would appeal to someone who knows NOTHING about the subject. You're not teaching a college course here, you're playfully talking about a passion with a 4th grader (not literally, but that's probably the best way to think about. Most newspapers are written at a 5th-grade level themselves).

So here would be one of my examples.

I'm really into Body Language.

So one of my passions is: **Body Language.**

And here are 3 of the coolest things I know about body language that I could talk about with someone who knows nothing about body language.

1. The feet are the most "honest" part of the body. I'd go on and explain, using real people nearby in the venue, how this works and relates to her life too.

2. You can usually gauge someone's comfort level by looking at their torso. If there's something "guarding" the torso, they're more blocked off, but if it's open, they're more comfortable, confident, etc.

3. People's pupils dilate when they see something they like, and constrict when they see something they don't. Imagine the teasing you could play up with this one..

"That's how I know you find me irresistible.. Every time you see me, your pupils expand as wide as a house. See, they're doing it right now :-)"

So now, with my awareness about all of this, all I have to do is start talking about this passion of mine with this girl (shouldn't be too hard) and the opportunity for me to show her one of these really interesting things about the topic will arise. And I'll already have an idea of how to best talk to her about it and have some fun with it.

Also, here are some guidelines as to what makes something interesting.

A topic is interesting if..

** It has immediate application to the other person*

Ex: Body language knowledge about catching someone in a lie.

** It appeals to their self-interest*

Ex: Did you know there's a real way to tell if someone is lying to you, or telling the truth?

** It involves a human connection/emotion*

Ex: Talking about body language positions and the significance of the thumb vs. the other 4 fingers isn't nearly as interesting as me breaking down someone nearby, and me deciphering what they're **feeling** based on the current position of their thumbs. Make sense?

** It has value*

Ex: Things always have inherent value if there's passion behind it, which there inherently will be for these.

However, you can make them even more interesting by further increasing the value of them. One of the best ways to do this is to make her "earn" the information or story.

Tease her with it (*"Want to know how to tell if someone is lying to you? It's a body language trick.."*). Naturally, she'll respond "Yes." Now she's hooked.

From here, just qualify her a little bit before you give it to her (*"I don't know...I know your devious style, you might use it to get away with lying to other people."*). She'll laugh, say "No, I won't!" and now that she's "earned" it, you can go ahead, however now...the information you're about to share has gained more value than if you just gave it to her right away.

Evil? Yes. Awesome? Yes. Immediately applicable to everything you do? Yessir.

** It is spoken with true, unfakeable passion*

Ex: This is why we made a list of your 3 biggest passions. When you're talking about the things you're passionate about, you can't help to speak about them with passion. And since I haven't used the word passion enough in this sentence or report enough, passion, passion, passion.

** Passion.*

Ex: Last time.

One thing I want you to remember too is a lot of times, when guys first start getting these really interested reactions from girls, they get really excited and start giving up their body language, showing just how excited they are to be talking to this girl.

Until you really get to the end of the HVST phase and the Escalation phase, keep your body language somewhat away from her. She still needs to earn the **full attention** of your shoulders and waist. OK?

"A man with a plan is a smart fucker." -John Wooden

If you ever feel like the conversation is getting too deep before enough Attraction was built up, it's good to have some fun games that you can pull out at any time.

Here's a list of different games you can learn and keep around. I recommend you simply master 3, and just use those over and over. These are basically inexhaustible.

Fun Games You Can Play At Any Time (pick 3 to make your own):

Truth Game (using light/playful questions)

Thumb War

Staring Contest

Funny Palm Reading (make up silly, obviously not true shit about her. "See this line? That means you find guys with <insert features and facts about you here i.e. green eyes and brown hair if you have green eyes and brown hair> irresistible...why am I not surprised? :-))

Secret Handshake (make up a secret handshake between you two. If there's high-fives involved, make her miss your hand the first time and say, "Remind me to work on your coordination later. Let's try this again."

Fuck/Marry/Kill

Two Truths And A Lie (You or her have to tell the other person three facts, 2 of them true, 1 of them false. The other person has to guess which one was false.)

ANYTHING from Kokology (Volume 1 or 2)

Who's More Psychic? (Get into a play argument about who has more psychic skills, then make up a game on the spot about who's more psychic. Start guessing shit about each other and have FUN with it. Guess really silly, crazy shit about her for some of them, like "You once had a spiritual orgy in the Himalayas with local tribespeople.")

Tic-Tac-Toe (if she wins, she gets your number. She won't win, so pretend to just walk away after like "Oh well, better luck next time". She'll laugh, you come back and you guys can just exchange numbers there or keep talking/escalating.)

If you want to keep it going and you've already done the games thing, you should have 3 fun questions you can ask at any time too. Here are some examples:

Questions You Can Ask At Any Time (pick 3 to make your own):

What's your favorite memory from when you were 6?

What's the craziest thing you've done lately?

What was your very first date like?

Would you rather sky-dive or go bungee-jumping, and why? (really any of the "Would you fathers.." with fun topics and choices. It's best if the choices can be sexual too, *"not that she has a shot anyway"*...right?.)

Any fun questions about current pop-culture.. (listen to morning radio shows, they always have interesting discussions that generate tons of women to call in to)

Craziest place you've ever had sex?

Most embarrassing moment from when you were a kid?

You can easily create all kinds of questions yourself, when you understand these 3 principles:

1. Talk about extremes. It's not "something sort of embarrassing", it's the MOST embarrassing. It's not "tell me about a bad date", it's "tell me about the WORST date you've ever been on". Get it?
2. Keep them fun, light, playful and just a little bit silly. Childhood stuff is great for this. Nothing serious!
3. If you can make the questions sexually or relationship based, that's best.

There's been instances where the first thing I ever said to a girl was, "How much better does it feel for you when a guy enters you raw?" and it worked out, but I would recommend typically setting a fun/playful/challenging/comfortable/don't give a fuck vibe between you and her before you start talking about sex....but when you do, remember:

Keep it totally comfortable. Sex is NOT a big deal, it's just something fun people do for fun and you have no problem talking about it, joking about it or anything in-between.

When There's More People Than Just You And Her:

When it's her and a friend, or even a whole group of people, just ask them, *"How'd you guys meet?"*

There will be several potential threads in their answer that you can relate to.

Putting this all together, allow me to demonstrate:

You're talking to one girl, you guys are vibing in the Attraction Phase, when her friend comes over to join.

"So how did you guys first meet?"

"Wow, good question...how did we meet? We first met almost 2 years ago at Nordstrom's. I had just started working there, and she was my manager. We used to have this one boss we hated, so we kind of started just making fun of her behind her back, and kind of bonded over that lol. I actually quit a few months ago, but we're still best friends."

Now, when I hear this, here are all the different threads I potentially see here (notice how NONE of them are typical...no one has ever responded to her answer quite like I will):

Potential Thread #1: She had to think for a second about how they originally met. I want to make a comment about how it's hard to remember shit like that sometimes.

"Isn't it weird how it's hard to remember how you met someone sometimes? Like, watch this -- I'm going to totally test your memory right now and judge you on your knowledge of pop-culture. Two questions. As quick as you can, name 3 courses you took in college."

<Wait for her answer. She'll take a while, probably laugh at how hard it is for her to remember. If she's taking more than 10-15 seconds, interrupt her.>

"OK, that was awful, lol. Now name 3 characters from Seinfeld."

<She'll name 3 right away, and I'll teach her really quickly how our brains are wired to remember stories, not facts, and that's why Seinfeld characters and good books (if she reads!) are so easy to remember, and the courses you took in college long been stored in Brain Siberia.>

Potential Thread #2: If I had any stories about unique or funny shopping experiences at Nordstrom's (or any other department store), I could tell her about that. I don't, however if I was still in the Attraction Phase with her, then I could flirt and make up something funny here.

Maybe like.. "You know, I used to date a girl who worked at Nordstrom's. She used to steal clothing from them all the time. Is that why you were forced to quit too?" Bam.

Fun, easy and highly-attractive.

Notice the mention of the girl I used to date, which lights up her Preselection switch, the interesting remark about stealing clothing and then of course, the teasing at the end which I of course topped off with a suspicious looking grin, like I might actually believe she stole shit.

Potential Thread #3: Her best friend was her former manager. I'm curious about the power roles there, and how that affected the relationship.

"So you used to be her boss, yet you guys became best friends.. How does THAT happen?"

Notice how I'm not talking about facts. Everything is based on experiences, stories, emotions, what's going on between two people, etc.

Potential Thread #4: I remember a teacher I had in high school that none of us liked, and I actually bonded with this girl Erica and we used to spend all class making fun of the teacher too. I'd tell that story, but I wouldn't just tell it. I'd end it by raising the stakes on her with a FUN/PLAYFUL/CHALLENGING small-investment qualifier, like *"..and if that wasn't enough, Mr. Rylick had this ugly little soul patch under his lip all year long too...I bet your boss didn't have an ugly little soul patch.. :-)"*

And from any of those threads, she or her friend or anyone else in the vicinity will have something to relate to or add to the conversation. This stuff really is simple, guy.

Also, a major mistake guys make in conversation is staying with the same topic for WAY TOO LONG.

They get lucky to land on one thing that's good, and they fucking beat it to a pulp.

Remember you have the total freedom to constantly be creating new threads in conversation, jumping all over the place in topics and stories and observations and quips, just sliding back and forth between more "Attractive" type conversation (more playful/light/fun/challenging) and more HVST conversation (stories/qualifying/connecting) as you please.

You can keep this going all night, until logistics are right for you to escalate, at which point..

..you escalate.

Game-time :-)

-Jason