



MAKE WOMEN **WANT** **YOU!**

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CHAPTER ONE: THE HEAD INSIDE YOUR HEAD

In order to be the kind of guy that just hooks up with all kinds of women..

That attracts women at will..

To be the kind of guy every girl irresistibly wants to be with and get physical with...

To be that guy, there are certain beliefs that you will need to have, so here in Make Women Want You, that's exactly where we're going to start.

What you'll start to realize in this first and pivotal chapter is that all the thoughts you have and all the actions that you take, based on those thoughts, stem, from your belief system -- no different than the tree that grows from a seed.

Your Belief System is literally responsible for all the decisions and actions you'll make in life -- when you're grey and old, you'll look back on your life and see how every action and decision you made was based on your own personal Belief System.

It's the core of your Earth.

So while later in Make Women Want You, I will be giving you all kinds of tactics and techniques to say and do in order to really spike a woman's attraction for you no matter how hot she is, or how hot she thinks she is, we still want to kind of give you some beliefs that are going to work overtime for you behind the scenes.

This is what some people would call the core of your "inner game".

Guys who hook up with all kinds of girls.. Guys for who it seems like every girl is just attracted to and is always having fun with.. Guys who make girls want to be around them all the time.. The guys that all the girls are chasing, and talking about and go to sleep thinking about..

What do all these guys have in common?

They have belief systems that differ from the guys that don't get any girls, or who guys who get into relationships but always end up getting broken up with and losing the girl.

And right now, I want to give you their beliefs here so over the next few weeks, you can start to kind of watch and notice these beliefs start to grow inside of you and you will start to see how your actions and decisions kind of shift because of these new beliefs.

So let's get started first with disproving the common beliefs that society and movies and television and books have recommended you believe for years.

If I'm going to rant anywhere in this book, it's going to be here, in this section.

If you've ever seen *The Matrix*, that's really what it's like out there..

Some of what I'm about to tell you might make you temporarily uncomfortable, but that's only because other people who probably didn't know what they were talking about have been telling you conflicting nonsense for years and years now. Change might be constant, yet it's always uncomfortable, at least at first. Me personally, that's my favorite part because it tells me I'm growing and doing something right, so hopefully you can kind of feel that way too as I kind of pull back the curtains behind the stage right now.

There is no going back after this, so if you have any doubts about women, or think that maybe you don't want the powers to get any girl you want, then stop right here and never open this book again.

Otherwise, let's get you up to speed right now.

I call these "Movie Mirages" because most of what our society thinks they know today originally started somewhere inside Hollywood, inside the head of 1 or 2 people with a big bank account and all kinds of unfortunate personal bias.

Movie Mirage #1: You've Been Told That Women Are Prizes That You Have To Pursue.

Have you ever noticed how in the movies there's always the "good" guy who chases the girl around school or around town, buys her flowers, takes her out, acts all "Aww shucks" and nervous around her...then somehow, eventually at the end of the movie, the girls decides she had mistakenly been dating an asshole, and now she sees she was really meant to be with this other, nice guy who really, truly cares for her, so after telling the asshole off, she runs into the "good" guys arms at the end of the movie, and everyone leaves the theatre feeling good and thinking that being the "nice and caring" guy really will prevail in the end..

Right, because that's how it actually works in the real world. (When you see sentences in full italics, that means I'm being sarcastic, which I like never, ever do. Notice how I'm still in italics now :)).

You know what guys who chase girls everywhere around town with flowers, act incredibly sweet

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to her all the time and do the “Aww shucks, I’m a little nervous..” thing are referred to by girls in the REAL WORLD?

Creepers.

Stalkers.

Freaks.

And not in the good way.

The guys who hook up with a lot of women don’t chase women, they don’t see women as prizes that need to be pursued, instead..

..it’s the other way around.

YOU are the prize.

More on this in a second.

Movie Mirage #2: You’ve Been Told To “Be Nice” To Women.

You’ve been told to keep it nice and safe with women at the expense of your own beliefs, to not take risks that, DEAR GOD, you might offend them should you actually say what’s really on your mind..

To not spark in emotional reaction with them, but instead keep it bland and weak and safe.

Thinking like this will get you nowhere but all alone on a Friday night, AGAIN..

I want to make a quick side bar here about this little faulty common belief too: Being overly nice to women, playing it safe or not actually saying what you’re thinking... all of these are still tactics being employed by the typical nice guy who thinks, “No I am not going to be an asshole, I am not going to be bluntly honest, I am not going to take risks or be edgy, instead..

..I am going to keep it safe and bland and boring and smile like a little sweet heart...how could a girl not be attracted to such a sweet, nice, easy guy?”

That is what most “nice guys” actually tell themselves.

We’ll cover why this angle doesn’t work AT ALL throughout this book, however please stash in mind: This is manipulation at its worse.

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The whole nice guy act is literally changing yourself to try and get what you want from someone else, from another woman.

You stop being YOU and stop saying what you're really thinking to instead pretend to be this nice, favor-granting guy, all the time, even when you shouldn't be.

Unfortunately, that's not "nice" for anyone. It's just poorly thought out manipulation that women don't respect and *will* likely take for granted.

Take a look at who the hottest girls are actually hooking up with, and tell me if the majority of the guys are "nice guys" or if they're more of the "alpha, I do what I want" kind of guys?

As a general rule, it's great to do good things for other people when 1) they actually DESERVE it and 2) it's done on your own accord...their general behavior has motivated you to do something cool for them.

The "nice guy" bit WILL NOT work, has never worked and needs to be dropped immediately. This leads us perfectly into..

Movie Mirage #3: You Have Been Told Women WANT A "Nice Guy".

They're always saying this, right? They want a nice guy who will be there for them, always, and do whatever they want and be wherever they want and pick them up from wherever they want and do them favors and do all kinds of shit for them.

Here's the kicker: They ACTUALLY don't want this.

In truth, they loathe it.

Want to know why they're always saying it then?

It's what Hollywood and their parents and maybe their teachers told them to think and say.

Take a look at who the hottest girls are actually hooking up with, and tell me if the majority of the guys are "nice guys" or if they're more of the "alpha, I do what I want" kind of guys?

The number of discussions I've had with women over this is now in the hundreds.

They play with the “nice guy”, having him buy them drinks and lavish dinners, take them on shopping sprees and anything else they can think of.

Some will even “let” the nice guy to give them foot or back massages, like this is a nice gesture or something.

Then, after the hour long foot rub the nice guy just gave them, they’ll say they’re tired and want to go to sleep to get the guy to leave. He’ll awkwardly try to kiss her (because he’s a nice guy), they’ll say they just want to take it slow or some other bullshit like that, then they’ll call strong alpha male they’ve been thinking about all week and HOPE he answers their call.

If he does, and tells her to come over so he can do “unspeakable things to her body”, she’ll be at his house in 10 minutes.

And then after doing all kinds of intense, unspeakable, ground-shaking things to her body, he’ll tell her he wants to get some sleep and he’ll kick her out.

Or if he decides he really likes this one, he’ll eventually make her his girlfriend and she’ll be more excited than she’s ever been in her life.

We’ll cover this more throughout this book, but if you just read that and thought, “No way, that’s misogynist bullshit..”, think again and get excited -- you’re in for a treat tonight.

Movie Mirage #4: You Have Been Told To Watch Your Manners And Never Truly Speak Your Mind.

This probably started when you were kid, maybe in kindergarten.

You got it from Mom, from your teachers, from Disney, it was everywhere.

Watch your manners.

More important not to offend anyone than to actually say what you believe.

Play nice.

Don’t take risks, not in this lifetime, who knows what could happen ..

Bullshit.

Bullshit.

And more bullshit.

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I want to tell you something important: This whole proper etiquette, manners thing is NOT you're natural hard-wiring.

It's just "soft-wiring" we're all brought into when we're kids and sensitive to all of it.

You didn't have much of a choice back then, but sticking with it now, as an adult...that's the way of the sheep.

We're going to take the sheep layer off in a few pages if any of it is still there, and reveal the wolf inside.

Movie Mirage #5: You Have Been Told Women Are Attracted To Money And Looks.

Women are not actually attracted to men with money, and looks don't actually make or break anything.

These are what we call Logical Attraction Points.

I know TONS of cheap, fugly dudes who pull HOT girls all the time.

I know bald guys with young, SEXY girlfriends.

We're going to talk about this later on A LOT, but women are intensely attracted to the guy that gives them the BEST emotions. Emotions are free, and have nothing to do with money or looks. Period.

Now sure, I agree...these can play a role to a small extent, maybe 5 -10 percent of attraction, which is GREAT..

..that means we got 90% of the game in OUR CONTROL for you make any women want you.

Rejoice.

Movie Mirage #6: You Have Been Told That Society's Reality is YOUR Reality.

The reality that has been "constructed", in general, is the one that is the safest for everyone.

(By the way, you can define a reality as "social expectations". It's how you expect people to treat you, respond to you and interact with you. We're generally TOLD what to expect, as opposed to DECIDING for ourselves.)

If you were to take all the wild alpha men and calm them down "for the greater good", enforcing them to stay in the lines and not express themselves fully and not to fight for what they believe

and not take what is rightfully theirs, well then all of sudden we are not going to have ANY fights and people are not going to get killed as much and stuff like that and that is all dandy and fine, I understand not killing someone over witch accusations anymore BUT..

..when the beliefs of this reality seep over into your interactions with women, you become nothing but a harmless hamster.

In truth, when it comes to meeting and attracting women, you cannot let the reality that society has constructed to stand as your own reality...you need YOUR OWN CHOSEN REALITY to stand as YOUR LIVING, BREATHING REALITY.

You are free to do what you want in this world. As far as either of us know, we live just once. To spend your time living in a reality that you didn't create or even have a say in, (plus the fact that it doesn't get you the women you want) is nonsense.

I want you to understand that society's reality is not your reality.

You are free to dictate your own reality.

Say that with me again.

You are free to dictate your own reality.

For instance, if societies reality says that all men find one girl and stick with her forever, then you will catch that in the net of your belief system.

When that's caught in the net, all of a sudden all your thoughts and decisions and actions that you take, will stem from that belief and will express that "one girl only and forever" belief.

The idea that you could sleep with multiple beautiful women will never cross your mind and it will never exist in your reality if you're only out there looking for that one girl to live with forever.

Your subconscious brain will limit your thinking to reflect this belief too.

The idea that you could sleep with multiple beautiful women will never cross your mind and it will never exist in your reality if you're only out there looking for that one girl to live with forever.

However, if you create your own reality where beautiful women are always going to be attracted

to you, that they'll always want to be around your company, to talk to you, to hear your humor and your stories..

When you have those beliefs, all of a sudden your thoughts and your decisions and your actions are going to express that. You are going to act like the kind of guy that just hooks up with beautiful, amazing women at will, which is the kind of guy I want you to be.

I'm not saying you have to actually do it, but it's those beliefs that are going to allow you to make any women want you.

Either way, this is how you do it, this is where it all starts, by constructing YOUR OWN REALITY...not anyone else's, and then STICKING TO IT, being a man of conviction and integrity. Good stuff, we'll cover more of it soon..

Movie Mirage #7: You Have Been Told To Hold Back, To Avoid Penetrating The Reality Of Someone Else At The Expense Of Your Own Best Self.

Society really sends this message strongly:

Sacrifice your own self for the greater good. Stay within our lines, don't express your true thoughts and emotions, hold most of it in and avoid offending anyone, ever -- do it for the good of everyone else.

Who cares if all that holding in might be responsible for almost half of America having some type of mood disorder, at least no one's getting hurt.

Right.

Can you remember a time where you felt like you were holding back on something you wanted to say?

That hesitation and eventual decision to not say it, that literally stems from this belief that was given to you when you were younger... it wasn't even your choice.

And now, it literally blocks you from ever reaching your own highest self, the one women find IRRESISTIBLE.

So your true self, your own true highest form, the one that is rising above the rest, that version does exist inside of you.

I can literally see it all the way over here...it's waiting inside you right now, and has been your entire life.

It is simply being held back by this belief that it's better for everyone if you never allow your

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reality to penetrate theirs.

The fact is you need to have your own reality, for your own life fulfillment first (and women second), where it is simply you doing what you want, saying what you want, being who you want.

If your living happens to infringe on the reality of someone else, that is not your fault.

(Probably doesn't have to be said, but this excludes physically hurting anyone obviously.)

Maybe they haven't figured this out yet themselves, and the example you're setting will inspire them to grow and evolve too.

And if they're a female, and they sense the strength of your reality, not only will they be uncontrollably attracted to you, they'll literally (and willingly) be sucked into it like a good Lifetime movie.

That's why right now, we've barely said a word about girls and getting laid.

You come first. We are working on you. You come first.

And I use the word penetrate too, on purpose. Think of what man has done with woman for MILLIONS of years?

We've penetrated them, truth is truth.. That's how we're STILL AROUND as a species today.

Why would it be any different with our own personal realities, our own little worlds and attitudes and beliefs we have?

If you're constantly holding back, you're penetrating no one.

Take that to the bank.

So now we've covered all 7 common and faulty beliefs..

We've seen how they were constructed and were literally insulated onto you when you were younger, and now..

..we are going to talk about your true empowering beliefs, the 7 foundational beliefs that are going to replace those old faulty ones right now.

Let's begin.

Since we as humans have a tendency to prefer things that the majority like and prefer, I'm

going to call each of these the New Common Beliefs.

This is because about 5% of men already know these (these are the guys sleeping with 80-90% of the women), and ALL women know these deep down in their natural, feminine core, which makes about 55% of the population already in possession of these too. LET'S BEGIN..

The best guys in the world, the guys who hook up with the most attractive women in the world on a highly consistent basis, they have insane delusional confidence for absolutely no reason at all.

New Common Belief #1: Women Prize You Because Authentic, REAL Guys Like Yourself Rarely Exist Today. You Are What They Want, Whether They Know It Yet Or Not.

Remember we said Movie Mirage #1 was you have been told that women are prizes you must pursue. We showed and we discussed how that was misguided, watched it crumble like a sandcastle and now here's the new belief:

Women prize you because congruent, authentic guys like you rarely exist anymore. You are what they want whether they know it yet or not.

Now here is the key. I understand the second part of that belief sounds interesting so here is the truth (and this will be your first and possibly most important lesson in attracting and seducing women)..

Forget logic when it comes to attracting women.

The best guys in the world, the guys who hook up with the most attractive women in the world on a highly consistent basis, they have insane delusional confidence for absolutely no reason at all.

They KNOW they are what all women want, whether these women know it or not. Doesn't matter. It's true because he believes it, it's true because I believe it, it's true because YOU believe it.

Simply because you woke up this morning and are breathing air, that is proof enough that you are the baddest mother fucker on the face of the planet... Every guy who gets women consistently has this belief about themselves -- it's not about comparing to any other dude, it's simply in YOUR PERSONAL CONSTRUCTED REALITY, you are the mother fucking shit and everyone knows it.

New Common Belief #2: Women crave dominance. As a REAL man, dominance is now your default setting.

We said movie mirage #2 was you have been shown and taught to be manipulatively nice to women, which was a faulty belief and we can see here that the Dominant Male is what women are consistently attracted to (which is exactly who you ARE deep down, not because you have a choice, but because all the beta-males were killed off hundreds of thousands of years ago -- evolution simply did not allow for submissive evolution... it's survival of the fittest, not survival of everyone).

Now this doesn't mean that in every sort of situation with guys and the girls and with peers and things like that you must dominate everyone because that is different. That is called being domineering, and that is not what we are going for here.

Instead, YOU ARE DOMINANT IN YOUR OWN CONSTRUCTED REALITY. Think closely about that for a second before moving forward..

You simply dominate your own world, and whether that infringes on others or not is mostly irrelevant to you.

(Again, you're not acting to hurt anyone else, but to fulfill yourself.)

Imagine you're speeding down the highway in a red convertible and the highway is millions of lanes across. In YOUR REALITY, you're speeding straight ahead, towards all your goals and dreams and challenges to overcome and all that good shit. You're not looking right or left to see what other people are doing in their lane, you're looking straight ahead, moving swiftly down your path, overcoming and seeing through all the obstacles that you might encounter along the way.

That's being dominant in your own reality, in your own lane.

When people start looking at other people's lanes, and start veering off their path, that's when their shit gets fucked up (kudos to Warren Zephon).

Dominate YOUR LANE, and good things start to happen.

Another key to being dominant in your own reality is letting your words and actions match your thoughts and beliefs -- this is what I mean when I say your inside matches your out.

There are no more filters to block anything anymore because here we are, in YOUR lane where none of that stuff serves you -- in fact, it almost always holds you back.

Dominant guys let it flow inside-out because they already know that women are immediately

attracted to such dominant communication.

The simple fact that you're a guy who speaks his mind freely is a turn-on -- and the dirty little secret they've been keeping from you for years is that WHAT you're saying is mostly irrelevant... it's the fact that you speak so freely from your core that's so attractive.

Now don't read this as a free pass to be a jerk-off to everyone. It just means that being a dominant guy who freely speaks his mind all the time is a deadly attraction switch of itself.

Big key to remember: As a dominant guy, you stand through and continue to speak your mind freely REGARDLESS of how others react or are reacting around you.

Some people will try to hate or say shit, but that's just them taking their eyes off their lane. You keep your eyes on your own.

New Common Belief #3: Women may tolerate "nice guys", but will avoid their advances at all costs and are UNABLE to feel attraction for pushovers. You express your personality freely from your default setting, Self-Esteem.

We're not going too deep into this because this is definitely a topic for a whole another course that could take hours and hours of my best philosophizing, but there is a defining difference between self esteem and ego.

Self esteem is your default setting, your natural foundation -- it is what you were born with, what you stepped into this world already equipped with.

If you were born 80,000 years ago and you lived in a tribe and all you did was run around and throw rocks and play in the water with your friends and hunt game and stuff like, the idea of "ego" wouldn't exist.

There would be no real materials, no judgments, no comparisons and *don't quote me on this but there probably wouldn't have been a TMZ.com either.*

It would simply be your Self Esteem -- you would hold all of your thoughts, beliefs and emotions in high-regard simply because there would be no logical reasons not to.

And you would just be who you were and you would express it all the time freely.

In today's world, there is lot of social conditioning attacking you from all angles that wants you not to do that, however.. as a man who attracts women at will, who hooks up with all kinds of beautiful women, who will turn THAT GIRL into his girlfriend...you need to implement this new way of thinking into your life.

It's seriously as simple as speaking freely, expressing your personality all the time without

hesitation and being totally independent of the never-ending good or bad opinions of others when you do start speaking so freely.

A lot of guys do this already, which is great, BUT they don't do it around the girls they like. They turn into "Mr. Nice Guy" and will say falsities to agree with the girl they like or to be sure not to upset her.

INSTEAD, as discussed above, you need to speak freely and share your personality totally independent of who you're talking to, so whether you're talking to your buddies, or you're talking to the hot girl at the bar..

..You're just totally real. You might think, "Well, what if I say what I'm really thinking and it upsets her? Won't I lose her then?"

Here's the truth..

..No, you won't. Remember before how I said women LOVE a guy who's just so real all the time, *regardless of what he's really saying?*

They're entranced by the man who speaks his mind so freely, and more often than not...it's THEM who start changing their opinions and beliefs to try and not upset YOU.

I would say 90% of the time when I say something to a girl that she might not agree with or not believe in, she'll disagree with me (which is fine), but I won't go into an argument or anything (arguments are absolutely pointless by the way, and do not get into them with any girl you're trying to sleep with).

When she disagrees, I'll just turn into humor and all of the sudden, it's not two people disagreeing, it's two people who "disagree on everything and would NEVER get along". We'll talk more about this in later chapters, I don't want to get into techniques while we're still talking Belief System.

Just remember women find "nice guys" boring, and will tolerate them at best, but the first opportunity they get to leave and find someone more fun, they will JUMP on it.

And one of the worst things "nice guys" do is the whole changing their beliefs so as to avoid disagreeing with the girl. All this does is make you look like a pushover, and I wasn't kidding before...women are actually UNABLE to feel attraction for a guy they deem a pushover.

I'm not saying you should NEVER agree with a girl, but if you just met her and need to start practicing this, it might be smarter to avoid completely agreeing with her on ANYTHING just for the sake of seeing what its like.

The key is simply just expressing your personality freely, from that place of natural self-esteem, completely independent of who you're talking to or how they might react.

It's just you doing your thing, to the bittersweet end.

And if you're always in a **great mood** when you're talking to girls, and you're expressing your personality freely from that state...how good of a conversationalist do you think you'd be? How much more attracted to you is she going to be? (hint: gazillionz)

New Common Belief #4 You Are A Man With His Own Set Of Principles. You Decipher Right From Wrong, And Decide What Is Acceptable And What Is Not. And Since You Live By These Principles, Your Outside Matches Your Inside.

I know some of this stuff might be a little deep and not immensely important in just picking up the hot girl at the bar, but I'm trying to think long-term for you.

I could easily show you how to fake it at the bar, give her the most amazing conversation she's had in 5 years and then take her home within a half-hour, BUT..

..where does that leave you after?

Would you know how to keep her attracted and interested and turned-on?

Would you know how to act in front of her friends?

Would you know how to act if you guys were to go out to dinner a week later?

Would you know how to respond when she starts throwing you curveballs in the conversation?

The answer to all of these questions lie within these beliefs we are planting right now.

For instance, when you are a man with his OWN set of principles he lives by, you immediately become something called "congruent".

You become this rock-solid man your woman can follow into the world, into battle, into anything and and that's so immensely rare in today's world, it makes you one hell of a VALUABLE COMMODITY.

You're like gold with a cock. Props.

To help plant this belief deep down, I recommend you sit down and write out the Laws Of Your Life.

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Grab a piece of paper and pen, and just take 20-30 minutes to write down the rules you want to live your life by. Write down what you expect out of yourself, and what you expect out of others. What you'll accept from yourself and what you won't, what you'll accept from others, from women.. and what you won't.

It might be 10 rules long, 20 rules long, it might end up being 50 rules long. Doesn't matter, this is about YOU.

And then LIVE by those principles, don't sacrifice them for anyone, ever.

This is what I mean by your outside matching your inside -- all the beliefs that govern your thinking inside always manifest themselves as the actions you take and words you speak on the outside.

For the cheap seats, that's CONGRUENCE, and it's like such hot, sweaty turn-on.

Again, a lot of guys start forgetting their own principles when it comes to getting the hot girl at the bar, and THIS IS A MISTAKE.

For instance, let's say you have a rule that you don't buy anyone drinks, guys or girls, until they've showed that they're a good friend, someone you like/trust, etc.

When the hot girl at the bar who you've been chatting up for a couple minutes asks that you buy her a drink before you guys keep talking, what do you do?

When the hot girl at the bar who you've been chatting up for a couple minutes asks that you buy her a drink before you guys keep talking, what do you do?

Well, as man CONGRUENT with his own principles, who doesn't change them for anyone (especially not some random girl you just met at a bar), what do you think you do in this situation?

This is the next step, and something we're going to talk about later, but I'm sure you can see how if you just said, "No.", you'd probably lose the girl, right..

So instead, you'd handle this test of hers by:

1. Sticking to your guns, or principles and..

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2. Passing her test by being non-reactive, and diffusing it with humor.

That way, you don't deviate from your congruence and you pump up her attraction for you even higher.

(She's just giving you a test in this situation, by the way, and it's something girls will do several times along the way to sleeping with you. These tests are actually designed (subconsciously by her) to test your congruence, as if she doesn't believe you're really a man who's this **real**.)

And each time you pass a test, her attraction and interest in you jumps even higher, as she thinks to herself, "Wow, he might really be this real of a man...I'm interested."

And you pass tests by doing exactly what I said in #2 above: Being non-reactive (most important), and diffusing it with humor (good, but less important).

Eventually pretty soon from now, when Congruence is simply who you are, you'll start to find you get tested less and less since it's just so obvious to her you don't fuck around with bullshit -- this is exactly who you are.

That's when you become an unstoppable juggernaut with women, and with these seeds of belief already starting to grow inside, it's not too far away..

New Common Belief #5 & 6: You Understand Women Are Adorable, EXTERNAL Creatures Operating From The Outside-In And Are Attracted To The Source Of Varying, Good Emotions.

#6: As A Man, You Understand The Playfulness Of Life, And Don't Act To Get The Girl, But To Amuse Yourself. By Doing This, You Turn Yourself Into The Best Party In Town And Inherently Become The Source Of Varying, Good Emotions.

We put these two together because they both need each other.

Let's start with the first. "Women operate from the outside in.."

Women are very sensitive to their environment, what is going on around them is almost always how they feel inside. That's why they can be totally happy at one point, but then when their best friend comes to them in tears because she just got into a huge fight with her boyfriend, her mood quickly changes too, from happy to nurturing/sad/anger at the boyfriend.

Point is, her state is very sensitive to what's going on around her. This is why women are so much more into decorating and stuff like that generally speaking -- it's idealizing their environment because they know how sensitive to it they can be.

This is also why they are attracted to the source of good emotions because they get those good

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emotions from the outside, from the environment, and when you are the source providing them with those good emotions, they take them in, they feel good, they feel attracted to you, they want to be around you, they want to be around that source.

So as a man you understand the playful nature of life, you enjoy being playful and having fun wherever you are and teasing and are usually acting not to get the girl but to **amuse yourself**.

So when you walk into the coffee shop with a buddy, you're not looking around for all the hot girls, instead you guys were probably having a really fun conversation before you even walked in, and now that you're inside, having a great time with the condo, **being the party**, maybe you turn to the cute girl sitting down nearby and say, "Hey what do you think?" and you bring her into the party.

She'll love to jump into this conversation that's already going on, this party of awesomeness she's just been invited to.

You're money, baby.

And by being that guy, by having your own fun wherever you are or go, you become this source of good emotions, **this swirling epicenter of all kinds of good emotions** that women can't help but be pulled into and simply want to be around.

So again you are the party and thus you become the source of good emotions that all women are inherently attracted to.

New Common Belief #7: Fuck It

Spoken like a true gentlemen, right? :-)

Here's what's up, I'm drawing the line right now.

You are NOT to give a fuck what anyone thinks about you. EVER.

The next time you start to do or say something and hesitate because you're concerned about what someone else might think, I want you to remember this moment right now and say to yourself, "FUCK IT." and then go do what you want to do (so long as what you want to do doesn't involve HURTING anyone else).

The next time you see a girl you want to go talk to and hesitate, say it again. FUCK IT. Then go do what you do, all out.

Guys who don't take risks lead lives of quiet desperation.

Guys who do take risk have zero regrets, and become glorious champions.

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Life is risk.

Push yourself, take risks, drop the filters, LIVE THE LIFE the 83-year old version of yourself will be proud of.

When you bring this attitude into a conversation with a woman, she can sense it. You're a guy without borders, and therefore can take her places she's never been. It also allows you to express your personality as freely as possible.

Keep it floating around.. "Fuck it."

Now, the guys that are really going to succeed with this are the ones who allow these beliefs to truly form.

I recommend you print them out and post them somewhere you'll see them every morning and night, like on your bathroom mirror.

And pretty soon, the fun begins. You'll begin to watch these beliefs unfold right in front of you and you'll notice how you start acting and thinking differently, more positively, more confidently because of these new, empowering, attractive qualities and beliefs about yourself.

It's some cool shit, I remember when my beliefs first started evolving towards these and how everything in my life started changing.

That first time when you're talking to that super hot girl, and you say that one, SUPER-BOLD thing to her, that thing you would always have held back before...then when you first say it, and she reacts AMAZINGLY to it, AMAZINGLY to your confidence and realness...it's shockingly awesome.

You'll start asking yourself why you waited so long.

Now we move into final section of this chapter.

Here, we're going to lay down the Female Framework that you are going to use for the rest of your life when it comes to meeting, attracting, connecting, seducing and even building relationships with the most beautiful women in the world.

Ready to *truly* change this part of your life forever? Let's go..



CHAPTER TWO: THE FEMALE FRAMEWORK REVEALED

Common Question: “Jason, is there a formula for me to attract/connect with any woman?”

Yes, there is.

Big deal by the way, this has been a mystery that has eluded the male mind for many, many decades. Freud had the answers to a lot, but dude was still asking himself, “What do women want?”

Guys have tried everything: being the nice guy, fancy dinners, flowers, chocolates, alcohol, being the comedian that makes her laugh, being domineering, a lot of guys even ask her friends for help.. they have tried everything, trying to scoot to the destination that we’re FINALLY at today.

For the first time in human history, and I don’t say this lightly, we literally have a formula to get any girl you want.

How happy would your 8th-grade self be right now? :-)

So what is the formula?

I used to have a formula that was much more lengthy, it was a lot to remember, there was lot more details to it, but I have gotten it down to just three simple steps in attracting and connecting and hooking up and dating any girl of your choice.

Again I don’t care if it is a five or seven or ten a dime or a quarter -- it doesn’t matter -- if you want her, use this formula and you’ve got her.

So the three steps to the formula go:

Step #1 is Attraction

Step #2 is High Value Small Talk

Step #3 is Escalation

That's it.

You create attraction in her, which I am going to show you exactly how to do, you'll never have to wonder how to make a girl like you anymore, I am going to literally give you the exact information on how to do that. It ain't looks or money -- it's this, coming right up in a second.

Number Two, after she becomes attracted to you, where now she's feeling this curiosity, this pull, this energy towards you, you actually shift away from the attraction stuff and you shift to step #2, High Value Small Talk.

Now here is where you guys are going to really connect, it's where she is going to start thinking, "Damn, this guy is amazing...I don't want to leave his side."

You are literally going to make her feel like that in this part of the formula, and then Step #3..

By the time you get to Number Three, Escalation, she is at the point where now, she is **strongly attracted** to you, she really wants you, and then during the High Value Small Talk, she started to feel connected, she learned more about you, you've showed her she can trust you, and she feels like she's known you a lot longer than 10 or 15 minutes..

And then our third and final Escalation step is probably the easiest of them all, just some simple steps to follow as you slide in home.

If you are a guy who is always in trouble escalating, if you don't know how to get the first kiss, how to make the first move, I am going to give you exact things to say and exact things to do to make that whole process really easy.

When you can get to that point where you can get attraction going and Higher Value Small Talk Vibing through, Escalation is going to be no problem at all and are going to be able to hook up with any chick that you want.

One thing I want you to keep in mind, as males.. our minds are constantly trying to set things up **linearly**.

We like things that are in order, and go Step 1, Step 2, Step 3, and this is how you do it and

this is why you do it like that and so on.

What I'd like you to remember about the female mind is that it works much more **non-linearly**.

While your brain wants to work that way, hers does not and will not.

So while, yes, we have this one, two, three framework here, it is not totally linear and never will be.

Because her mind works much more non-linearly, that seduction process will never be perfectly linear.

You'll push it that way, but she'll keep your on toes, no matter what (mostly through testing and general logistics).

Mark it down: Seduction takes TWO PEOPLE to happen.

Unless you're awesome and going for threesomes all the time. Anyways..

This is a framework to understand in general, that can always let you know where you are with the girl at a certain point, so you know if she's not attracted to you yet, then you are still at Step #1, you are still in attraction.

Then once that she is attracted to you, and I'm going to let you know how, you can shift to Step #2 and get into High Value Small Talk and before you know it, it's time to shift into Step #3 and you're both good to go (of course, I will also give you things to look for and say to find out when she's ready to be Escalated on).

I want you to almost imagine this framework as almost a swirling circle of all three of these Steps at the same time, and with what you're going to be doing with women from here on, you kind of creating this swirling recipe of these 3 ingredients.

It's like a Seduction Recipe in a big, swirling cauldron, with an evil sorcerer stirring the ingredients around :]

In the beginning, when you first start talking to a girl, yeah, you're obviously in Step #1, and basically everything you're saying is Attraction stuff, attraction-generating conversation and once you know what I'll be teaching you here, you'll be able to get attraction from any girl within 1-2 minutes, maybe even faster.

It's easy, it's probably the easiest part of the game.

But it doesn't mean that once you get attraction, it's click-click, and you can turn that off or you

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don't need to say anything attraction-generating anymore.

Yes, great, she is attracted to you now, and you're going to shift the conversation to more of a High-Value Small Talk vibe, BUT..

..you are still going to want to throw in some attraction stuff every so often to keep that Attraction flame lit. You need all 3 of these recipes swirling around at all times.

So if you're killing it in Step #2 but you don't do anything to hit those attractive-generating emotions in 15 or 20 minutes, then that part of the recipe will stop swirling and now it's just platonic, friendly conversation.

Same thing with Escalation. You always want to be actively swirling some Attraction stuff, and never completely shut it off.

Here's some good numbers to think about:

When you're in Step #1, the vibe of the conversation might look like this:

75% Attraction
20% High-Value Small Talk
5% Escalation

Step #2 might look like this:

15-20% Attraction
60% High-Value Small Talk
20-25% Escalation

And Step #3 might look like this:

15-20% Attraction
20% High-Value Small Talk
60-65% Escalation

None of them are ever "OFF" and none of them are ever the only thing going on.

But now you know, when you see a girl and decide you want her, you have a proven path to follow, one that leads directly to your bedroom. Or living room. Or kitchen.

But now you know, when you see a girl and decide you want her, you have a proven path to follow, one that leads directly to your bedroom. Or living room. Or kitchen. Or street alley behind the building you live in, the one with the funny homeless guy who's always asking everyone to support the booze fund..

Does this Female Framework work on all kinds of women?

Here's the thing: We both know that not all women are created equal and no two women really are the same, HOWEVER..

..they all have to go through these three phases in order to feel attracted enough and comfortable enough and trusting enough to hook up/date you.

Period.

So a lot of time what happens with me is I like a certain type of girl.

I like sort of a naughty girl who still maintains a good reputation publicly, and those girls obviously are a little bit different than maybe more of sweeter, home grown type girl.

(Bonus Tip: Do NOT make the mistake of thinking there are "completely wholesome" girls out there though ... just like there's no such thing as a guy with no wild side at all, there's no girl who wants to be wholesome princess ALL the time. Every girls wants to be bad every once in a while.).

But in seducing my kind of girl vs. a more homegrown, sweet girl, you obviously wouldn't seduce those two girls exactly the same.

There are no two girls who you will be able to seduce exactly the same.

However, all of them will internally have to go through these three phases in order to feel comfortable and attracted enough and trusting enough to hook up with you.

The amount of time it takes for them to get through each one will be different too.

For instance, I might be able to get surefire attraction from an Angeline Jolie-wannabe in 30 seconds, but it might take 20 minutes for me to get to the High Qualification point (will explain later), that point where I know she's ready for me to Escalate.

And with Nancy Nebraska who grew up with 5 older brothers in the cornfields, it might take me 5 full minutes to get attraction from her, but just 5 more minutes to speed right through High Value Small Talk and Escalation.

Different strokes for different girls, right.. (metaphorically, of course...or maybe not. Dun. Dun. Dun.)

The key is you learning to calibrate these situations so you know where you're at with the girl you're talking to, whether it's Step #1 or Step #2 or if she's ready for you to shift into Step #3.

Something else I want you to keep in mind as well is before you can even begin creating attraction in a girl, **she must have already subconsciously decided that you are of equal or higher value to her.**

If this is a girl who maybe her whole life has had guys telling her how hot she is and how awesome she is and all these great things about her and she has got this inflated ego and you are just a random dude in some shitty clothes and poor body language and no energy who doesn't look like he has anything to offer, well then you could come up with the best line in the world and she WILL NOT feel attracted to you simply because the value dynamics in her mind wouldn't even allow her to recognize you as a potential partner.

Women will only feel attraction towards guys who they feel have something of equal or higher value to offer them.

Please read that again if it didn't register.

For our intents and purposes, you won't even exist in her world if she doesn't conclude you to be equal or higher value.

Women will only feel attraction towards guys who they feel have something of equal or higher value to offer them.

Now again, that's not money or looks...we're talking about good emotions here. So just keep that in mind.

If you can specifically, based on appearances (body language, energy, eye contact, clothing, grooming) inspire her to conclude that you are a guy of equal or higher value, again nothing to do with money or looks, then you will be able to start right from Step #1 easily, and start getting attraction from her effortlessly.

We are going to talk about that in the next chapter as to how to do that, I'm going to show you how to make any woman conclude that you are a guy of equal or higher value (and truthfully, if you just start abiding by those beliefs we talked about in Chapter 1, you are inherently a super high-value human begin...congruency, authenticity, being real, self-amusement, indifferent

towards outcomes, all of those things are some of the most high-value triggers in the world today and guess what...they're all free).

Does this formula maintain itself for the entirety of a relationship, or is it just when I first meet her, get her number, seduce her at the start, etc.?

So you already know there are three steps that you'll take her through before you begin hooking up with her, but the question remains:

Will you have to keep running through this formula for the entirety of a relationship, if it becomes that?

Here's how I see it: Yes, there will be a point where you can definitely pull back on all of these things and relax some, but I want you to always remember that you should always have each of these 3 ingredients, each of these 3 steps, in a constant swirl in that cauldron.

The Attraction should always be active, the High-Value Small Talk (and the triggers, the qualification, the emotions, which we'll cover later) should all be active and the Escalation, the sexual energy should always be active too.

If you let any of these stop moving around, even if the other two are swirling around like the center of a tsunami, it won't matter.

She'll sense something missing from the relationship and it won't work.

So whether it's a long term hook up with a girl or a long term relationship with a girl (which by the way, I am not an expert on...the long term stuff is just not what I personally do), you always want to at least keep these 3 ingredients swirling around.

How do I think about this framework while I'm talking to her?

As you start trying this out for yourself, you'll need to be consciously aware of it, which is fine.

But small-chunk it... Don't even concern yourself with getting to Escalation the first time you go out with this in your brain-tank.

Just master the first step, getting attraction with the girls.

Once you got that down, then start working on the transition into High Value Small Talk.

Then keep practicing in there until you feel like you've got it down to the point where you can qualify the girl on some serious, high-investment shit (we'll discuss this all soon).

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And once you got that, work on your Escalation, master than and BAM, you're money.

By that point, you won't have to be consciously thinking about any of this...it will be totally unconscious, just free-flowing from your mind to your mouth, and this is when you can really start expressing your personality freely, like we talked about a lot in Chapter 1.

In order for you to grow, to evolve, to become an even better, more powerful version of yourself...you must temporarily become "not you".

Once you get there, you become unstoppable.

That's what this book and this undertaking you're going through right now is for.

There's also one more thing I want you to know and understand before we really get into each Step of the Female Framework and the techniques and stuff..

It's something I first heard, I think on a Tony Robbins video, and more recently from my homeboy and fellow dating coach, Josh Pellicer.

In order for you to grow, to evolve, to become an even better, more powerful version of yourself...you must temporarily become "not you".

So if there are things we're going to talk about where you think to yourself, "...I don't see myself saying that," understand you're going to have to do some things that you consider "not you" in order for you to fully grow into a stronger, more attractive version of yourself. Deal?

So now, let's move on to Chapter Three: Attraction.

We're going to look at the first step of the Female Framework, Attraction, and teach you everything you need to know about making ANY girl you meet, ever, feel that amazing, not-so-mysterious emotion of Attraction.

Let's go.

CHAPTER THREE: ATTRACTION, THE FIRST STEP

So we just covered the Female Framework and we know the phases that you'll be leading her through.

We know how it goes:

PHASE 1 - ATTRACTION

PHASE 2 - HIGH-VALUE SMALL TALK

PHASE 3 - ESCALATION

So before you obviously can get to High Value Small Talk or to Escalation, you've got to create Attraction in your girl.

She needs to feel that pull, that energy, that curiosity, that attraction that all relationships and hookups and everything like that are built -- this is our Foundation.

So let's start at the beginning..

Is what you are wearing important before you spark attraction while talking to her?

So let's say you're in the same club or coffee shop or bar or at the mall or clothing store or whatever..

This is before you talk to her but you are within her visual range.

Is what you are wearing important? How should be you be dressed? How does this play out in attraction?

Quote me on this: What you are wearing is most certainly important.

Now you don't need to be dressed like Ryan Gosling in Crazy Sexy Love, you don't need a custom tailored \$1000 suit. You don't need all of that.

What you need instead is **your own personal style, or your own personal brand**, one that your outside appearance lets everyone know is you.

Think of it like this: Let's say she's at a club or a bar and every single guy there is his own island resort, and instead of there being a website and marketing for the resort -- the only thing that speaks for it is your outer appearance.

She is like a sail boat splashing in the water and she's looking around at all these different islands around her.

You want obviously your island to look like the most fun, appealing, comfortable place to dock her boat at for tonight..

Whether you like it or not, your outer appearance is always telling her what your island resort is like.

The problem most guys make here is choosing a personal style that isn't "them", one they can't EVER get comfortable with (any new style will ALWAYS cause some discomfort early on, but these guys pick stuff that still makes them uncomfortable weeks later).

Bottom line: You want to figure out your own best style, based on what you like and what you don't like, but it can't be anything too weird

(If it is, you'll only attract other really weird girls, which is fine, but you're severely limiting your numbers that way.)

Start with what you've liked from magazines, TV, movies, style guides, stuff like that. Don't just take their recommendations at face value -- take what you like/feels good, reject what you don't.

Your wardrobe also let's her know what kind of guy you are, or what "tribe" you're a part of.

Before we meet someone, there are only a few things we can go on to construct a story about that person:

- * How other people respond to them
- * How they communicate to others
- * What they're wearing

(And in some cases, what you've been told or have heard about them...this has to do with "buzz" which we'll cover a little later on.)

So if you are a guy you are in all gothic clothing and you have black nails and dark eye shadows like Pete Wentz, she is going to conclude that you are a gothic guy -- that's your tribe of choice, that's the kind of guy you are.

If she's a girl who wants to meet a gothic guy or hang out with a gothic guy, then that's perfect, she'll be really open to trying out your island resort but if she's not -- then you're not going to immediately register on her "equal or higher value" radar and you're gonna be starting from a hole if you go for it.

I'm not saying change yourself for her (or for ANYBODY for that matter), but if you wanna get laid by hot girls into the latest fashions, Slipknot t-shirts aren't helping anyone.

I pull a lot of stuff for my style from the characters in movies and TV shows that I identify with, because those characters are somewhat like me and are also some of the best dressed people in the world, simply because they are not dressing themselves -- experts at this exact thing are the ones picking out their wardrobe for them.

You should smell good. Deodorant, and just a *little* bit of a good-smelling cologne. I like Armani.

You also want to wear clothing that fits. You are not 14 anymore. Get rid of the baggy clothing. Get rid of the baggy shorts.

When you wear the baggy, flowing stuff, it tends to wear you instead of YOU wearing it..

Big difference...big, big thing for you to remember.

Next up is grooming.

You need to make sure that you are well groomed individual.

That means your nails are kept short and clean.

If you have a beard, you keep it tight and trimmed.

You'll never see Robert Downey Jr. or someone like that with a messy, uneven Zach Galifinakis beard -- that's why women find RDJ incredibly attractive, and they readily laugh at Galifniakis.

Make sure you have a good haircut for your specific face shape too (you can learn more about this on Google).

If you don't know if it is, drop \$50 once on a good hairdresser and figure it out together. From that point on, you can keep going to the affordable hairdresser but this way, you'll already know what you want and what looks best on you.

You should smell good. Deodorant, and just a **little** bit of a good-smelling cologne. I like Armani.

These are all important things and if any of these things are eliciting some type of negative response, you can lose the entire thing with a girl.

Let's say you are at a bar and there are ten other guys that we line up, all 11 of you in a line -- what is something that you can be wearing that will instantly and immediately make you stand out from those other guys?

Women are funny like that.

For instance, let's imagine you are talking to a girl and you are in the Attraction phase, she's really getting attracted to you, you can see all the signs.

Then she notices a whole gunk of dirt under just two of your fingernails, and like a Vegas magic trick -- all her attraction is POOF, gone.

These little variables are so easy to maintain there's no reason not to.

And lastly I always recommend to all the guys I coach on dating and guys that you have something in your wardrobe that makes you stand out from the crowd.

Let's say you are at a bar and there are ten other guys that we line up, all 11 of you in a line -- what is something that you can be wearing that will instantly and immediately make you stand out from those other guys?

For me personally I have a few things. You don't need to take this as far as I do but I enjoy being weird and different so I have a little faux-hawk in my haircut, that is one thing you can kind of have, the unique haircut that will make you standout.

I also wear some bracelets too, each one has a personal meaning to me which is really good (I will tell you why in a second). But I have some bracelets and the faux-hawk and those are the two big things that really make me stand out personally from the other guys when we are at a bar.

So definitely include something in your wardrobe like that so it could be a necklace, it could be bracelets, it could be your haircut, it could be a really interesting-looking watch, experiment with it.

A big mistake that lot of guys make with this is they understand this idea that they need to stand out, but they define standing out as being louder than everybody else.

That is why you see the guys wearing Affliction t-shirts with screaming loud graphics and words and lines and stuff like that and that will work on a very specific type of girl (think Snooki) so instead of going with clothing that is just louder than everyone else, I recommend instead that you be a little more subtle with it and take advantage of something called Incongruity Theory.

When something subtle stands out from its surroundings, not like its trying to stand out but it just does, our brains pick it up immediately and it grabs our attention.

That's Incongruity Theory.

There was a very successful direct mail ad that ran for years written by the great ad-man Gary Bencivenga with a very powerful headline that took advantage of this theory.

Instead of the typical headlines making giant promises of all the money you could make with this or that investment, he chose the headline:

“Get Rich Slowly.”

Highly incongruent from the pack, and it STANDS out in its subtleties.

It has to.

Same thing with whatever your unique spin is.

Look at the places you frequent most for meeting women, figure out what's “typical” there and then make sure you've got some style pieces to stand out from the crowd. She'll notice you immediately, plus now if she wants..

..she has a reason to come talk to you if she's an “approach what I like girl” herself.

If you're curious about my own personal style, it basically comes down to:

Trendy pair of jeans (I like darker shades, with some scruff to them)

Good-fitting white or black V-Neck t-shirt

Leather boots

Couple bracelets on the right, watch on the left

It's really simple and vibes a lot with who I am as a person, plus the minimalist nature of the clothing allows for the bracelets, faux-hawk and body language to stand out in their uniqueness.

So those are the two big things with appearance: Your own unique style, and grooming.

Onward.

Next up is pre-selection..

What is pre-selection, Jason?

We are still talking about this point in Attraction before you start talking with her, by the way..

Point blank: Woman will largely gauge a man's value on how high other women value that guy.

Pre-selection states that women will naturally be attracted to guys that they perceive other women are attracted to/approve of.

This goes all the way back to prehistoric times and evolution.

Point blank: Woman will largely gauge a man's value on how high other women value that guy.

So if they see a guy that all the girls like and all the girls value, they will conclude that this is a the man who has lot of value.

They don't consciously decide, "I want to be attracted to that guy because other girls are", but they will conclude that guy has value and will involuntarily rationalize an attraction to him immediately.

They will instantly literally think themselves attracted to that guy.

This is why you probably remember a guy in your high school who would hook up with girl after girl after girl, and even though these girls were all friends with each other, it didn't matter. That was because of pre-selection.

So we definitely want to use this power trigger to our advantage before you begin talking to her.

What I generally recommend is if you are at a bar or club or coffee shop, one of the best things

that you can do is let her see you talking to other women and not just talking to other women, but other women responding **positively** to you.

Let's say you are at a coffee shop and she is sitting down somewhere near the checkout register and as you are checking out, you make a couple of little jokes with the barista there...it just sounds like the two of you are having a good, playful time.

Maybe you say that the other barista made the coffee taste better last time or something like that, just having fun with it.

If an attractive woman is sitting nearby and she sees this going on, she sees this girl laughing because of something funny/witty you said, all of a sudden she concludes that you are attractive.. you've officially be stamped as Pre-Selected in that scenario.

Once she thinks that, she is much more inclined to be attracted to you and receptive when you do go up and start to chat her up.

That's why I always recommend that you talk to other girls before you talk to that one girl you wanted to talk to all night, simply so she can see you interacting with other girls and other girls flirting with you and being playful with you and kind of hitting you on the arm and laughing at what you are saying and being really interested in you and all those good things..

All of them are going to make you a much more high value, attractive dude in her eyes before you even speak to her (due to Preselection), so..

..promise me you'll remember this from now on when you are going out to bars, clubs, coffee shops, your college classes, whatever it may be.

When she can see you interacting with other girls and having a good time with them, she will be so much more open to being attracted to you, I almost want to create a new Constitution for Attraction, and make this Law #1.

Now that we've covered your Unique Style, Grooming and Preselection, let's talk about Body Language and its effect on Attraction.

So we're in this first part of attraction where she hasn't spoken to you yet, you haven't spoken to her yet. She's maybe seen you a couple times and maybe you've seen her a couple times in the venue. And besides what you're wearing and how people are responding to you, as well as you're general energy/vibe, her other attraction gauge of you is your body language.

There are two categories of body language she'll subconsciously place you in:

Alpha.

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Beta.

Beta body language is the weak category (read: not good).

One of the keys to Alpha Body Language is owning your space, your personal area.

Let's say you are on a subway and you are sitting down and then a bunch of people come and sit next you, Beta Body Language would be kind of tightening in to let these other people sit comfortably, to let them open their legs and arms and do what they want, while you have to constrict yourself.

Fuck that.

Now remember, this isn't about a competition of you versus them, this is just your reality. This is just you versus you.

So Alpha Body Language is simply where you take up your own comfortable space and you don't so readily sacrifice your own comfort for others (unless it's like, ya know... your son or daughter).

Other important body language tips to remember:

- » You want to be relaxed in your body. Think of a time you were highly relaxed/comfortable/chill. How were you sitting/standing then?

Do the same thing when you're out. Even if you're not that comfortable, your state WILL follow your body and will naturally start to become more comfortable/relaxed. True story.

- » You do want to notice how Alpha characters in Hollywood movies carry themselves. Notice how they carry themselves. These guys are paid millions of dollars to best portray the ideal characteristics of an Alpha Male, and when they get it right, *they get it right*.
- » You want to limit any fidgeting, being jumpy or being physically reactive to other people's movements or jerks.

Let's see how this plays out in a bar..

She is 8 feet away, talking with her friends at one table and you are at another table like 8 feet away, talking to a couple of girls.

While talking to these girls and with your prospective girl in sight, you want to make sure that Alpha Body Language is flipped on too.

So when you are talking to these girls, we want it to appear to her and everyone else in the bar that these girls are more interested in you, than you are in them.

And here, it looks like you are a higher value guy, that they are just excited to even be talking to you, and that is all based on nothing but body language.

Just through body language, it should look like they are trying to win your attention/affection. Think about it.. She can't hear what you guys are saying but she can look at the body language, and we know women are very intuitive body language readers.

If it looks to her like they're trying to win you over, your value SKYROCKETS. (That's why we're spending so much time on this stuff...we'll get to the techniques and stuff in a second, but if you can get this stuff covered, it will make everything so much easier for you).

So how do you make it look like they're trying to win you over?

Imagine this..

You're leaning up against the table...relaxed, calm, cool with an easy grin.

The girls are standing towards you, leaning in a little bit, smiling, laughing at the little jokes you're making, their attention nowhere but fixated on you.

How do you think that looks to other people?

How do you think that looks to that one girl you've set as your "target"?

It looks like they are chasing you, like they are trying to win you over.

What kind of things do people try to win over?

Things of value.

And here, it looks like you are a higher value guy, that they are just excited to even be talking to you, and that is all based on nothing but body language.

What's actually going on in the conversation doesn't even matter -- a bystander would have no idea **but what they conclude from the body language.**

We all go by body language whether we know it or not all the time so this is definitely something you'll want to use your advantage, I want you to start practicing it generally.

When you are at the office or working, just think about the body language that you have.. Are you tight and kind of fidgety, or are you more relaxed and open.. Do you look like a high value alpha type dude to the casual bystander?

This Alpha Body Language thing is a habit...I want you to start cultivating it now.

So let's recap...so far, before you've even started to chat her up, here are all the different things we can do to raise our value:

- » Unique Style
- » Grooming
- » Preselection
- » Alpha Body Language

These 4 will make up the core, and if you get all 4 firing...you are WELL on your way to becoming unstoppable with women.

I sincerely believe this shit right here to be the cat's meow, and NONE of it has anything to do with "knowing what to say". Translation, it's easy, so you may as well..

..Master It.

Now there's one more thing I want you to know about that can spark even more attraction in a girl. It's called "buzz".

What's buzz?

Often times, the girl you really want will be a girl from inside your social circle.

Happens all the time.

And when you're not around, but some people from inside your circle are (including your girl), and you get mentioned in a positive, attractive way, her interest in you will naturally increase.

This is social proof at its finest.

It creates an extra buzz about you so the next time she sees you, she is going to be more readily attracted to you than before.

It's sort of like someone pre-heating the oven for you.

There's no secret method to creating a buzz about you, like you can't tell your friends to talk about you in positive ways when you're not around and expect it to come off swimmingly, however..

..when you stick to the guidelines I'm going to lay out for you in the rest of this book, it will naturally start to happen.

People just talk about you a lot when you make getting women look easy...it's like you have a special super power they can't comprehend.

Silly rabbit, all they had to do was invest in this guide like you.

Oh well.

Let's discuss the final question here before we get into the next section of Attraction:

How should you make your approach when you go talk to her? How do you approach a girl, in general?

When you approach a girl you haven't met before, we call this a "cold approach".

In sales you have cold calls where you call people that you've had no previous communication with, so with a girl you haven't met before...cold approach.

Before you go approach her, you obviously want to SUBTLY make sure she's had the chance to see you being "preselected".

You want her to see how the girls are talking with you, laughing with you, being attracted to you, so hopefully by now, you've been making random, Attraction chit-chat with random girls nearby (while also basking in all your Alphaness Body Language glory).

Now I want you to understand this about approaching girls (or anyone in general) that you don't already know.

The reason a lot of guys are afraid to go approach a girl that they have never met before is a fear of rejection.

There are the two things I want you to understand about the "fear of rejection" and it will probably cause a shift in the way you see this in the next couple of minutes..

The Run Towards Rejection..

#1: Any girl who rejects you, however she rejects you, whenever she rejects you, I want you to remember this it has nothing to do with you.

Let's say that again.. It has NOTHING to do with you.

You have no idea what has been going on in her life, what her mental state is, maybe she just lost her job, maybe she just lost her boyfriend, or maybe she has got into a fight with a friend.

There could be a million things going on in her mind that will make her closed off to someone she doesn't know, none of which have anything to do with you.

Any type of rejection inherently cannot say anything about you, however it does say everything about her.

#2: It is not rejection she's giving you -- it's reference experience.

Un mas tiempo for the cheap seats..

She can't even give you rejection, all she can give you is more Experience.

So when you go and talk to her, whether it goes right or wrong, you are only going to get more reference experience, another learning lesson that you are going to be able to use for the **next time** you're approaching a girl.

When you go and approach a girl, you are not going to gauge your value as a man based on her response.

Your value is YOUR VALUE.

You're just going up to talk to her because she was hot or looked interesting, and you wanted to find out if she was just another scrub or actually someone you could vibe with.

So either way, you're going to hookup with her, which would be most excellent, or you're going to get some reference experience, which would be most excellent too.

The only way you can lose is if you stand still -- how legit is that?

Now here's the secret to approaching ANY girl:

As you walk towards her, I want you to walk right up to her like you **own the building**.

Imagine if you were the guy who owned the place, this was your bar or restaurant.. how would you walk up to any woman there, hot or ugly?

You would just stroll right over there, you'll be smiling, confident, little bit of a strut, having a grand old time.

Now as you actually get to her, the next mistake a lot of guys make is something I call "going beta".

They tighten up, get fidgety and start to talk really quietly like, “Oh I wanted to talk to you, so you could talk to me, I mean... aww shucks, I mean, umm..you seem like someone, umm... someone cool to talk to, blah, blah, blah.”

Answer me this:

Would you want to talk to a person like that?

Of course not.

No one would.

As you walk towards her, I want you to walk right up to her like you own the building.

So instead, specifically at the start of the conversation and approach, you want to swing it hard to the other end of the spectrum.

You want to come in a little over confident, with just a little bit too much bravado and almost too assured of yourself...there should be a definite sway in your step, like you just hit a game-winner in front of 20,000 screaming fans.

(And who's to say you can't feel that good if you want to? This is your life, you can feel however you want to whenever you want to..)

You want to be so far on that side of the spectrum where it is so bold, so confident, so obviously attractive that she HAS to see what this is all about.

Remember at the start we said:

Women prize you because real, authentic guys like you barely exist anymore. You are what they want whether they know it or not.

And because you are that sure, obviously you're coming in with that much assuredness and bravado, when you start talking to her.

Another belief that you might want to remind yourself of is that you're just the kind of guy who likes having fun and interesting conversations with people you just met, its just something you do all the time.

You always walk around the bar or restaurant like you own the place and people love it when you come and bring some of your amazing energy to share with them.

You are always the kind of guy who is just outgoing, gregarious, busting at the seams with self-certainty, yapping it up with everyone and having a good time.

Just because this wasn't who you were in the past doesn't mean it has to be the same in the future.

We're nothing but the stories we tell ourselves....write that down :)

Regarding body language, you shouldn't be totally giving your entire body to her yet, that means even your feet, your hips and your shoulders, your head, none should actually be facing completely towards her yet.

In life, you give your full attention to people who have shown they deserve it, so if there's girl you just met and all she has going for her as far as you know is that she is really hot, that's never enough to merit your whole attention.

So imagine you're leaning perpendicular to her against the bar or table, chatting with her, and a few sentences in, maybe she says something that earns her a little bit more value in your eyes.

Great. So now you turn a little bit more towards her, maybe your head but not your shoulders or waist, then..

A minute later, she says something teasing or something that you don't like, so you turn away again, then..

She's listening really intently and starting to really become attracted to you so you reward with just a little bit more of your body language. Get it?

(Naturals do this naturally.)

Attention is more than just eye contact, so make her earn the full attention of all of it including your body, constantly pushing and pulling with it along the way.

That was a cold approach -- in a warm approach, when you already have some familiarity with the girl (and her you), your approach does not need to be nearly as "hard to get".

It's basically everything from the cold approach, but toned down.

The only thing you have to remember consistently in warm approach is that you still own the building, you are ever so slightly overconfident, you take risks, you don't give a shit, all of those things we've been talking about.

Last thing I want you to remember before we start talking about the actual conversation you are

going to have with her:

When you enter into a bar or a club, this is generally just for bars and clubs, however you should always talk to the first girl that you see.

Right when you walk in that building, you go right up to the first girl you see, I don't care if she is fat, I don't care if she is ugly, I don't care if she has a tattoo on her forehead that says, "Long live the emperor."

You just start talking to her.. You're not trying to get anything from her, you're literally just using her to have some fun, amuse yourself and put yourself into state and get your conversation warmed up.

Then, whenever the conversation is ending after a minute or two, you just peace out and move on.

Now, this is where my Blast Radius comes into action..

For roughly 6-10 feet around where you and that first girl talked, there is now a Blast Radius as I call it.

Every girl in that radius saw her talking to you, and because you followed all the directions laid out here already, it looked to them like she was interested in you.

They've been hit with your Preselection Grenade.

So now, any girl in that radius has been made receptive to your approach for the next few minutes, so now you can go and talk to the next girl 5 feet away, and now..

All the girls within 6-10 feet of her get hit with another Preselection Grenade.

Some have even been hit twice, those ones can barely stand anymore without wondering, "Who is this guy?".

You keep this up for the first 15-20 minutes, and the ENTIRE place has seen girls flirting and having a grand old time with you.

I call that a Preselection Nuke, and it'll turn the entire place into a playground for you.

(By this time, lots of people will just be coming back and talking to you, a lot of whom you chatted up attractively for a minute or two before ending the convo early, leaving them wanting more.)

So now it is time for you to actually go talk to them.

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You've got:

- » The Preselection
- » The Unique Style
- » The Grooming
- » The Body Language
- » The Owner's Approach

..and maybe even some Buzz about you too.

It's time for us to talk about WHAT to actually say, and to really start moving through our 3 Phases of seduction:

- 1. Attraction**
- 2. High-Value Small Talk**
- 3. Escalation**

Let's do it..

ATTRACTION

Let's start with the question most men spend their lives wondering, but never find the answer.

Most men will try almost anything to get a girl EXCEPT what I'm about to share with you..

Here's what it's not:

- » Being a so-called man and just straight up logically telling her you like her
- » Being aloof or acting like you don't actually want her
- » Being a "good guy" or "nice guy".. (this does not mean you shouldn't be a good dude, but you should be a good dude on YOUR TERMS AND BOUNDARIES, not someone else's)

- » Sending her ANY gifts or presents like chocolates or flowers or really anything traditionally romantic...save that stuff for marriage, not seduction.
- » Changing yourself in almost any way to become the kind of guy she says she “wants”..

It's something totally different, and..

It shouldn't take too long either, because it's really quite simple and kind of relieving in its simplicity when you first hear it.

Once she has concluded that you are likely of equal or higher value than her, there is one underlying theme of conversation, interaction and all communication that she can't help but be attracted to.

Is there anything universal that all females are attracted to?

YES, yes there is.

Once she has concluded that you are likely of equal or higher value than her, there is one underlying theme of conversation, interaction and all communication that she can't help but be attracted to.

I mean that literally, too. The attraction switch on a woman is hardwired deep inside of her, and completely OUT of her control.

Here's the secret to turning it “ON”:

All women are attracted to a guy who is FUN and CHALLENGING.

That is it.

A guy who is FUN and CHALLENGING to her.
Of course then, the question is:

How can you be a guy who is fun and challenging to women?

Let's start with some examples of things you can say or do with a girl to really get this vibe going.

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The number one way to do this is something called “Push-Pull”. This is your number one tool to build all kinds of attraction in ANY girl.

I want you to imagine this:

You are standing with a women, laughing, having fun, and then you grab her by shoulders and you pull her in closer to you a little bit.

Then you push her away a little bit.

You pull her closer, you push her away further, you pull her in, you push her away, you pull her in, you push her away, back and forth she goes.

But in a totally physical demonstration, that is what Push-Pull feels like to her when you start eliciting the same emotions with your words.

It's exciting, it's unpredictable, it's different -- it's a FUN, DIRECT CHALLENGE.

You literally pull her in with your words, and then you playfully push her away.

Most guys naturally are all PULL, PULL, PULL. They'll ask her questions showing they're interested, they'll tell her how much they like her, how much they like spending time with her, how hot she looks tonight...they're all pulling.

Really quickly, she begins to feel suffocated by you.

(By the way, making a girl feel suffocated is the fastest way to make her stop liking you.) And obviously, you can't just PUSH, PUSH, PUSH because then you're just an asshole, and not the good kind.

However when you Push and Pull, back and forth, something magical happens.

It generates this tension in her, this feeling of attraction she can't control and badly wants more of.

Here's an example with a really easy AND effective Push-Pull statement you can use for the rest of your life in attracting girls:

Add the phrase, “..it's too bad I'm not attracted to you.” in a FUN, PLAYFUL, CHALLENGING manner to any Pull statement you want, and you have a go-to Attraction grenade you can toss in at any time.

(You add this phrase onto a Pull statement because it's a Push statement...telling a girl you're

not attracted to her is (playfully) pushing her away...get it?)

Some examples with this one attraction-sparking phrase:

“You seem really cool...it’s too bad I’m not attracted to you.”

“Oh, you’re Pacific Islander? That’s awesome, I usually have a thing for girls of Pacific descent...it’s too bad I’m not attracted to YOU.”

“Hey, what’s your name again? Jenny? Awesome, I usually get along really well with girls named Jenny...it’s too bad I’m not actually attracted to you.”

Can you start to see how intrigued this girl is going to be after I joke around with her like this?

More variations:

You tell her she has a pretty smile...probably the 3rd or 4th best you’ve seen tonight.

You tell her she’s really fun to talk to, and you have a single friend you totally want to introduce her to (he might have a giant space between his front teeth and lives in his mom’s basement, but he’s a really sweet guy).

Lol.

By giving her a light compliment, you pull her in. She thinks you might like her. Then jokingly trying to hand her off to your friend, you’re pushing her away.

Back and forth her mind races, scurrying herself into a frenzy of attraction.

So that’s one of my favorite methods to demonstrate your FUN and CHALLENGING side when you’re first chatting up a girl, and getting her attracted/intrigued/interested in you.

Plus, if you ever catch yourself giving a unique, sincere compliment to a girl and her response isn’t great, you can save face, spice it up, amplify her attraction by tagging some type of Push statement to it..

So if you say, “I’m really glad I chatted you up tonight..” and her response is less than expected, you can just tag on your go-to, “..it’s too bad I’m not at all attracted to you.” and she’ll immediately be HOT for you once again.

It’s extremely counter-intuitive, yet it works for me and all my guys over and over again.

Use it.

Let's talk about some others:

Teasing, which is done naturally as a form of self-amusement (which we do naturally now, right..), is an awesome way to generate attraction in a woman.

Stereotypes are my favorite way to tease and have fun with.

So when I learn something new about her, where she's from, what she does for a living, this is all material she's giving me to have fun with her and tease her a little bit.

If I find out she's in Med School, I might say, "That's funny, you don't seem like a bitchy nerd."

See what I did there?

Playful teasing on stereotypes that obviously aren't true.

Other things I might say to Med School Girl:

"So you were able to get away from the library for a night, eh? Good for you.."

"I know you're not a real Doctor yet, but can you hook me up with some good drugs?"

And of course, I could even play up the Professor-Student role-play here..

"You've got a big exam coming up little girl, and...I just don't feel like you're ready. Leave this bar right now, go straight home and hit those books."

Maybe I find out she's from LA, so I pretend like she's celebrity-obsessed and reads TMZ.com all day long and all her friends do the same and that's all they talk about.

Another great way to tease is if you find out she's single, start trying to set her up with the guys she'd obviously not be interested in.

I'd say something like, "Listen, you are a single girl in a big city, and since I'm clearly out of your league, we need to find you a boyfriend immediately."

You pick out the ugliest, worst-dressed guy in the venue and tell her how cute of a couple they'd make, how he's probably really sweet, how her mom would love him, etc.

Think about it: You're a challenge simply because you're not trying to get with her (you're actually trying to hand her off, even if it is a joke on the outside), and of course...this is a fun conversation.

Another one of my favorite lines is whenever you learn something new about a girl (and this

could be anything), you act like it's a total deal-breaker.

For instance, you find out she doesn't like Eminem.

Cray, right?

So I'd tell her, "Wait...you DON'T like Eminem? ...I'm not sure we can be drinking buddies anymore, <HER FULL NAME>."

(Saying her full name at different points is good.)

The point is, you pick something totally arbitrary and act like that's a total deal-breaker for you.

Plus, look at the subtle framing there?

She wasn't even considered as a girl you might want to date or hook-up with, YET...she's just a "drinking buddy" thus far.

Fun AND Challenging.

Remember when you used to play "House" when you were a kid? Recall how much fun it was.. Guess what? It still is.

Fun "Role Plays", where you guys play specific character roles with each other naturally, are great attraction builders too; you can use the role play anytime you want as well.

Some examples of good role-plays are:

- » Teacher/student
- » Boyfriend/girlfriend
- » Husband/wife
- » Coach/player

In all of these examples, you want to be the one with higher status in the situation.

For example, if you're about to show or teach her something cool, before you quickly teach, you'd say something like:

"Now listen closely <HER NAME>, this will be on the final exam at semester's end."

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Then she'll laugh and pick up on the role-play (Teacher-Student) and start playing the student.

And now, all of the sudden, you guys aren't strangers in a bar -- you're her teacher, she's your student. It makes it feel like you've known each other a lot longer than you have in a really comfortable, playful kind of way.

Then 30 seconds later, you can tell her she's been a bad girl and needs to be disciplined (playfully, of course...this is material you could use in a more seductive vibe later on when you're at Phase 3 - Escalation, but right now, we're still in the Attraction Phase so we keep it playful).

Here's another great role-play to try:

Wherever you find out she's from, jokingly pretend like you love girls from that city, that you always wanted a girl from that city, and you think she might be the one (all playfully done, of course).

So then, you tell her, "All right, I'm going to try you out as my new girlfriend for the next 5 minutes. Come on, let's go do couple things and pretend we're better than everybody else here.." as you lead her around the bar and start playfully doing couple things.

Tell her, "You know why you're my favorite girlfriend? Because you buy me drinks, most girls never do that," and then you guys can playfully joke about who's going to buy who drinks. Then you can tell her, "Hey, we never meet other couples, let's go now," and you guys start talking to other couples in the bar or restaurant and pretend to be an actual couple for them.

Start making up facts about the relationship, how you've been together for 8 months, and lately things have been really boring and tedious with her, and then 5 minutes later, you sit her down in the corner, and playfully break up with her.

One of my most powerful role-plays, now yours too :]

Another thing I like to do is set up really silly challenges for her, putting her on the spot in this fun, light manner is really a good way to generate some serious attraction.

(REMEMBER, ALL OF THIS IS DONE WITH THAT SAME FUN AND CHALLENGING VIBE THROUGHOUT...IT'S ALWAYS FUN AND LIGHT AND PLAYFUL AND NOT A BIG DEAL, BUT STILL A CHALLENGE FOR HER SHE CAN'T QUITE FIGURE OUT AND FEELS LIKE THERE'S SOMETHING TO WIN OVER.)

So a really fun topic I like to talk about with girls is being psychic.

It's really funny, a lot of the time I'll just playfully claim to have psychic powers and that I know

what they're thinking right now and "really, I'm flattered but I don't know you well enough yet".

Then I'll ask her if she has ever felt psychic in her life (invariably every girl at some time in her life has) or feels like she has some psychic powers.

So, with my playful and challenging vibe, I'll say, "Oh, really? OK, fine. What's he do for a living?" as I point to some random dude 10 feet away.

You put her on the spot and it's a fun challenge for her, and you can tease her while she tries to guess too, or tell her how she's clearly wrong, but "that's OK, you weren't expecting anything amazing from a beginner".

Lol.

Starting to feel how this works? Fun AND Challenging.

Now let's talk about HOW you're saying all this, the speed (or speeds) of your voice and even a little bit more about your body language..

1. You want to be using various speeds of speech throughout the Attraction Phase, and really throughout every verbal communication for the rest of your life.

When we hear someone talking with the same speed continuously, our brain absorbs the pattern and shuts off any type of "active attention" very quickly.

No bueno.

We want to be constantly changing the speed with which we are talking to her so that the brain can't actually establish a straight pattern -- she has to pay full attention to what you're saying (which will make sure every Attraction Spike you're sending her way hits its target for maximum effect).

2. Get a deep voice.

If people sometimes comment to you that you have a really deep voice, you're probably doing a good job of this, but if you've never been told that..

..start playing around with a deeper tone when you're conversing.

A high-pitched voice saying all the right things is still a high-pitched voice, and it will distract her from feeling that internal firecracker of attraction we're going for.

3. For body language, the key is going to be the shoulders and your waist.

When you're talking to her in the first few minutes (the Attraction Phase), you'll likely want your shoulder and waist pointing away from her until you get some signals from her that she's

attracted to you.

At that point, you can turn and face, but you don't want to just give it all up at once.

Keep pushing and pulling with your body language too, giving her your full attention when she's laughing at what you're saying or highly interested in you, and pull it back turning the shoulders and waist slightly again when she's not giving you all good signals.

Keep her guessing, be unpredictable.

And now, finally..

The giant mistake that most guys make when they hear this stuff is thinking, "How can I possibly say this stuff in front of my friends, when they're within earshot? They'll know something's different about the way I'm acting..".

Hell yeah, they will :-)

Remember, you are no longer the guy that has boring, benign conversations with women.

You are no longer a guy who doesn't know what to say to girls to make them like you. And of course, you don't allow the opinions of others stop you from doing what you want, which is attracting all the women you want and picking the best ones to hook up with, or if it's what you're looking for, make one your girlfriend.

I can tell you that when I started it this, my friends would tell me, "Capital, you are so weird.. where are you getting this crazy shit from??".

I was fortunate enough to know not to give a fuck as to what anyone thought at the time, which kept me pushing ahead and almost as cool..

It was working.

Within a few months, I was attracting every girl I talked to.

Just remember: Attraction is all about fun and being a little bit challenging... it's a deadly combination.

I REALLY didn't give a shit what anyone thought at that point and continue to push my "not give a fuckness" today.

(So long as I or you're aren't actually hurting anyone, this is one hell of a lifetime goal to be

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pursuing in itself.)

Just remember: Attraction is all about fun and being a little bit challenging... it's a deadly combination.

You go big on all this stuff with the hottest girl in any club and she will be all over you within just a couple minutes of talking with you.

This FUN and CHALLENGING mindset is that powerful.

What are some signs she's attracted to you?

Twirling or play with her hair is a surefire sign (just make sure she's not just pulling gum out of her hair). It's an evolutionary, grooming thing she can't help but do when she's attracted/intrigued.

When she's laughing at your jokes, even the ones that aren't that good. It's REALLY good for attraction if she's laughing at the jokes you're making, and you're not laughing; you have that sly little grin on your face instead.

Imagine what that looks like now..

If she hits you in any playful manner, like you just teased her about something funny, that's GOOD.

If you pause at any point in the conversation and she re-initiates the conversation, that is a STRONG sign of attraction. I do this sometimes where we'll be having a really good conversation, and I'll just pause at some point, hold my eye contact along with that cocksure grin and wait to see if she re-starts the conversation...she almost always does, and from there, if I'm going for a same-night hookup, I'll just push it and escalate it from there.

A lot of times, you can see it in a girl's eyes that she's attracted. Her pupils will be bigger when she looks at you (our pupils dilate when we are looking at something we like so we can "take more of it in"), and she'll look at you just a little bit longer than she does everyone else, with a little bit more excitement, holding on just a little bit longer to hold on to the feeling she gets when you guys are looking at each other.

This is more of a subtle attraction hint however after you start seeing Attraction Signs from a lot of girls, you'll start noticing the more subtle ones, like this.

Most people totally miss out on this one, but she will not banter/tease/flirt back and forth with you unless she's ATTRACTED. Period.

For instance, if you're teasing her a little, and telling her you're really impressed with her social

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skills and she's like, "What, you thought I was a retard?", and you're like, "Obviously."

If she's ping-pong back and forth with you like this, you're ready to shift into Phase 2.

If she is giving you her shoulders and waist pointing towards you, she is interested. Act accordingly.

If she wants to introduce you to her friend, she is interested. (But when you meet the friend, tell her, "Wow, I don't know why she said you're a bitch, you seem pretty cool to me." Lol.)

Lastly, and this is huge...I want you to understand and absorb the Law Of Assumption.

When you assume someone is going to respond a certain way, they are FAR more likely to respond in that way.

So if you're talking to a girl, and you just ASSUME she's gonna be attracted and obviously interested in everything you say and do, she's not only gonna be far more likely to respond that way...

..you're also going to act a lot differently too.

Consider it: How would you act if you KNEW the girl you were talking to already wanted you, and there was NOTHING you could say that could stop her from liking you?

That's a really good question to ask yourself when you're out there, and feel like you're not totally speaking your mind freely with incredible confidence.
Some more questions..

What do I say when I first talk to her?

This is the question that everyone wants the secret answer to it but there isn't one.

At all.

Just waltz right up to her like you own the place, look her right in the eye, hold out your hand and say, "Hi, I'm <Your Name>. Who are you?"

And go from there.

Just say whatever you're thinking in the moment and take the conversation where you want to go with it.

You're in charge of this interaction here.

A lot of time, after we exchange names, I'll guess where she's from.

Because we're in Attraction, I'll keep it light and fun and guess somewhere completely off the map at first, like Bangladesh or something.

Something like, "You're from Bangladesh aren't you..." and she'll be like., "WHAT?" and I'll be like, "Just kidding, you're from <better guess>.." and we're off.

She tells me she's from San Diego, I tell her why I have this love/hate relationship with girl from San Diego, etc, etc, while maintaining my FUN and CHALLENGING frame for the first couple minutes.

Easy.

Other times, I'll notice she reminds me of someone, and I'll say, "You remind me of someone.." and then in a short, playful tone, I'll tell her something funny about that person and how you really hope she's not the same as the person she reminds you of, because "that girl is CRAZY."

She'll respond, and you just lead and have fun with the conversation from there.

How big of a deal is "getting attraction"? Does she get that feeling for a lot of guys?

Women are emotional creatures, much more emotional than guys, and because of that, they get attracted to different guys all the time.

She might have ten conversations with guys in a day and if two of those guys are having fun with her, teasing her a little, being a little sarcastic, challenging her, good body language, the whole thing...she might have felt some attraction towards them.

If 50 guys talk to her at a bar (VERY high number), and 6 guys dance that dance with her, she'll feel attraction towards them.

So you can see....Attraction is NOT that big of a deal.

It's fairly straightforward how to get it, that's why it's only Step 1.

She'll feel attraction for THOUSANDS of guys over her life span, but only a small percentage will do what we do in Phase 2 here, which is elevate those feelings of attraction into something much greater -- an unwavering desire to sleep with you. Before we get to that though..

If you are being playful, funny, challenging and self-amusing (aka doing/saying what you want), she's going to be attracted to you.

Is there a way to test her attraction for me? How can I be sure?

Let's start by agreeing that you should just believe, and I mean have COMPLETE BELIEF, that she is into you all the time. ALWAYS.

If you are being playful, funny, challenging and self-amusing (aka doing/saying what you want), she's going to be attracted to you. Even if she claims she's not, but you've been on your game, you can look her right in the eye and man her, "Bullshit. I'm awesome. I can see it, you're beyond intrigued right now."

(BTW, if I use the term "man her", it's instead of "tell her". There are times when you need to cut right through all the normal indoor voices and just MAN UP aka "man her".)

However, if you really want to test it, consider moving location.

If she is going to move around the bar or coffee shop or whatever with you, even if its just 5 or 8 feet away from her friends, that is a killer sign of attraction.

You can just tell her, "Hey, I have something extraordinarily interesting to tell you. Come here." as you lead her to another spot in the venue.

When she comes, you know she's into you.
And now, let's jump on to the next chapter..

You've been chatting with her, teasing her, having fun, being a challenge to her and now...she's attracted to you.

You see all the signs, it's obvious to everyone around you she's into you.

What do you do next?

What's the next phase, the next step..

It's called "High Value Small Talk" and it's how you take a girl from just some light attraction to being **intensely attracted** to you...this is when she's going to start telling herself, "I want him to kiss me, I want him to kiss me..".

Sound good to you?



CHAPTER FOUR: HIGH-VALUE SMALL TALK, THE SECOND STEP

Ok so you have been playful with her, a little challenging, a little push pull and now, she's attracted to you, you see that she is curious about you...it's time to shift to what I call High-Value Small Talk.

You may have heard of small talk before.

There are 2 types: There is the one you will see 90% of people doing everyday, which is boring, bland, emotionless conversation.

The other small talk, that I call the High Value Small Talk, has 2 main characteristics.

- **It has a playful undertone.** The playful undertone that you played up during the Attraction phase, the lightness, the teasing, the FUN, that does not go away.

It just shifts from being the focus of the conversation to the undertone of it.

Without it, the conversation will likely be bereft of that positive emotion transfer, but with it...it's guaranteed. The continuing conversation literally HAS no choice but to be fun regardless of what you're talking about so long as that playfulness, lightheartedness remains.

- **It has High Value Triggers embedded into the conversation.** We will talk more about these triggers later this chapter.

If you've been a guy who's never known WHAT to talk about with girls, and how to do it in a way that they find irresistibly attractive...it starts and ends with High Value Small Talk, and these are its 2 main characteristics.

OK.

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So now that you've got her attracted, you shift the interaction from the Attraction vibe to this vibe..."HVST".

Here's how you shift, and what you shift into.

There are 3 potential places you should take the conversation:

1. Play on the information that she gave you in the Attraction Phase.

Early on, if you asked her where she was from and she told you she was from Wisconsin, you might have teased her by questioning whether she was another typical, "play it safe" Midwestern girl.

Now, we use that same information, however we use it to be less teasing and more real now. This time you bring it back to the Midwest, and tell her something **interesting** that maybe you did or a friend did somewhere in the Midwest, and then she might share a story related to that and you're off.

In NLP there is a term called 'going first' which means that in order for her to start doing what you want (opening up, sharing stories, emotionally connecting), you will have to go first.

You lead.

You don't have to ask her where she went to school in the Midwest, you tell a story about a crazy party your buddies threw at Michigan State and then when she reciprocates with her best college story, where she went to school will just naturally come out. (Also, just a tip. Try not to always ask where she went to school or where she's from or what she does for a living...much more fun to GUESS. Say, "You're a Penn State chick, aren't you..". Right or wrong, makes for way more fun and interesting conversation. More on this in a sec..) So that is Option #1. Use info she gave you earlier on and start sharing stories related to it.

Remember: Playful undertone, High Value Triggers (coming in a second).

2. Notice something unique about her and tell her how you find it different than most girls.

It could be her watch, the shoes she chose to wear, how her friends talk to her...anything interesting you noticed ABOUT HER that has nothing to do with her looks.

I like to talk about body language a lot so often times, I'll tell her something she's doing with her body language and what it might mean.

"You know, when people cross their legs facing someone, that means they're comfortable with them. See that guy and girl over there? Notice how their legs are crossed away from each other.

They're uncomfortable with each other right now.

Look at your legs now. <which would be facing towards me> I'm a major douchebag, I can't believe you're so comfortable with me already girl :-)."

So I noticed something interesting about her and still kept it light and playful (that douchebag thing is awesome, use it).

I didn't tell her how it made her different than most girls, probably would have been better if I did, maybe included a quick backstory about some girl I used to know who had the most uncomfortable body language ever, like if you saw her with her best friends you'd have still thought she hated them, and you're very glad to see she's not as closed off as a girl.

Something like that. So the formula is that most girls do that, here's a quick interesting story to paint a picture of what I mean, but you....you do this, as you tell her what you noticed about her eye contact, energy, vibe, any article of clothing jewelry, the way she talks, how open conversationally she is -- whatever it is you noticed and decided you wanted to chat about.

Bonus: When you make perceptive comments like this, you come off as a guy who who really pays attention, since you actually ARE paying attention now.

3. This is my personal favorite.. Make a guess about her.

Make any guess about her, no matter if it is right or wrong, you are still playful, make a guess about her. It is really fun, and guarantees the conversation will continue to have that playful vibe.

(When anyone makes a guess about us related to anything personal like where we're from, we can't help but want to know WHY they guessed THAT...she'll want to know why too, and you can be all kinds of playful with it.) Instead of asking where she's from, you say, "I bet you're from X."

Better yet, depending on what city you're in, tell her she's not a typical X-city girl, she's from Y-city."

Ex: "You're not a typical LA girl, I bet you're from Northern Cali."

Right or wrong, it's playful, it's fun, it's leading and it HOOKS her in.

You guys can obviously talk about where she's actually from (if you got it wrong), yet she's going to want to know why you said THAT.

(Tip: Answer most questions with a funny answer first, then a real answer second).

So when she asks you why you guessed she's from Northern Cali and not LA, you reply, "Because I know girls from Northern Cali only do laundry once a month, and looking at your outfit...I just figured.."

Lol.

She'll laugh, maybe hit you on the arm and then you volunteer, "Nah, for real...I just got this "I don't spend 24 hours a day on my appearance vibe from you. Quite the refreshing change of pace."

Playful first, real/connecting second.

So you know the 3 directions where you can take this in Phase 2.

I recommend you pick the one that fits your personality best, and just stick with that one every time you shifting a new girl from Attraction to High Value Small Talk, getting really good and calibrated with it.

And now that you're in this interesting conversation with that playful undertone always ready to jump in and jump out for a second, **how do you keep it going and flowing before you reach that final phase of escalation?**

Generally the High Value Small Talk should be a constant flow of dialogue with both of you:

- » sharing related stories
- » you qualifying her, then rewarding her investments
- » connecting with her on various topics, emotionally ("I can't believe you like that song so much...when I was 17, we used to drive around town in this beat up red convertible, and listen to it over and over again, etc." -- **Connecting Emotionally**)

Of course, again, the whole thing is down with playful undertone always present.

One key that can make any normal conversation **highly-attractive** is knowing how to tell your stories.

I'm going to give you 5 key points now to turn your everyday stories into verbal lubrication (not just with the women too, being a good storyteller is one of the most valuable skills you can cultivate in life).

Human beings for tens of thousands of year have communicated over stories.

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In fact, it's how human beings connect -- over stories, which draw up all kinds of emotion (we do not connect over logic or sports statistics no matter how much some guys with we did).

Another key point about stories is that it temporarily disarms the logical brain of your girl. Women cannot actually feel the EMOTION of Attraction when they're Logical brain is being lit up. Stories allow her to feel all kinds of good things about you.

That is why WE share stories -- we do not talk facts. Write that down.

Earlier in the interaction, you want to keep the stories short and full of good energy in your presentation, and later, maybe after 10-20 minutes, when you have more Attraction and Investment built up (which we'll talk about how to get in a second), you can share lengthier, deeper stories.

So the 5 things you want to include in all your stories are as follows.

1. When you introduce characters in your stories, give them an interesting, 1-sentence back story. If you can give them the nick names that is even better. This is a quick trick for making her feel like she knows your friends pretty well (which in turn means she knows you too). Let's say you're telling a story, and one of your buddies called you, out of breath.

Before you tell her why he was out of breath, you give her the quick backstory on him.

Ex: "So Terry calls me up, and he's out of breath. Now Terry is usually one of those really laid-back guys, he's the type that likes to chill and say Dude a lot, so anyways...he calls me and.."

From there, I go back into the story, yet now she feels like she knows Terry, she's got some relatable connection to him, she probably has a friend of hers like that too.

Plus because now she knows a him a bit and he's got a personality to him, that in turn makes the whole story more valuable in general.

Remember what we said about VALUE?..

2. Include some tension. Any good story has to have some conflict going on.

All good stories have a conflict that needs resolution.

Think of it like two asteroids coming at each other, on course to collide.

TENSION.

What's gonna happen? How did it happen? Will we be OK?

You need something like this going on in all your stories.

Tension not only creates interest in the story and gets her wondering what's going to happen, but since you're the one telling the story, you're the one providing the emotions its making her feel.

3. You want to pause for suspense. Pause before the high points, at the climatic stuff, at the points where everyones like, "Sooooooo what happened?".

So many guys want to rush through their stories with girls and friends, as if there's some magic prize for getting to the end of the story as fast as possible.

A smart tip I learned from a guy who gets paid a ton to travel the world and speak everywhere is that the pauses you take in conversation always seem longer to you, than to your audience.

There's not.

Take your time, play with your audience.

Pause when you get to those high points, and let the tension rise just a bit further before resolving it.

A smart tip I learned from a guy who gets paid a ton to travel the world and speak everywhere is that the pauses you take in conversation always seem longer to you, than to your audience.

Don't be afraid to pause and let some tension rise.

4. You want to have wide animation in your presentation of your story. Lots of guys want to keep it safe when they're telling stories, like there's built-in volume knob they can't exceed and an invisible force field their arms can't go past.

Newsflash: Neither of those exist.

Include some controlled arm movements in your story, vary your facial expressions, talk louder at certain points and quieter at others.

You want to be mixing up all of this as you ride through the story.

5. Let your stories demonstrate Preselection for you too. We know how POWERFUL Preselection is and in your stories, you can trigger off that Preselection trigger every time. In most of the

stories you tell, you want to include other girls in the story that were friends of yours (keep it ambiguous though, you don't have to share details, just that she was there with you).

This does the same thing her seeing you with other girls in the venue would do: It lets her know other girls like you, approve of you, are likely attracted to you and overall, makes you MUCH more attractive to her.

Get it?

So those are the 5 keys I want you to remember in story telling, and now..

Before we keep moving forward and discuss the High Value Triggers, I want to talk about a little trick that not only makes life generally more fun, but always lets you have something to say.

This is a question I get a lot ("..sometimes I don't know what to say?") and this is always my answer, on top of memorizing at least one of those 3 options I gave you at the start of this chapter:

Cultivate some kind of curiosity about the world all the time.

When we were young before the world told you a whole lot of shit that may or may not be true, it was very likely that you were just a very playful, curious, happy go lucky guy.

And when you become that happy go lucky curious kind of guy, then you always have something to talk about. How?

Because you are always wondering about something, and you're doing it in a confident, authentic kind of way.

So when you just let it flow from imagination to mouth, it comes out genuine AND in that confident, authentic kind of way...which people really respond to.

For instance, the first thing I'm curious about right now is WHY do some dudes think Tina Fey is sexy?

I think she's painfully annoying, I don't get it, maybe you can explain it to me.

So if you ever feel like you don't know what to say, remember you ALWAYS have something to say.

What are you genuinely curious about? What funny thing you were wondering about earlier that day?

Maybe you're listening to the radio and they were talking about some interesting pop-culture subject and something there sparked a funny thought..

Maybe it was something you saw at a construction site, on a highway billboard, maybe you're just curious if those two at the table over there are just friends or sleeping with each other..

This is how "naturals" do it themselves. They just assume whatever they're thinking about is totally interesting and fun, and they want other people to join it so they can share that fun and interesting vibe.

And because they just assume whatever they're going to say is that good, that's how people around them respond, and hey...there's no reason why you can't do the exact same thing.

With these ideas, you're going to be the most charismatic person at every party you go to from now on.

However, we can make it even better. This is the next step in making you even MORE ATTRACTIVE in your conversation. I call them the High Value Triggers..

Now I want to note these Triggers are not necessary for you to remember to include in all your conversations. With your new beliefs beginning to take form right now, a lot of them will just emanate from you, from the outset, naturally.

However, when used correctly, it can spike the attraction more rapidly and get you to Phase 3/ Escalation even faster.

Sometimes it's better to have a longer conversation and let it burn more slowly -- in that case, you'd spread these triggers out more, but if you're planning on closing here in 20 minutes, it's best to pepper these in semi-frequently.

They spike your value higher every time one is triggered, which to her feels like a good emotion AMPLIFIED every single time.

The key is embedding them into the conversation covertly --- NOT outright bragging. Let's take a look here..

(Tip: Don't think you could ever close a girl in 20 minutes, or less? While I actually recommend you DON'T lead towards the close so quickly, you should know many women (NOT just "sluts") will jump at the opportunity with the high-value guy who gives them the right emotions and escalates in a way that turns them on. Here's a new idea I want you to chew on and absorb: Women LOVE sex, and think it about MORE OFTEN than guys do. Societal conditioning has done a phenomenal job of covering this up and scaring any women away from exploring her true sexual desires for fear of being judged like a cum-thirsty sex object. Don't let 'em fool you. They

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CRAVE it, all the time, in the most natural and free way possible. Pardon my honesty.)

There are 8 high value triggers total.

I am going to take you through all 8, then give you examples of each.

We'll talk a little more about the effect of each, and then we are going to get into something I call Positioning, which is a HUGE part of ALL conversations with women (and if you get it right, it can often negate anything you might get wrong (because we all do sometimes) and still let you still get the girl).

Here are the 8 High-Value Triggers:

1. Dominance and leadership
2. Being socially awake
3. Being challenging and fun
4. Leaning towards your edges
5. Status
6. Communication
7. Where others see you and how they respond to you
8. Pre-selection

#1 Dominance and Leadership

At its core, dominance is much different than domineering.

If you ever tell someone they need to be a more dominant person, they'll often take it to mean they need to be more domineering, which we'll define as being more controlling and/or obnoxious.

That ain't right.

Being a dominant person, again, is when you have you dictate and assume your own reality, all the way to the bittersweet end.

You decide yourself how your world works and how people in your world are going to respond to you (this is called having boundaries, what you'll accept as a man and what you won't).

And because it's your reality, YOU MAKE DECISIONS.

Bunch of you are at a bar trying to figure out what to do next? You lead the group towards the best place for everybody.

You are always doing things to make your reality the most fun, relaxed, happy, self-fulfilling place in the world. That is being dominant.

On the same hand, we have leadership: Very similar, yet leadership is a really attractive quality.

You go back 400,000 years and in a tribe of Homo Heidelbergensis, the leader of the group, the true Alpha Male (who wasn't an obnoxious jerk but led the tribe in the way he believed best for everybody), had a harem of women sleeping with him.

In fact, almost all the women in the tribe slept with the **same guy** (think of it like a deluxe version of Dominance + Preselection).

We see the same thing with all kinds of similar species in today's world too...all the women sleep with the SAME male, the alpha leading the group.

Women subconsciously conclude that as a leader, you are a guy who will be able to provide for them and protect them and keep them safe.

In today's world, there's no longer the imminent danger of being tusk-fucked by an angry woolly mammoth, yet...those triggers are still there.

Showing leadership will still trigger those high value triggers for you.

One mistake I want you to avoid is being really excited by these new reactions you're gonna be getting from girls with all this information here, and letting her take the lead, since you feel like you already got her.

Often times, if you're making her all kinds of attracted to you like this, girls will be like, "Hey, I want you to meet my friends, you gotta meet my friends," and try and pull you towards there.

Pop quiz: Who would be leading who there?

I'm not saying she can't ever lead, but letting this stuff happen can trigger patterns for later that will prevent you from getting laid.

Keep that in mind.

#2 Being Socially Awake

This comes down to you being a man who understands how society workss, how people work.

This is a general understanding of human behavior and manipulating it to the best of your abilities as a leader towards what you think is best for everybody.

This is as simple as letting a girl know that you understand and are aware that most guys are really boring to girls, and some women are almost so bored they'd rather have good conversation with their women friends and top off the night with a vibrator than be bored to tears with another typical scrub.

You understand that most guys nowadays are boring, and overly logical in conversation. That is being socially awake, and socially aware.

Second example: Let's say a guy and a girl are dating exclusively for a year, then they break up.

Two weeks later, that guy brings another girl to a bar and his ex-girlfriend is there.

You should understand how that ex-girlfriend is going to react.

(She's going to be pissed and jealous and all kinds of emotional thunder, and will hide it in all kinds of way too.)

That is how people work, and it's super high-value to be a guy that GETS IT. Reading a book like this, and then being able to discuss the basic principles behind social dynamics demonstrates this strongly.

#3 Being Challenging and Fun

We know this is the secret to attraction, and being a guy who knows how to create attraction in of itself is a High-Value trigger. It says a lot of good stuff about you..

It says that your life is good. It says you are a happy person. It says you have a lot good things around going for you, and it says you have standards.

Good, good stuff.

#4 Leaning Towards Your Edges

I want you to imagine a triangle.

In each of the corners, we have a different category.

The three categories are as follows:

1. Health
2. Relationships

A man who is constantly pushing his health, getting in better shape and taking care of his body is hot.

3. Wealth/Greater Purpose

I want you to push yourself in each of these 3 categories, out towards the edges..

Not OVER the edge, not too hard, but not so little that you're still staying in your comfort zone..

Lean towards those edges of each of those 3 major categories.

A man who is constantly pushing his health, getting in better shape and taking care of his body is hot.

A man who values the most important relationships in his life, like family or close friends, and maintains the strength of those relationships is hot.

And a man who is pushing his career, his wealth, his finances is incredibly hot too. It shows serious ambition, which is important because women don't need you to be a man at the top of his food chain...they just want to be able to picture you there, and you do that with your AMBITION.

If you're a man truly pushing himself in his career/wealth/greater purpose goals, she won't just be attracted to who you are...she'll also be attracted to who she sees you becoming.

And here's the bonus: By doing all of those things, not only are you going to become a healthier, happier, wealthier more purposeful person with better relationships..

..You're also going to start to gain a lot of stories and a lot of experiences in these major areas of your life, ones that are going to come in very handy when it comes to sharing them in conversational flow.

You'll have funny characters from the gym you can tell her about, you'll have big plans for your business you'll passionately paint for her, and you'll have all kinds of stories going on in your inner circle, with all your closest friends and family.

Lean towards your 3 major edges...Win-win-win.

#5 Status

Status includes your associations with people, and with places.

(It can also include “things” like cars and toys, but better not to mention those if you have them...let her find out later on, and conclude you’re the kind of guy who doesn’t brag.)

There’s also situational status, and worldwide status.

Let’s imagine you’re outside a club, and there’s a long line. Because you know the bouncer, you walk right past everyone in line, say “What up” to the bouncer and he lets you in.

You now have situational status to all of those people who say that go down.

If you saw that bouncer the next day at McDonald’s, and said “What up” to him, no one else there would care.

So situational status is obviously SITUATION-dependent.

If you have a story where you were in Vegas, and your buddy got you into this party, and you bumped into Tony Hawk there and you guys started cracking jokes with each other and were both talking to these really hot twins there that night...

That’d be worldwide status..

Going to Vegas is cool. Always.

Buddies who get you into exclusive parties is cool. Always.

Chilling with Tony Hawk is cool. Most of the time.

And you and Tony Hawk talking up these two sisters is just really funny, and cool. Always.

When you recount that crazy night in Vegas with your new homeboy Tony Hawk, it’s a “high status” story to just about anyone hearing it.

(Plus, she concludes that you and Tony Hawk get the same level of girls, which means really hot girls like you, which triggers Preselection at as VERY high-level too.)

One thing to remember: Understand what’s high-status, and what’s not.

Waiting 3 hours backstage to slap high-fives with a cool band isn’t high-status.

That’s just fanboy bitch time.

Talking about real shit with that same band for 10 minutes before leaving because you had a big dinner for a buddy who just got a big promotion is badass, and totally high-status. Always.

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(Tip: If you feel like you don't have any high-status stories, START leaning towards your 3 major edges. Once you start leaning outwards, they just come.)

#6 Communication

Men who are simply great at communicating with others is high value of itself.

Have you ever been talking with someone and thought to yourself, "Man, this dude is a great talker?"

Women have too. And when they have, that man's value has SKY-ROCKETED in their subconscious.

Keep this in mind when you are talking to people.

Always be practicing your communication, and working on your presentation skills.

Work on your pauses.

Work on your wide animation.

Work on delivering punch lines with pizzaz.

I remember hanging out in buddy's house almost a year ago and his girlfriend was there, this cute little blonde girl and it was me and her and couple other buddies with their girlfriends.

We were all just hanging out and I was sharing a story with everybody and I was taking them through the story, I kept noticing she was making eye contact with me kind of strangely, like you know you shouldn't be looking at me like that, you are with my buddy.

As I finished the story, my buddy's girlfriend whispered something to him (she was a lot of the shy type) and then he said to me:

"She thinks you could be a professional speaker."

She had been wondering if did in fact I speak professionally because she thought I was such an interesting communicator/storyteller, and I could literally see the shift in her eyes when I was telling the tale..

That shift was a High-Value trigger going off in her mind, a spike of attraction, due to my communication skills.

Consider how powerful that was: The story was good, but it wasn't amazing.

Simply how I told it made her want me directly in the presence of her boyfriend. That's nuclear.

(I obviously didn't do anything about it because the Bro of Rights clearly states against such actions!)

#7 Where Other See You And How They Respond To You

If you are in a conversation with three or four other people (some girls, some guys) and they are laughing at all the things you're saying, they are paying you tons of attention and a girl just 5 or 8 feet away sees this.

Consider what something like that looks like to her.

She'll conclude those people are really interested in you, are getting good, fun emotions from you and they also see you as high value.

Again, girls are take permission from the external world most of the time, so..

..when she concludes other people see you as high value, then she is much more receptive and open and likely to also see you as high value.

This works the opposite way too.

If she sees you in a group conversation and people are ignoring what you're saying, then you must not be very high-value in their eyes and she'll be much more inclined to believe that too.

The secret is just following everything else I'm guiding you through here.

All the playfulness/challenging undertone, the dominant attitude, the body language, leaning towards your edges in your life...all of those things make you someone who people automatically perceive as high-value and will in turn interpret everything you do and say as higher-value. This means they'll be more likely to listen intently, laugh at your jokes and so on.

This trigger is fully a metaphor of "the rich getting richer". When you make yourself a higher-value guy, people will naturally see you and respond to you like a high-value guy. That will in turn make OTHER WOMEN assume you're that high-value guy when they see you in the venue, and when you start chatting them up.

#8 Preselection

We've covered this fully. You get it.

The question of course is, "How do I trigger these switches in conversation? In an interaction?"

The secret is ALL the time.

Make sure your stories include some type of Preselection mentioned in it, not as the point of the story but there other female characters involved.

Always present your communication to the best of your abilities.

Maybe there's a funky story from a vacation you were on in the Greek Islands.

Tell that story.

The point of the story won't be to brag that you vacationed on the Greek Islands, however the setting is an essential part of the story (and that triggers status).

Keep that playful, challenging undertone to all of your communication.

Lean towards your edges in your life -- make yourself a better man. We all know we're capable of more.

And lead interactions. Don't wait for someone to decide what to do, **START MAKING DECISIONS YOURSELF.**

If you're always doing these different things and she's seeing them happen, you'll be firing off all kinds of High-Value Triggers in her mind.

Do you have to trigger all of these with a girl before she's going to sleep with you?

Not at all.

You trigger a few of them off in her mind, and she'll actually fill in the blanks and assume the rest must be true about you too.

So maybe you tell a story about how much you've been learning about health and how cool it's been after your health-nut friend Rachel talked you into it, and you just started taking some new awesome supplement that's changed your life recently.

That little story shows you lean towards your edges, you do it in a playful/challenging way, you

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have female friends who care about you and you communicated all of this really well to her too.

That's 4 triggers you just set off really quickly. How attractive is that?

Plus she'll fill in the blanks to the rest too, and just assume you must also be socially aware (because Rachel cares about you) and a dominant guy (because after Rachel talked to you, you decided to take it on your own and push it to an even higher level) and so on.

How do you make all of these a natural part of your conversation?

Here's the secret:

Remember that Leaning Towards Your Edges trigger?

When you're sharing a story, always be sure to include your emotions in response to the things that are happening in the story.

As you're actively leading your life that way, you're naturally pursuing your passions.

And because you're pursuing your passions, you're not only growing, but you're leading a more passionate life.

So what you do in conversation is steer things towards THOSE ACTIVE PASSIONS.

You'll inherently talk about them with passion and emotion (which is crucial, you want the conversation to be all about those emotions you're both feeling, not the boring, logical stuff most guys get stuck on, and talking about your passions inherently prevents that), and both of these things will naturally allow you to switch off all kinds of High-Value Triggers.

And you'll have all kinds of stories to share about them, which is what we want -- stories, not facts.

Here's another trick to storytelling:

When you're sharing a story, always be sure to include your emotions in response to the things that are happening in the story.

Most people tell stories and they focus all on the things that happened in the story.

Instead, cover the things that happened in the story, but talk about what you were thinking and feeling at these different points in the story.

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That way, it becomes YOU that's interesting during/after the story, not the story itself.

(See your "How To Always Know What To Say" bonus and Me/You Communication for more on this).

So if I am telling a story about me going to the grocery store today, here's how I could make myself interesting off of it:

I can talk about how I walked in there and I am heading towards the granny smith apples, and I see they only had 3 granny smith apples left (which was rough to see, I love granny smith apples).

So I am walking towards to get these apples and I see this other girl walking towards the apples at the same time, I can literally I can see it in her eyes, we're both staring down those apples and I think to myself:

There's no way this bitch is getting my apples.

So I start to speed up my walk, and I see she does too, and it's incredible.

She has this short, stumpy legs but I think she was the fastest walker I've ever seen.

We are both racing towards these apples and then...

..and that's how I could tell the story.

I mean, let's be real: This was a story about going to the grocery store and getting apples.

However, when I share all these things I was thinking and feeling, it becomes a much more interesting story and **I** become the interesting part of it.

Now let's talk about that one thing I mentioned before that I said if you get this right, you could get everything else wrong and still get the girl if you properly include this in HVST..

..I call it "Positioning".

FACT: No two people are ever in the SAME position in any given interaction.

In a man to woman conversation..

Someone is in the position of 'chooser', the other the 'choosee'.
One person is being chased, the other person is the chaser.

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One person has the power, and the other person is seeking the approval of the power.

Those are the positions, and that is positioning.

When you're the one with the power, the one being chased, the one whose words hold the power of approval...you become the boss.

And the boss usually ends up getting what he wants.

Do you ever stop and wonder what is it that puts certain people in those positions?

I mean..

What is it that normally makes you the chaser when you're talking to a beautiful woman?

Is that how it's actually supposed to be?

Let's agree on one thing: You are AWESOME, simply because of the sole fact that you are you.

So since that's true..

Why is it that you are not the chooser yet?

Could you be the one with the power and she is the one seeking the approval from you, regardless of her looks?

Shouldn't she be chasing you?

The fact of the matter is that anyone at anytime in any conversation with anyone else can always put themselves in a higher position.

And here's the kicker:

When you put and maintain yourself in that position of "you're chasing me", women will naturally accept it and falls into the mindset of "Yes, I am chasing this guy", and..

..with you in that higher position/status in her mind, she automatically becomes significantly more attracted and interested in you.

Period.

She starts to think to herself:

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“He is the one in control. I am trying to earn his attraction his attention, and his trust. I am trying to do things to hookup with him. God, I like this guy.”

Besides outright telling her that she is chasing me right now (which I do sometimes and works awesome), the way we let her know that we are in fact the chooser in this interaction is something called Qualification.

Qualification comes from different statements and questions that subtly frame her as the one trying to prove herself to you.

When you qualify her, she subtly accepts these frames and the tone is set:

She is the one chasing YOU.

There are 3 levels of qualifications I use.

#1 - Playful Disqualifiers

#2 - Small Investment Qualifiers

#3 - High Investment Qualifiers

We use the Playful Disqualifiers in the Attraction Phase (you actually saw some examples there of it, as well as in your free bonus “Done For You Attraction”).

These are where you playfully disqualify her from being a girl you would like, or hook up with or want to date.

For instance, telling her, “God, you’re such a good girl. We would never get along.”

“We would never get along” is a playful disqualifier.

She knows you’re kidding, but even joking about it elevates your Positioning in the interaction (and literally in that moment, she feels a burst of attraction spike inside of her). That’s why they’re the first kind of Positioning frames we use, early on in Attraction.

Also, know that you don’t always have to playfully disqualify in the Attraction phase. If you get Attraction through any of the other means discussed before, then that’s great and you can just start with a Small Investment Qualifier in the HVST phase.

It’s not like you have to ensure you drop one of those in the first couple minutes of interaction... but they’re good and will set up the next level of qualification just a couple minutes later.

Regarding Small and High Investment Qualifiers, we use them in the HVST phase.

I recommend you use a Small Investment Qualifier earlier in the HVST phase, and then after maybe 5-10 minutes of chatting there, you use a High Investment Qualifier and if she complies with that one (accepting the Positioning by answering or going along with it), then you know it's time to shift into Escalation.

That's your signal -- her accepting the High-Investment Qualifier and the Positioning it implies.

Here are some examples of Small Investment Qualifiers:

Last weekend, I was talking to this girl and she was already into me (as was I with her) -- we were in the HVST phase.

Then, she bricked a jump shot. She said she thought Fallout Boy sucked.

Here's MY ranting issue: Most people say Fallout Boy sucks simply because they became really popular.

They don't actually know whether they like them or not, the fact that they're "a punk band that got BIG" means that they must be sellouts that suck.

ANYWAYS..

Instead of arguing or disagreeing with her (because I don't argue), I instead said:

"Psshh. Give me 3 reasons right now why you think Fallout Boy sucks."

That's it.

This is a small-investment qualifier.

It's a little hoop for her to jump through, and when she does, the subtle frame is set between us..

I'm in the higher position here, and she's proving herself to me.

Use the "Give me 3 reasons" one when you can, when she states an opinion on something you don't necessarily agree with.

And YES, do it playfully, like "WHAAAAT? Give me 3 reasons why..".
That sorta thing.

Other good small-investment qualifiers you might want to try:

“What’s the most exciting thing you’ve done lately?”

“Are you the kind of girl who would skydive out of a plane right now if given the chance?”

“God I’m so hungry...would you make me a turkey sandwich if we were in the kitchen right now?”

As you can see, these are all light and playful (High-Investment qualifiers, which are the next level up, are a little deeper, hence why they are “higher investment” qualifiers).

Later in HVST when you feel like you can get her to jump through a High-Investment hoop and shift into Escalation right after, try one of these.

Some High-Investment Qualifiers:

“If you could change one thing about your life, what would it be?”

“When’s the last time you did something outside of your comfort zone?”

The famous Neil Strauss qualifier: “What are 3 things about you that would make a guy want to get to know you, but can’t have anything to do with your looks?”

These question are higher-investment because they are only about HER.

They’re personal.

If she’s complying and divulging with you on these, you have firmly positioned yourself as the Chooser in this interaction and after she answers, she is ready to be Escalated on and you can get into the 4-Step Escalation process I’ll teach you later on.

Two Mistakes Guys Make When They Qualify..

#1 Often guys will get too serious during these qualifying parts of HVST.

They’ll be having fun, keeping it playful, sharing stories, have a wide animation in their presentation -- everything is going well and then when they feel like its time to ask a High-Investment Qualifier, like “What is the last time you did something totally fun and exciting out of your comfort zone? It’s really important to me that my friends are fun and open like that..”, they’ll get all serious and they’ll stop teasing and they’ll stop being playful and it becomes like this dead boring conversation, with her answering the question and you just sitting there, straight-faced and kind of out of the conversation.

Don't do that.

Even when you're asking this high investment stuff, still keep it playful, and keep it light.

She doesn't have to answer your question straight through either, like an essay -- you can interject with thoughts, comments or little teases in there too. Keep it light.

#2 Not accepting her for the answers she gives you in the Higher Investment Qualifiers.

You're asking her some pretty big questions and if she is going to emotionally invest in answering these questions and revealing herself to you, then you need to accept her for her answers.

It doesn't matter if you disagree with what she said, these aren't facts up for debate.

You must accept her for who she is.

Can you imagine if someone influential in your life, maybe a boss or someone else you really look up to, were to ask you a deep question about yourself and then.. They ignored your answer.

That would suck.

Don't do that to her.

Tell her what you liked about her response specifically, and relate to it with a story it reminds you of in your life.

This lets her know you heard her, and you really know what she's talking about, you've felt the same way emotionally even if the material content of her answer differs from the story you relate.

Now let's quickly discuss one of the most important, underlying lessons I've ever learned about attracting women: Being the source of good emotions.

What's it mean to be the "source" of good emotions?

It means that everything you're doing, everything you're saying, your voice cadence, your tonality, your eye contact....all of it is ALWAYS giving the girl you're talking to certain emotions.

Whether you like it or not, whether you know it or not...everything you're doing is affecting her emotional state (remember again, women are inherently more sensitive to the people around them than guys are...this is why).

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In this sense, you act as the “source” of her emotions.

Knowing this, don't you think it might make sense to figure out how to be a source of GOOD emotions vs. negative ones?

Understand this: Women nowadays, they have family and jobs and they probably have scrubs who will do anything for their attention or acceptance or approval or whatever, including taking care of their finances.

If you're just looking to hook up with a girl, then you really want to come in guns ablazing with those high-charged, positive emotions early on in that Attraction phase.

It wasn't that way 50 or 100 or 10,000 years ago, but today... maybe for the first time ever.. it is.

So if they have all of their necessities taken care of, like food, clothing, shelter...then when they meet a guy, they're not necessarily looking for protection, someone to support their survival.

Instead, what they're looking for (whether they subconsciously know it or not) are good emotions and good experiences from the guys they're hooking up with or dating aka a guy who, just by his words and his actions, is the BEST source of good emotions in her life.

If you're just looking to hook up with a girl, then you really want to come in guns ablazing with those high-charged, positive emotions early on in that Attraction phase.

Excitement, desire, curiosity...you're going to make her feel all of those things with the fun/challenging vibe, the teasing, the light playfulness, plus another mechanism we're going to talk about in one second.

And if it's a longer relationship you're trying to build, then it's those emotions I just mentioned (she'll ALWAYS want to feel those from you), plus others like feeling significant, feeling understood, feeling wanted and of course...being sexually fulfilled.

Some guys will discount what I just said and what I'm about to say, however those who don't and instead choose to grasp this will become Kings of Attraction.

There is a marketing guru originally from Los Angeles named Eben Pagan I learn from a lot, he's something of a mentor to me.

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And he always tell this story of his mentor, who had a famous line about emotions that I think should underline the importance of this subject.

More than cocaine, more than harder drugs, more than alcohol..

“Emotions are the most addictive chemicals known to man.”

Once we taste a certain emotion and we decide we like it, we just want more and more of it.

If you can become the drug of her choice, giving her doses of these emotions but always leaving her wanting more, she can in fact become addicted to you.

No joke.

So how else besides the actual techniques we talked about in the Attraction section can you become the **source of good, positive emotions?**

THE LAW..

I first heard the term “Law of State Transference” from certifiable badass Owen Cook (Tyler Durden) of Real Social Dynamics.

I’ll explain..

Your emotions are the reflection of the “state” you’re in.

For example, if you’re in an excited state, then you’re feeling excited.

Not exactly nuclear physics here.

The Law of State Transference means that whatever emotional state you’re in is contagious to the girl you’re talking to her.

Your state becomes her state.

How you feel **greatly** influences how she will feel.

If you’re going to be chatting up, attracting and seducing the women of your choice, you’re going to need to have positive, good emotions pumping through your blood stream first before she can feel it second.

I’m going to give you some tips right now as to how to put yourself into a good, positive state on command.

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You can use these tactics anytime you want to feel better and feel good, not just right before you're going to chat up the girl of your choice.

Getting Into Good States..

#1 Be healthy, and get your sleep.

An unhealthy body is an unhealthy mind.

You don't need to cut all the white sugar from your diet and stop eating red meat and be in bed by 9 o'clock, however..

..get 8 hours a night, eat UNLIMITED amounts of vegetables, get your fruit, go to the gym, you know all of this already.

(You probably noticed on the download page I highly, highly recommend a very certain specific workout program for my guys, so check that out so if you're truly serious about making it happen in the gym.)

#2 Change Your Self-Talk

You are constantly talking to yourself all day long and the way that you are conversing with yourself has a massive effect on the person that you become and the person that you feel like.

Massive.

So my advice to you is talk to yourself like you are the biggest badass on the planet, starting right now.

Our thoughts become our reality...don't forget that.

#3 Physical Anchors

By changing certain positions of your voice or body, you can immediately change the state you're in.

As Tony Robbins says, "motion creates emotion".

The first one you can manipulate to get into better state is just general movement.

If you've been sitting down for a while lazily, chances are you won't feel like walking up to a girl you don't know and chatting her up.

I want you to test something out right now:

Stand up from your chair, and pump your fist in the air like you just hit a game-winning shot.

Really, celebrate for a good 5-8 seconds right now, smile, pump your first, jump up and down..

(DO IT NOW, THEN COME BACK!!! :-))

..how do you feel?

Do you notice the different emotional state you're in, simply because you moved your body?

Remember that whenever you need to get into a better, more positive state.

Motion creates emotion.

Another physical anchor you can use to pump up your own state is your voice.

By forcing yourself to talk louder and deeper, your body and emotional state will automatically match it and put you in a better state that'll be ready to be the unparalleled source of good emotions.

#4 Your Mind's Eye

The pictures we see in our head and the movies we watch play out in our mind both affect your state as well.

If you feel like you could be in a better state (at any time), sit back, close your eyes and watch a good video clip of you in the future play out for maybe 15 or 20 seconds.

It'll help with your visualization and put you in a better, more positive state.

I recommend that the "video clip" you watch is of something that you want to happen in the near-future.

REMEMBER to use all of these to put yourself into a good state if you ever feel like you're not quite there yet.

Now, a couple of questions before we close up here and move here from High-Value Small Talk into escalation..

If you really want to be the source of good emotions, does that mean to avoid anything that could elicit some negative emotions in yourself or her?

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As I talked about before, women have 100s of different emotions and they want to experience all of them.

Guys in general would be fine if we hit our five or six best emotions, like if we had just like happy, chill, fun, relaxed and accomplished, we'd probably be all good.

Not for her.

She has a WIDE range of emotions and wants to meet all of them.

Here's what this means for you (and this really only applies to relationships):

If she's being an immature child or throwing a hissy fit, you don't have to remain all positive and the source of good, free-flowing emotions.

Be the man in those situations and put your foot down.

It's just, in general, you want to be the source of the best emotions in her life, while always in the back of her mind she knows that, if she's acting like she deserves it, you'll man up and tell her to shut the fuck up.

If you're just picking up a girl for the night for a hook-up, stay away from anything negative for the most part. You should still absolutely cut through the bullshit and put your foot down when it's needed, however for the most part...just keep pumping her full of those good, exciting emotions throughout all 3 Phases.

Got it?

So far, you've met her, you've approached her, you've made her attracted to you, you've shifted into the second phase of High Value Small Talk, you've shared stories, you've emotionally connected, you've qualified her and you kept that playful undertone to everything, still teasing lightly, still taking risks.

And now, she's hit that point in qualification where she is complying with a High-Investment..

..and because of that, it's now time to shift from High Value Small Talk into our third and final phase: Escalation.

Let's do it.

CHAPTER FIVE: ESCALATION, THE THIRD AND FINAL STEP

It's not one of my favorite movies, but *Glengarry Glen Ross* has one scene in it that has become really, really popular over the last couple decades.

It's an Alec Baldwin scene where he gives this speech to all the salesmen to kind of pump them up because apparently they've been sucking at making sales and he makes a echoing statement that has become very popular in American culture.

The line?

"Coffee is for closers."

The difference between the guys who have really good game, who end up with hooking up with or dating all the girls that they want to, whenever they want to, and the guys who hook up with some girls sometimes, but tend to be inconsistent, is ESCALATION. They don't CLOSE.

So let's talk about escalation for a moment right now.

As you've worked your way through the female framework here with this girl, you've generated attraction in her, she wants you, she's interested, she's intrigued, she's curious, and you guys have small talked for 5, 10, 15, 20 minutes, maybe even 25 minutes...you've shared stories, you've emotionally connected about stuff, you've been playful, you've been teasing her every once in a while, you've maybe role played a little bit, you hit some high value triggers, you've been the source of good emotions, you position yourself as the prize here through qualifying, she's the one working for you—you've done all this, and now..

She's primed.

To quote one of my favorite movies, "How To Be A Player" (duh), the "fish has been marinated" -- she's ready to be escalated on.

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So how do you make this shift from High Value Small Talk into Escalation?

How do you do it the right way and how do you make sure you avoid the mistakes that most guys commonly make in this area and end up screwing up all the work they did before?

I'm going to tell you exactly what to do right now.

You're going to have some wiggle room here because I am a big fan of natural game and the freedom it allows you, but I will tell you that in Escalation, your margin for error is lower.

It's advisable to follow a proven road map, so at least as you're getting the hang of all this, try not to stray.

First up, there are certain things you need to make sure you're doing with your body language, eye contact and tonality when you get to this point, so let's cover those now.

With your body language, at this point you need to make sure that her body language is basically speaking to you and giving you its full attention.

That means her legs and her hips are pointed toward you, her shoulders are towards you, she's giving you strong eye contact. Those are all signs that she's really intensely attracted to you and she's ready to be escalated on.

And you want to be mirroring her body language at the same time.

You want to give her your attention with your body as well, so you guys should basically be facing each other at this point with the body language.

You should still be open and wide and taking up space and in that alpha position, but it should be like you guys are together in your own little love bubble now.

With your voice cadence, you want to start to slow it down.

You want to take your time, and shift the emotions from this high energy vibe to a more comfortable, relaxed vibe.

You don't want to be speaking as fast, you want it to be more relaxed.

Remember the Law of State Transference... when you get more relaxed, she's going to be relaxed.

With your voice tone, see if you can deepen your voice a little bit when you hit this phase.

A lower, deeper voice is a sexier voice.

Nothing that sounds weird for you, however you should be talking from deep within your stomach here, not from your chest.

And finally with eye contact, keep it strong.

Don't flinch -- hold deep, seductive, relaxed eye contact as you're talking to her.

Now, if you haven't isolated her at this point already and it's not just you two alone, you're going to want to move to some area where it can be quieter and you guys can be alone.

If you're at a bar or club, and you're still near her friends or your friends, simply say, "Hey, let's go over here for a second, it's quiet," and lead her over to some part of the place that's quieter/more secluded for you guys.

It could even be just 5 or 8 feet away from everyone else, that's still enough space for you guys to feel "alone, but together".

So now it's time for you to escalate, and you're going to love me long time for this.

Perform this correctly and you will never have an issue escalating or heating it up with a girl ever again.

Ready for your life to be better forever? :-)

This is my 4-step Escalation Process that works every single time AND makes it really, really fun for both you and her...it'll really give her an experience she'll remember and cherish forever.

Step 1: Simply say, "You know what I think we would have so much fun doing.."

Then you're simply going to describe something in the future that you two are going to do together and you're going to include a quick reason why you'd want to do it with her too.

As you're doing this, you're making it sound so good and so much fun that she's going to be thinking to herself, "God, this is awesome, I would love to do this with him," but you don't make a plan on it.

If most guys are smart enough to do something like this, at the end they'll deflate the tension by trying to close the deal right then and there, but not you. You're smarter than that.

Instead, you're just going to kind of leave her hanging there for a second and make her really want it and make her kind of think about it just a little bit longer.

You're just going to make this sound amazing, this little future pace of a story, and, of course, she'll think it's something she'd want to do with you BUT then you don't make a plan on it.

You just let it build some more steam.

That's **Step 1**. I'm going to give you examples in a second, but I want to give you the overlap of what we're going to do in this 4-step process.

So that's number one, you describe to her something amazing you two are gonna do together but you don't make a plan on it.

Step 2, right after that, you're going to start a new conversational thread.

You give it a second to set in, that little future pace you just described to her, and then you start a new conversational thread.

And it's going to be a very specific conversational thread, something that creates a really deep and positive emotional connection, one, and two, something that also creates a physical connection.

I'm going to give you 3 different ways you can do this in a second.

What this quick shift is going to do is, by not giving her a chance to talk really about the future pace you just took her through, it's going to make it seem like you'd obviously have tons of fun hanging out together, but you're so not-needy that you don't need to make concrete plans on it right now.

Her attraction just gets higher and higher for you.

So you go right into this new conversation thread, creating that deep, positive emotional connection as well as a physical connection.

And then at the high point of this emotional and physical connection you just created, you're going to take it away.

This is **Step 3**.

You're going to take it away right then and there on that high point and you're gonna say you gotta go, you gotta fly, whatever, but..

..you guys are definitely going to have to do XX on YY (this is in reference to that thing that you just future paced a couple minutes before, you're coming back to it now).

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You can say, “We definitely go to do this on this date, or sometime next week when I’m free,” something like that.

At this point, you’re going to pull out your phone, you’re going to say it like a man with an assumption that of course she’s going to want to give you her number, you pull out the phone and you say, “Here’s my phone, put in your number and call yourself so I’ve got you in there.”

What this does is it makes exchanging numbers totally obsolete.

You guys have this fun thing planned that you’re going to do together and of course, the phone number is just part of it logistically.

Most guys make the number almost an end game or an outcome that they feel like they need, whereas the phone is nothing more than a tool for the truly important thing here, which is you guys meeting up next time.

That’s why the focus is on the plan and how much fun it’s going to be and exciting and playful and everything, and the phone number is just secondary.

And then finally, Step 4, you’re going to hug her goodbye and you’re going to give her what I call the “Slow Brush,” which I’m going to tell you about in a second.

It’s really powerful, and make her wants you so bad that when you guys do meet up, her desire for you will be so locked in at “Intense” that hooking up will just be moot, it won’t even be a big deal because she’s been thinking about it nonstop since you left her.

So let’s walk you through this whole 4-step process right now, how I would do it.

So you isolate her and you say, “You know what I think we’d have so much fun doing?” And then you go into your future pace.

I live in Santa Monica right now, and there’s something called the Promenade out here, which is this big shopping area with tons of people and tourists, really fun area.

So this is how I would say it (remember, you want it to seem real to her as she’s imaging it in her head, it should sound fun and exciting and playful and teasing and all that good shit).

So here’s what I’d say:

I go, “You know what I think we would have so much fun doing? Here’s what we’re going to do, we’re going to take a walk on the Promenade, maybe next week, I don’t know. And it’s going to be a blast because I feel like you’re as fun and adventurous as me.

We're going to take a walk on the Promenade, it's going to be sunny, a little breeze outside, and it's going to be packed with interesting looking people. We'll ignore them and make fun of all the tourists.

Then while we're walking around, we're going to walk into Urban Outfitters.

We're going to make a sharp right when we walk in and go straight to their bookshelf.

I'm going to read you a page from 1000 Awesome Things, which is like the coolest book of all time, they have it at every Urban.

As I'm reading you a page from that, you're going to laugh your ass off because I'm going to add in all kinds of funny sexual references that make zero sense.

And then because I just made you my personal shopping consultant, we're going to go look at new jackets for me in the men's section.

You're going to pick out something that I won't like, I'm going to pick out something you won't like, we're going to fight about it, and then I'm going to lock you in the dressing room because I'm just, you know, sneaky like that.

And then, I'll let you out, we'll make up and go grab some ice cream.

Then we're going to kick our feet up and sit on the benches overlooking the water, eating ice cream and watching the people go by as the sun sets."

So I describe it in detail, it's fun, it's playful, there's so many different things going on, it sounds like something she would love to do. Notice the descriptive language in there as well, as the sun sets, the people go by, we kick our feet up, you know, sunny with a little breeze, all the little details that kind of set the tone and kind of put her there in her mind, in that setting.

After you do that, you give it a second to set in, looking somewhere other than at her at the end (because you did NOT say it for her response, but for your own amusement and you like to hear yourself tell awesome stories) before starting a new conversational thread.

The new thread is something that creates a really deep, positive emotional AND physical connection.

There are three ways that I do this.

I recommend, instead of trying a whole bunch of different shit that may or may not work you just do what I do because it works.

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Here are the three things you can do, you're only going to need to do one so listen to all three now and pick which one you want to make your go-to.

Number one, you can pretend to read her palms.

You don't want to actually learn how to read palms, unless you're actually interested in that stuff. Instead, it's a lot more fun for both of you, when you just pretend like you know how and give her the most ridiculous reading of her life.

Number two is a secret handshake that she "just earned".

And number three is the Pinkie Swear game.

(My older clients love the Pinkie Swear game, they say it makes the women feel like a carefree kid again.)

So how do you go into each one and how do you do each of these?

She'll crack up.

Remember that by this time, she's already qualified herself enough to you that you can really just tell her to do small things and she's going to comply.

So for number one, to pretend to read her palms, I'll simply say something like, "Hey, let me see your palms for a second," and grab her hand.

I'll say, "You know, I'm actually world class palm reader," and you say this jokingly, obviously, and you're being playful.

"You know, I'm actually an award-winning palm reader, come here, let me see your hands."

Lol.

And then as you read them, you do the whole thing, pretending to feel and read her palms like you're actually doing it and getting in the zone and take it really seriously, while still kind of smiling, like you're well aware you're being totally ridiculous right now.

She'll crack up.

So when you go to actually read them, act like her life is in grave danger and you were sent her to save her or, find a line on her hand and be like, "Oh, this does not look good."

And she's going to be like, "What?" And you're like, "Hold on, I don't know if I can tell you this, hold on, hold on."

Play with her, tease her, tell her "this line means that you were almost born a boy, but your Mom ate a lot of lemons while you were in the womb which pushed you female."

Just keep it fun, silly, playful, absurd, but still connecting, just you two in your own bubble of fun.

By doing this, you're creating a positive emotional connection because you're both enjoying this moment, kind of tasting these emotions here, and you've got the physical contact going at the same time.

When you hit the high note there (you'll recognize because she'll be laughing really hard while giving you "I'm infatuated" eyes), you go into the take away, which is Step Three.

Number two for this step -- the secret handshake that she's earned.

You simply would say something like, "All right, I think you're ready for this, let's make a secret handshake."

And then you literally take her through a secret handshake, your own little secret between you two.

I'm not going to tell you what kind of handshake to do but keep it short, playful and easy, just a few different things and not something intricate that takes 10 minutes to remember.

This should be quick, fun and painless.

If it involves a high five and she goes to hit your hand, pull it back and tease her with it the first time you guys practice it too :-)

At the end of the handshake when you guys practice it the last time, hold her hand just a second longer than normal with some positive, seductive eye contact. This'll create some good sexual tension between you two and then right there again, that's when you go into the takeaway of Step Three.

And finally, number three, the Pinkie Swear game.

I love this game.

So all you simply say is, "Hey, have you ever played the Pinkie Swear game before?"

She's going to say, "No," and you're going to say, "All right, I think you'd be good at it, let's play."

Here's how you tell her the rules:

"OK, first of all, this game is based on being open with the other person, are you SURE you can handle it? :-)"

She'll laugh, say yes, then you tell her..

"OK, we each have to tell each other the funniest, most embarrassing thing that happened to you when you were a kid.

And to make sure the other person's telling the truth, the whole truth, and nothing but the truth, you have to pinkie swear on it.

Ready?"

So you pinkie swear on it, you know, you lock pinkies, you hold out your thumb, you both kiss your thumb at the same time, creates that emotional and physical connection, and then you can share a funny or embarrassing story that happened to you when you were a kid.

Also, make sure that your story is true and really, really good.

If you're going to do this, think about your story first and take some time to make sure it's awesome.

For instance, here's one I like to tell a lot:

When I was in fifth grade actually, and this is a true story, for some reason, all the kids at school, we were all like really into this idea of getting married, we thought it would be fun to pretend to get married.

So there was this girl in our class, her name was Jenna, she was like the blonde girl, you know, the most popular girl in school and because I'm beautiful and was awesome at soccer, she decided that she liked me.

But then she decided that wasn't enough, and instead wanted to marry me and because, you know, I had no standards back then regarding personality, I decided I would marry her, too.

And so we actually had a wedding ceremony during recess, during first recess on like a Friday or something like that (I don't remember the day of my wedding, isn't that sad?). Lol.

We got married that day, we did the whole ceremony right by the swingset and monkey bars, we walked down the aisle, we handed each other love notes when we did it, and then we kissed—and that was actually my first kiss, too, when I was 10—on the playground, you know the little peck on the lips.”

And then I usually end up it up by telling her something like, “And, you know, I really, I want to be forward and honest with you, so... we actually never got divorced or anything like that. I’m actually a married man. You’re OK with that, RIGHT?”

And of course, she’ll laugh, and I’ll recognize it.

High-note.

That’s what we’re looking for, a high note to do the takeaway and leave on.

So what happens is, once you hit that high note from whichever of those 3 you choose, this is Step Three, you take it away.

This is super powerful, it makes her attraction and sexual interest towards you like triple.

I ain’t playin’.

Right at that moment, you look at your watch or your phone, notice the time and you go, “Oh, shit, I got to go, you know, I got this to do, I got this thing, you know, I promised my friends I’d meet them here or I got to get home, I got work in the morning,” something like that.

Doesn’t matter, she’ll be so floored you’re leaving she probably won’t hear anything other than you’re leaving now.

As you’re saying this, we hit them with the second part of the sentence, which is, “you know, I got to fly, I got to go do this, I got to get up early in the morning for this thing, **but we are totally going to do XX on YY.**”

So if I was talking about the Promenade thing when I was future pacing, I’ll say, “..but I don’t care what you say, we’re going to go the Promenade this weekend and doing every single thing on that list I mentioned before. Here’s my phone..”

I pull out my phone, zero hesitation, total assumption and tell her, “Here’s my phone, put in your number and then call yourself so I got your number, too.”

That’s it.

If you’ve done what I’ve told you so far, she’ll do it exactly as you said.

Easy.

She puts in her phone, and you go to hug her goodbye, and as you do...

..here's the Slow-Brush.

As you're hugging her, you get your arms wrapped around her in a good, "I own you in my arms" hug.

Hold it for a good second.

**With your eye contact still on, you just pull back and say,
"I'll see you later."**

Then you're going to slowly pull away first and as you do, you're going to slowly brush your cheek against hers.

As you do this, as you slowly pull away, your lips are almost going to touch as you're pulling away because it's like cheek to cheek as you're pulling away and you're turning more to straight on and your lips almost touch, BUT THEY DON'T.

You slowly pull away and as you're pulling away and your cheeks aren't touching any more and you're moving back to a few feet away from her, you got deep, calm, confident eye contact with her again, the little, the slightest little smirk on your face like you know just a little bit too much, just a little bit too confident :-)

And then with your eye contact still on, you just pull back and say, "I'll see you later."

Then you turn and you walk away.

Win.

And that is the guaranteed four-step escalation process.

So now you got a plan to meet up again too, that even better has been anchored to a serious emotional investment on her part, leaving her on the highest note possible.

She is incredibly excited to see you again, to hear from YOU again.

Now you might be wondering why I'm recommending just getting the number on the first night instead of trying to go from the hook up on the first day you meet her..

My personal experience has taught me that it's almost always smarter to play it a little bit longer, so long as you end it like we talked about here.

Especially when you're dealing with the hotter girls, being the guy that leaves her wanting more, not to mention all the other incredible emotions you pumped her full of during Attraction and High-Value Small Talk..

..she's probably never had the before, and she will be dying to get something going with you the second time you guys meet up.

So now all we've got left now before it's time for you guys to hook up is texting to set up the meet-up, plus the actual meet up.

This has been an exciting journey so far, and to finish it off on a high note ourselves, let's move this forward now.



CHAPTER SIX: THE MEET-UP TO FIRST-KISS FIREWORKS

The first step to the Meet-Up is seeing the thing up, which in this day and age, we'll do with Text Messaging.

I get more questions about texting than almost anything else, it's become such a huge part of the game today and it can most certainly make or break you.

Fortunately, we're going to minimize the amount of texting we're going to do here leading up to the Meet-Up, doing just enough to solidify everything and nothing more.

So the same night you met her, you want to text her. **The point is to simply solidify the interaction and connection between you two from that night.**

You want to give her something to remind her of how much fun she just had, how attracted to you she was, how intrigued she was and how excited she is to see you again.

So this is simple, and please, I say this only because I love you and care about you and have seen other guys get in their head about it..

..Do not fuck this up.

This is my proven message, you can feel free to edit it a little bit, but the principle has to stay the same. All right?

So within 10 to 60 minutes of you leaving her, I want you to text her this message.

"Glad I met you tonight <basic nickname>."

All you're going to say is, "Glad I met you tonight," and then her nickname, or her full name if you didn't give her a nickname during your interactions yet.

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For instance, I met this waitress about a week and a half ago and we exchanged numbers (she actually just left my bed about an hour ago, I told her, “Listen, you gotta leave, I gotta work on my book and write about how I just seduced you.” Lol.).

And when we were talking, she told me she liked to take bong hits (yeah, I meet some really classy women sometimes).

But she tells me that she likes to take bong hits, that’s her favorite way to inhale or smoke marijuana.

So from that point on, I called her “Bong Girl,” kind of a play on like James Bond, she’s my Bong Girl.

That’s how she was saved in my phone, that was the nickname I would call her.

So when I texted her the night I met her, it was:

“To my favorite Bong Girl...glad I met you tonight :-)”

Nothing more, nothing less, totally simple. It does everything you need to do.

Other examples:

Glad I met you tonight Hooters Chica :-)

Glad I met you tonight Innocent Woman :-)

Glad I met you tonight Ashley J. Johnson :-)

Got it?

Now, it doesn’t matter if she actually replies to that text message or not, it’s totally irrelevant.

If she does happen to reply, a good amount of girls will, do not reply back unless it is really something that merits a response.

(If it is something that needs a response, in your reply, just keep it short, keep it brief, keep it playful.)

And do not send any more texts after that reply.

No more than two texts sent on the first night, we’re going to let her mind think about you.

If you were to keep texting with her that same night (which almost all guys make the mistake of the night they get a girls phone number), she will never get to really invest more thoughts/ become more intrigued about you...you're always available for her, right there on her cell.

Instead, we're going to **give her the gift** of thinking about the new, amazing guy she just met.

She cannot do that if you guys are texting back and forth.

Now, what is the next move after our initial text?

If it was a cold meeting between you guys, so you didn't know her at all before the night you met her, you didn't meet her through a friend, etc. -- then I want you to text her the next day, preferably sometime between 5:15 - 9 PM the next day.

If it was a warm meeting, so it was through your social circle, someone introduced you to her, it was more through a social gathering of mutual friends, something along those lines... then you're going to wait about 36 hours for the next communication.

What do you say to set up these plans?

I'm going to give you word-for-word text messages here, as promised.

Again, these are proven, they work, if you feel like you want to change them a little bit, I don't recommend it, but you can, just make sure you stick to the same ideas, the same principles, the same beliefs that I'm giving you here.

So when I'm going to hit her back the next day or roughly 36 hours later, I'm always going to start with some play on her original nickname.

Bong Girl becomes Lady Bong.

Hooters Chica becomes Lady Hooters.

Ashley J. Johnson becomes just Ashley J.

And the message is:

"Hey Lady Bong, you ready to rock the Promenade tomorrow?"

If the meet-up was set up for Saturday, and it's a Thursday here, just say Saturday instead of tomorrow.

We keep it light, playful, good vibes and the like.

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(Your location will obviously be different than mine, depending on what you spoke about during the 4-Step Escalation.)

She'll respond back excitedly at least 80% of the time, and then on your response to that..

(Which should take about twice as long for you to reply as it took her..)

..all you're going to write back is, "Cool, I'm," and right here this is key, this is huge..

A Public Service Announcement From Your Buddy Jason Capital:

The most common objection in the mind of a woman when meeting up with a new guy is the idea of trust.

I don't condone lying to women.

It's just not necessary when we know the material context of the conversation is so secondary to the emotions she's feeling during the interaction, however, in terms of seduction and flirtation, both sexes have always been permitted to have fun with the truth at times.

This is going to be one of those times (maybe).

The most common objection in the mind of a woman when meeting up with a new guy is the idea of trust.

She's clearly attracted to you and she really wants to learn more about you and spend more time with you because you make her feel so good and different and a young and free again, but sometimes there's just this trust issue that needs to be overcome simply because she hasn't known you that long and can't know all that much about you.

This is the logical side of her brain fighting her emotions.

Because you make her feel so good, she might be wondering if you do this with every girl? Am I just another notch on his belt? Do I know his friends? Are they trustworthy?

All these things are running through her mind, so..

..you want to overcome that objection before it can materialize in her actions.

So when she responds playfully to your message, all you want to do to respond back is, "Cool, I'm," and then right there, you want to insert something trust building that you're doing with

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your family at the moment.

Women almost always see people who value family relationships as more trustworthy.

Do NOT take this to mean to tell her about the every walk you've ever taken with Grandma, but letting her know kinda off-hand **this one time** (and only this one time) can be extremely powerful.

So I'll usually just say, "Cool, I'm on the phone right now with my cousin/sister/grandma, so just meet me at ADDRESS at THIS TIME.

It's the place covered in the most ridiculous green ivy from top to bottom, you can't miss it."

One, we got the family/trust thing (and ideally, actually be on the phone with that person so you don't have to have fun with the truth).

Two, we're getting off the text because we're busy dudes (or at least we want her to think you're busy -- if you're not, go back and re-read what I've said numerous times about being a man who LEANS toward his edges).

And three, we top off the meeting place with a little light playfulness to make her smile real quick, plus we describe it in detail so she can see it in her mind.

This is really good because now, she's imagined what it looks like, feels like she's been there before and will be more comfortable when she gets there tomorrow than if she hadn't been able to picture any of it.

KEY NOTE: You will have her meet you outside your place, where you will either walk or drive to your destination. This isn't a MUST, but it will help.

Chances are she'll hit you back and say, "Awesome, cool, great," something like that and that's it, we're done, you guys are ready to meet up and have one hell of a time.

No need to go more than two, three text messages at the most.

If she needs some other information, like if she has objections or questions or anything like that, of course you gotta answer them, but answer them a little sarcastically or playfully at first, like you wouldn't believe a girl would even question anything having to do with even getting the opportunity to spend time with you, then give her the information she needs like a normal person.

Final other question before we start talking about the meet up..

Should you make any calls between you two before you meet?

Here's my rule on this:

The only time you should ever call is if you need to set up or finalize logistics for the meet-up.

So maybe it's five minutes before you're supposed to meet up and she texted to let you know she can't find your building, so then you DO call her like a grown man and say, "Hey, where are you? ... Okay, you need to come here, when you see this you'll know where you are, etc. I'll see you in a second girl." Hang up.

Quick, easy, painless, no problem.

So on that note, we are almost there, we are almost at the point of hook up, right?

We've started with attraction, we've been through High Value Small Talk, we escalated, we got the number, we seeded the plans, we followed through on the plans and now.. it's time for the meet up, and..

..this is going to be super, super easy.

Because whether you know it or not now, you already have all the tools you need to make it the best meet up and hook up of her life.

I'll explain in a second.

Let's get to the meet up right now.

The Meet-Up..

Quick Rant: From the very start, even when you first met her, when you first approached her, when you guys first started talking, all the way to now, nothing's changed from then until now. Your mindset has not changed. You assume everything from the very start. You assume that it's on, you assume that she wants you, you assume that she's been thinking about you since you left her last time and she is just dying for you to make a move. But, you also know you're going to keep it light and teasing and fun and playful and make her want it even more before you give it up. That is your mindset now.

Now, why did we want her to meet you at your place first?

Instead of meeting at the mall or IKEA or the park, we wanted her to meet outside your place first so she can see where you live -- this will make her much more comfortable returning to it later on in the night.

So when she shows up at your place, you tell her to come up for a second with you, you forgot your jacket or wallet or phone or whatever.

If I'm meeting her out front of my apartment building, I'll say, "You know, I totally spaced and forgot my cell phone," or, "I forgot my driver's license," something like that, "Let's run up and go get it real quick and then we'll be off on our journey young lady."

So now she's going to see my place for the first time..

Never forget that, the bedroom's always last on the tour.

When most guys take a woman back to their place for the first time, they immediately remind her that it's the first time she's ever been there.

However if you were to bring an old friend up to your place, you wouldn't walk in and say, "Okay, so this is the living room, this is the bathroom, this is the Indian statue I won in a cup-stacking contest, etc."

You wouldn't do the whole tour thing, you would be totally comfortable and you would just walk right in, you'd walk towards what you needed to get and you would just make yourself at home, right? Same way here.

Walk in the apartment, say, "All right, sit down for a second, make yourself at home, I'm going to go grab my whatever," and then after she's sat there for a second on her own and you got what you needed, you come back to get her and *then* you go, "Okay, let me show you the place real quick before we go."

So here's what I do.

I take her through the place, I show her the kitchen, the living room, the office, the study, whatever, everything, and then the bedroom is always last on the tour.

Never forget that, the bedroom's always last on the tour.

So when I take her to the bedroom, I'll say, "And this is my bedroom."

I'll show it to her just for a second so she can register it as a safe, comfortable, clean room and then I might even joke, "But don't worry about that, you'll never see wind up in there anyway,".

Lol -- it's almost like I'm trying to get her away from there.

Every other guy that she's ever been with has always tried to get her into his bedroom and we're

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trying to kick her out.

The playfulness and little teasing doesn't stop -- we keep it swirling in the recipe, hitting those Attraction switches more and more like a light show.

What kind of man does this, she thinks.

The answer, of course, is a man who is non-needy and has all kinds of options with women, aka a Sexually Preselected man.

Now it's time to leave, so you tell her we're rolling out and you're off.

The meet-up has officially begun and this is going to be really easy.

How?

Because we already have the Female Framework down pat.

All you're going to do is start back in Attraction, like you would if you just met her, and you don't have to stay in there straight as long this time, but you start there to really get that Attraction flame really flickering again.

It's fun, it's light, it's playful and just a little bit challenging.

And from there, you just keep running through The Framework like a cycle.

It's a little Attraction, into High Value Small Talk, Escalate a little with some deeper, emotionally connecting stuff (personal stories told the right way and still hitting on High Value Triggers) plus some more Physical touching (like hand holding, hugs, playing with her hair, etc) and then you're pulling back again at a high-note of Emotional Connection and you go right back into Attraction, it's more playful again and lighter, and then you go back into more of the HVST again, the sharing and connecting, little bit of qualifying and so on, in this cycle throughout, going a little bit deeper each time.

ATTRACTION --> HVST --> ESCALATION --> ATTRACTION -->

To keep the meet up as fun and awesome as possible for both of you, just remember to keep it running through this framework.

Straight up, this is all you have to do for every meet up, for every relation, everything.

This framework will work for you for the rest of your life with women, every interaction you ever have. Attraction, high value small talk, escalating and pulling back. Attraction, high value

small talk, escalating and pulling back.

Pretty soon, this cycle of vibing with a woman will just happen naturally for you, and that's when you become deathly attractive to every woman you encounter. I mean that...EVERY SINGLE ONE (or even if they're married, lol).

Other key points to remember on the meet up:

Remember that you are the leader. You are the one who is leading this meet up, and where it's going and what's being chatted about.

So it's not her saying, "Yeah, we should go here, I want to go here," it's you saying, "All right, we're going to go here now, then we're going to do this, let's go!" You are the one leading.

Keep it totally non-needy throughout the meet up, throughout the interaction, throughout the relationship, throughout everything... totally non-needy.

You can take it, but you could also leave it. With this mindset, none of her tests can ever get to you (which in truth is a win for BOTH of you). Being able to walk away at any moment puts you in an eternal position of power ALL women find irresistible.

Lastly, keep up the escalating and the pulling away.

It will turn her on to 1,000 degrees of heat.

Bring her in for a hug, push her away.

Give her a high five, clap your fingers together, and then walk away from her.

Tell her that her skin is so soft as you slowly run your nails down her forearm, and then pull back and tell her it's "too bad we're not attracted to each other" with a little smirk.

Escalate and pull back, escalate and pull back -- it will make hooking up a little later the easiest, most natural thing in the world for both of you.

All right, now, in terms of the actual content, what you're talking about, obviously I'm a big proponent of natural game, but I also like to have a hybrid component to everything I do. I want to have a plan, I think a man should always have at least somewhat of a plan in anything that he's doing.

So on every meet up I have, I always have a few things that I remember in terms of what to talk about.

Girls do this all the time too, in case you were wondering.

I remember I took a road trip to Chicago, from Detroit to Chicago with this girl I was seeing a couple years ago. We were in the car like 10 minutes from getting to Chicago, it's like a four-and-a-half-hour car ride, and we had talked the entire time, it was just funny or it was teasing, sharing stories, qualifying, you know, some physical stuff and pulling back, that's what it was. It was attraction, high value small talk, escalation, running right through that cycle.

And about 10 minutes away from Chicago she looked at me and she goes, "You know what's funny, before we came out here, I was like talking to my friend Stephanie and we like made a plan, made like a list of like 10 things that me and you could do in the car just in case it got like awkward or there was nothing to say or anything like that."

I found it funny for a couple reasons.

The fact that we had a great conversation for hours, the entire time we were on the trip, was amazing to her.

It was just free-flowing consciousness, with a High-Value foundation, swimming right through that cycle over and over (A --> HVST --> E -->).

And number two, it was funny to me that she would plan stuff out to talk about, just like we're doing now. I had never realized that a girl at that point would even think to do something like that. It's like "how boring must some of these guys she's seen in the past be?"

Imagine how big of an advantage you have with all this knowledge now.

So every meet up, I recommend the following:

- » *Have two teasing, playful, Attraction-based things in mind to get the vibe started off right
- » Have two good stories in mind to share.
- » And have one fun game to play too.

Simple.

So here's an example of stuff that I do in terms of teases for every meet up..

Let's say we're walking down the street and there's people coming toward us on the other side of the same sidewalk, I will slowly, very slowly, start to nudge her in that direction of where the people are going to be walking by.

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It's almost like, as they walk by, I'm going to nudge her into them and make her look like a total goof, right?

So that's really funny, that's teasing, it's physical teasing, really good stuff.

That's one.

Number two, if we're in a store, we're going shopping or something like that, maybe even go to Urban Outfitters like I talked about, when we're in there, I'm going to make her my personal shopping consultant.

We can role play with that for a second, we can talk about her rates and I can tell her that she's over charging and she runs a shitty business—we can have a lot of fun with that role play.

And then two minutes later after, whatever she picks out, whether I like it or not, I'm going to pretend that I don't like it, teasingly, and I'm going to fire her as my personal shopping consultant and tell her she has to leave the store immediately, jokingly trying to lead her out the doors.

Got it?

Now for the two stories..

One of the stories you want to involve other girls, possibly a girl maybe that you had a thing with in the past. It should also be a fun story (NOT ANYTHING SAD OR EMOTIONAL OR ANYTHING THAT MAKES YOU LOOK LIKE A WUSSY).

Remember... ***High-Value Stories and High-Value Triggers.***

So a story I might tell, and this one actually just happened a couple weeks ago, my buddy, Nick, who's an investment banker in New York City, I went to college with him in Michigan, he was texting me from bar at like 6 on a Wednesday.

He sent a picture, this real-time snapshot of this girl who we had both gone to college with, and I had hooked up with her once, but after that hook up like the day after..

..she texted me and called me like 13 times in 45 minutes, or something insane like that, totally worthy of Guinness Book status, she was crazy.

And here she was, just randomly at the same bar as him in New York, it was really just kind of funny.

And I could show her that the picture on my phone.

By doing that, it's a funny story and it hits some high value trigger points, right?

Plus, it implies that girls hook up with me, girls chase me, girls won't leave me alone, etc.

Whenever something awesome happens or you think that'd be a great story to tell, make a note of it in your Story Rolodex journal or document.

All good things hitting that Preselection switch.

See if you can get a story like that in there and here's a tip to become a legendary storyteller..

Keep a growing Rolodex of good stories that you can share.

Whenever something awesome happens or you think that'd be a great story to tell, make a note of it in your Story Rolodex journal or document.

And it's not just good for girls, it's good for business, it's good for life, it's good for networking.

Having your own Rolodex of stories you can run through at any time will help your story-content stay focused on only the best ones that make you seem totally awesome and attractive and someone of very high value.

The other story you want to involve your personal passion and ambitions.

For instance, I would probably tell her about this new body language book that I'm reading right now from my favorite author, Joe Navarro, who's a total bad ass, worked for the FBI for like 30 years doing murder investigations and more.

He would literally talk to serial killers during interrogations and read their body language and find out if they were lying or not. I love that guy.

So I'm reading this book from him and tell her about it and maybe I'd even show her something cool from it.

That would be my second high value story, locked and loaded.

So that's two teases, two stories and now ONE game.

So for the fun game, there's so many friggin options you have here, so many good things you can do.

I love to just make games out of the environment that we're in, so if we're shopping, turning her into my personal shopping consultant, that is a game, right?

Or maybe when we're shopping, I'll have her try on like the funniest clothing. So if she's like a 5'2" yoga teacher who weighs like 100 pounds, I'll go grab like an extra, extra-large leather jacket from the men's section and like some gangster hat and put both of them on her, and say, "Wow, you look fabulous."

Yeah, fun games like that, have her try on the funniest clothing, different things like that.

Also, we talked about it during the four-step escalation process, but you have options there of games you can play, basically the two that you didn't use during that escalation process.

So if you pretended to read her palms before, then that means you can do the secret handshake with her here or you can bring on the Pinkie Swear Game. Either one works terrific.

Really though, you can make up any game that you want any time you want, as long as its fun and you're not taking it seriously.

It should just be playful and teasing and playful and oh, yeah, have I mentioned playful? :-)

I remember about a year ago, I was on a walk with this girl, and you know I don't usually recommend making out in a bar, but I made out with this girl in a bar and there was like a lot of tension between us, not just sexual, but almost like this game of who was going to end with the upper hand (me obviously, duh :-)).

So we go on this walk a couple days later and we're walking by all this nature and the brown leaves of fall, and I feel like all the teasing back and forth was taking its toll on her (too much Attraction of the same kind downregulates those patterns in her brain) and I could tell, even if she wouldn't admit it, she really wanted to emotionally connect so being the man in the interaction (and letting her be the woman), I decided to lead her into this next step.

So I said, "All right, we're going to play a game right now and here's how it works."

I had just come up with this off the top of my head, and called it the Jennifer Game, naming it after her (because it was "fun, exciting and I was in complete control of it.").

I decided the game went like this: We each have to say something about the other person, something that's unique just to them that we personally really like. Probably not something that a lot of other people know or notice, but it's something that we really like specifically about the other person, maybe something that draws us to that person.

And we went back and forth a couple times, and I think she fell in love with me right there, she loved that game.

So play any game you want, whenever you want, you have my full permission.

So you have your two teases, your two stories and your fun game to kind of get you started and then you're off, and then you guys are just sharing and qualifying with each other from there and now..

..you get to the end of the meet up, maybe it's been 45 minutes, maybe it's been an hour, maybe you went to a few different places and you've grabbed some food too, and now it's time to move it back to your place so you can guys can be alone together.

Now again, I want you to remember everything you do is under the Golden Assumption.

ASSUME EVERYTHING IS ON, AND ACT AS IF.

That mindset will lead you to the land of glory.

So now it's time for you to lead her back to your place, but first let's rewind for a second.

Remember how we brought her to your place for a second before you guys went out?

There's one thing I didn't mention then that you're going to do during that time as well. It is the key to always hooking up on the first meet up.

When she gets to your place the first time and you're showing her around, giving her the quick tour, you always want to leave a magnet in there.

Not an actual magnet, but something that you're going to tell her about it that's awesome and you'll make it sound amazing, but you're not going to have her look at it or do anything, you're going to leave her curious about it.

By doing that, it becomes a magnet to get her back to your place, the perfect excuse for why she's going back to your place on the first meet up.

So for instance, my magnet is a book I really dig called *Kokology*.

And you can use the same magnet if you want. I'm just really into this kind of stuff, I think it's really fascinating. It's a book by these Japanese researchers and doctors where you basically put someone in a scenario, like an imaginary scenario, and you can ask them what they would do in that situation. And based on their answer, you can actually tell them a lot about themselves. Really cool.

So what I'll do, is when she comes over at the beginning, I'll have this book out and I'll tell her about it and I'll say what it is, and I'll make it sound really cool, like "there's one of these exercises where you have to pretend that you are someone else's shoes and the person whose

shoe's you are says all these different things about your personality, you can learn some really cool stuff about yourself, it's fun, fun, fun, maybe I'll show it to you later today. We gotta go though.." as we roll out.

So it's like , "You know, this book is awesome, here's what it does, I showed this to my friend the other day and she's been like talking about it non-stop ever since, it's fucking awesome. Maybe I'll show it to you later, but we got to go, let's roll." And then I'll kick her out, okay?

So now it's later and time for you to lead her back to your place. Here's how you're going to do it.

So now it's later and time for you to lead her back to your place. Here's how you're going to do it.

Lay this line on her, as you grab her hand and lead her (under the Golden Assumption):

"Yo, let's go back to my place for a second, I want to do that *Kokology* book with you, I'm really curious, now that I know you a little better, to see what it says about a hoodlum like you."

You're leading her, it's "Yo, let's go back now," I kind of grab her by the hand, "I want to show you this," stating what I want to do. And I give a specific reason why, "now that I know you a little better..".

That, plus you're casually leading equals compliance.

So you take her, you lead her back to your place, as you're walking back, as you're in the car, whatever, KEEP TALKING.

Keep your mouth moving, that million dollar mouthpiece, keep it moving.

Keep sharing stories, keep teasing, keep qualifying, keep escalating and pulling back, keep running through that framework, all right? Every time you run through that framework, her temperature for you rises higher and higher, and when you're still chatting, her logical mind can't really start registering what's going on and she can't second-guess what she's doing right now because instead, she's going with her emotions and following them.

So now you get back to your place, the fish has been marinated, it's time for the seduction, it's time for the hook up so let's get to the most exciting part right now.

Remember when you get back to your place, there's that still that playful undertone to everything. Yes, some fireworks are about to explode and some good things are about to happen, but it's not a big deal, right.. It is never a big deal.

We keep the playful undertone to everything so it still feels fun, light and natural for her.

Laughter IS comfort.

It's just two people having fun together, laughing constantly and connecting/vibing on all levels.

So when you get back to your place, just go right into the activity you said you were going to do, your magnet.

No pauses, no hesitations, just flowing naturally.

I'll just walk in, sit down on the couch and say, "All right, let's do this," flipping open *Kokology*.

I really wanted to do this, it wasn't just a way to get you back to my house (that's how it appears to her).

And then we get into it, leading the activity.

Ideally, you want the magnet waiting for you in a comfortable place you two will be able to sit down together. Sitting on opposite couches is not good...best place to have it is if you have a couch or futon in your bedroom and both sitting on that.

That makes things really fluid and simple.

As you go into the activity with the magnet, keep the playful, relaxed vibe to it as well as a couple other key transitions:

» Strong, comfortable eye contact

» Slow your voice down a little

» Deepen your voice some too

So after a few minutes of the *Kokology* thing together, I'll let a positive silence take hold of the moment for a couple seconds, with that same deep, strong eye contact.

I'll bite my lip a little bit as I look at her lips for a second, then back to her eyes.

Not "darting" eyes, but ... slow-moving, desiring eyes.

I'll reach over and I'll slowly stroke some hair off the side of her face.

Maybe I'll slowly grab her hands too and clasp our fingers together.

But I'll just pause, I'll hold that eye contact, and I'll slowly reach my hand out and this time our waists should be pretty close to each other, it's not like I'm leaning over her or something, we should be like right next to each other, facing each other.

And I'll reach over and I'll slowly stroke some hair off the side of her face.

(If it's not on her face, then I'll just kind of stroke it behind her ear for a second.)

Like I'm thinking about doing something to her right now, but I won't actually do anything right then and there, I'll just stroke the hair.

And by the way, if you're in this moment, you don't have to worry about if she's ready to be kissed, she's clearly ready to be kissed but now we're just kind of teasing her, right? We're just being a showman right now and we're making it even more fun for her, okay, so I just stroke the side of her hair, I kind of push it back.

And then I'll look at her and say in a deep, calm, lowered voice, "You know that moment right before two people who are really comfortable and attracted to each other kiss for the first time.. that amazing tension between them in that moment? ..I love that moment."

And then as I say this I'll slightly tilt my head and I'll slowly start to move in.

As I'm moving in, I'll look at her lips and then I'll look at her eyes, and then I'll look back at her lips.

And then at that point your lips are almost touching hers right now, when I'm just an inch away, I'll pause.

Right before I kiss her, I'll pause for a second, I'll hold that tension for just a second longer.

At this point she has so many butterflies in her stomach it looks like an African safari.

But I'll hold that tension for just a second longer, and really play this up, it's creating something amazing FOR HER, I'll just let her bask in it for a second and then I'll slowly kiss her, and **I'll kiss her good.**

So I want you to do the same thing. Read this again, memorize it, make it happen, you're about to provide illegal fireworks on all your first kisses from now on for the rest of your life.

And at that moment, promise me you will kiss her good.

Kiss her like she deserves to be kissed.

And then from that point, from that first kiss, it is just ON.

It's just on from there, like it's always been.

Now one question I get a lot is if you should be leaning in over at the waist or should you pull her in when you go to kiss her..

Here's the deal: You do not want to be the guy who's leaning all the way over to kiss her. That looks (and feels) weird.

If she's too far away, you want to, with zero hesitation and true dominance, wrap your hands around her waist and pull her in right next to you so your waists are right next to each other as you slowly lean in for the kiss.

She'll love you simply going for what you want.

And how do you take this from the first kiss of the make out to sex?

I repeat, this is NOT a sex book, but the key rule I want you to remember, is "two steps forward, one step back."

That means you're making out, your hands are slowly exploring her body over the clothes, and then it's back to light kissing.

Two steps forward, one step back.

Then the next time you take it even further, so maybe you go back to exploring her body lightly over her clothes and you take your shirt off and pull her body right up against yours so she can feel your body and your muscles and your desire for her.

Then you just go back to kissing.

The next time forward, you take her shirt off, and you can probably figure out the rest.

Just remember, always two steps forward, one step back.

What this also does besides really turning her on is it makes you the one who pulls back first, instead of her.

A lot of times, guys are hooking up with a girl for the first time and he'll go for the bra and she'll be like, "No, we can't, we can't, it's the first time, we need to take this slow," etc., etc.

It's much better if you can avoid any of that ever happening, and this is how you do it.

Now, if she does try to slow it down, if you do reach that point and she says something like, "God, we shouldn't be doing this," then **agree with her verbally**.

Tell her, "Yeah, you're right, we're so bad.." while you keep going physically.

She'll keep going with you. All she wants to hear is you verbally agree with her so you're both kind of in this bad mischief together.

Now get out there and make me proud bud.

You've got everything you need to make her want you.