Memoirs Of A Player

INTRODUCING THE 'KILLER INSTINCT'

If someone could prescribe a real life magic potion as a sure fire way to score with women - the mythical Spanish Fly, or even a Funky Cold Medina - 'KILLER INSTINCT' would be that real life magic potion. When it comes to making the first move on a woman, guys who have developed the 'KILLER INSTINCT' have a definite psychological edge over the "nice guys", the "shy guys", and even the "pretty boys". The 'KILLER INSTINCT' is an understanding that a woman can be easily "swept off her feet" by a fast and sudden display of confidence.

What do you think gave birth to the catch phrase "swept off her feet"?

Going into the psychology, many women have a desire - and almost all have fantasized at some point - about being approached by a man in an assertive initiation of romance. We're not talking about rape here (although many women have revealed experiencing rape fantasies - "What Women Want", Rodale Books, 2000), we're talking about a guy having the confidence to make the first move. Not a bunt down the third base line either - but a swing for the fences. In making this first move, 'KILLER INSTINCT' is the guy believing full force in what he's doing. Using the game of baseball again as an analogy, if a player's going to steal a base and be successful, he can't stop halfway between the bases because otherwise the opposing team's defense is going to tag him out. So once that player seizes the moment to steal the base, he HAS TO GO ALL THE WAY.

Now, in reference to making the first move on a woman, by "going all the way" we're not saying that sex should be your goal. (Unless you're in a situation where the two of you aren't thinking of a long term relationship - hence, the "one night stand" - and the sex is consensual.) The goal with that first move is to initiate a response, which is often a kiss that turns into a tongue tie affair. The first move can also be as simple as making your way over to a woman while she's by herself on the dance floor and then dancing with her without asking for an invitation.

Psychologically, the first move is always the hardest. Once you've gotten past the first move, the second and third are always easier, and this is also psychological. Many guys fail with women because they just can't get the nerve to make the first move, or they do get the nerve but their first move is hesitant and they get tagged out between bases.

THE 'KILLER INSTINCT'...

Guys who develop the 'KILLER INSTINCT' are guys who understand the psychology behind the first move: that women with receptive body language are easily swept off their feet by a fast and sudden display of confidence (without getting to scientific, let's just say that it's something programmed into their biology). If a woman isn't giving you the cold shoulder and seems to be comfortable in your presence, you're in a good position to make a successful first move. Don't think "first move" - think "strong first move" - and then just do it and follow through.

Once you've developed the 'KILLER INSTINCT' you don't lose it. It's like that first time as a kid you jumped off a diving board into the swimming pool - after that, it just got easier and easier until it was no big deal.

"Hesitation Creates Gaps, Boldness Obliterates Them: When you take time to think, to hem and haw, you create a gap that allows others time to think as well. Your timidity infects people with awkward energy, elicits embarrassment. Doubt springs up on both sides. [PSYCHOLOGICALLY] Boldness destroys such gaps. The swiftness of the move and the energy of the action leave others no space to doubt and worry. In seduction, hesitation is fatal - it makes your victim conscious of your intentions. The bold move crowns seduction with triumph: It leaves no time for reflection."

INTRODUCTION

WARNING! : Before we go any further, we just want to say that this book was written with the Single Male in mind, someone in his twenties to early thirties, and a probable follower of popular culture. We're not talking about popular culture as it originally came about - we're talking about popular culture as it exists today.

Let us explain: Since the early 90's, popular culture has taken a dramatic turn, starting with black culture rising up to take the music industry by storm with rap and hip hop. Performers such as Ice-T, Ice-Cube, and Eazy-E set the stage early on with lyrics rhyming of ghetto life and womanizing. Rap / Hip Hop has been an evolution. Shortly after Ice-T, Ice-Cube, and Eazy-E were on the scene, stars such as Dr. Dre, Snoop, and Tupac emerged. It was about this time that ghetto life and womanizing went truly commercial and rich white kids in Suburbia, USA, watching MTV and buying up CD's, started picturing themselves as living the life of the lives their favorite performers were singing about. Influential songs included Tupac's "I getta around," Snoop Dog's "Gin and Juice," among many others.

As a result of this widespread influence, much of rap and hip hop brought with it a change of values that has been slowly accepted over the years and is now shared by the majority. Those of us who were in are mid teens in the early 90's, now in our mid to upper twenties come 2000, can appreciate this fact. We've seen it and experienced it. We've experienced it in the change of fashions, in the change of social cliques, and in the change of the singles scene.

Because of this, we thought it only obvious that for us to publish a book regarding getting with women in the year 2000, we should also cover the view points and opinions that have emerged from black culture to influence much of the current night scene.

Some will find the following piece offensive; some will find it informative. The best advice we can give you is this: Learn from the attitudes that have emerged from black culture into today's night scene and how to adapt them into your own approach to women.

Rap / hip hop is traditionally no holds barred, and in many cases a "Parental Advisory" label has been slapped on resulting CD's.

The section that follows has been put together no holds barred.

Key Point I:

IT'S ALL IN THE ATTITUDE

YOU WANT TO BE A PLAYER. You're not interested in romance. You don't want a girlfriend. You want girlfriends. You want a little black book full of names of females that won't hesitate to come over at 2:30 in the morning and break you off something. Sure you could pick up any buckled beer whore at the local club, but you want better than that. You want a lifestyle full of hot women, wild nights, and the occasional menage a trois.

But you're afraid of rejection. You're afraid she's going to say no. Or worse, laugh at you. And so you never have the balls to approach an attractive woman. And so you never get laid. Except occasionally with Rosie Palmer and her five friends.

What's the problem? You're the problem. Your self-esteem sucks and you've got no confidence. Maybe at one time you had some confidence. But now it's gone. Confidence was what gave you game, but you picked yourself apart a long time ago worrying about all the faults women found in you.

That's one of your problems right there. You worry too much about what women think of you. Well, don't. They're JUST BROADS.

Why should you care what some basket-case broad thinks?. . . Once you've realized this you'll have started to build up confidence. And now that you've started to build up confidence, you no longer need to worry about what women think of you. See the relation? It's what you think of yourself that determines whether you're a success. If you make yourself believe that you can get any girl to skin down, then guess what - you can get any girl to skin down.

Player's Rule # 1: Bitches ain't shit but hoes and tricks.

Key Point II:

CONFIDENCE IS THE CREAM

At a bar or nightclub, or most anywhere else for that matter, it all starts with eye contact. Strong eye contact ignites a strong emotional state similar to fear. Studies have shown that when you look directly into a woman's eyes, her body produces chemicals that spark the sensation of sexuality. Strong eye contact with a woman is the first step in making her want to get naked. It also shows power. If you don't look away after she first notices your attention, it shows her that you're confident.

After a few seconds of strong eye contact though, be ready for her to look away. This doesn't mean she's not attracted to you. Subconsciously, women have been raised to be submissive to men. After looking away, if the woman glances back again within under a minute, you can count on her more than likely being game.

Player's Rule # 2: If you stare long enough, you'll see right through her.

Your next step then is to smile and give her a slight nod, letting her know that you know what she's thinking deep down. If you follow this simple little pattern, your next step then is to make your approach. And right now she doesn't expect anything less. You've got her quivering in her bar stool. From the high level of confidence you've already demonstrated by locking eyes with her, smiling, and then nodding your head, she doesn't expect anything less than for you to make an approach. Keep an eye on her body language - if she seems interested, she probably is. Don't hesitate, or another player's going to swoop down before you.

Key Point III:

SECRETS OF THE GAME

It's true. You never get a second chance to make a first impression. Your opening line needs to be delivered clearly and confidently and should relate to the woman or the present situation. This early on, your first words and how they're said are important because this is all she has to measure you up on. And if you can manage it, the less clever your opening the better. Once you've got the initial invitation (which can be recognized as open body language - she's looking at you, and not glaring), move in as quickly as possible and say something as simple as, "Hey, how are you?" If she responds in a friendly fashion, consider it a green light to practice getting the hang of small talk (casual conversation, that doesn't give her the impression you're trying to pick her up).

Women will tell you that lines don't work. We'll tell you that most women are wrong - the trick is making them think that you're not giving them a line. You do this by seeming casual and sincere. But some women, no matter how casual and sincere you are, will still turn you down. They do it to make themselves feel good. We call them "player haters." (More about "player haters" is mentioned further along.) Which brings us to. . .

Player's Rule # 3: Weed out the women that are game from the women that aren't.

This is a very interesting point to take into consideration. It helps you realize that even though you're this smooth, cool, confident fellow now, you're still going to experience the occasional rejection. It's like the sales profession. A successful person in sales knows that he may only have a ten percent buying market for his product. This means that the salesperson would have to pitch a hundred prospective buyers to get ten that actually buy. That's ninety rejections! The salesperson is successful though because this is what he expects. So if you ever get a drink dumped over your head, just remember Player's Rule # 3 and take it in stride.

Player's Rule # 4: Ten Will Getcha Two.

Every time. Talk to ten women and you'll get two that are game. Get ten phone numbers and two will eventually pay off.

When picking up women, you've got to be careful to mix up your lyrics from time to time because women each have their own personalities. (Or so they think.) Using different lyrics will also make you sound more sincere. And it's good to develop your own style. Your own style will set you apart from the other players who are on the same mission as you.

Contrary to popular belief, conversation with a woman you've never met is actually pretty easy. As long as you follow two simple guidelines:

Let her do most of the talking — this is accomplished by picking up on key words or phrases that she uses and then throwing them back at her in an effort to keep conversation going. Let her tell you about herself. Women love to think that the world revolves around them. She'll feel like a star. And the more you get her to talk about herself, the more you'll make her feel like a star. (But you know otherwise.)

Keep her eyes locked on yours — of course you do this by locking your eyes on hers. The moment she starts to lose interest in you her eyes will drift off to other things.

If this happens it probably means that she's getting bored with the conversation - maybe you took the spotlight from her and began telling her too much about yourself. Move quick to get her interest back. Either shift the conversation to reflect one or more of the key words or phrases you've picked up on that she's been using, or move on to another step. Like ask her to dance or offer to buy her a drink.

Except you don't ask her to dance or you don't offer her a drink. You're a player with a lot of confidence. You casually brush her hand (in a flirt move) and cast a glance in the direction of the dance floor, saying something to the effect of, "I saw you looking at the dance floor like you want to dance, do you want to?..." Before she has a chance to accept or decline, you can cover your bases by saying quickly... "Or this is cool too..." Then just leave it open for her to decide to either take you up on your offer to dance, or keep the conversation going. However, if she seems suddenly disinterested, DO NOT try to keep her talking... Tell her you have to get back to your friends, and to have a good night... Don't bother telling her, "It was nice to meet you." The fact that you're polite when you excuse yourself has already told her this.

Your goal by walking off suddenly, is to leave her wondering if she did something that turned you off. Anytime you can make a girl who thinks she has your interest, and then suddenly doesn't, you have a good chance of hooking her later with a seduction technique... And the next time you bump into her, she could be more interested in talking to you. By walking off unexpectedly, your goal is to "leave her wanting more".

Some women are worth trying to hook up with more than once. If you happen to find one of these "special" women, be sure to record her phone number (but don't call her - gamble on bumping into her again in the future, when you can say you would have called, but you lost her number). This is a seduction technique and puts you in somewhat control of the situation. Because you never call her, even if she only gave you her number to be polite, you succeed at putting her in mystery, wondering if you're going to call. Do not call... Put her in mystery.

The next time she sees you, deep down inside she's offended that you didn't call. By saying you lost her number, suddenly she's not offended, and you've succeeded at having an effect on her emotions. You, at least for the moment, have stepped into her life.

If you succeed at bumping into a woman again, try to remember something about her that you were able to get her to mention the last time you spoke. For example, where she lives, works, and/or goes to school is good to know because this gives you a little bit of leeway going into a conversation. A great conversation starter succeeds at disarming her, lets her know you're aware of social graces (that go with your particular environment), and tells her that you're cool and confident. Here's a sample conversation starter to pave the way:

You: "So, you must be a student then, I take it? You seem like you've got a degree coming to you?"

Her: "I'm not in school, why do you say that?"

You: "You seem like you actually want to talk... most women, it seems like they just want to dance and whatever else is on their mind... (smile, and shake your head in a teasing fashion). You must have friends like that, right? I've got a friend or two that gets out of control on occasion, and I have to babysit them it feels like. What about your friends here?"

If we were to disect the above paragraph, it would go like this: The first sentence is a subtle compliment, and it also tells the girl that you think she might have some class. This may succeed at putting her in the frame of mind that you're only talking to her because she has some class, and now suddenly she has expectations to live up to... Namely yours.

The sentence that mentions having to babysit out of control friends, immediately lets her know that you're a guy aware of social graces (you have "self-control"), but also tells her you're not a conservative because of some of the friends you apparently have to "babysit" on occasion.

In one opening paragraph you've given her the impression that you're SAFE to talk to. Out on the club scene, women group guys who are safe to talk to into three general chategories:

1) You're Gay
2) You're Really, Really Nice
3) You're Really, Really Cool

Which group do you think has the best chance for hooking up? Exactly, Group 3.

Group 3's attitude can be summed up ridiculously simple:

1) You don't seem as if you're out on the town to pick up on women
2) You're not drunk, arrogant, macho, or obnoxious
3) You're confident, and seem as if you're aware of social graces, and what it means to be cool ("cool" may be an outdated word nowadays, but it still sums up the "Cool Hand Luke" attitude, that (thanks to today's media) has conditioned many women to look for specific traits in men.
4) If you're cool, you probably have somewhat cool friends, and could be a resourceful social contact - meaning, you've got occasional leads on hip party spots.

When women are out in clubs, their defenses are usually up, thinking that drunk, obnoxious men will give them a corny pick-up line... Or worse, predators might try dropping date-rape pills into their drink.

This is why it's important to have a good conversation opener that puts a woman immediately at ease with you, and interests her in continuing conversation so that the drunk, obnoxious men think that she's with someone.

Key Point IV:

DOWN AND DIRTY - WHEN ALL ELSE FAILS

* Contributor's note: The piece that is about to follow was almost left out. We realized that there would be some broad out there who would read it and figure out that she'd been had. (Actually there's more than one broad out there.) We argued long and hard over this. Finally we gave in. We'd promised that if you read this book and took our tips into practice you'd start getting women. So, against better judgment, here it is. . .

LIGHTS, CAMERA, ACTION!

Scams are part of the game. If you're going to be a major player, then you need to be able to pull a major act. Just like an actor. But instead of under the cameras and bright lights, the local bar or nightclub is your movie set. (Or anywhere else you're putting on game.) And on your set you're the scriptwriter, director, and producer. You're a fucking star. So whatever role you choose play it like one.

Player's Rule # 5: Fake It 'till You Make It.

Scenario: You're at a bar seated with a woman you've just met. You're dressed flashy. The drinks you ordered just arrived. You reach into your pocket and pull out your wallet, "accidentally" dropping a couple of business cards on the table which the broad you're seated with, out of curiosity, grabs and reads.

The business card states that you're an Assistant Movie Producer. The address reads Hollywood, California.

If she falls for this, which more than likely she will because this is a rare scam, YOU ARE GETTING LAID.

Have a good pitch, know a little bit about camera angles, and mention names like "Rod Steele" whom you "do some work with." "He's unknown up here," you can tell her, "but down in L.A. he's popular for his work."

With this approach you represent fame, excitement, and the glamour lifestyle. This is the shit women dream about. But be careful. After five successful nights of using this act on five different broads in five different clubs, one of us ran into a woman who actually was in the movie industry. A couple of questions and he was revealed as a fake.

Player's Rule # 6: Roll With the Punches.

If your cover's been blown, roll with the punches. Smile big and then tell her that not only is she gorgeous, but that she's also incredibly intelligent. Act impressed. Tell her that you don't see that very often. Then follow up by saying that you love that in women.

If you use your imagination, you'll discover that there's a million scams you can pull. Sure the first couple scams you try might not go to smooth, but hey, practice makes perfect. And don't feel bad. This is good for both of you. You get your rocks off on the girl and the girl gets her rocks off the next day bragging to all her friends about the assistant movie producer (or whatever role you played) that she got naked with. So chalk it up as a one-nighter and she'll never know.

Because most women don't travel in packs any smaller than two, some scams are better pulled when you have a friend in on the action. It's like a tag-team. If everything goes right you'll both get laid.

Here's a good scam to pull using a friend:

Scenario : You're posing as a couple of journalists for a popular magazine. With a couple backpacks and some expensive camera equipment the two of you rented earlier that day, you march into a bar and take a table to yourselves as far away from the action as possible. You ignore everyone. You place the cameras on the table and whip out a couple of notebooks. These are your props. (And you'll eventually discover that they're your conversation pieces.) Compare notes for a while. Lean in close to each other. You're ignoring everyone. Your work is important and this is what the two of you are discussing. You're ignoring everyone.

But everyone is not ignoring you. Women throughout the bar noticed when you marched in with your equipment, noticed that you took a table far away from the action, noticed that neither of you even glanced at a woman. Noticed that you look important. They can see that you aren't here to pick up one of them.

The two of you have become the main event. All the women are casting looks at one another as they share the same thought — I better make a move quick before one of these other ladies trys. And with every minute that goes by that the two of you remain unapproached, the better. Because the heat is rising. With their eyes these women are challenging each other. They're tigresses on the hunt — there's fifty of them and only one meal. And that's you. And as the evening progresses, be secure knowing that when a couple women finally do come up to your table, they'll already be dripping wet. Getting them to skin down will be easier than snapping your fingers.

Telephone Techniques:

Let's say for example that you meet a really attractive woman one evening, but no matter how many lines you throw at her, you only manage to get her phone number. So now what? Do you call her back the next day, panting like a puppy dog, and ask her for a date? Not if you want a chance of hooking up. You're a player. Give her the impression that you've got other ladies in your life. Wait at least two days before calling her back. When you do call her back, don't talk for too long, and end the call suddenly with something to the effect of, "Hey, I've got to take off before I'm in trouble... It's my coworker's birthday, and she made me promise I'd go. Anyway, it was nice talking to you, we should hang out some time... What do you think?"

Or here's a different act you can put on when you call:

When she answers the phone, purposely ask for a different woman. When she says you've got the wrong number, ask her what number you just dialed. She'll tell you her number and then you say something like, "I'm sorry, I meant (the woman's name)." Immediately follow this with, "I don't know what I was thinking. Your phone number's like one digit off of. . . (it's important to pause here for a second or two before finishing). . . my sister's."

Because you paused, she'll know that you're lying. But that's cool, though. That's what you want. In sales they call it "fear-of-loss." It's psychological. When you fear-of-loss a customer, it helps make him or her feel a need for the product. The same goes for women.

This tactic can also be used if all you have is the woman's pager number. Page her, and then when she calls back, act like you think it's some other woman by calling her a different name. For example, let's say you page a girl named Lucy on her cell phone. When Lucy calls back and asks if someone paged, say, "What's up Angela? Don't you get enough? Quit calling me." Of course Lucy will say, "This is Lucy, not Angela."

You see, it's key to make women believe that you've got game. Game translates into prestige, and prestige translates into charisma. Some women are turned off by this, however. We call them "player haters." But that's no big deal. Remember Players Rule # 3? You're weeding out the ones that are game from the ones that aren't.

Key Point V:

NEW JACK HUSTLER

Player's Rule # 7: Get in and Get Out!

These are probably life's greatest words to live by. You should take this to mean that if things are going good, get out while the gettin's good. If you're winning big at the craps tables, get up and cash out. If you're holding up a bank and you've emptied three cash tills, don't stick around to empty the last two. GET OUT WITH YOUR MONEY! And when you swoop down on a woman who's boyfriend just stepped away for a moment, Get in and get out! Don't hesitate. Get her phone number and go back to your business.

It might go something like this:

A smooth hustler, Mikey, sees this attractive girl, but she's got a date. Mikey hangs tight, sipping his drink, scoping the scene, waiting to make his move. And then it happens. The girl's date steps away for a moment—maybe to buy a drink. It doesn't matter. Mikey's in like a shark. "Hey, yo, baby girl," says Mikey. "Where do we know each other?"

Translation: "You look familiar. Have we met before?"

Says the broad, "I don't think so."

"My boys call me Mikey, and you girl?"

Translation: "I'm Mikey. What's your name?"

The broad says, "I'm Kiley."

"Yo, Kiley, what makes you so sly?"

Translation: "Tell me a little about yourself."

Mikey lets her talk for a few moments but then cuts in before her date can return. He says, "I saw you got a friend tonight, so I'd hate to keep you out. What's your number?"

He jots down her phone number and then boogies.

Get in and get out!

Player's Rule # 8: Some Do Taste Better With Age

" I certainly think that it is better to be impetuous than cautious, for fortune is a woman, and it is necessary, if you wish to master her, to conquer her by force; and it can be seen that she lets herself be overcome by the bold rather than by those who proceed coldly. And therefore, like a woman, she is always a friend to the young, because they are less cautious, fiercer, and master her with greater audacity." - Niccolo Machiavelli, 1469 - 1527

With older women it's pretty basic. Here's two really easy steps to follow:

1. Compliment her every time you see her. Older women are attracted to young guys who give off the persona that they will develop into major "players" when they're older. The ability to give compliments reflects this. It shows your confidence. Keep in mind that a lot of women fantasize about being seduced by a younger guy. Even married women. So your goal with these compliments is to not come across as nice — it's to come across as manipulative. This is where you become a hustler in their eyes. And all women subconsciously have an inner need to be hustled. Believe that.

2. In a humorous fashion, feed a woman this line: "When I'm older and more mature (assuming that you, the reader, is younger, of course), and make it big, will you be available for me?"

She may see you now as a "big thinker" who's going to be a success in life. It doesn't matter what age they are, women are attracted to success. You may now represent to her an "interesting affair."

In any of your flirting, if she ever says "I'm too old for you" or, "You're too young," you can say, "You just need a little youth in you." Or, "You're wrong, girl. You're like an exotic wine. You taste better with age." (It's important to call her "girl." When you do you immediately take control of the situation.)

Some older women would rather seduce a young guy into an affair. In this case, it would be the older woman who would instigate things. To make the situation arise, the proper conditions need to exist. Think back to Players Rule # 5. Fake it 'till you make it.

Whenever you're around her, act like you're uncomfortable. Let her catch you gazing at her body. Immediately whip your eyes away. She's attracted to your shyness. And she likes the attention - it reminds her of her younger days. To give her the impression that she's aroused you and made you uncomfortable, rub your hand across the back of your neck, then, for greater effect, rub your hand around your shirt collar (classic move). Now she definitely knows that you're aware of her sexuality. And this turns her on.

Case Studies:

THESE WORDS IN PRACTICE

Player's Rule # 9: Never Show Your True Colors

Most women are attracted to players. But many have too much of an ego to get with one. If they know that you're a player, then they know that there's a chance that they're going to get played and they don't want to give you that power. So never show your true colors. A real player never gives women the impression that he's a player.

Instead of focusing on being sly, he focuses on simply appearing confident. Sounds easy, right? No, it can be a bit tricky. Unless you understand how people read other people who display confidence, it's an almost guarantee that you're going to be "read" as being a player, which in reality is a negative when trying to meet fine women in nice clubs. If you're dressed with style and care about your image, it's going to show. First, it's going to get you attention. The women might not be obvious about it, but they do notice you. Those first 30 seconds that you're in the club can prove to set the stage for the rest of the night.

You've heard the saying you never get a second chance to make a first impression? Consider this - going into a club well-dressed and clean cut, you don't even have a first chance. You're tagged a "player" the moment you walk through the door.

That's not good.

Because fine women usually have huge ego's, and they resent the idea that you don't acknowledge them for their super-star status. Each of these fine women, in one way or another, thinks that the world revolves around them, and that includes the guys that they want to get with. If they see you as a player, then they see you as a threat to their strong self-centered set of beliefs. Why? Because if you're a player, then you think that the world revolves around you.

What to do? You've got about 30 seconds to act. First off, start smiling. But not a cocky smile - a friendly smile. To make this work, you have to have some purpose behind it. If you're with friends, turn your attention to them. Laugh. Have a good time. If you see some other friends, pick them out of the crowd and take the time to greet them, and be alive about it. If you recognize a girl you've met before, give her a hug. (* a little off topic here, but the hug is a true seduction-technique. When women see other women hugging you, they're going to want a piece too.)

Through all of this, the fine women in the club have no idea what you're saying. All they know is that you're dressed with style, clean cut, and appear to be friendly. Most guys, on the other hand, who show style and are clean cut - AND GO TO CLUBS - are usually players (or player-wannabees, in a woman's mind). You're using this stereotype to your advantage.

Confidence plays a role in all of this by making you appear sincere and not fake. Confidence is believing full-force in what you're doing. If you're low in your self-belief when trying something new, you're going to do a half-ass job and it's going to show. Full-force are the key words. This is what will make you stand out. And if you need to fake it early on, the trick to faking it is to fake it with sincerity.

These words in practice:

To demonstrate what we're talking about in the above paragraphs, this week we travel to Seattle's Pioneer Square district, a six block radius of bars and nightclubs located in the heart of downtown where thousands of male and female clubbers alike swoop down for some hard core weekend action. Taking part, we have two guests: Brad Pitt and Jim Cameron. Of course we know Brad Pitt from A River Runs Through It, the early scenes of Meet Joe Black, and also Fight Club. In this scenario, we use Brad Pitt's confident and outgoing character that Hollywood seems to love. Jim Cameron, on the other hand, isn't a Hollywood celebrity, just a twenty-five year old who grew up in T-Town (Tacoma, Washington) and now resides on the Seattle Eastside. As far as women and nightclubs go, Jim's been down with it since day one.

We're outside of The Last Supper Club. Look down the street in any direction and you see lines of people at hot dog stands and you also see lines of people waiting to get into the many bars and clubs. The Last Supper Club is one the more trendy spots in the city (at the date of this writing) with a strict dress code of no hats and no tennis shoes. In other words, you need to be looking sharp to get in. The VIP line is in full effect tonight.

We send Brad Pitt in first.

He doesn't even last two minutes. Way-Too confident and outgoing and the All-American male, he got player-hated hard. The fine women saw him as a threat to their super ego's.

Sorry, Hollywood - that's real life for you.

Jim goes in next. He tells us to come in with him. Using our passes, we take the VIP entrance. We buy our drinks, Jim surprisingly doesn't. Instead he orders a cup of water and starts a conversation with the bartender, an attractive brunette with nice breasts. It's too loud in the club to hear what they're saying, but Jim keeps the bartender talking for about five minutes. There's more than one bartender working the bar, but a line starts to form anyway behind Jim of guys and women wanting to order drinks. Suddenly the bartender reaches across the bar and hugs Jim, and then kisses him on the cheek. He turns to us, smiling big-time, and shrugs a shoulder, as if he has no idea what that was about.

The women in the line behind him and also the ones at the bar saw the whole thing.

Jim comes back to us. He says, "As soon as she gave me the water, I gave her a five dollar tip. It was easy to keep her talking after that. Then right when I was about to leave, I said, 'I just gave you a five dollar tip. I'm at least gonna get a hug, right?' I didn't ask for the kiss - she threw that in on her own."

We don't need to get into detail now, but it's an easy guess that the women who approached him later on the dance floor had fallen for the cool/friendly act he'd put on at the bar.

So what was the difference between Jim's approach and Brad Pitt's? Brad Pitt thought that just his looks and presence would make women want to approach him, whereas Jim understood that he needed to be a little manipulative and trick women into wanting to approach him. Every guy in the nightclub could be considered a "product" on a store shelf - Jim, a "product" as well - created "demand" for himself when women in the club saw him receiving the attention of the attractive bartender. "Product demand" is a concept in successful marketing because business people understand that it plays off the human psychology "to want what others have."

FINAL WORD

As you've found out by reading this, there really isn't much to being a player. And there really isn't much to picking up women. It all boils down to confidence and Killer Instinct. The confidence to present yourself as a cool male that's In-Demand, and the Killer Instinct to move in on a woman when the right opportunity presents itself. And if you're ever hesitant about going into Killer Instinct mode (as introduced to the world at the top of this section), just remember this...

Women WANT to be seduced.

P L A Y E R H U M O R

Oh, yeah. . . One more thing worth mentioning that's guaranteed to get you laid. . .

Scenario: You're parked out in front of a bar. It's a few minutes before it closes for the night and drunken broads are beginning to stagger out in groups of two's and three's. You're wearing a jacket that has your name stitched into the fabric above the breast pocket and you're also carrying a small clipboard. You look professional, like you have a job to do.

You get out of your car and march into the bar. You take a second or two to scope out the scene. Broads are everywhere. Most of them look like they've had too much to drink. You laugh to yourself. This is almost like taking candy from a baby.

With one hand, you shake your car keys high above your head and shout, "SOMEONE CALL A TAXI?"