RELAUNCHED
ROULETTE

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60 Years of Challenge

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Table of Contents

Chapter 10: Keeping Woman Attracted 8

The 1itis Cure 9

It Won't Last 9

The 1itis Problem 9

GFTOW? 9

What Went Wrong 9

Fight 1itis with Horniness 10

Madonna or Whore 10

You don't really want to fuck her 11

What Can I do? 11

Affection Needs 11

The Horny Next 12

Next Her 12

Never Pout 12

Returning Fox 12

Be a challenge for YOU not HER 13

The Secret 13

Challenge 13

Gone Baby, Gone 14

You are the Prize 14

Core Elements 15

The Ultimate Frame 15

Impermanance ..... **Error! Bookmark not defined.**

Experience Walking Away 15

Master Seducer 16

Experience Managing Emotions 16

You Screen Women 17

Freak Affection 18

Affection 18

You've been flagged 18

Negative Challenge 18

Male Freaks 19

Getting sex is easy 19

Type "A" Affection 19

He's Not That Into You 19

The 5 Phases 20

Phase 1: The Sexual Relationship 20

Phase 2: The Affection Relationship 20

Phase 3: The Purity Relationship 20

Phase 4: The "It's Too Much Trouble" Relationship 21

Phase 5: The End of the Relationship 21

Maintenance Program 22

1. Golden Rule 22

2. Have a busy life outside of her 22

3. Be a positive challenge 22

4. Keep doing the little things right everyday 22

5. Great Sex 23

She Doesn't Care 24

Attraction doesn't care 24

She Doesn't Care 24

Women are Comfortable 25

Men Hate Drama 25

Women are different 25

For example 25

Men Can't Pout 26

She Doesn't Want You to Be Comfortable 26

Chapter 11: Dating Multiple Women 27

Affection Virgins 28

Who is Really Good With Women 28

The Goal 28

Affection Virgins 28

Freaks, Lies & Agendas 28

The Funny Part 29

Affection Variety 29

It's Not You It's Her Agenda 30

Stay Humble 30

Ultimatums 30

What Happened? 31

Women Do Not Really Love Us 31

Lifestyle of Love 32

A Woman's Trump Cards 32

Purity 32

Her agenda 33

The Alternative to Marriage 33

Affection Variety 33

The Purity/Affection Issue 34

Lifetime dedication to meeting new women 34

Lifestyle of Love 34

Male Affection Deficit Disorder 35

Macho Culture 35

Male Friends 35

Fathers and Sons 35

I Love You, Man 36

Next Now or Pay Later 37

Key Point 37

Her Loss? 37

The Provider Next 38

The Lover Next 38

The Fantasy of Purity 39

The Fantasy of Purity 39

Why do these guys stay? 39

M/w Thinking 39

Defenders of Purity 39

What's their secret? 40

You will always have Freedom 40

The Purity/Affection Issue 42

In the Beginning 42

Mr. Cool 42

Purity 42

Dating More than One Woman 43

Lonely Nights 43

Chapter 12: Final Concluding Thoughts 44

The 3 Characters 45

Putting it all Together 45

Pick your own characters or role models 45

SOCIAL 45

SEDUCTIVE 46

SEXUAL THREAT 46

The 3 Fears (Be Genuine) 47

Reason for the Fear 47

3 Demons 47

Don't worry about outcomes, just fears 48

Fear of Genuine 48

The 3 Crutches 48

Conclusion and What's Next 49

Key Differences 49

Chapter 10: Keeping Woman Attracted



The 1itis Cure

It Won't Last

The affection-connection won't last unless you can build a strong sexual- connection first.

Anytime you try or let her convince you to take the female affection (talking all night, holding hands, lunch dates) before the sexual connection is solidified (fucking, sucking and squirting). It always ends up bad for the guy.

Female affection only feels right when you are receiving it from a masculine position. And although it feels great, the only way to guarantee her female affection is secure is by making a deep sexual connection.

The 1itis Problem

Supposedly 1itis was the hardest problem for the seduction community. I cracked it in two years. I also figured out why even the best seducers end up getting married *(fantasy of purity).* Jeez, anything else you guys need me to do while I'm in town. Ok I'm bragging again. I'll just shut the fuck up. And go fuck ten other women.

GFTOW?

To get over your 1itis you need to go have sex with other women. But do you really want to spend your whole life getting over 1itis after 1itis. Or for once do you actually want to *GET* your 1itis?

Because fucking other women will not get you *this* girl or any other girl you really like. That's because even if you fucked 100 other women (that you don't feel this way about) it will never teach you how to get HORNY for a woman that you only want AFFECTION from.

And you will meet a lot of these women you think are *special* over the course of your life, so you better come up with a good plan.

What Went Wrong

Let's make this easy:

1. You don't want to fuck her.
2. To get a woman you have to start a sexual relationship.
3. How can you start a sexual relationship with a woman you don't want to fuck?

You tried to take the AFFECTION before the SEX. You got it backwards. You only get a woman's affection if you fuck her. Unless she is your mom.

The bad boy that smacks her around with his cock also gets to snuggle with her. They are catching a movie later. She gives him sweet little kisses and acts like a little girl around him. Then he blows a big load in her face.

In contrast you are still trying to create the perfect opportunity to kiss her. But not because you are horny. Only because you think her kissing you would mean that she likes you.

If you would have boned her right away you would be holding hands, snuggling, and giving each other pet names right now. Which is what us guys really want no matter how tough we try to act.

Aw, seducers **really** are sensitive. Dr. Phil should do a show on this. Basically you are more concerned with basking in this girls "feminine energy" than having her lick your balls. You let your desire for female affection surpass your need for a blowjob.

Fight 1itis with Horniness

It's the only way to win the battle and get the girl.

When you have 1itis you are still jerking off all of the time, just not to her. You don't see her as a sexual figure anymore. But having sex equals getting the girl and being sexual around the girl is what leads to having sex. See the problem.

Until you learn how to get sexually aroused by a woman in which you see true feminine beauty, you will never get your 1itis.

All these cases of 1itis start with the same problem. The guy doesn't really want to fuck the girl. Before we give him advice and the he does anything, first he has to actually get back that feeling of wanting to bang her. This last time he felt this way is when they first met. That is a good place to start.

Madonna or Whore

The answer lies in the M/w complex. You think because you have seen her "feminine beauty" that she wouldn't enjoy getting tied up and banged in the ass. You don't see her as a sexual being. Because if you did your cock would be popping out of your pants when she is around.

You don’t really want to fuck her

You just want to “be around her” and bask in her feminine energy. That’s fine. But for her to want to be affectionate with you, you need to fuck her first. The strongest most powerful connection in the world is a sexual connection. A sexual connection has women doing all types of crazy stuff.

You need to let your sexual desire eclipse your need for female affection. Right now it’s the opposite.

Keep in mind the battle between your need for sex & your need for affection is always being fought. Even when you talk to a girl for only 5 minutes. For most guys affection usually wins and they don’t come across sexual enough. They don’t get the girl. When you see a girl all the time you can only imagine how stacked the affection odds are against you.

The casino is a better bet.

What Can I do?

Get on your computer and find an amateur porn star that looks exactly like your 1itis. Let those images burn in your head for a while. Next time you guys hang out start seeing her for the sexual woman she is. Check out her body. Visualize fucking her. This will help you escalate from horniness so you can take her and fuck her like she wants you to.

Now that you guys have had sex, you can enjoy her feminine spirit and affection for as long as you wish. And from a much more masculine position. Aw!

Remember guys until you really want to fuck her, you will never get her.

Affection Needs

Most guys are completely satisfied with their sex lives. They jerk off all day. The porn today gives them unlimited new women to look at. Sexual release is not their problem. Something is missing. That connection with a woman. That feeling of being loved. Affection.

And you can’t get download and save female affection from the internet.

To get the affection they crave guys need to get back in touch with their sexual side.

If you really love female affection you better learn how to be a sexual threat. Women absolutely love to be affectionate with a man whom they have a sexual connection with. There is female affection and then there is the kind of female affection you get when you have a strong sexual connection. Remember women only snuggle with guys who bang the shit out of them.

This is the 1itis cure.

The Horny Next

Next Her

When guys have a crush on a girl they know doesn't like them back they threaten to end the friendship by saying *"I can't hang out with you anymore. I like you too much".* Instead just next her with no explanation. If she asks you for the reason tell her it's because you want to fuck her so badly you can't be around her. You have a constant boner and if it lasts any longer you might have to go see your doctor.

Tell her she must have cast some weird sexual spell on you. All you think about is ripping her clothes off. Tell her you jerked off to her last night. Tell her you are having these recurring dreams where you tie her up and order her to do all types of nasty stuff to you.

And while all this is fun, mention how it is effecting your studying.

Never Pout

If you break things off with her in any other way. For example you just stop taking her calls; she will think you are avoiding her because she hurt your feelings. In other words she will think you are being a baby. If she had any attraction towards you sat all, it's now gone. Breaking it off with her in this way will only hurt her ego. Not raise her interest level.

Instead use this frame (aka The Horny Next, the only way out of the friend zone)

I'm sorry. You are a nice girl. But I just can't be around you because I am too fucking horny for you. I'm like a predator. You are not safe around me.

Returning Fox

As time passes with no communication from you she will eventually become curious and ask you to hang out again. If she does, she knows what she's getting herself into. You might even want to warn her about what will happen if she does show up. *I'm warning you not to come over*

Only agree to meet someplace where you two are alone. If she doesn't agree do not accept her offer.

Immediately move really close to her. Grab her hand. Pull out your cock. Walk around naked. Start whacking it. Put her hand on it. Blame it all on her. It's her fault. You told her you were a horny freak. You warned her that she has this crazy effect on you.

At this point you will either:

1. Never hear from her again *(good)*
2. You two will finally hookup

Be a challenge for YOU not HER

"We often talk about how women shit test men, but realize that life shit-tests men, and women are our witnesses. If she sees life getting the better of you, it's just as if you flunked some shit test she gave you." - Jetset Jim

The Secret

I spent years learning all of the secrets to keep one woman attracted to me forever. I finally realized the real question wasn't how could I keep one woman attracted to me. That was the easy part. It was how in the world I am ever going to stay attracted to one woman. I now needed to become a challenge for me. That is the moment I knew my journey was complete.

Challenge

Guys always talk about how they were a challenge and did everything right but their girlfriend still left them.

Why did they fail?

Because they were being a challenge for *her.*

If a woman leaves you that is the good news. But that's the main difference in mindset. Some guys want girls to break up with them so they will have more free time. And other guys will do anything to keep the girl.

When it comes to relationships my overall mindset is

I am being a challenge for *ME* not *HER*.

In other words, I'm way more concerned about me losing interest in her than I am of her losing interest in me.

I know too much time together will lower my interest so I limit the number of days we hangout.

I know constantly gabbing on the phone, texting, and instant messages will eventually turn me off so I don't do it.

I know arguing, debating and her nagging will make me sick so I diffuse it with humor or ignore it so I will still be able to like her.

I know if I don't go out with my friends, flirt with other women and work on my hobbies I will lose attraction for *her*.

I also know every time I get jealous and hide her away instead of letting her social proof herself I'm decreasing my sexual attraction for her.

I don’t do all these things so she will like *ME*; I do them so I will like *HER*.

Gone Baby, Gone

I know once my attraction is gone it’s over forever.

And that can be a scary thought when you really care for someone. So I’m sorry babe but I need to be a challenge to avoid me losing interest in you.

This is the mindset guys should have.

Everything you do and say should flow from this frame.

Surprisingly, guys with this mindset never have women leave them. They just seem to stick around forever.

You are the Prize

It’s not that you can’t learn the skills to keep one woman attracted forever. You can. The problem is once you learn all this stuff and become *“that”* guy you no longer want to be with just one woman.

You have now become the prize.

That is why it is so important to be a challenge for you. You can let her think you are doing it for her, but you are really doing it for yourself. If you really want to make the relationship work you can’t leave it up to her to be the challenge. She is not on our level.

You can’t spare even .001% of interest level. *Your* interest level.

You are the prize.

Core Elements

The core frames, mindsets and skills you should develop before you get into a relationship.

The Ultimate Frame

Please break up with me.

I want you to. That would be great. I could go out and meet new women. I would have more time to hang with my friends. I actually wanted to travel around South America by myself for three months. This is the perfect opportunity. Thank You! As soon as she takes her last bag out of your house, you smile, turn on ESPN, crack open a Sam Adams and think about where you want to go tonight. This is the ultimate frame and usually comes after all the other core elements are in place. Once you reach this point, 99% of your problems with women and relationships become irrelevant. You will know when you get here because you won't even feel like analyzing your relationship.

Impermanence

Nothing lasts forever.

The glass didn't break, it was already broken. Life is suffering. We are all going to die eventually. And as a guy who will probably marry a younger woman, you are most likely going to die before she does anyway. When you are gone she is going to date and have sex with other men.

I do not own this woman forever. I am only enjoying her feminine essence for a short time while I can. That's fine because I will never share my masculine gift with only her. I may decide to make a commitment and be faithful to one woman but I will still go out and make other women laugh, smile and bring joy into their lives. This is my masculine gift and part of my core purpose in life.

The reality is that no one woman no matter how great can solve all of my problems. She is not my savior. Even when I finally master women and dating I still have much work to do.

Experience Walking Away

Besides the ultimate frame the willingness to walk is my trump card. It's the reason I don't need to worry about every little detail in my relationship.

I earned the right to subcommunicate this by walking away from other quality women who didn't meet my standards. I have taken my medicine before. I am no stranger to the pain period and being lonely. At first it was tough, but I can do it easily now.

Instead of turning the girl who crushed my heart and ruined my life into a fuck buddy so I could get a few more average BJ's. I nexted her and got on with the long process of actually getting good with new women. This did wonders for my self-esteem, self-respect and helped me see women through a lens of abundance vs. scarcity. When my current girlfriend looks in my eyes she knows I am not bluffing about walking away. I don't have to verbalize it, threaten her with leaving or give ultimatums. She knows if she fucks up and she does something unforgivable she's out. She knows I want her, but I don't need her or anybody else.

Master Seducer

Whether you want to settle down with one woman or not, you still need to be able to show her you can seduce other women. Preferably fast, as in one night. If she doesn't believe you can get another woman of equal value you don't stand a chance. There is no getting around learning this stuff.

You have done the work required to be a good seducer. You officially have choice with women. You will never be the best, you don't want to be. But if you go into a social gathering for a few hours you have the skills to come out with at least one quality girl to follow up with. This will most likely lead to a lay and possibly a new relationship.

As a social guy and seducer you also have the skills to build a vast network of friends to rely on for your health, wealth and relationships. Even though you are in a relationship you still go out regularly to keep your skills sharp and show (not tell) her that other women find you desirable.

Experience Managing Emotions

"You can't always control your emotions but you CAN control your actions"

I realize no woman is perfect and no particular woman is the one. It's not the woman it's the feminine energy. There are thousands of women that I could have a great relationship with. I understand my body is being flooded with chemicals and trying to make me bond with this woman for a few years and have a child with her. I can enjoy the chemical rush, but I still get out and keep meeting new women.

During this period of imbalance in my body's chemistry I make sure to keep extra busy on my projects and hobbies. I'm no stranger to this feeling. It's an old friend.

You Screen Women

“One time is an accident, two times is a trend, three times is a problem”

It’s very hard to read all the fine print when the broker is offering you a mansion for no money down. You know the insanity of being in love clouds your judgment and makes you overlook her negative qualities. What guys want to focus on is screening a beautiful woman out of his life when he just met her.

To counter this new girls are on probation for 3 months. Only after she shows *consistency* in her behavior with no red flags will you consider her request for an escalation of the relationship. This ensures no structured women with low self esteem and sexual hang-ups are given access to your heart. This also gives you time to listen for her early frame announcements.

During the probation period the women who are bad for you will blow themselves out.

Freak Affection

These women don't even love themselves. How do you expect them to give their love you?

Affection

We all need affection. But you can't get your necessary fill of female affection from a Freak.

So many of the problems guys have in relationships could be solved if they stopped trying to get their female affection from women who are bad for them. These emotionally damaged women can't give you the kind of affection you are looking for.

The reason why these women are emotionally unstable doesn't matter. You're not a fucking psychiatrist. Just know that if you are looking for pure affection, these women are not for you. Don't be one of these men that become obsessed with a woman just because she doesn't like them. It just becomes two people who don't love themselves trying to get love from the other person.

You've been flagged

"good girls test, freaks sabotage" – destinyc

Flagged as trying to get female affection from a freak

FAFAFAF:

These women don't LOVE themselves. How are they supposed to love you? They have low self esteem so they think anyone who loves them (you) must be a LOSER. But the guy who treats them bad, well he must be attractive. Because he sees what she really thinks about herself. She is lame.

"Ask her about her relationship with her father"

Negative Challenge

Do NOT mistake low interest and low self esteem with her being a challenge. She is a negative challenge. You want a woman who has a full life with lots of goals and aspirations. Tons of friends and a good family. This type of woman may be hard to get, but the difference is she actually likes you. She is a positive challenge.

Male Freaks

Putting up with drama shows a lack of respect for yourself and is a sign of low self esteem. But some guys actually love all the drama and craziness. Don't waste time even giving them advice. They don't want to be helped. They don't want to be happy. As Tubarao would say, *some guys have a love of drama that could rival that of a teenage slut.* In my High School yearbook a girl actually wrote to me *"I know you hate drama".*

Getting sex is easy

Getting quality female affection is hard. Getting quality female affection from a good girl who doesn't pressure you with her agenda is even harder. One advantage of these adventurous women is they don't usually pressure you with their agenda. Unfortunately guys interpret their lack of interest in commitment as a challenge and try even harder to win these types of women over.

Type "A" Affection

I've had strong sexual connections and lots of fun with women like this. But I was honest enough to admit that I had a desire for a *certain type* of female affection that I wasn't going to find with her. A man needs reliable and consistent female affection from a woman who respects his masculinity and leadership to be able to truly enjoy it.

You might get some affection form a freak, but you will never get the type of female affection you are looking for. And although a strong sexual connection is the glue, affection is what a long term relationship is really about. What is the point of having an affection relationship with someone who can't give it to you?

No, you can't change her. Remember the old saying, *difficult women remain difficult.* It's very rare and takes a lot of effort for someone to change their base personality. What you initially see is usually what you will get.

* * *

He's Not That Into You

It's not that her girlfriends are afraid to tell her that the guy she loves doesn't like her all that much. The real truth that Oprah or the women on The View don't want to talk about is these women are attracted to men who don't like them because they have low self-esteem. They only like people who don't like them. That's because they don't like themselves. The nice guy who really likes them is a loser and the guy who treats them like crap is attractive.

The 5 Phases

After talking with many men and women about their breakups I have noticed the relationship went through five predictable stages before eventually ending. If you don't make your first priority keeping sexual attraction high, this will be your fate.

Phase 1: The Sexual Relationship

It all starts with a passionate hook-up. Mutual sexual attraction. Lots of sex.

Phase 2: The Affection Relationship

Soon the interest in sex fades a bit and you are more hooked on the affection. Snuggling on the couch while watching a movie, pet names, holding hands and long talks. There is nothing wrong with this. Affection is great but the way in which it affects the relationship varies based on how much effort you put into balancing the affection with sexual tension. Since most guys put no emphasis on maintaining attraction and being a challenge, it's no wonder these once passionate sexual relationships can turn into strictly affection relationships in a few short months.

Everything seems really great, but if you continue to make no effort to put the sexual tension back in your relationship you are headed in the wrong direction. You can still turn things around.

Phase 3: The Purity Relationship

It hits you out of nowhere. Comfort and familiarity has somehow turned into no longer being sexually attracted to each other. It couldn't be all that time you spend together. In fact you would rather log on to a porn site and jerk it than have sex. In the bedroom she is rubbing one out to Mark from accounting. But what really concerns you is now you could even care less about the affection.

Despite the lack of interest in sex and affection there is one thing you still really do care about. Purity. In other words, you don't want him or her but no one else can have them either. You still want to know where she is going and with who. You have become a defender of purity.

You don't want anyone to ruin the memory and history you have with this woman by having sex with her. Plus despite my lack of interest, I still feel loved because she only has sex with me. Not that we even have sex much anymore. You are still not ready to give up the fantasy of purity. You are resigned to a life of playing defense. The relationship is hanging by a thread.

Phase 4: The “It’s Too Much Trouble” Relationship

One day you wake up and you don’t even care about purity anymore. You don’t care if she fucks your best friend in front of you. She doesn’t care that you are making a deep connection with that “slut” from your office. It is now too late to save this relationship. The only reason you are still together is because you think it would be too difficult to split up. It would be way too much trouble.

If you’re a guy you put off splitting up because are scared of female emotions like crying. You actually believe she will be so upset she will harm herself. Women need more time to get their affairs in order and get the next option lined up. There is also the house, the kids, the finances, the lawyers. What would our family and friends say? You mean I have to start dating again? No I can’t do that. I would rather stay miserable but comfortable.

Phase 5: The End of the Relationship

Your emotions won’t let you fool yourself any longer. Depression and anxiety give you a warning that this cannot continue for much longer before you have a mental breakdown. No matter how difficult or how much money you need to spend you need to get the fuck out of this relationship.

-

Never forget these are sexual relationship first with female “affection” being the wonderful byproduct of that connection. In other words, her affection goes where her sexual attraction lies.

Take this feeling for granted at your own risk.

Maintenance Program

Your maintenance program during the relationship:

1. Golden Rule

She likes me slightly more than I like her.

It's subtle, but since we met she has always been chasing me. Since I have all of the core elements in place my interest level in even the most attractive women never rises above 90%. I know a man with super high interest acts needy by default and being put on a pedestal is not what she really wants anyway. Or as David Deida says she doesn't want to be number one.

This is the meta-frame of our relationship. She worked hard to qualify for me and now she wants to protect her investment. Little does she know I was crazy about her during the 90 day screening process. But I kept my cool and my objectivity. I realize if I am not the prize that all of my other relationship problems are secondary. I also realize that by not being the prize in a world where a majority of men, advertising, TV shows, and movies depict women as the prize isn't a good frame to be operating from.

2. Have a busy life outside of her

My woman is not my only purpose in life. She is one piece of a complex puzzle of needs. I also have a life full of of friends, family, career, and hobbies. I promise not to neglect any of them. In fact, they become even more important now that I am in a relationship.

3. Be a positive challenge

Don't stop the tension. I understand that by entering into a relationship with you I have signed up to be a challenge every day. I promise to remember to give you the tension you deserve in order to keep your sexual attraction for me high. I realize all of the challenge and tension I created yesterday no longer counts. Today is a new day and I am seducing you again for the first time.

4. Keep doing the little things right everyday

I will avoid becoming complacent. I understand that attraction is a feeling you get, it's not a choice. I will NEVER take this mysterious feeling for granted by forgetting to do the little things. The .001%. I could probably get away with some of this stuff for a short period of time but I choose not to. I don't want to be blindsided one day and have you say you don't feel any attraction for me. I know I won't be getting a warning.

At the same time I don’t want to wake up one day and look at my woman and not feel sexual attraction towards her either. By doing the little things right I will keep her interest level high. This will make her work even harder for me, which as a result keeps my attraction for her strong. Being a challenge is a cycle that benefits both of us.

5. Great Sex

I realize that first and foremost this is a sexual relationship. Sex isn’t just an important part of the relationship, sex IS the relationship. No sex equals no relationship. Our bond is based on sexual attraction. Although we will always have affection for each other, without the sexual component we are really just good friends.

I promise to keep fucking you good, trying new things and not treat you like a fragile piece of glass. I realize you are BOTH my Madonna and my whore and I love you for it.

* * *

In the end she knows she got the cool guy who didn’t need to get married. He wanted to. She gets the best of both worlds.

She Doesn’t Care

“I never thought I could feel this way and I’ve got to say that I just don’t get it. I don’t know where we went wrong but the feelings gone and I just can’t get it back.”

Attraction doesn’t care

If you are dating, engaged or married. Attraction doesn’t care what you call your relationship. Attraction could care less about commitments to be faithful, rings, ceremonies and how much time you have “in” with your woman.

Attraction doesn’t take the kids into consideration and it could give a fuck less that you have a joint bank account. Attraction doesn’t care you get along great with her family or that you have a 30-year adjustable mortgage.

And like a total dick, attraction doesn’t care that I did everything right for the last two years. It wants to know what have I done lately? Unfortunately, attraction doesn’t accept excuses. But I was sick for a month. Too bad.

Sexual attraction is a selfish, mysterious feeling and taking it for granted for even one day is a bad idea. I respect attraction because when it’s gone, it’s ain’t coming back.

She Doesn’t Care

Keeping up the sexual attraction and tension is your job alone. It’s up to you. You can’t leave it up to her. Even if in a moment of honesty she did agree that a sexual connection is indeed very fragile and needs constant upkeep, she is never going to agree to things like spending less time together to make that happen.

In other words, a woman’s agenda is in direct conflict with the ingredients for having a long lasting sexual connection. And she knows it. As such, she doesn’t really care if the attraction gets reduced. It’s just the cost of doing business.

That won’t stop her from blaming the loss of sexual attraction on you though.

Women are Comfortable

"Women start testing men when they're just two years old. They're only two feet tall and 40 pounds and they can make grown men crumble."

Men Hate Drama

Men just want things to be comfortable. For everything to be calm. They just want to sit on the couch, grab a cold beer and watch the game in peace. No drama.

Women are different

Women are comfortable with things being uncomfortable. If you are having a disagreement and she looks upset realize women can tolerate extreme discomfort. Not only can they tolerate the tension, they seem to enjoy it.

After an argument you may look at your woman sitting on the couch staring into space and think *"man, she must be really uncomfortable right now."* Not so. She is definitely in her comfort zone. She has you right where she wants you.

This is a huge advantage for women in the negotiation process known as a relationship.

In order to relieve the discomfort that comes with his woman being mad at him:

- the silent treatment
- short answers
- pouting
- tears
- the disappointed look
- withholding emotional/ physical affection

Men usually end up giving in to her demands because they just want to end the discomfort. So what if he agreed to do something he really didn't want to do.

For example

A guy will leave his house because he can't deal with his woman being upset and pouting. She is giving him the silent treatment and now he can't enjoy himself. He feels tense. Like a prisoner in his own home. He needs to escape. In contrast, his woman looks like she could deal with the tension of the situation for ten more years and not blink an eye.

So he leaves. And we all know what leaving your territory eventually leads to. Is it any wonder women usually keep the house after a divorce?

Men Can’t Pout

Obviously as a man you can’t go around pouting or crying to get you way. Not very attractive. Even if you did try and use pouting as a tactic, I doubt this would make your woman even the tiniest bit uncomfortable.

If you want to be in a relationship you need to get comfortable with things being uncomfortable.

Don’t give in and don’t run away. Realize the situation is only temporary and she is not as upset as she looks.

One piece of leverage women have is they know men want to solve problems as quickly as possible. We want to negotiate a fair solution and get back to feeling peaceful. Tears, tantrums, pouting, and the silent treatment make us very uncomfortable.

She Doesn’t Want You to Be Comfortable

Women also know if a guy is 100% comfortable the first thing he will do with all his free time is go out and try to meet new women. That is why as Franco would say, women continuously try to have us invest *“mental energy”* in them.

The relationship isn’t always going to be easy. But with practice you can also become a master of being comfortable when things are uncomfortable.

Chapter 11: Dating Multiple Women



Affection Virgins

It's funny how all men want female affection, but women only give their affection to men who show strength. When you are at your weakest point you will get none of her affection, even though that is the exact time you need it the most.

Who is Really Good With Women

Having sex with lots of women and racking up numbers is not that impressive. Getting laid is easy.

I know lots of guys who can do this and still aren't very good *dealing with women and relationships.*

In fact, some of these otherwise really attractive guys have made such huge mistakes with their relationships that I cringe just thinking about it. Yes, they can get laid by hot women but they are on their second divorce and have kids with three different women. Can we really consider these guys good with women?

The Goal

What *is* impressive to me is guys who can get female affection and consistent sex from a good girl for long periods of time without having to give away their *masculine power* or *follow a woman's agenda* just to keep getting it.

Affection Virgins

Some guys have finally figured out how to get laid but they still have no clue what to do about their need for female affection.

I consider these guys affection virgins.

The true test of how good a man is with women is not how he satisfies his desire for sex, but how he deals with his need for affection .

Freaks, Lies & Agendas

First of all too many guys are ruining their lives trying to get their *affection* from damaged women who can never give it to them. These women don't even love themselves. How are they supposed to love you? Some of these adventurous women may be really fun and the sex may be amazing, but in the end your need for female affection will never be fulfilled.

Other guys need to *lie* to get affection. For example, they are dating another woman but they can't be honest about it because they are scared their girlfriend will leave them. Instead they sneak around, lie to everyone and lead a secret life. It's really hard to feel good about yourself when you are always making up excuses and hiding your true desires.

But most guys go along with a woman's agenda to get their fill of affection. Even if they don't really want to hangout all the time or move in together. They have a suspicion (*and they're right*) that women only spend long periods of time with men who follow their agenda. They know if they don't go along with the plan, she is gone. They are constantly living in fear. Fear of losing her affection.

The Funny Part

The funny part is these men who jump from bad relationship to bad relationship actually think they are good with women. That's because they are *technically* always with a woman.

After a crushing breakup they won't even take any advice because they can quickly get a new girlfriend. They may even brag about it. But someone should tell these idiots that it's very easy to get a girlfriend if you agree to follow her agenda. Even a guy who sucks with women can get a girlfriend if she thinks there's a chance it will lead to marriage. The hard part is getting female affection without having to lie, follow an agenda or have your life turned upside down by a freak. Get back to me when you can do that.

Affection Variety

The best strategy to avoid *neediness* with women is to have some affection variety. In other words, have two girlfriends. These should be kind loving women, with good energy and positive attitudes that you enjoy spending time around and snuggling with. Of course you will always need much more variety when it comes to sex versus affection. Sexual variety (unlike affection) is a craving that can never be fulfilled.

But still, having more than *ONE* source of female affection is absolutely crucial for having successful relationships.

Guys who get laid a lot don't impress me.

The only thing I want to know when I meet a guy who is supposedly *good with women* is how he deals with his need for female affection.

That is the first thing I ask him.

It’s Not You It’s Her Agenda

Why do guys continue to get married despite a 70% divorce rate? Ego. They actually think that because she wants to get married, he really must be special.

Stay Humble

You might be ***the one***, but you’re not ***number one.***

Sometimes we think we are so great that our girlfriend would die without us. We are irreplaceable. One day many guys will realize it’s not ***you*** it’s ***her*** agenda. No matter how attractive or great with women you ***think*** you are, always keep this in mind.

Stay humble.

Ultimatums

A friend of mine had been dating her boyfriend for just over 2 years. She absolutely adores this guy. Talks all the time about how they are madly in love. They hang out every day and take long trips together. She is 27 and had been talking lately about how she wants to get engaged and isn’t going to wait around forever. So with mathematical precision she gave her boyfriend an ultimatum disguised in the form of a question.

Where is this relationship going?

She didn’t like his answer and she left him the same day. Packed up her stuff and poof she was gone. Less than 3 months later she is in a serious relationship with a new guy. She is moving into his house this week. They are engaged to be married. There is even talk of a child on the way.

What Happened?

Women are tough when it comes to their agendas and what they want. I give them credit. They don't mess around. No matter how cool you think you are, these relationships are not about you. Guys need to realize that just because she wants to move in with you or marry you doesn't mean she likes you the best. You are not special.

What would your girlfriend choose?

You or her agenda?

Women Do Not Really Love Us

Women do not really love us. This is the harsh truth. At least not in the way we all hope to be loved. Unconditionally. The only way to get consistent, reliable and pure female affection is to follow the agenda. Women aren't giving their affection away for free. You don't get her compassion, hugs and feminine spirit just because you are a cool guy. There is a price to pay. And if you won't play ball there are many other guys who gladly will.

And it is only one of those guys who will get her affection.

Lifestyle of Love

A Woman's Trump Cards

A woman has two secret weapons in the battle to get a man to settle down and commit to her. Purity and the subtle communication that if you don't follow her agenda you will be replaced by someone who will. Even if she doesn't get you on the purity she will get you on the agenda.

Trump Card #1

Purity

The marriage trade off. Men get purity. Women get commitment. At first both parties are happy with the arrangement.

Men just want to feel loved and the benchmark they use is she only has sex with me equals she loves me. Thus a woman's purity becomes something that must be defended at all costs.

The ultimate way to defend purity is by getting married. Even though you still want to have sex with new women.

Men end up trading their freedom for her purity. Why do men need purity to feel loved? Why is it so important?

Because most men can't accept female affection (i.e. snuggling) from a woman who is fucking another guy. It repulses them. This is rooted in our biology and the M/w complex.

This feeling intensifies when you're deeply in love during the honeymoon period. Men in this state will agree to do almost anything including marriage to keep her from sucking another guy's cock. Of course guys will never admit this directly.

Guys only get married because they are getting something out of it. And it sure as hell ain't sex. They are getting affection from a pure source.

Even rock stars and celebs end up getting married and they can have sex with any woman they want. But they can't get affection from a pure woman. Affection is powerful stuff, just ask Jay-Z.

Marriage guarantees a man years of consistent, reliable and pure form of the drug he really wants, female affection.

Guys don't get married for the sex; they get married for the affection.

Trump Card #2

Her agenda

It's not you it's her agenda. Guys also agree to get married because they realize if they don't follow her agenda they can easily be replaced by someone who will. Women won't threaten you directly but it becomes clear what is going to happen if you don't follow her agenda.

I.e. I need someone who is serious. We can't date forever. (Hint, hint)

This gives men a small glimpse of the truth. Women do not really love us. Women only want to be with guys who want the same things they do like a house and kids.

They can call it love if they want, but we all know love means many different things to a woman. This shocking revelation is scary enough for most guys to immediately get in their car and drive to Jared Jewelers.

Just because she married *YOU* don't mean she loves you the most. Women don't marry the guy they like best. They marry the best guy out of the pool of guys who is willing to commit to her agenda. The guy she likes best and still fantasizes about is the sexy adventurous guy who refused to commit.

The Alternative to Marriage

Instead of getting all your female affection from just one woman you are going to need to get it from several. It's easy to get sex from a variety of women but it's harder to get affection from a variety of stable, loving women.

Affection Variety

We have two needs sex and affection. Our sexual needs require variety, whereas we have no issue getting affection from the same woman for many years. So it makes sense why a man would stay with one woman for a long time to get affection and look for sexual variety outside of that relationship.

First of all you tough guys need to admit that you need female affection in your life. You can help fill this need by diversifying where you get your female affection from. One woman cannot provide all of the female affection you need. Get a second girlfriend, have a few female friends, babysit your niece. Invite a friend and her daughter over for a visit. Female affection and feminine energy has no age restriction. From young girls to grandmothers, each woman has their own special energy that can make a man feel good.

The Purity/Affection Issue

Second you are going to have to deal with the purity/affection issue. Because by not committing to *ONE* woman you are going to be getting some of your female "affection" from women who are having sex with other guys. She is over your house right now and wants to snuggle with you.

Sorry guys but this is the truth of this lifestyle. You still up for it? It's tough but you need to deal with all of your M/w issues if you want to avoid marriage and still have a constant flow of female affection in your life.

You may never have purity, but you will always have freedom.

Lifetime dedication to meeting new women

Third you need to constantly meet and seduce high-quality good girls into your rotation. Not just any random Freak-Buddy is worthy of being a good candidate for the important job of giving you the female affection you need.

For example, if you settle for any unstable woman just so you can get some scraps of feminine affection you are going to seriously screw up your life.

Not all of these women will stay with you forever as some will move on when they find a man that will commit. This will hurt as you love and care for these women a lot. Prepare for some pain.

Plus these quality girls will need to be replaced again and again over the years. This means your work is never done.

Lifestyle of Love

Fourth and most importantly you need to set up a lifestyle of love.

This simply means you need to diversify where you get your feelings of being loved & affection from. This is what women do and it's probably why they feel so connected and loved even outside of their guy relationship. Look for sources of love outside of women.

Make lots of social connections which is easier to do today than ever before. Spend time with your family. Volunteer. Give to charity. Be a big brother. Rescue a dog. Tutor a child. Have a child. Be a good friend. Work on your hobbies and passions. Look to make hundreds of smaller human connections instead of just one lifetime connection.

If you do all of these things, despite not being married you will never feel alone.

Male Affection Deficit Disorder

There are many examples of how men get deprived of affection throughout their lives. In my opinion this leads to an over-reliance on ONE source of female affection making it difficult for men to maintain successful relationships.

Macho Culture

I spent a few months in Buenos Aires, Argentina. When men greet each other there they kiss on the cheek. There is also lots of hugging and kino between males. At first I thought this was a bit strange but I got used to it. Here in the United States if you greet a man with a hug or kiss you will probably get called gay.

Male Friends

Between guy friends there is always this underlying theme of homophobia. Whether it is showing your feelings, talking about your relationships, or not drinking your beer fast enough, guys will make fun of each other for not being tough enough. The most analysis you will get out of most guys when you ask them about a failed female relationship is *"it is what it is bro".*

Women on the other hand are very affectionate with their friends. They talk about everything, especially relationships. They hug each other, kiss, say I love you and even share a bed together. God knows what else (wink).

Fathers and Sons

It seems like most dads I know don't tell their sons that they love them all too often. At least I don't remember my dad saying *"I love you"* that often to me. Sons also seem to get less physical affection from dad overall. This not only reduces the child's overall affection, it reduces dads. When I become a dad one day I will make it a point to be verbally and physically affectionate with my son.

In contrast usually daddy's little girl gets tons of physical affection. Of course there are plenty of sisters who don't get along, but the ones that do seem to be very affectionate with one another. Brothers, not as much.

Male > Female affection: considered normal
Female > Female affection: considered normal
Male > Male affection: considered gay

I Love You, Man

Now I'm not saying you have to go around hugging men or telling your guy friends that you love them, but I think you get my point. The fact that women have such an upper hand in the affection department is a huge advantage in their relationships with men.

Women can't quite understand why a guy is so willing to do/agree to anything (her agenda) just to keep getting her pure female affection. They are puzzled as to why some guys are so needy for their comfort, caress and understanding. But I 'm pretty sure they're not complaining when they consider what they get out of it.

Women have such a variety of affection in their lives, which the affection they get from their boyfriend is sweet, but it's just one piece in an overall lifestyle of affection. Remember, women get us hooked on their affection, not sex.

A man's affection seems to get reduced even further once he gets an exclusive girlfriend. A woman who is engaged or married will still get lots of attention when they go out to a bar. It's almost like they are single. Women can easily still rack up tons of orbiters and male friends no matter what their relationship status is. Whereas a married man comes to rely more and more on his *one and only* source of affection. She now controls both your sex life and your affection life.

The lack of affection in other areas of your life leads to extreme neediness for affection from one woman. You can't be affectionate with your friends and you have to act manly at work. The only place you can hide from the cold harsh world is in the arms of your woman. Where you can give and receive affection without being judged. I know you're a big tough guy, but you whimper like a little girl when your woman threatens to leave you. And you get flustered when your one source of affection is *upset* with you.

I think the tough guy; homophobic culture actually helps women control men. No matter what strategy you use, from being more open physically and emotionally to getting a second girlfriend, as long as you have affection variety in your life you will be less needy in your relationships with women.

So I ask you. How is your relationship with your brother, your father, your son and your male friends?

Next Now or Pay Later

Sometimes you can wait too long to next a woman. In the beginning I know it's more comfortable to just ignore the little things (nagging) and give in when she wants to hang out all the time.

Here's the problem

Once you get to a certain point in the relationship a Next won't work the way you want it to. She will just use it as an excuse to end the relationship. He broke up with me. Here come the tears. You are the big jerk. The truth is she could care less. Your Next just gives her a great excuse to move on. And she will, fast. As in fuck that loser guy you know or get engaged in the next three months.

By trying to change the rules this late in the game you are making it clear you are definitely not going to be the man to fulfill her agenda. It's time for her to find someone who will. Think about it. You are proposing for her to move backwards (i.e. spend less time together) after she has invested months (years?) in you. It's enough to make most women say fuck it. Not worth it. Let me start over with someone else.

Guys wake up from their snuggle-fest one day and realize their girlfriend is way beyond nexting. Guess what? Your girlfriend knows it too. Oh so you're thinking about nexting me? Just try it mother fucker. She is almost daring you to do it. You now realize you waited too long to use this tactic.

Key Point

You can still next her if you really want to end the relationship. But you can no longer use the next as a tactic to change her behavior or renegotiate the terms and frame of the relationship.

Most guys have already waited too long and can't use the next anymore. Once you have no nexting power the only thing that will keep her around is her agenda. Fulfilling her agenda buys you some time. Moving in together gets you a year. An engagement six-months. But stop moving forward and it's you who gets nexted.

By the way, when she breaks up with you for not following her agenda, you will still be considered the big jerk. It will be framed as she tried everything and was so patient and loving, but you just wouldn't grow up and get serious. Someone please get her a tissue.

Her Loss?

Now you might say... I don't care. It's her loss. Of course it's not the end of the world. We can always find another woman. But it still hurts when you employ a Next and you

realize she doesn't care enough anymore to change. So if you really want to be successful at getting what you want out of relationships you should use the Next correctly. Which means early and often. At the very first sign of trouble.

I know this can be really hard because this is the exact period in a relationship when you are deeply "in love" and feel so happy. How could anyone think about nexting at a time like this?

Well here is the hard truth my friend.

You can next now or pay later.

The Provider Next

Once you start hanging out too often and she sees the provider in you, you can no longer use the next. You can't go backwards. Sure, you can use a provider-next which is basically a next to make your "provider" lifestyle more comfortable (less nagging, a bit more free time) But you will never again get what you really want (allowed to hook up with other women, hangout only twice a week, live in separate apartments). These are things that need to be negotiated at the very beginning.

Once she sees the provider potential in you, she will never allow you to be just the lover. She would rather leave and start over with someone else. For a short period of time you might get FB status, but you will never be able to enjoy her female affection again without a price.

The Lover Next

If you want to be the lover, not *"the agenda provider"* you will have to next her at the very beginning of the relationship. Even if things are going really well and she is treating you great.

The Fantasy of Purity

The Fantasy of Purity

She only has sex with me. That means she loves me.

Why do guys stay in exclusive relationships when they admit they are bored and not getting the type of sex they want? Just because supposedly the girl is so sweet and innocent. A so called *good girl*.

So I'm calling your bluff.

If you're so bored and you're not having the type of relationship you really, want then get out of it.

Why do these guys stay?

It's because they are scared they will never really be loved.

I believe despite the boredom some guys are enjoying a secret benefit of the exclusive relationship that they are embarrassed to talk about.

The Fantasy of Purity. She is only having sex with me. That means she loves me. I am loved.

I can see why the *"Bad Girl"* who loves sex is such a threat to any man who equates being loved with a woman's sexual choices.

M/w Thinking

If my girlfriend loves kinky sex that means she might easily hook up with someone else if I'm not there to defend it. If she does have sex with someone else that means she doesn't love me.

Which means I am not loved.

Defenders of Purity

Are you really going to spend your whole life trying to defend a woman from having sex with someone else so you can feel loved?

Are you really going to be too scared to take a long vacation with your buddies? Are you going to forbid her go to Vegas with her girlfriends? Are you going to sacrifice *your* freedom for *her* purity?

The truth is nobody will ever love you unconditionally besides your mom. But in reality no one can really love you but yourself. Your girlfriends only love the feeling of sexual attraction you give them. It's all about the pleasure chemicals. And the action is all happening inside her body.

When the feeling of sexual attraction you provide is gone sooner or later she moves on and some other guy is getting his pole smoked. Sexual attraction is a selfish bitch.

There are many guys who have absolutely no problem dating several women and do so with ease. They seem to sleep well at night. I bet they would tell you they feel loved.

What's their secret?

They don't equate she is having or might have sex with another man as meaning she doesn't love them.

They understand she never really loved them anyway. Because it's a relationship built on sexual attraction she could never love them in the way we all really hope to be loved, unconditionally.

They get their unconditional love from family. They get their self esteem from work and through hobbies. They volunteer, give to charity, go to church, socialize to give value and make hundreds of human connections throughout their lives keeping them fulfilled and feeling loved.

There are many other forms of love out there in the world. If you really want to be loved practice giving to others. Just like if you want good friends, be a good friend first.

Are you ready to stop relying on a woman's purity as the benchmark that you are loved?

And if so, what are you waiting for?

Purity is just a fantasy.

Be free and love yourself.

You will always have Freedom

Women don't just give away pure female affection with no strings attached for long periods of time. Purity is their trump card. Purity is a billion dollar business. And women are all too happy to give you your fantasy, but you will pay for it. Whether that is through freedom, money, time, drama, supporting kids, whatever.

It's been said that as men we are biologically wired to feel repulsed when a woman we love has sex with another man. We find it too hard to accept their affection after that.

Maybe it's a defense against raising a child that is not ours. You might not be able to stop these emotions but there is one thing that will always cheer you up.

You may never have one woman's purity.

But you will always have freedom.

* * *

Guys usually have sex because they think "*she is hot"*. Women have sex with guys for all sorts of reasons. He was on that reality TV show, he's the bartender, cool shoes, for money, for revenge, to feel loved, and I feel bad for him.

When men see how easily these types of women can give away their fantasy of pure female affection (via sex) the only way to deal with it is to pretend that those particular women (prostitutes, porn stars, celebrity fuckers) are different. They are just sluts.

The Purity/Affection Issue

*Almost every song written by a man is about his love of women. But for every one song about a nice ass, there are nine other songs about his desire female affection***.**

In the Beginning

These casual hook ups start out as just *good sex* but over time women get you hooked on their affection.

Yes, a really good quality woman will get you hooked on her *affection*. Affection is a way more powerful drug than just sex. We can get our sexual needs met from a variety of sources.

Fuck buddies. Porn. Same night lays.

But we can't always get female affection from a good girl who is consistent, has integrity and is a giver. It just feels great.

Mr. Cool

So of course you're a cool guy and you tell her or subcommunicate that you don't want to commit to just one girl. At first: sure no problem. As time goes by she gets you more and more hooked on her affection. Time is on her side. Of course you can avoid this by only hanging out with her only one or two times a week max.

Purity

But no matter how much time you spend together most women will eventually try and get you to commit by playing her purity card, albeit subtly. For example

This jerk at the bar stole my scarf last night. He said if I want it back I have to meet up with him.

Now she's got you thinking.

Women know purity is our Achilles heel. And they know in order to accept female affection most guys need purity.

Men fear if her purity is taken away and she is hooking up with someone else they will no longer be able to enjoy what they are really hooked on.

- snuggling
- caressing
- holding hands
- sleeping over

- her feminine energy

All it takes is a subtle mention of another suitor and immediately guys are agreeing to be with only one woman. Or they just start hanging out with her so much that it's implied. There is nothing wrong with spending time with one girl. The problem is doing it when you aren't ready.

In other words it's a problem if you commit out of fear.

Dating More than One Woman

For you guys who want to date several women you will eventually come face to face with the purity-affection issue.

She will be fucking another guy.

It's not easy and requires overriding your own biological programming. But learn to accept a woman's affection regardless of her purity situation. Do not let a woman's sexual choices affect your ability to enjoy her feminine energy and spirit.

We have two needs. Sex and affection. As tough as you may try and act that is the truth. Realize guys who commit to only one woman will be getting massive amounts of *stable* female affection. Hey, they deserve it.

Lonely Nights

But for you female affection is going to come and go.

And sometimes that is going to hurt. There will be times you are getting lots of sex and not much affection. There will be some lonely nights. All the more reason to build a full life outside of women and make many human connections.

If you want to have female affection in your life but still date several women you will eventually have to come to terms with the purity-affection issue.

* * *

Even fathers with daughters have to deal with the purity affection issue. Your mother, daughter, sister and your girlfriend.

Chapter 12: Final Concluding Thoughts



The 3 Characters

Putting it all Together

Visualize yourself as having a combination of the following. A seduction triple threat.

- The social skills of Vince Vaughn in *Swingers*
- The seductive power of George Clooney
- The sexual drive of Tommy Lee on tour with Motley Crue

Pick your own characters or role models

Your goal is to become congruent with these 3 characters and be able to switch smoothly from one to the other without worrying that it's strange.

Meaning one second you have the whole group captivated with your funny story and the next you are leaning back, not saying much and face flirting with your target. Two minutes ago you were making a connection by talking about energy & fate and the next you are prepping to see if you can bang her outside in your car.

- Social Guy: Starting Conversations

- Seductive Guy: Escalating & Attracting

- Sexual Threat: Arousing & Closing

There is a specific time for each character but it's not 100% linear. Staying in the social character too long equals the funny guy, the entertainment, the friend.

Going seductive before she is at least a little interested and she will think you are creepy. She will hold eye contact with you but in a staring contest sort of way. Being seductive after she has some interest is sexy. There is just something about you. Backwards rationalizes that you guys must have a deep connection.

Being too aggressive before you have escalated and built some sexual comfort and she will view your advances as childish sex talk from a guy who wishes he was getting some. Being sexual after mutual caressing and she thinks, this guy really goes for what he wants. I'm turned on.

SOCIAL

- He starts lots of conversations with girls and guys, whatever
- He merges groups and introduces people
- He's loud and expressive, holds your attention
- He's fun and entertaining
- He will tease you. You'll think…does he like me?

- Gets other people to join the table
- Has interesting stories
- He is the leader of his group
- Other women desire him
- He has to GO in a second

SEDUCTIVE

- He has super cool laid back body language and great posture
- Emotionally unreactive to any test a girl throws his way
- He doesn't talk much. Communicates through facial expressions and eye contact
- He never tries too hard, brags or qualifies himself.
- It's hard to distract him and get his attention. He is slightly aloof.
- He's very confident. He always assumes attraction.
- His favorite expression *"fair enough"*
- He's in a sexual state and transfers that to whichever girl he is talking to
- You feel so comfortable with him, yet he is still such a mystery
- He's not looking around. He is happy where he is.

SEXUAL THREAT

- He kissed me in one minute then pulled back and accused me of being trouble
- He stole my spot and gave me the finger but with a BIG smile on his face
- When he asked for my number and I said why? … he slapped my ass and said that's why!
- He said I had an amazing ass but accused me of turning into a diva
- He says it's my fault he's so turned on and it's not gonna work
- He isn't fazed by my token resistance or objections
- He was kind of aggressive with his touching me but now that it's gone I kind of miss it
- He just texted me something naughty but he called me the pervert?
- He took my hand, put it on his dick and said look what you've done
- He said he believes in being fair so he wanted to let me know in advance that he is going to seduce me

The 3 Fears (Be Genuine)

Reason for the Fear

It's your job to say those first words, make the it's on escalation and show sexual interest after it's on

- Saying the first words
- making an overt physical escalation
- showing sexual interest

It's important to be very honest with yourself. When you can't start a conversation with a woman you would like to meet I want to know why *(she probably has a boyfriend)*. When you don't make an overt physical move I want to know the reason *(I didn't get any signs of interest).* And when you don't push things sexually with a woman who likes you I need to hear the excuse *(I didn't want to blow it because she seems like a good girl).*

3 Demons

There really is no secret trick for seducing women. In the end it really just comes down to getting past these three fears and being genuine. Instead of rating women rank your three fears on a scale from one to ten.

Every night it's the same thing. You are haunted by three fears. Let me be very specific when describing what they are.

1. Saying those *first words* to start a conversation with a woman you have never met before.

- Social mental masturbation

2. Making an *overt physical move* (an "it's on" escalation) on the women that you are getting along really good with. This comes from a fear of being physically rejected for revealing your interest. A physical rejection hurts more than a verbal one. That is why most guys chicken out and try to make it on by asking for her number.

- Fear of a physical rejection

3. Pushing things sexually with a woman after *it's on* between you. This mostly comes from a fear of "blowing it" after putting so much time and effort into a girl. You are also scared to show sexual interest and you may even be worried that you can talk a big game but can't deliver in the bedroom. Your real fear is the inability to be genuine about the fact that you want to go home with her.

-scared that showing sexual interest will blow it. She will get mad and think you are a pervert
- m/w complex; she is a good girl not a slut
- scared you can't deliver in the bedroom

Will you face these three demons head on or will they get the best of you.

Most nights the fear of starting conversations with women stops you from doing anything. But even on the nights you do get over your fear of being social you realize you are now scared to make an overt physical move on the sexy woman you are talking to. And even if you do finally get the courage to make a move on her and “it’s on” you still have a fear of pushing things and getting sexual quickly.

Don’t worry about outcomes, just fears

Don’t worry about the outcome, just overcome the fear. I only care that you got over the fear (starting a conversation), not WHAT you did (opened her with hello) or HOW you did (she ignored me).

Even if it turns out bad you still did something. The most important thing is training yourself to do it anyway when the fear strikes. There are guys who have been studying this stuff for seven years who still have a problem getting those first few words out of their mouth when they see a woman they like. They shouldn’t even be worrying about outcomes yet, only practicing getting past their fears. Once you learn to feel the fear and do it anyway, the outcomes will come.

Fear of Genuine

All of your anxiety really comes from the fear of being genuine. For example, being genuine that you wanted to meet her. Making an overt physical escalation that makes it clear you are genuinely interested in her. And being genuine about the fact you want to have sex with her.

The 3 Crutches

Guys also have certain crutches they come to rely on for getting over their fear of women. These crutches are alcohol, friends and darkness.

- Some guys need a few drinks before they can do anything. Others can’t approach women when they’re out alone and most men feel uncomfortable approaching or feel it’s just not possible to get sexual with women during the day.

Another worthy goal in seduction is getting over your reliance on crutches. I’m not saying that having a drink, hanging with your friends and going out at night isn’t fun. We all love it. Just don’t rely on these things in order to meet women.

Conclusion and What's Next

Getting those first few words out of your mouth can be tough. You want to say something but you just can't do it. Making an overt move on a woman can also be difficult. She is talking to you, laughing and smiling. She is right there, waiting. And you still can't do it. And finally showing sexual interest can be frightening. You don't want to her to think you are a pervert and blow it.

No matter how experienced you are, these same three fears come back to haunt you every night. But the good news is, the quicker you can get over them by building momentum, the better your night will be.

Starting conversations, making an overt physical move on women with interest, and getting sexual quickly are the three core fears guys have.

And my book has been designed to help get you over these fears by teaching you the best:

- Mindsets
- Tactics
- Troubleshooting

Key Differences

The two key differences with my style of meeting and attracting women are:

1. We don't worry about building social proof, being interesting, acting disinterested and all the other things that supposedly create attraction. We only use sexual tension (which exists naturally between men and women) and fast escalation to create attraction.

2. We never break rapport in order to create this tension (i.e. being cocky-funny, teasing her). We create tension via sexual tension but despite the strong rapport we avoid her feeling too comfortable with us by escalating very quickly. In fact, our main focus is on not letting her bait us into breaking rapport by being genuine and humble in response to her tests.

By using fast escalation to create attraction you will never get the ego stroke of having a woman chase you. We do not sit around waiting for women to chase us. However, after we are with her she will be chasing us forever.

I highly recommend you to try out my monthly mentoring program: *Stuck No More* so that you can find and ask for more specific solutions to all your individual seduction needs.

Best of Luck,

60 Years of Challenge