

THE ATTRIBUTES

(The Characteristics of a Seducer.How to Naturally Attract Women)

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TP.BZ Special – edited by epic2sk8

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Preface:

Welcome to the education you should have received in high school. How does a man attract women? How does it work? Why do women find certain men attractive and pursue them? How do you become such a man? That's what this book is about.

Let me share with you as to how I got started:

Several years back, I dedicated myself to learning the art and science behind male/female relations. I wanted to know how I could meet the type of women I really desired. I was an extroverted and social person. I met women but I really wanted to attract and date the ones most desirable to me. There seemed to be no shortage of books or articles on the topic. A seeming garden variety of Books written by people who were "Relationship experts," to pop- psychologists and talk show hosts existed. There was one problem with their advice; it did not seem to yield success.

About four years ago, in the midst of interesting circumstances, I attended a dinner that included various online dating coaches. It was here I first met Erik who goes by the Pseudonym "Mystery" and another gentleman by the name of David DeAngelo. It was an eye opening experience. Here lay an underground community of guys also dedicated to figuring this out. Their advice was practical and based on actual experiences instead of theoretical rhetoric that sounded good but simply did not work.

Meeting Mystery propelled me into this arena. I became involved in this underground community and became dedicated to pursuing my skills. I knew that I could be part of something special. I knew that we were traveling in uncharted waters. As I said, the advice I had seen in the commercial books, major magazines, and from radio talk show hosts was rubbish. I am not sure in what dimension or which galaxy this advice would be applicable, but it did not work in real life here and now.

Coincidentally, another guy [Neil] whom I know personally became involved in this community around the exact same time as I did. I met this best selling author a week after I met Erik. He recently released a book entitled "The Game," telling the story of his journey throughout this community in the past few years.

We were dedicated to the art of cold approaching. A cold approach is similar to a cold call in sales. It is approaching a woman you have never met before without being introduced by someone else.

As I became more involved, I tried all sorts of new things. I made mistakes, applied trial and error, and experienced "Crash and burns." It didn't matter though. Everything was a learning process. We were an underground community dedicated to perfecting "The Game." Through out this journey, I had the chance to spend time and "wing" with some of the best guys around.

I also put to test everything I learned. Everything had to be field-tested. Much like the Martial Arts, the art of successfully meeting women has to have a practical aspect to it. If it does not work in a real fight or sparring, it's not worth anything. Similarly, if you can't use something in a real encounter with a woman, it's useless. For a period of several months, I frequented various nightclubs and bars at least four times a week. I recall one special occasion when I went out 15 nights in a row to the point that the

days of the week had become a blur. I didn't drink much. I would have a maximum of one beer per night if I chose to drink. Going out so often can become expensive very quickly if you decide to buy a lot of alcohol, and drinking was counterproductive to my fitness lifestyle.

The main point of concentration was to meet women and try different techniques and tactics. There was a group of us from this community who frequented nightclubs and bars. On 90% of these occasions, we approached women who were in groups of two or more. I also developed a lot of rules and guidelines regarding proper "winging" and how to work it to maximum efficiency. I wrote a series of articles regarding proper winging tactics which most guys, even many in the community, seemed to be oblivious to. Most men sabotage each other's chances with women without even realizing it. Wingmanship is a symbiotic process where the sum is greater than the addition of the individual parts. My next project is to write a manuscript regarding "Wing" rules and guidelines.

Back to our story:

Soon, getting a phone number or two was no longer a big deal to me. I could go out and get anywhere from 5-10 numbers.

With the help of "Mystery," I learned group tactics. Soon, I was able to approach groups of people ranging from two to as many six or seven people. I could choose the girl that I wanted and isolate her from the entire group to have a more private conversation.

My beliefs of what was possible had been changed forever. Your realities will soon be changed as well with a bit of practice. Let's say we were to walk into a club right now. If I showed you a set of 3 girls who drove there together, could you approach them, isolate the one you liked and pull her aside, get her phone number and meet her for a date?

Or perhaps get a group of 2 girls to leave the club with you and your wingman to go elsewhere? You might reply, "Why don't you just ask me to build you a shuttle to Mars?" This may not be part of your reality of what is possible right now, but as I said, it soon will be. I shattered the glass of self-limiting beliefs and so can you.

Since I embarked on this journey, I have hung out with guys who were ex-geeks transformed into ladies men as well as guys who were naturally always talented with women. Going for sheer numbers and one-night stands was never my goal. As I said, I wanted to have a choice of dating the kind of women I really desired.

Nevertheless, I have spent time with guys in their late 30s who have slept with nearly a 1000 women. Again, I don't say this to impress you or to inspire someone to cast moral judgment on what these guys have done. You may consider these guys male-sluts. You are probably right and these guys would admit it. Nevertheless, we can extract the qualities of attraction from these men without having to resort to sleeping with such a tremendous number of females.

I mention this because I'd like you to know that I have spent time with all types and have taken from each that which has proven successful. : From ex-geeks who transformed themselves, to naturals who have slept with anything that walked and had a heartbeat. Once I had a good grasp of the skills and knowledge, I joined an organization and started teaching these skills to other men out there. We'd travel around to conduct underground workshops in different cities. During this time, I met my current business partner and friend, Seth.

We would "Wing" the guys and walk inside bars and nightclubs and demonstrate/coach them on HOW and WHAT to do while approaching groups of women. If you are thinking that this sounds too much like the movie "Hitch," you're correct. However, our focus was not to teach a guy to get this one specific girl. Rather, it was to teach him the skills to be able to cold-approach any woman and engage her in conversation. For us, approaching a woman who was alone was almost like amateur hour. This caught the interest of a Rolling Stone Magazine writer who decided to write a feature on us. He attended of one of our workshops in Washington D.C, and I was chosen out of our group to demonstrate to him. For two days, he followed me around and watched me in clubs, bars, and even the mall. Now, that was pressure!! Having a major magazine writer watching and judging my every move, cold-approaching groups of women, opening conversations with them, isolating, and getting phone numbers can push my boundaries (Unbeknownst to me, he even tape-recorded some of my interactions with these girls.) Although he was very impressed with what we did, he was not able to publish the article in the magazine.

There is an important lesson here for you as well. If I can approach women with a reporter watching me, judging if I am capable of delivering the goods, then you can definitely do it by yourself. No one will be over your shoulder keeping a scorecard.

Teaching was another enlightening experience. I began noticing which students took away the most and which students struggled.

As my knowledge grew and as I met more people, I started to understand the interactions and formula for success better. After observing so many workshop students, guys who were naturally great with women, guys who had become extraordinary by transforming themselves, and certain guys who were still confused, I realized that there are attributes than any man who is successful with women should possess. I also attended different dating seminars as a guest. What fascinated me was to see so many of the same faces constantly returning to the seminar for more information. I could see the despair on their faces and it was obvious that these guys were not able to understand what it took to attract women. They seemed to be searching for some magical solution. Having learned bits and pieces from a myriad of people, as well as spending countless hours in bars and clubs conducting my own trial and error experimentations, I was able weed out the useless advice and come up with the essential traits.

I soon came to disagree with some of the people I was working for. I believed the system they taught was ineffective for most people. They were determined to teach this as though they were teaching computer programming. Meeting and attracting women does not work in this manner. It is about possessing certain characteristics. By the end of this book, you will have a complete understanding of what these traits are and how they help attract women.

In the beginning of this chapter I mentioned that I have always been a very social person and that I have been an extreme extrovert since my childhood. I came to realize that, unlike many of my colleagues and myself, many of our clients are introverted people who are not generally very social. They are not the type to entertain the room at a party. This is one of the reasons I chose to write a book on the attributes. It is especially imperative for introverted men to understand these attributes and to work towards internalizing them.

In Jan 2005, Seth, (my wingman and good friend), I, along with two other partners launched our own company at www.Fidentia.org. Today, we conduct seminars/workshops for men of all ages to help them improve their success with women. What is the goal for most men? It's tough to generalize. In my experience, most men who take these workshops are looking for a nice woman in their lives.

They are not guys looking to sleep with countless women. The guys who do that are already referred to as "Ladies men, Casanova, Don Juan, womanizers, Players." Believe me, they are not taking any workshops or reading books on the topic. You may be a college student or you may be a recently divorced, middle-aged person. That's irrelevant. The attributes apply to all people.

No one wants to settle for less than he thinks he is worth. Unfortunately, many men (and women) do. You see unhappy people in long-term relationships because they feel that they settled for less than they were worth. Our goal is to be able to teach men to be able to successfully meet the women of their choosing and what they do from there is up to them.

Unfortunately, unbeknownst to most men, women are attracted to men who have certain attributes. There is no way of getting around this. I live in the U.S, have traveled in various European countries and have even been to a few countries in Asia. In all of these places, I have witnessed the men who had success with women possessed these attributes. This holds true regardless of age, culture, race, ethnicity, and language.

This book is not heavy on complicated strategies. It is a primer for attributes. If you do not possess the proper attributes, no amount of strategy is going to help you in finding the ultimate success you want. On the other hand, with the proper attributes you can still do well regardless of what little strategy you implement. Thus, what this book is: It is a guide to teach you the skills that will result in fundamental change. This book will go in depth revealing the attributes and skills of a man who naturally attracts women. It will help you in understanding male/female relations that you won't find in mainstream books. This book is about charisma and attraction. It's not about seduction. Yes, I know the title says, "Characteristics of a seducer," but that's only because "Characteristics of an attractor" is too vague. The idea of seduction, to some people, equates to coercing and coaxing someone into doing something. This book is about attracting people naturally through your personality, traits, beliefs, and behavior. What this book is not:

It's not about secret tactics, pickup lines, etc. There are plenty of books on that, and I could recommend quite a few. However, believe me, if you don't have the proper attitude and beliefs behind your words, you'll fall flat on your face more often than not. By the end of this book, you'll understand exactly what I mean.

It is also not a magic pill.

If you are looking for a magic line that will make women fall in love with you, this book is not going to help you all that much. It is doubtful that any book will. The tough news is that you'll have to

work hard at correcting bad habits and beliefs. The good news, however, is that you can change it and improve yourself.

This book is meant to enhance your attributes and build your individual skills. I'll draw an analogy:

Let's imagine I was to teach two guys a certain athletic sport such as basketball or boxing. Attributes of person 1: Great cardiovascular condition, good sprinter, strength, catlike agility, speed, coordination, and power. Attributes of person 2: Unable to jog 500 meters, slow, uncoordinated, and can barely lift 10 pounds of weight.

Whom do you think would do better? The answer is obvious.

In sports, your coach will devise a strategy for your team on how to play the game in a manner that gives you the best chances to win. Regardless of what strategy your coach outlines for your team, you will still need to develop attributes to be the best basketball player on the court. The attributes I mention in the forthcoming chapters (e.g. Body language, tonality) are attributes similar to being agile, athletic, strong, and quick on the basketball court. My goal is for you to be able to gain and master these attributes. It will also provide you with a bird's eye view of being able to look down from above at two people interacting and understanding the interaction on a deeper level, and an understanding of the subtext of what is occurring. You will see male/female interactions from a different perspective than you ever have before.

On top of that, you will need to enhance certain individual skills. In a sport like basketball, that would translate to shooting the ball efficiently with great accuracy. This would be similar to the skill of story telling. It's a skill to develop and, once you do, much like riding a bicycle, you retain this skill forever. Simply internalizing these attributes will automatically transform you to a more appealing person to women. I believe that you will attract women, and I also believe this book will indirectly help women. How will this book help women? It will provide more interesting and attractive men for them to choose from.

This E-book is the result of my three-year journey inside this underground community. I hope that my experience will enable you to gain the attributes to live a more satisfied life.

I have also paid careful attention to detail and have written in a very structured format so that you can check back and review any points you need to refresh upon. I have written this book in a very conversational format, as I realize some of you may live in countries where English is not your native language.

Each chapter has categories and subcategories in a detailed, bulleted structure, so that you can remember the important points. This will also help you in reviewing specific points in the future. How to get the most out of this book:

Set aside around 7-10 days to read through this book.

I'd recommend that you read no more than two to three chapters per night. Read the chapters, think about what you have learned and do the exercises. This will help you in internalizing the attributes so that they become a part of you. (Again, I'll emphasize: Though it may be tempting to read all at once, only read about 3 chapters a day.) I'd also recommend to you that you read the first 3 chapters and be certain to start chapter 4 [Core attributes] on a different day. The Core-attributes chapter should be the only chapter you read that day. There is a lot of essential information that you have to internalize from this chapter, along with exercises for you to do.

Chapter 1

Understanding ATTRACTION:

There are so many theories on attraction depending on whose book you read, and whose work those books have been inspired by.

There are various evolutionary theories on how we have evolved over 1000s of years to seek and respond to certain traits in a mate. So what causes attraction? There are two sets of factors: External and Internal. The external I refer to as the gravitational pull theory. Let's take a look at this first. Let's start with the obvious.

People gravitate to those whom they perceive to have more social value. Simple isn't it? The answer to the external version of this is so obvious and yet eludes most of us for so long. I didn't know what caused attraction between people before I began all of this, and neither did anyone else as far as I could tell. Every time I inquired, regardless of asking college professors or guys who were successful with women, I received unsatisfactory answers. They ranged from "It's something you just have to feel," to "Pheromones your body produces have to match hers," to "depends on astrological signs and how the stars and the moon were lined up when you were born," to the plain and honest "I don't know."

None of these answers were satisfactory to me. I am not going to base attraction upon which solar system and Galaxy was properly aligned or whether E.T happened to cross through that morning, and thus throwing the alignment out of sequence. Furthermore, "It

just happens” sounded like a ridiculous response designed to dismiss self-responsibility and taking charge of one's own life. It was as if these people insisted on pushing a square peg through a round hole. None of it helped me understand why a woman would gravitate towards a certain guy and not the next. I use the word gravitate instead of “Attract” to take out the sexual connotation. I do this because it is the external factors that really cross over between the sexes. We, as human beings, gravitate towards those whom we perceive to have more value. People gravitate upwards, not downwards. Let's assume that, you and a group of your friends were sitting at a table in a coffee shop sharing a great time. Would you invite some random guy to join your group? Probably not, unless you were working trying to recruit someone towards your religion or the popular cult of the month, in which case another sucker is always welcomed.

Most likely, you would not want the random stranger to sit at your table. Heck, you probably have people you already know whom you wouldn't want sitting at your table while you are out with friends. Why would you not want this random stranger to join you? It's not because you like or dislike him. You are neutral, and furthermore, you have no interest in getting to know him. He is just another person, like the guy behind you in line at the coffee shop, or the person sitting next to you in the bus. They are just random people in your environment. Now, let's say a bearded stranger came over and you recognized this bearded man to be Steven Spielberg? Would you mind letting him share your table? Would you and your group of friends then want to “hang out” with this bearded stranger for a few minutes? Most likely. Keep in mind that you don't know him and he does not know you. Make no mistake about it: You are perfect strangers. Yet, you'd let him sit with you, perhaps even buy him a drink, and listen attentively to him speak about his projects and inspirations. (More on this issue in the chapter Frame-Control.) Why did you allow Steven Spielberg to join you? This is because of his social value.

The person in the example need not be an entertainer. What if it were the President of the United States? (Who also could be entertaining to watch, though not on purpose.)

I sincerely believe our current president has below average intelligence, but if the secret service walked up to my table and said that the President would like to sit next to you, even I would be interested. After all he is the “Prez” and that is exciting. How often would you let a dimwit sit at your table and join you and your friends? Once again, why? It is due to his social value.

How can we further define social value?

It can be found from the shallow and the superficial to the deep and the spiritual. In most societies, value is determined by social status, power, and money. They are synergistic in many ways because having money or social status equals power. Another concept is that of “Social proof.” Social Proof is what is held in esteem and revered in the eyes of society. People with fame [celebrities] have extreme social proof. A rock star, a famous actor, a well-known politician and a distinguished professional athlete all have implicit Social proof. Most societies view wealth, status, and class as higher value, but these values are not universal. Look at a small tribal society. They have no banks, no credit cards, no jobs, and they have never even seen paper, let alone how much currency is printed on it. To them, a \$100 bill just makes for good toilet paper. Yet, the leaders of this little tribe are the ones to whom everyone gravitates. It may be the elder chief or your young brave warrior. They are the ones whom everyone admires, envies, and respects. They have the high social value in that particular society. Is value intrinsically defined only by money and fame? No.

(Please keep in mind that I am starting with the obvious and shallow to the not so obvious.) It also can be defined by uniqueness. (Remember the word gravitate)

It's manifested in the way martial arts students look at their teacher with awe and respect. It's evident in the way a teenage kid worships the basketball star whose posters are plastered all over his wall. It's the way someone looks at the fabulous artwork or beautiful musical composition of the clichéd starving and broke artist. It's the way a science student appreciates a lecture by a professor or a thought-leader in the perspective scientific field.

It's the way a Buddhist who has no inclination or reverence towards money worships the ground the Dalai Lama walks on and would be willing to wax his limousine with more zeal than the Karate Kid.

Value in our societies is determined through the eyes of society and through the eyes of the subcultures to which we belong.

In the real world, doctors and lawyers are highly respected. Similarly, in the high school subculture the football jocks are revered and respected. Al Bundy might be a pathetic shoe salesman now; in high school, he was King. Those are the variables we deal with depending on our society, country, and subcultures. As you

are reading this, you are probably thinking, “Great. He is telling me if I were a rock star, I'd have no problems meeting women.” Indeed. The answer is simple. That's exactly what I am telling you: Go become a rock and roll star and your women problems will be solved. Of course, I am joking. The point of this book is to teach you so you don't think you have to be a “Rock star.” These examples are simple and obvious to give you a general conceptual understanding before I break it into more details. (I should also mention that at times I use celebrities in my examples and analogies to illustrate a point and make them painstakingly obvious.)

What's the common thread between the people above? They have all distinguished themselves in contrast to everyone else. Whether it's the rock star, the football jock, or the martial arts teacher, they are all separating themselves from the next guy in line.

I am not telling a secret. We all realize this, but we walk away with the wrong impression. While I am in favor of distinguishing oneself, I want you to understand that we have been raised to believe that we can only distinguish ourselves through money and social value. We observe the way a pretty woman gravitates towards a rich man and make the association that we must do the same in order to attract her. These beliefs are oppressing us.

For so long, we have associated desirable women with social value that our brains have produced these counterproductive and vicious belief systems. If you are going to distinguish yourself, do it through your belief system and attitude. Your beliefs are the most powerful entity you possess. Up until this moment, you have not even realized it. There are also ways you distinguish yourself in your interaction with women that do not require you to have fame and wealth. (In a later chapter in the book dedicated to conveying personality, and storytelling, you'll find techniques on how to be more interesting and captivating. For now, let's get back to the basics.)

If a movie star like George Clooney walked into a social gathering, he would not have too many problems meeting and interacting with women. After all, he has the classical good looks, confidence, seems intelligent and is wealthy. The fact that he is an international movie star probably does not hurt his chances either. Women will flock to him and guys would want to befriend him. (Heck, even some of the guys would want to sleep with him, but that would require a whole different book, perhaps written by Elton John.)

How does this help you? After all, you are not George Clooney and you don't have his fame and wealth.

It illustrates (and we are arriving at the not-so-obvious part of the book) what is called sub-communication. There are qualities, mannerisms, and behavioral patterns that guys who are successful with women possess which make them attractive. You too can learn to internalize and sub-communicate the same characteristics and attributes. These traits will become a natural part of you.

You can be rich and still not be very good at attracting women. The attributes play a part in this as well.

Why did I mention this particular actor?

The following may shock you: It is because even if George C. were not a movie star, he'd still experience a great deal of success in his dating life. Why? Because he possesses the attributes. Have I met this man? No. However, the attributes are rather obvious.

By the time you are finished reading this book, you too will completely understand what the attributes are. Soon, you'll be able to spot them very easily. With enough experience, you'll meet a man and within five minutes, you will know if he is able to successfully meet women or not. It is that simple. When someone possesses these attributes, their attitude and behavior manifests itself in a distinct manner. It becomes rather easy to spot.

Conversely, I have come across many guys who are successful in their careers, and yet, they are not very skillful in attracting women. The biggest surprise to me was when I met a gentleman who is a lead singer of a well known rock band. Of course I will withhold his name, but I will share the story. This gentleman simply had problems attracting women he desired. Obviously, there were some who'd recognize him from his career and be attracted to his social status but many women were not attracted to him. This further played into his insecurities as he now despised the fact that a woman may not really like him for who he is, but rather for what he is and his status. Imagine my dismay and awe towards this situation: “A rock singer who does not have women literally hanging on him? You gotta be kidding me.” Those were my thoughts upon encountering this bizarre situation. So why didn't this singer attract and keep the company of the type of women desired? The answer is simple: He did not possess the attributes.

- Another real life example: Brief background: I live in Southern California where there is no shortage of attractive women. I also live in a “Beach community” which tends to attract an outgoing and outdoorsy type of crowd. Most people would conclude that a great

deal of money and a nice beach house would equal women in this scenario. What if I were to tell you that I know a 40-year-old gentleman who is an average looking fellow, but he owns a 4.5 million dollar house on the beach. (This is not an exaggeration by any means. In fact, by the time you read this book, his house probably will have become worth well over 4.5 million.) What if I also were to tell you that this gentleman with this elegant house owns an expensive sports car and a yacht as well? He also hosts great parties in this ocean front property in Southern California. You'd surely conclude that he leads a life that would leave most men envious. After all, look at the tremendous amount of social value he has amassed. Surely, he has so many women in his life that he must be fighting them off with a stick. What if I were to tell you that this man could not meet, attract, date, and keep the company of desirable women? What if I were to tell you that this man could not really attract or inspire any women to be with him for any period of time? What if I were to tell you that twice a year this man travels to 3rd world countries to enjoy the company of prostitutes? What if I were to tell you that what I just said is a very true story about a man I know who lives a 10-minute drive away from me? You'd think it was pathetic and you'd be right. I'd say it's rather sad. The above is a real story about a very real person. I actually have been to a couple of his parties. This gentleman, whom we'll refer to as "Dweeb," simply does not possess the qualities and attributes to attract women. Furthermore, his money has led him to a level of arrogance where he is not open to receiving advice from those who could actually help him. On the other side of this social-value token, we find my friend Cyrus who is the same age as Dweeb. Cyrus and I have been friends for a few years now as he also lives in this neighborhood. Cyrus does not own a house. He rents an apartment. He also does not own any yachts, name brand clothing or upper class furniture. Although he has settled down now, Cyrus has slept with 100s of women. On top of that, he has dated women who have been featured in magazines such as Playboy and Penthouse. If that were not enough, he has had good-looking women pay for his airfare to fly to see them. How can this phenomenon occur in our universe? After all, look at how much material possessions Dweeb has accrued. He definitely has a lot of social value. It's simple. Cyrus possesses internal qualities that are attractive to women. He induces and generates an emotional response in women. He triggers an emotional response that the gentleman with the 4.5 million dollar house is not able to do. Contrary to Cyrus, Dweeb bought into all of the external value society instilled upon him. Meanwhile, he neglected the internal belief system and self-image that naturally attracts women. I hope you are beginning to see why the book is titled "The Attributes." I could have created much flashier titles that those of you in marketing would have drooled over, but my goal is not to bullsh*t you. It is to offer you substance that can help you get this part of your life handled. You maybe asking yourself, "How do I distinguish myself? How do I trigger these responses?" Maybe you live in a small town, maybe you work as computer programmer, or maybe you work behind the desk all day in an office somewhere. Irrespective of your background or profession, you can acquire these attributes. Any man who is committed can acquire these traits. This book is dedicated to helping you with that endeavor. Distinguishing yourself comes in the outer and inner form. The outer form might be social proof, the expensive clothes you wear, and so forth. This is the part that Dweeb above has concentrated on all this time. The inner form is what eludes most people. It is the mannerism, and body language, the belief system, and the reality a distinguished person usually possesses. You do not have to be a movie star to have these characteristics. You do need to instinctively understand what they are and how these characteristics can you set you apart from the others before you even open your mouth to say a single word. Understand this: The mere fact that you possess these attributes will place you in a special class and will already make you a unique person. Most men out there do not possess these attributes. Possessing these attributes will separate you from 80% of the men out there. Attraction is not a logical thing. It happens on an emotional level and we usually don't have a choice about it. If you browsed through a magazine full of supermodels, would you decide to be attracted to them? Or would you turn to a page, see one of these supermodels, feel that impulse of attraction in your gut and say, "Wow!!!!!!"? It works in the same manner for women; except for women, it's not so much about physical appearance. Men are much more into physical looks than women are. Women are mostly attracted by the characteristics of a man. If you can possess these attributes and appeal to women on an emotional level, they will find you

attractive. You must appeal to women emotionally. A rocket-scientist might have impeccable social value due to his job. Henceforth, men and women will respect him. In fact, people will value his feedback on rocketry, astrophysics and astronomy. However, this does not usually translate to emotional attraction. This man can do wonders in stimulating the logical brain, but once again, attraction happens on an emotional level. If that same rocket-scientist were to read and understand this book, he'd gain the attributes that would transform him into a person who appeals to women emotionally.

That leads to our second chapter of the book: CONFIDENCE

Chapter 2

CONFIDENCE

What is confidence? I have looked in dictionaries and noticed a variety of definitions. I like mine the best. My personal definition of confidence: Removal of uncertainty, combined with an inner peace and harmony that facilitate a strong and powerful belief system.

Once you remove uncertainty, what you are left with is certainty, a belief system that is void of doubt. You have confidence.

Some of the people who take our live in-field programs are successful in business or academics. Some are accountants, business owners, and believe it or not, even doctors. One of our program attendees was a specialty doctor, a dermatologist.

Clearly, this single dermatologist in his early 30s has great social value in our society, because he is an accomplished person. He makes a good living at an occupation that is respected by almost all people in the world. Yet, he has trouble meeting the kind of women he desires.

Much like the rocket scientist in my previous example, the dermatologist is not appealing to women on an emotional level. He appeals on a logical level. They love to ask him endless frivolous questions about their skin and proper treatments. He also makes a decent living and is respected in our culture. Sometimes, this could translate into emotional attraction but it is rare. Emotional attraction is what triggers that animal magnetism.

So what is the main ingredient this gentleman is lacking?

He was missing perhaps the most important single ingredient when it comes to success with women: Confidence.

There is tremendous appeal in being confident. There is something magnetic and attractive about it. Men who are successful with women have confidence. Those who are not usually do not have confidence. It is that simple. Confidence also helps move people on an emotional level. Being a doctor is definitely appealing on a logical level, but confidence is the secret ingredient that appeals on an emotional level. Attraction works on an emotional level. Always remember that. The issue of confidence is a similar conundrum to the cliché "which came first, the chicken or the egg." In order to be successful with women, you need confidence. Yet, in order to ascertain a certain amount of that confidence, you need to be successful with women. Thus, how do you go about gaining confidence? There are various ways to accomplish this, and it's different for everyone. Listed below are four methods that I have witnessed people using to gain confidence.

Confidence that stems from competence

Confidence that stems from a well-rounded life

Confidence that is gained through knowledge and know-how

Letting go of the past

Let us break these down further:

A. Confidence that stems from competence: acquire competence and attain confidence. This is the kind of confidence that simply comes from doing. You may be afraid to jump in to the pool the first time. If you do it twenty times, you will not have much fear on the twenty-first time. If you actually did the jumps, you'd gain more confidence with every dive. Pretty soon, you'll be daring enough to do cannonballs, back flips, and summersaults. Constant repetition is one of the philosophies that Erik shared with me.

You approach enough times and you gain confidence to do it without problem or too much hesitation. This has to do with the shattering of your self-limiting beliefs. Your brain has no logical fear of approaching a woman in a bar. If you simply smiled and said "Hi" to a girl, what's the worst that could happen? There are no physical or financial consequences. The worst that may happen is that she'll dismiss you and continue talking to her friends. Yet, I have met guys who have gone through military training and boot camps with drill sergeants screaming profanities in their faces, who are hesitant to approach a woman. Why? Due to self-limiting beliefs. These are rooted in self-doubt. Doubt from negative self-thoughts. "Maybe I am not good enough, maybe I am not good looking enough, I don't make enough money," and so forth. By the mere acting of doing, (approaching women, or jumping in the pool), you cut off the negative feedback loop in your brain and reinforce it with a positive feedback loop. You approached (or jumped in the pool), said something and you survived your fear.

You approached someone else, spoke for a short while and you survived again. Your brain restructures its belief system to gradually diminish the fear and doubt.

Soon, instead of being upset with yourself and experiencing doubt, you will find yourself in a journey of self-discovery and learning.

I can teach anyone to shoot a basketball properly in a relatively short amount of time. Will that person become a proficient shooter after a mere few hours? No. However, if he steps on the court and shoots a hundred shots three times a week, he will improve drastically. Should this person kick himself every time he misses a shot? Of course not. After all, this is a journey and a process that he is going through. And similarly, as you shoot, you'll find yourself not being afraid of missing, but rather enjoying the process.

B. Confidence from having a well rounded life: "Dude: Get a life!"

Frequently guys whom I meet forget to strike a balance and concentrate on other aspects of their careers and goals. Having a balanced life, being successful, and having clear goals and objectives can be a source of inner-confidence and inner-strength.

B-1. Well-balanced life:

A well-balanced life implies partaking in different hobbies and endeavors. I've met men who spend five hours a day playing video games and men who work twelve hours a day. Both are examples of extremist behavior. Upon hearing me bring attention to this issue, people become defensive. The usual response tends to be, "Well, maybe that's what they want." The real answer, however, is that it is not what they want. The guy playing video games for 5 hour a day will endlessly complain about the lack of women in his life. Yet, he won't even get out of the house to go meet a few real, (i.e. not computer animated) people. Being versatile and multidimensional will serve you well, not only in meeting women, but life. One of the important components in feeling better about your self is physical activity. Make goals on how you can improve your life over all. If you are overweight, it might serve you well to join a gym and work out a few times a week. Please understand the reasoning behind this. The reason is not merely because women would find you sexier with a leaner body. While this may be true, it is not the genesis of this idea. It is because losing that extra weight, sticking to a somewhat disciplined weight lifting/cardio program, accomplishing those goals and witnessing those changes will be a great source of confidence and inner strength. There are overweight guys who are successful with women. They are confident, sure of themselves and have that "I don't give a damn" attitude. In my experience, such guys are rare. Most guys with similar profiles are not happy with themselves or confident to begin with, and women can smell this like sharks smell blood in water.

Something I highly recommend to most guys is the Martial Arts. Personally, I train in Muay-Thai kickboxing and Jujitsu and could not over emphasize and recommend doing martial arts enough. It would be difficult to put the richness of the experience in words, as it is something that must be experienced. If you are reading this book, have the time and the means to participate in a serious martial art (where live sparring is involved), and are not doing so, you are cheating yourself. I have buddies who have always expressed an interest in taking a martial arts class, but have never enrolled in one. Similarly, some of you reading this will find yourself interested in taking some sort of a martial arts class. However, to be fair, you may be know little about where to start, and what style to choose. My general recommendations are the following:

A good Jeet Kune Do School that cross trains in various ranges of combat (Stand-up, Grappling, and so forth) A quality kickboxing or Muay Thai kickboxing gym A good Brazilian Jujitsu studio The above schools all incorporate sparring/wrestling with a live and resisting partner. Avoid classical Karate schools that spend countless hours teaching you forms [Katas] and have you punching the air with one hand on your hip. If you are currently attending one of those air-punching schools, I invite you to attend one of the aforementioned schools for a few weeks to try something different. You may live in a very small town that does not offer such programs. In such a case, I recommend you go to a regular boxing gym. You should be able to find one of those almost any place.

Another factor that helps distinguish you: Being unique or skilled at something. Being unique, skilled, and knowledgeable at something makes you a far more interesting person. If you can play an instrument well, or you are a good painter, writer, author, or you are knowledgeable about certain subjects; you can use it to your advantage in distinguishing yourself from others. (These are all endeavors that are also artistic so they trigger an emotional response.) This can be a source of confidence for you.

One of my buddies is a martial arts teacher who teaches at the local gym. At times, he has women volunteering their phone numbers at the end of training. He is in a position of authority, he is

teaching them something, and is demonstrating high social value by doing so. More importantly, he is in a position of power, and that's attractive. There is something about power that generates an emotional response in human beings. (I also should add that he is a very confident guy and it's apparent in his demeanor.)

This is part of having a balanced life. My friend does not teach martial arts as a "schtick" to pick up women. It's one of his passions in life. It's something that helps define him, distinguish him, gives him an identity, and makes him feel good about himself. He is not wealthy. If you ask him for gourmet, he'll probably take you to "In'n'Out Burger" in Los Angeles, but he is skilled at something. He is supremely confident and it creates that emotional appeal. Women accept that and are receptive to it.

The same thing applies to many personal trainers at your local gym. Being in a position of authority that allows you to teach someone a certain skill or knowledge is very powerful.

You know best what your hobbies are, so make time to follow through with them. I have a vast range of friends so I am fortunate to observe a spectrum of different activities. These range from the previously mentioned Martial Arts and body building to singing, playing the guitar/drums, Yoga, surfing, hang gliding, skydiving, riding motorcycles, surfing, bicycling, traveling, and even being wine connoisseurs. These leisurely pursuits are not only a source of enjoyment. They also assist in the expansion of their social circles and facilitate the meeting of like-minded individuals.

B-2. Being successful and achieving goals: Success is a very subjective term. Only you know your personal definition and application of it. It may range from the career and financial oriented to the family and spiritual oriented. Whatever the case may be, I encourage you to discover the reasons as to what you seek and why you seek it. (The reason as to why you seek it is very pertinent, as you will discover in the Social conditioning chapter.)

Take out a few sheets of paper and a pen.

List your broad goals and objectives on this first sheet by time increments. For example, List where you want to be 10 years from now, 5 years from now, 1 year from now, 6 months from now.

If you are really goal oriented and meticulous, you may choose to break it down to even smaller time increments.

Take out a second sheet of paper and write down what you would be doing if money were not an object. Do this now before you continue reading any further. If you had enough money and did not need to have a job, what would you do? Perhaps you'd travel around, or maybe you'd become a musician. Whatever it is, list it on the sheet. Feel free to list as many points as you like.

Compare the two sheets. How much crossover is there between what you have set out to do versus what you really desire to do?

Go back to the first [Objectives and goals] sheet. Write down WHY you have set out these goals. There could be a myriad of reasons. List them. Now, go to the second [money is not an issue] sheet, and list WHY YOU ARE NOT doing the things you truly would want to do. It is crucial for all of us to realize what our underlying reasons for doing things are. This will help you understand your desires and motivations better. (Further covered in Identity and beliefs chapter.)

If you are not doing what you want to do, ask yourself why. It is a strong possibility that the answer is "Hey man, I gotta pay my bills." That's a fair assessment and I understand the dilemma.

However, the need to pay your bills and rent need not take your focus away from the things that produce happiness in your life.

Let me give you some real life examples of people I know.

One of my girl friends, Kristi, loves to travel. She wants to see the whole world and is not content just living in the United States. At the time, she worked in a measly job that did not pay her much, but enough to pay her rent and bills. However, her desire to travel fueled her motivation to look for alternative ways. She came across something that captivated her. She learned that she could teach English in China for a six-month period and earn \$20 an hour. (Keep in mind that the average salary where she'd be living would be around \$400 a month, so the cost of living is very low.)

She learned that she could work about twenty hours a week teaching English, and still be able to save money.

What did Kristi do? She packed her bags and left to go to China for almost a year. She absolutely loved the experience. Why do I mention this to you? What should you take away from my friend's journey? Understand what allowed her to even find out that such an opportunity existed:

It was because she was focused on traveling and looked into the possibilities. When you focus on something and look into the possibilities, you will discover, and sometimes stumble upon, new ways and methods. There is a good chance why you came across this book. You looked into the possibility of improving your life and social skills and it opened new doors.

Another friend of mine works a corporate job but loves to play the guitar. In fact, he and I have talked many hours about Rock and Roll music from various decades. Though he worked a corporate job with a bunch of stiff corporate types, he finally looked into the possibility of having his own band. Today, he still works that corporate job from nine to five. On the weekends, he plays local gigs and venues with his band that allows him to express his artistic side. He is far happier than he used to be. He was able to do this because he did not allow his mundane job to steal his focus. He looked into the possibility of having his own band. What I want to impress upon you is looking into the possibilities of how you can incorporate pursuing the activities you truly enjoy.

C. Confidence from Knowledge:

You can also gain confidence from having knowledge regarding any issue. I am certain some of you are well versed in different subjects, and you can authoritatively discuss these very topics.

If you are rather clueless about a certain topic, whether it's open-heart surgery or under water basket weaving, you'd feel uncomfortable in engaging in a friendly debate or discussions based around these subject matters. By gaining knowledge, you increase confidence. Confidence is one of the biggest issues we deal with at our workshop. We are confident in that there is not a single other workshop out there that teaches confidence and its value. If you read our reviews and testimonials, you'll see that we don't just teach canned pickup lines and gimmicks.

Our sincere goal is to have the students deconstruct their old belief system and create new ones that'd enrich their lives.

Understanding the foundation of your beliefs:

Have you ever wondered what it is that causes one guy to approach 20 women in a matter of a few hours, while you are still too nervous to approach even one?

There are a few different reasons for this. Part of it, obviously, is the feeling of rejection that hits us at the center of our manhood.

Having talked to many different women, I have found that most of them are clueless about how much approach-anxiety MOST men experience. They operate under the assumption that, "If a guy likes me, he would just come and talk to me." We have had workshops students that have served in the military, who have been tormented by a yelling drill sergeant and put through the ringer. They are still terrified by the thought of approaching a strange woman.

How much meaning and emphasis do you put on the interaction? If you sit down and think about it, you will find that you give much more meaning and emphasis to this simple interaction than it deserves. You are a cool, confident, and well-groomed man who is interesting in meeting a new woman. So you see a woman and you walk up and talk to her. It's really that simple, correct? Unfortunately, we put so much meaning on this interaction. We make it appear to mean more than it really does. People start thinking it's because of their looks (or lack thereof), their bank account, their car, their background, or in what part of town they grew up. It's none of that. There may be a plethora of reasons as to why she is not interested in talking to you in that moment in time. Perhaps if you had met her the day before, or if you had met her the next day, she would have interested in chatting. Maybe she just broke up with someone, or maybe she is even psychotic. Who knows? Who cares??? Don't put the onus on yourself. You should not base the value of your identity and worth on the fact that a girl did not want to talk to you or accept your request for a date.

D. Letting go of the past.

This is the most important ingredient in gaining confidence. You must change your belief system and you will see this point throughout this book. (Remember "Dweeb" from the first chapter? He has his mansion, yacht, and sports car, and still cannot get or keep a woman. Your belief system is your most prized possession when it comes to dating and attracting. I will repeat it again.)

I have an acquaintance that is insecure to this day because he feels like he is ugly. Why does he think this? Because seven years ago, when he was in high school, his girlfriend told him that she was not really attracted to him. Sure, they had been dating for a while, but she was never really physically attracted to him. He translated that as meaning that he is ugly. Since then, he has had a complex about it and still has one today. He is not willing to deal with this baggage from the past. His stubbornness won't allow him to resolve it.

The point is that when you carry the baggage of the past it affects you in the future. I have another acquaintance that was engaged. They had even set a date to get married, invite everyone over, the works.... A few months before the wedding, their relationship went sour and they experienced a bitter breakup.

What did this translate into for this guy? Pain! A lot of pain.

None of us can blame him for being in pain, being hurt, and angry. However, how long should he carry that burden on his back? What is it going to cost him? Will he be apt to step into a relationship

with any girl even if she is the greatest woman in his mind? Probably not! Why? Because he is carrying that baggage from that last relationship. He might date ten more women and never move beyond a certain intimacy point because of what happened before.

You may find yourself in the situation of having had terrible results with women when you were younger. It may even be that you have not had physical intimacy with a woman in years. That is in the past. You cannot change the past, but you can stop letting it bring you down. You have taken action to get results and you have opened new doors of possibility. You don't have to be bitter or upset. Being bitter means that you are still letting past issues affect you. You are letting it go because you are looking forward towards the future. You are going to be successful and you are going to be the kind of guy who realizes his self-worth and values himself. Others will take notice. There is nothing stopping you from having what you want in the future as long as you take action. If there is one thing that will stop you, reflecting on the past and thinking about what happened with this or that person.

It's important to realize this. Don't allow past perceived failures to affect your future when it comes to meeting women. Perhaps you approached 10 women and last week, and got nothing out of it. So what? The woman sitting next to you right now could be potentially your next girlfriend. You two might be fantastic for each other, and make each other very happy...

Don't let those 10 women of last week paralyze your ability to approach this new girl. Stop giving ridiculous meaning to these events. If you walked up to a girl tomorrow and she was not interested, it does not mean that you are not attractive, it does not mean that you are not deserving. It does not mean that you are not good enough. It means nothing!! Do not give these interactions meanings. Look at how much value you have placed on the failures of the past. What has that gotten you? Where has it gotten you?

What happened in the past means nothing. This is a difficult concept to internalize. I struggled with it for quite a while myself.

There is no time statute on the issue of past. Whether it was 10 years ago, or 10 days ago, it has nothing to do with the girl you are about to talk to 5 minutes from now. What the past has done is fill you with negative beliefs that you carry on your shoulder like a bag of bricks. Whatever happened with girls in the past, happened in the past. Understand this.

We educate men on this issue and more in our workshops along with tactics, proper body language, and tactical skills. Having new knowledge of female/male interactions combined with a system of new beliefs is what leaves our students feeling empowered to go out there, approach and have success with women. As a result of our effective methods, we receive positive testimonials and referrals for which we are grateful.

Chapter 3

The Driving Forces: Pleasure and Pain

(This chapter deals with approach anxiety. Feel free to move ahead to chapter 4 if you do not experience anxiety upon approaching women you have never met.)

NLP stands for Neuro Linguistic Programming, a system that was devised regarding how the human brain works by Richard Bandler and his partner John Grinder. It's an effective method to tap into subconscious. Some of its concepts are based on the work done by famed hypno-therapist, Milton Erickson.

One of the concepts I learned in NLP was the association a human brain makes regarding pain and pleasure. I am not an NLP junkie, but this is one of the fundamental concepts that NLP teaches and I think you can use it to your advantage.

It is also the basis for what Tony Robbins teaches. NLP is a very effective method for motivating yourself to do the things you really desire but don't seem to be able to do.

The fundamental belief of NLP is that everything we do in life is inspired by the pursuit of pleasure and the need to avoid pain. Whether you want to make lots of money, go traveling around the world, have beautiful women in your life, or go around the world helping underprivileged children, you do so because it makes you feel good. Mother Theresa did not go around helping people because it made her feel terrible. She did so because it made her feel good. What do you associate pain and pleasure to?

Example: Approaching a woman.

As I said earlier, women are clueless about how difficult it is for men to approach them. Most women have their own issues going on in their heads. Whatever insecurities you have, multiply it by at least three and that's your average woman. Whether it's losing their looks, their biological clock is ticking and they have not found the right man yet, they are not as good looking as they want to be, or they are 3.14 pounds over weight because they had a slice of pie for lunch, they have their insecurities. (By the way, if you got that pie joke and are laughing too hard, stop. It was a test.)

The reality is that most women are absolutely clueless about your fear of approach. Men are terrified to approach. Why? Fear of rejection. Fear of failure. This fear makes them think they are not good enough and hurts the male ego at the core level.

If you could change the association your brain makes with approaching, you could change your behavior. Do not focus on the negative. Focus on the positive. The positive is that you might meet a new girl who makes you happy, you could meet a girl who just might be your next girlfriend. At the very least you made a new contact that will increase your social circle.

Even if she is a complete jerk and tells you to "Get lost," you will learn something from the approach and the interaction. Thus, even getting shut down is not a bad thing, because you **LEARNED** something from it. Learning something is positive. Hey, it's all positive! During the period when I was going out constantly (mentioned in the preface of the book,) I learned to re-associate approaching. I received more pain from not approaching than I did from approaching. Weird, eh? How did that happen? At the time, I didn't even know about NLP concepts and hadn't realized what I had done until a while later. How did I receive more pain from not approaching? Well, what's the worst that could happen if I approached? She might not be interested and I'd have to just move on.

On the other hand, if a cute girl caught my eye and I did not approach, I'd be mad at myself. That could have been the coolest girl I had met that week. She could have been just the right girl. (The more you go to the nightclubs and bars, the more you'll discover that there are slim-pickings. Quality is rare in these places.) This could have been that rare occasion where a quality girl set foot in a bar and I missed the opportunity to go over and make her mine! I'd be upset and mad at myself. So what did I just do? The feeling of disgust and disappointment gave me more pain than did the actual approach. Henceforth, the cost of not approaching was greater than that of approaching. This is just one example. Obviously, it does not just pertain to approaching girls. You can use this methodology to change anything in your life that you see fit. How about fitness? How about keeping yourself in good physical shape so that you not only feel better about yourself, but so that you can live a happier, healthier and longer life?

If you are currently not partaking in any physical activity, it's mostly due to the fact that you are focusing on the wrong things.

I am going to veer off topic for a moment to discuss physical fitness and health. You are probably focusing on the fact that there is physical pain involved. You'll have to sweat, endure running out of breath, exerting strenuous force to push plates of steel, etc.

Well, who the heck wants to go to the gym if you focus on that?

Focus on the good things that the gym will bring you. Center your attention on the way you will feel after a great workout. Concentrate on the way you feel emotionally and psychologically when you are participating in a physical exercise program. Think about the way you feel better about yourself when you look in the mirror when you look the way you want to look. Focus on the way you feel **GREAT** when you see the progress you have made; the sense of accomplishment and the pride it awards you.

Imagine yourself in the ideal body. Imagine you glance in the mirror and it reflects the ideal body, whatever your conception of ideal is. How does that make you feel? This is something that Arnold constantly did. If you read his bodybuilding autobiographies or watch/read his interviews, you will see that he constantly discussed imagery. He imagined himself the way he wanted his body to look and pursued that goal. It's unlikely that Arnold studied NLP but his methodology was the same. He visualized something, got that rush of positive emotion and good feelings and that motivated him to push harder. If you focus on those things, you will be much more inclined to go to the gym. Figure out what is right for you and how often you need to do it, and then do so.

Again, I'll emphasize that the value of being fit does not merely lie in physical attraction. While that does hold true, the greater value is the way you will feel about yourself. Fitness will make you feel better physically, emotionally, and mentally.

- Back to the issue of approaching women and changing your belief system. Socializing and being able to talk to people should be a natural part of your life. Think about the cost:

What is it costing you to not be doing the right things you think you ought to be doing? (This is not just about going to the gym. It's about everything in your life.) What is it costing you to sit home and play hours of video games? At the end of the week, how much pleasure has it brought you to make it to level 10 and beat the grandmaster of that level in the game? How much pleasure have you derived from controlling imaginary characters to play a sport on the TV controlled through a joystick?

How much pleasure would it bring you to have the company of a woman (or women) you desire? Which do you value more? What's

it costing you to watch absolute garbage on "Reality TV"? What's it costing you to watch some imbecile compete for \$25,000 by eating horrific creatures like worms and maggots out of a bowl?

Sometimes, I look at this and think that the only thing more asinine and moronic than sitting in a tub of live crawling worms, is wasting your life **WATCHING** someone do it on TV. At least the idiot on TV has a chance to make money!! Unless you are a standup comedian who is watching this to derive material from, (in which case it'd be considered work), move on and do something that benefits **YOU**!

Again, there is plenty of room in your life for entertainment but strike a balance.

The Price vs. The Cost:

This is a perspective that I learned in sales. What is the price of an item? What is the cost? Let's say you were to buy a car. Car 1 is priced at \$10,000. Car 2 is priced at \$7,000. They are pretty similar automobiles. Car 2 is the better price, obviously.

However, what is it costing you in the long run?

Car 1 will be maintenance free, while car 2 will cost you another 10,000 dollars in nagging repairs over the next two years.

The cost, therefore, is: Car 1: \$10,000 Car 2: \$17,000

(By the way, if you happen to be in sales, use that analogy to close a few extra deals compliments of me.) Besides that, think about what the costs of your actions are? (Let's use the fitness example once more.) The price of going to the gym: 1 hour per day. What's the cost of not going to the gym? What's it going to cost you to not have all the benefits that you could be getting from the gym?

Plus we already discussed that there is no pain! There is only pleasure that arrives from physical exercise. Exercise is good.

You feel good about yourself psychologically. You feel a sense of accomplishment and fulfillment. You feel better physically. You have more energy and vigor. Your heart and lungs function better. You will even perform better sexually. And since you are developing attributes that will attract women, you had better refresh in this area as well!! You feel better emotionally from all of the endorphins your body releases. There are only positive experiences and good feelings from exercise. Similarly, there are only positive experiences and learning involved from approaching women.

This is also a very effective method for killing your bad beliefs.

Sometimes we have clients who feel very nervous about doing an approach because they simply do not believe that the woman will like them. They concoct all sorts of stories [excuses] in their heads as to why this is so. They may feel that they are not good looking enough, that their hairline is receding, and so forth. This negative belief system causes them to fail in attracting women and this failure further reinforces the bad belief system. A vicious cycle is created. If you identify with some of these people, then I want you to link pain to your belief system. When you feel alone, desperate, confused and sad, turn your anger towards that negative belief system. Understand that the negative belief system has created this loneliness, anguish, and pain. Breaking that negative belief system will result in the removal of these negative feelings and failures. A positive outlook and positive outcomes will replace them.

Recap:

- Our actions are driven by the pursuit of pleasure and avoiding pain.
- What do you currently associate pain and pleasure to?
- How can you restructure yourself so that you attach pain and pleasure differently to those experiences?
- What is it that you think you should be doing?
- What is it costing you to not be doing that?
- How much pain is it causing you to not be doing the things you think you should be doing?
- Take action! Doing what you want to do will bring you pleasure and take away the pain of the cost of not doing so.

Print the following two pages and use it as a workbook to spring into action.

Goal Setting Page

(Based on chapters 2 and 3.)

You can save years in your journey if you clarify your dating goals.

- What are your goals in your dating life? How will you know when you are there?
- What kind of girls or women do you seek? What qualities are most important to you?
- What is your ideal? Do you seek a good girlfriend or wife? Do you want a reality where you want to date several women simultaneously? Do you just want a lot of one-night stands?
- What is the order of importance regarding your goals? To clarify further, once you start attracting more women, what is it that you want to accomplish?

Belief Associations

- Write down the actions you must take in order to achieve the success you want. Write down the new beliefs you **MUST** have.
- Now, write down all the positive benefits that you will receive in

your life from taking these steps. What benefits will you receive? How will they make your life better? How will you feel when you have it?

- Write down the old negative beliefs/stories/excuses that you had in your head.(Be sure to include the negative beliefs regarding approaching women.)
- Write down how those old beliefs have brought you pain and misery.
- Finally, write down what will it cost you to not take action.

What will it cost to not take steps to change those beliefs?

Feel free to return to this page often and update it as you read more chapters.

Chapter 4: CORE ATTRIBUTES:

This chapter will explain the core attributes. It is probably one of those chapters you should come back to and read a few more times. After all, the book is titled "The Attributes." This chapter will explain why you observe certain guys who attract women and others who do not. This is arguably the most practical chapter and you need to start implementing the core attributes immediately.

This chapter will be covered in two major categories of Attributes:

A. Physical Attributes A1. Body Language A2. Tonality

B. The More abstract attributes

B1. Enthusiasm, Playfulness/ Teasing & Humor,

B2. Not Being Needy,

B3. Being Comfortable In Your Own Skin

B4. Possessing a Strong Reality

B5. Leading

A. Physical Attributes:

What successful guys have that you can emulate and internalize:

(Stem from confidence)

- 1. Body Language
- 2. Tonality
- Projecting Emotions

Men who are successful in meeting and gaining the interest of women share qualities that are communicated through Subtext.

Something I often tell participants, that is also one of my original quotes, is: "This is not about text. It's about subtext." Such guys, regardless of whether they are wealthy or broke, sub-communicate certain qualities. These qualities help distinguish them from the rest of the pack.

You need not be a jerk; rather, you need to be confident. So much of doubt is in your head. You are thinking about you and trying to remember what to say, when you should be thinking about the surroundings. Learn to shift your focus outward so you can see what is around you, instead of thinking about yourself.

1. Body Language:

It is difficult to demonstrate body language through the pages of a book.I have taken a series of amateur photographs to help demonstrate, which I will review with you shortly. Some people refer to these core attributes as alpha-male characteristics. Regardless of how and what they are labeled, they are the behavioral patterns of a confident man and you should internalize them.It does not matter whose techniques you use. They will not work if the attributes you communicated through subtext come across as weak. You should be aware that you are defeating yourself if you do not have the proper mechanics down. If you appear needy, nervous, or unconfident, you will dramatically cut down the chances of your success with women.

Quick Tips for body language:

Standing: Feet about shoulder-width apart. Do not stand with your feet next to each other.Arms: Never cross your arms. It's a sign of being defensive and guarded. Keep your arms relaxed and out of your pockets.Back: Straight! Keep your back erect and chest slightly forward.Chin: Above horizon. You should not be facing down towards the ground when you walk. This is a sign of insecurity and fear. Keep your chin up! Look up!

Smile: You should not hesitate to smile, laugh and have a good time. Sound simple, correct? The next time you are at a bar or social gathering, actually observe how many guys you see smiling. You won't find too many and it's not because they have bad teeth.

Sitting.

When you sit, are you fidgety? Do you curl into a ball and try to fit in? Or, do you sit comfortably and take your space?

Imagine that you have just enjoyed an incredible home cooked meal. You make your way yourself to the sofa to sit down and watch a highly anticipated movie. You have just eaten a great meal, you feel good, satisfied and are in the comfort of your own home in your favorite comfy sofa. How would you sit on the couch? What would be of utmost comfort?

This is similar to the position you should have when sitting in a social gathering.

You are comfortable, you take space, and you don't care all that much about what others may think. This does not mean throw old

ladies and children off a chair and take their place. Don't take it to the extreme. It simply means being confident and relaxed in your environment.Do not lean in towards women. It sounds so simple, but I see so many guys doing it.I have taken a series of photos for demonstrative purposes. Some were taken in actual bars and some were taken in scenic locations for your viewing pleasure. Let's examine the photos and I'll point out what the mistakes and the correct behavior.

Look at photo 1:What is the impression you get from this photo?

Remember that women are far more intuitive than men are. If you can notice uneasiness in the photo, then women are apt to pick it up 10 fold.Let's look at it again with the mistakes circled:

Standing Mistakes revealed 1

Notice the mistakes: The male figure is leaning in too much upon approaching the woman. Back is hunched over, his hand is in his pocket,and he is holding his drink in a defensive and guarded position. These are all mistakes. (Holding a drink across your chest in this manner is an unconscious behavior to protect oneself.)

The following is an example of a confident man leaning back.

Standing Confident man 1

I have highlighted the hands on the male figure. Notice the relaxed manner in which he is leaning back against the glass, holding the drink down, completely unguarded. It's your choice as to whether you want to completely face the girl or not. You can also stand face to face if you wish. The biggest lesson in this photo: If you are able to lean back on something, do it!One more photo of a confidence stance:

Standing Confident man 2

Again, you can observe that the man is leaning back relaxed against the glass. (This may be hard to tell in this photo.) Arms are relaxed. The woman on the right is reaching across into his space. This is an obvious indicator of interest. During the initial meet, her venture into your personal space won't be this extreme normally. This is a demo. Also take note that that male figure has positioned himself between the two girls, and yet maintained his confident stance. If there is nothing to lean on, that's fine. Just be sure to stand tall with your feet should-width apart.

The Ideal:

Standing Confident man 3

The main emphasis of this photo is the woman leaning into the man attempting to hear what he has to say in a loud environment. Anytime, a woman leans in, it is a subtle indicator of interest. If a woman is not interested in you, she will not lean to hear what you have to say. You'll discover this very quickly. Please remember that these photos indicate cold-approach situations. The more rapport that you establish, the more you can lean in. In fact, it'd be a bit weird if you did not lean in at all later in the interaction.

In the following page, let's look at a common Mistake Seen Constantly in Bars and Clubs: common bar scene 1

Upon first glance, this may look funny, but it's a sad and common scene in bars.Let's examine the mistakes: Feet too close together. Hands in pockets, backs hunched over, drinks being held in a defensive posture, looking not relaxed, and not facing each other.

Talk to your female friends regarding such men. They'll tell you that often times they see them gawking at the women while standing near the female restroom. These men are blown out before they even approach the women.If you are at a bar with your friend, don't stand shoulder to shoulder. FACE YOUR FRIEND, talk to him, and have a good time. If you decide to approach women, go for it, but do not stand around in a line and stare at people passing by.Take a look at the next photo. What's your impression? Confident Seating 1

This is simple the image of a man who is very comfortable. In a busy club, there may be no place to sit, let alone a place to rest your feet. Nevertheless, this photo is slightly exaggerated to show extreme comfort.In the next page, I'll share with you some typical seating mistakes:

Seating Mistake 1

The man in the photo is leaning over way too far while hunched over. He could just as easily lean back. You won't find too many suave men going through this discomfort in order to talk to a woman.The next photo is all too common.

Seating Mistake 2

Go to a bar/club tonight and chances are you'll see some guy kneeling down in this position in order to talk to a seated woman. This is simply an uncomfortable position for anyone. Staying in this position communicates that you are willing to tolerate discomfort and pain just to talk to her. She'll pick up on it very quickly. Find a place to sit. Bring over a chair if you have to. Talk to them for 30 seconds or so, and once you feel you have their interest, say something similar to "I think I'll join you." Or "You seem fun/interesting/intelligent/.... I think I'll join you." Then look for a

chair and bring it over. Sit yourself in it. (The very first time you do this, it will feel weird but do it! You'll have a breakthrough that moment.)The next photo shows a much different seated position: Confident Seating 2

This is an ideal and a very realistic photo! Notice the way the man is relaxed. He is attentive, but yet, completely relaxed in his own skin and his own environment. There is not even a tiny amount of neediness depicted in his body language. She feels that he is in no way desperate to pursue her. This is attractive. Why? He subcommunicates that he is a bit of challenge to the girl and she will easily sense this.

Being attentive to Indicators of Interest:

Many men are often oblivious to the signs of a woman's interest. All people subconsciously have mannerisms and actions they take when they are interested in someone. These include biting/licking of the lips, leaning in, asking questions, playing with one's hair. (Playing with the hair won't be this extreme. It'll be subtle!) Some men may wonder why they have never seen these. That's because they have never been looking for them. They are there. Again, most men are just oblivious to these indicators of interest.

Vocal projection:

This is a simple concept but a hard habit to break. Vocal projection implies talking loud enough to be heard. It does not imply screaming or yelling. Too many guys whisper or mumble. A confident guy does neither.This will take a lot of practice on your part depending on your natural voice pitch and habits. If you have a deep bass voice like James Earl Jones, you need not concern yourself much with projection. Since few people have a booming voice that can be heard clearly by everyone, we all could use reminders on vocal projection.I know a few guys who take this to the extreme. They speak so loudly people in the back of the restaurant can hear them. It's ridiculous.Talk loud enough so that your intended audience can hear you.

2. Tonality:

Perhaps even more difficult to describe than body language is tonality. Tonality can change the meaning of what you say. It also projects emotion. The emotions that drive the tonality can completely change the meaning.I shall give you a series exercises to conduct throughout this book. I have three tips regarding the exercises:1. Do the exercises. 2. Do the exercises. 3. Do the exercises.For our first tonality exercise, let's start with a simple one. Exercise 1:

This first exercise is designed to demonstrate how tonality changes meaning.Say the following sentence out loud:

I am walking to the store.Now, try the following variations in of that same sentence. I want you to say the sentence out loud. Please emphasize and yell out the highlighted word. I am walking to the store. I am walking to the store. I am walking to the store. I am walking to the store. I am walking to the store. I am walking to the store.

Lastly, emphatically declare: I am walking to the store.

Can you see what a difference tonality makes?

In each variation, the underlying meaning of the sentence was different.When you emphasize "Walking," it emphasizes your method of travel. In this case, you are walking as opposed to driving, bicycling, or flying, and so forth.In each variation, the underlying meaning of the sentence was different.When you emphasize "Store," you are making clear the destination you are traveling to rather than your mode of travel.

This refers to the old axiom of "It's not so much what you say, but how you say it." Politicians, salesmen, and public speakers are just a few of the people who have an absolute need for proper tonality.

To further illustrate this, I will make use of examples from well-known movies. One of my favorite dramas is Scent of A Woman starring Al Pacino. I have probably seen the movie at least 5 or 6 times in its entirety. Upon watching it during one of these many times, I realized what a great example of tonality this film could serve.It would well suit you to go to your local video store and rent the movie. At the very least, you will have watched a great film. It will also help you understand my point.

Of course, the suicidal and retired blind army colonel portrayed by Pacino is not exactly someone you should model your behavior after.There are some great scenes in this film that will serve as a great study of tonality and demeanor. I will review more in a later chapter.(NOTE: Again, this is not to encourage you to emulate the tonality of this character. This example serves as a demonstration of what a difference a powerful tonality can make in everyday interactions.)The scene I have in mind is the one at the Restaurant where Charlie orders a beer and the waiter asks to see his ID. It is 78:45 minutes into the movie:

Waiter:May I see some ID?

Slade:Are you interested in walking the rest of your life happy? My boy here is going on 23...

Later, in the scene, the waiter gives in and asks:

Waiter:Any particular beer?

Slade:Schlitz. No Schlitz, platz. No blatz, improvise.

This is a supreme example of a tonality that encompasses certainty and conviction. Notice the passion, resolve, certainty and fervor with which the character speaks. He is not yelling or screaming. He is just self-assured. There is no doubt, hesitation, or reservations in his voice.What you do not want is monotone or nervous, mumbled speech.

Train yourself to speak slowly and with a certain degree of conviction.Watch this scene a few times. It will serve you well. Later in this scene, you'll witness an approach towards a beautiful woman. I'll break this down for you later in the book in extreme detail.The tonality, vocal projection, and body language of the Slade character helps give him a very strong frame.

Exercise 2:

Use a tape recorder to record yourself talking. This time do the last exercise I gave you, but use the tape recorder to record it.The sentence does not have to be "I am walking to the store." You could think of more fun and creative sentences.To make more interesting, try adding people to the sentence.

Example: I am going to the party with Jennifer.

Try saying that while accentuating different words. To show you how much difference tonality can make even in writing, I will illustrate through a fun little sentence. Read the following out loud and be sure to pause on the commas.Woman, without her, man is nothing! Woman without her man is nothing.Do you see how tonality can come through even in writing? It's even more powerful when spoken.Why do I have you tape record yourself?

Often most people have no idea what they sound like to other people. We THINK we sound a certain way. However, upon hearing ourselves in recorded conversation, we hear something completely different.This is why it is so important for you to do these tape recording exercises. Let's continue the exercise:

Pick your sentence and try saying it in various ways using different volume, pitch, and speed.Sentence: I am going to the party with Jennifer.*Say it in a flat monotone without accentuation on any word. How does that sound? How boring is it?

*Say the same sentence with a low volume, almost as if you are whispering it.

*Now, try saying it really fast, as if you are one of those guys selling goods at a public auction.

*Now, try saying it with a loud booming volume.

*Try combinations. Say it loud and slow. Say it loud and fast. Use a deeper/lower voice.

Play the tape recorder back. How do you sound? What impression do you get from each one? Which guy sounds confident? Which one sounds nervous? Which one sounds boring? Which one sounds excited?

Exercise 3a:

Record yourself saying the following sentence: "I can't see you anymore."Now, I want you to say the same sentence with the following emotions: These are the major 5 emotions to focus on.

- Say it with happiness and enthusiasm.
- Say it with sadness
- Say it with Anger
- Say it with love
- Say it with fear.

Play the tape back. Listen to yourself. The very first thing I'd ask is: What emotion do you hear? Can you actually hear the emotion of sadness or happiness in the tone?This is the first step. Are you able to project emotion into your sentences, or do you sound flat?

For example, does your anger sound pretty similar to your happiness?This is the first thing you must notice: Are you able to project emotions??If not, DO THE Exercises repeatedly! If you cannot hear the anger, then I want you to scream the words as if you were yelling at your jerk of a boss. I want you to yell loud enough so that your neighbors hear youThis time, play the tape recorder back. How do you sound? What do you sound like when you are happy versus afraid? What does it sound like when you are upset versus angry?

Remember that 93% of communication is nonverbal.

Roughly 55% is body language. That comprises how you move, walk, sit, lean, your gestures and facial expressions.

Another 38% of communication is tonality. It's how you say something. As we are demonstrating in this particular exercise, there is a vast distinction between saying the same sentence with laughter and fun versus anger and frustration.

7% of the communication is the actual words that come out of your mouth.The reason I emphasize this exercise is to show how important tonality and projecting emotions are.

Let's continue with the exercise. Have your tape recorder next to you.Exercise 3b

How about this phrase: “You a**hole!” Simple statement, right? On paper, it could be perceived in all sorts of ways. Let’s try changing tonality.

Say the words you a**hole while laughing. Imagine you are having an immense amount of fun playing a game with your buddy and you just caught him trying to cheat. OR, Imagine he just said a one liner to make fun of you in a non-malicious way, and you reply “you a**hole” to your buddy. Think of a time something funny happened. Maybe your buddy passed gas and tried to blame it on you. Start laughing...

RECORD YOURSELF SAYING “Hey! You a**hole!” with happiness and enthusiasm. Now, we can change it around to the other extreme. This time, record yourself saying “You a**hole” in an angry manner as if you are furious with someone.

I want you to scream it so that the neighbors next door can hear it! Scream it out loud!! Do it!

Now record yourself saying it in a lustful and flirtatious manner to a girl who likes you. You are having fun and making little remarks and flirting. She says something, and you don’t have a comeback for it, so you say, “hey, you a**hole.”

PLAYBACK THE AUDIO TAPE.

Three things will happen.

1. You will now know how you sound to other people. Many of you have no idea at this point what you sound like to others. You have been completely clueless as to how others perceive you.

2. Some of you will notice what a monumental difference tonality creates as you hear yourself.

3. Some of you will notice that all of your variations sound roughly the same. If you are in this group, you will have to do a lot of work to improve your tonality. The positive side is that you have just had a breakthrough. You have just discovered something that has been impeding your success with women. You can now correct it! That’s important.

Exercise 4:

Record a 10 minutes normal conversation between you and a friend. Play it back. This will give you a pretty good idea of how you sound to other people when talking about normal daily activities, Can it be heard easily or do you have to shut the windows and blast the volume to hear it? Is your voice monotone or does it resonate? Do you sound comfortable or uncomfortable?

Is there any playfulness or joking, or is it serious all the time? Do you articulate or is your speech jumbled? Do you talk fast or slow?

Do you take pauses and breath once in a while, or do you talk as if you are selling cars in an auction? Listen to it a second time. I want you to ask yourself a question this time.

If you were a woman, would you date the guy you are hearing on that audiotape? Would you? Be honest with yourself. Would you be interested in this man? Does he sound confident? Does he arouse your interest? Would you care to meet him?

Exercise 5:

Record a 5-minute conversation where you discuss with a friend something about which you are passionate. You could talk about your excitement concerning your upcoming trip to Hawaii, your favorite sports team, Movie, the new girl you met, how to build a bridge, or whatever makes you passionate.

I want you to say it with PASSION and Enthusiasm.

Play it back. Can you tell the difference between your normal talk and enthusiasm? The problem I run into often is that, for many guys, enthusiastic speech sounds identical to normal conversation. This must be corrected immediately. When you approach women, you want to be enthusiastic and playful. This does not mean being spastic or bouncing off the walls. There must be some level of enthusiasm and excitement coming from you.

3. Projecting Emotions through tonality

Use your tonality to project positive emotions!! People will share your enthusiasm. Remember that most people are followers not leaders. People love to find someone to follow. That person can be you. Think about a simple scenario: Consider watching a comedy movie, a funny TV show or standup comedian. It’s fun to watch alone. How much more fun is it to watch it with your friends, laughing out loud at the top of your lungs together??

In fact, ever have something stupid happen between you and your friends where you started laughing over a seemingly silly issue?

Ever have a laugh attack? One of those situations where you and some friends started laughing uncontrollably and just could not stop? It did not matter that people around you were annoyed or that you’d be thrown out of the place you were in. You just could not stop laughing and there was nothing you could do.

Almost all of us have had those experiences regardless of culture, age, nationality, sex, or ethnic background. How does it happen?

It’s because when you project emotion, others will catch on to it and share your emotion as well.

Ever watch Sylvester Stallone in “Rocky” conducting his pre-fight training to the sound of that classical Rocky soundtrack?

It makes you want to get off your rear end, run out of your house and run a lap yourself! Why? Because the character’s intensity, drive, determination, devotion, and inspiration is projected on to you; and this is through a movie screen for crying out loud!

People will share your emotions, especially if you have a strong reality. (Strong reality will be covered extensively in this chapter.) Henceforth, if you approach and maintain a positive and happy vibe, people will start sharing those emotions.

This is an important attribute and brings us to our next topic: more Abstract attributes.

B. Abstract Attributes:

Body language and voice tonality are very physical attributes. Not all attributes are so explicitly physical.

- 1. Enthusiasm Playfulness/ Teasing & Humor,
- 2. Not Being Needy,
- 3. Comfortable In Your Own Skin
- 4. Possessing a Strong Reality
- 5. Leading
- Emotional Projection Revisited

Before I go over the listed points, I’d like to add a few more words about Emotional Projection. It is also an abstract attribute. Confidence is an abstract concept but it can be conveyed through the way you project your emotions.

• Emotional Projection is one of the main keys to attracting people. When you exude positive emotions, you will influence other people in a positive way. The dating advisors in the mainstream medium as well as the dating coaches on the Internet do not seem to cover this subject very well. I don’t know why this is so. However, it’s time you started receiving attention. If there are ten main points you walk away with after reading this book, one of those should be Emotional Projection.

Write it down in your notes now: Emotional Projection is one of the keys to attraction and dating.

At first glance, you may not understand the significance or the application of emotional projection. You must first understand that the process of attraction is not a logical one. Attraction is an emotional process for all humans regardless of gender. As I mentioned in the first chapter, I want you to think of a time when you picked up a copy of a swimsuit issue of a magazine filled with beautiful models. As you flipped through the pages, did you decide to become attracted to one of the women? I mean, did you sit there and logically make a decision to find a certain one attractive? Of course not. What happened was that you saw a particular woman and you instantly felt that surge of attraction.

The same process applies to women except that they are not so obsessed with physical looks. They are attracted by “The Attributes” of a man. Thus, how do you emotionally engage a woman?

Certainly, it is a difficult task to engage the emotional mind through logic and vice versa. The emotional and logical mind balance one another. While this is an interesting topic, I will not be spending too much discussing it. I shall, however, refresh the issue in your mind in the forthcoming chapters.

The important part for you to take away from this is that emotions strongly drive attraction. We all have witnessed cases of a woman or a man dating an improper or unsuitable mate. This is not a sexist issue. It happens to both genders. Their friends try to logically warn them: A woman’s friends will see her dating the wrong man and will say, “He is not right for you. He is a bum, he has no job, no future, and drinks too much alcohol.”

In the man’s case, his friends will see her dating a wrong woman and comment, “She is not right for you. You deserve better. She is dumber than a pet goat, she has no sense of responsibility, parties too much..... and by the way, we suspect she is cheating on you!” What’s the reply? “But I like her/him...”

Does this approach work well? Usually, it does not. Perhaps you have been in this “Friend’s zone” and tried to warn a buddy or a female friend. There is a simple explanation for this. These people are trying to logically thwart an emotional decision. When it comes to attraction and dating, this is a losing battle. Rarely does logic work on creating or dismantling attraction.

Thus, what is a good way to emotionally move a person in whom are you interested? Here is one of the most effective ways: You do so by sharing those same emotions! If you want someone to feel enthusiastic, you start by feeling it yourself. Telling the person to “Just become enthusiastic” will not have near the impact of you feeling that emotion yourself first. You exude and radiate that exact feeling. One of my quotes that I often share is the following:

- Passion inspires passion.

If you are around someone who is constantly giving away negative emotions, you may find yourself feeling the same way. Conversely,

if you are around someone who is emanating positive emotions, you will start feeling those positive emotions. Passion inspires passion.

Again, this is why the film Rocky inspires us. His passion and determination strongly influence us. Whether he is running up the stairs with random kids following him, or whether he is running through the snowy Russian mountains preparing to fight the evil adversary, he impacts us with his passion and emotion. I give this example in order to illustrate to you how one person's emotions can leave us with those same feelings.

Quick Summary of Emotional Projection:

- Attraction is an emotional process, not a logical one.
- Changing someone's emotional state has a profound impact in attraction.
- You change that person's emotional state by feeling/exuding those emotions yourself.

Let's continue with our abstract attributes:

B-1. Enthusiasm:

Have you ever heard the expression that enthusiasm is contagious? This also applies to meeting women. Your enthusiasm need not emulate the phony behavior of a used car salesman. However, being a little excited and upbeat about your life and environment is always helpful. Hopefully, the tape-recording exercises have given you good idea of what you sound like now and what you can sound like with a bit more excitement added in. I want you to make an effort to be more enthusiastic in your tonality! Be excited about your life, your potential, and your opportunities. You are a man who knows what he wants and is in charge of his environment. If this seems difficult to you, then prepare for it! Imagine if you were to start weight lifting or long distance running. It'd be a gradual process. You'd constantly add more weights and you'd constantly increase your stamina to run longer distances.

The same concept applies here!

Exercise:

I want you to set aside 20-30 minutes a day where you will be dedicated to being enthusiastic. Just like the runner or the bodybuilder, you can slowly increase that length of time each day. Be committed to this exercise. There is no time to put this off until Christmas or after New Year's Day. This starts tomorrow!

You will do this exercise tomorrow because you know that when you do this, you will have the pleasure of attracting the type of women you desire. Be dedicated! During these 20-30 minutes a day, nothing disturbs your enthusiasm. You are dedicated to smiling and being excited about whatever it is that you are doing.

Playfulness, Teasing, Flirting and Sense of Humor:

Have a Little Fun

Let us start with Humor. You always hear the statement: Women like a guy who can make them laugh. I am not certain how humorous you are and I am not sure that I can teach a sense of humor in a book. My sense of humor always came naturally, but believe it or not, having people laughing out loud at your jokes sometimes can be a detriment. I found this out rather quickly in college when my wit could make both girls and guys laugh but yet, it didn't seem to be as advantageous as I thought it should be. I did not have women crawling all over me because I made them laugh. Am I saying do not make women laugh? No! If you have a sense of humor, use it. However, you must beware to not become trapped in the frame of "I need to make people laugh at all times to appear cool." This is a problem that affected me early on. I made people laugh and they liked me. The girls were not attracted to me just because I was funny. Sure, there were a few here and there, but the ones I really liked did not always like me.

From this time forth, if you have a sense of humor, use it, but do not be a clown. Make people laugh when the time is right. It should be done so that they are appreciative of it, not expecting it.

What if you are not funny?

The bad news is that you will not be asked to your local comedy club any time soon, nor do your friends want to hear your jokes.

The good news is that you can learn to be Playful and you can learn to tease. Being playful is an imperative attribute. How do you display playfulness? How do you tease? In essence, playfulness is being childlike. Do you have and nieces or nephews? If not, that's OK. Do you know any kids (regardless of whose they are), who are around the ages of 7 or 8 years old?

How do you talk to a seven-year-old kid? How do you tease them? What sort of tonality do you use? Remember, you don't tell jokes or unleash your vast array of witticisms upon a seven-year-old. You do, however, speak to them in a playful manner combined with lots of smiles and teases. How do you interact with pets? Watch a pet owner play with his/her pets. Take note of the way he hangs a piece of string in front of the cat and pulls it away to create a playful interaction. This analogy is not to demean women by comparing them to kids and animals, but rather it's meant to

release your playfulness and help you have a conceptual understanding. It's a good way for you to start practicing being playful. Still not clicking?

I'll share a secret: Watch and learn from women!!!

Women in general are masters of being playful and teasing. Observe a girl who is with a guy she really likes and take in her behavior. What does she playfully say to him? How does she playfully touch him (not in the places you think)? It might be a slap or a little soft punch to the shoulder or the biceps. Watch this behavior and internalize it. Watch how he might pick on her, and she'll reply with something like, "You're such a jerk, but you're cute...." It may be conveyed in the way she calls him a dork in an endearing manner. This is playfulness. Watch women and learn. Watch the SMILE on her face, the playfulness in her voice tonality. This is monumentally important. (This is why those tonality exercises are so important.) If you say the same thing with a serious face and tone, you may sound like a jackass. A little playfulness and suddenly it becomes cute and endearing. Sometimes, playfulness is just a wicked looking smile. It's fun. It's playful and you CAN do it. A dash of sarcasm can often serve as being playful. Sarcasm is the gross exaggeration of something and it can be playful, provided that you do it with a smile in an easy going manner. (Note: Sarcasm does need not to insult, belittle, or to condescend people.)

Why do I bring up playfulness and teasing as an attribute?

Too many times, (more than I care to remember), I observe guys talking to women with the seriousness and delicateness of a United Nations representative trying to negotiate peace talks between two nations at war. Meanwhile, all they are talking about is a good movie they watched the previous week or what they ate for lunch. It's not that serious fellas.

Furthermore, do you tend to be sarcastic and enjoy being a smart ass? Good! Why would you stop that behavior because you are talking to a good-looking girl? If you are a smart ass and throw out sarcastic remarks, I want you to continue doing so. Do not change your behavior because you are talking to a beautiful woman.

Lastly, remember, Playful and confident is what you're after. Playful does not insinuate behaving like a clown. Playful is not Ben Stiller's "Focker" character from "Meet the Parents." It's more like "Maverick" from the movie Top Gun! Playfulness is also a way of flirting. This creates sexual tension and let's the woman know that there is a sense of sexuality to you. It sets the tone for a sexual vibe. I'll give you a quick excerpt from a conversation I had on a date a while back, where the girl was talking about her new shirt that looked so good on her. She: This shirt looks great on me. I love it.... Me: (with an admiring smirk on my face.) Yeah, it'd look even better off of you. The simple statement I made was flirtatious and fun, yet created a bit of sexual tension. It let her know that I appreciated her sexuality. The key is to not dwell on the issue. You are not just some horny guy thirsty for sex. You are a confident guy who appreciates her. Take a flirtatious comment and move on to some other non-sexual topic. These little flirtatious moments will build sexual tension and they also create good chemistry.

Troubleshooting 1: What if your Playfulness is not working?

What if you are being playful and it's not working?

Most likely, this is because you are not congruent. You are saying a playful line but your persona is not playful. If your persona and behavior are not matching the words coming out of your mouth, it will look incongruent. It won't become congruent unless you keep doing it until it is internalized. (Becoming more confident in your overall life will help in this endeavor as well.) Observe guys who have beautiful women around them as Playfulness is something you'll have to practice for a while. Did you give up riding a bike after you fell down the first few times? No! Nor should you give up now. Have a little fun, start with smiling more. Smiling will make such a huge difference for you. It will relax you and make you appear not so dry and serious.

Troubleshooting 2:

Some guys refuse to be playful. They refuse to show a passion and zest for life and living. These same guys argue with me, saying, "Hey, there are guys who are good with women who are not playful and fun." What if your persona is just not playful and you have no desire to do so? Then you had better be damn sure that you are not needy and that you are confident and comfortable in your own skin.

Think of the classic character portrayed by Clint Eastwood in the original "Dirty Harry." There is an example of a guy who is edgy, tough, confident, has big balls, and grit. In fact, there is no telling when he might pull out his 44 magnum to shoot some guy while grinding his teeth as he talks with that distinct flare. He is not playful, but he is tough as nails and will not tolerate anyone fooling around with him. (Legal disclaimer: The point of this is not for you

to carry a magnum or to shoot people.) It's that if you make the argument that you don't need a fun enthusiastic vibe, they you had better have be able to exude that confident, edgy and bold aura. Otherwise, do not complain that women don't find you as interesting as the next guy.)That being said, I'd like to add that "Dirty Harry" is not a model for being a "Ladies man."

Maverick in Top Gun may be arrogant but he is so playful that we like him. Sean Connery in James Bond is very suave and rather playful with women in a different way. There are various archetypes. If you are not playful then, as I said, I hope you can exude the boldness of Clint Eastwood in Dirty Harry. What you do have to remember: It works for Dirty Harry because that's who he is. I have seen insecure guys in the game who purposely act like a**holes trying to look bold and confident. The problem? They just appear to be insecure a**holes. A character such as Dirty Harry is not a jerk, nor is he trying to be one. He actually means well and helps the underdog and that is why we are drawn to him. He simply possesses a strong reality; he believes in his ideals and his job. A recap of what playfulness is not:

- Playfulness is not insulting the other person,
- It is not acting like a clown,
- It is not self-deprecating humor,
- It is not sexual touching or groping, (no grabbing of her breasts or privates)

Playfulness is:

- Teasing
- Flirting
- Touch of sarcasm
- Light nonsexual touching, such as a touch, a push, a tiny shove or bump,
- Making fun of the other person in a lighthearted manner,
- Creating Sexual Tension
- Making innuendos (Easily done through words that have double meanings)

B-2 Not Appearing Too Eager or Needy

Touching a girl too fast, asking countless frivolous questions, talking too fast, and answering questions instantaneously all show too much eagerness. Learn to take a deep breath, relax and take your time. If talking to a group of your closest friends, you probably are not that eager to answer the question within a split second. Most likely you take your time in giving your answers and have a normal conversation. It should be no different when talking to a woman whom you have just approached. Not being Needy is tough to explain; it is so greatly influenced through subtext. It's not the words that come out of your mouth, but how they are said that matters. It is also related to body language and tonality. What are you some common mistakes guys make that cause them to appear too needy?

*Bringing down the gauntlet of questions:

"What's your name? What do you do? From around here? Come here often? What do you do for fun? Where are you from?"

Asking so many questions in a rapid-fire manner will make it appear that you are trying too hard to get to know someone, male or female.

*Too eager to show how much you know about a certain topic.

The flip side is that some guys try to enter every conversation even when it does not involve them. There is a need to show how much they know or how well versed they are on a topic. Guys, there is no need to prove yourself specially when the conversation is between two other people.

I have dedicated a whole chapter to Conversational tips but let's get back to the attributes. Trying to recall what not to do can be stifling, so I choose to teach our clients the essence of what to do!

Learn to breath. Learn to relax. Learn to take your time. There is no one chasing you. Slow down and relax! This brings me to the next attribute. It is very applicable and is something that will help you for the rest of your life, in all of your endeavors.

B-3 Being Comfortable In Your Own Skin (And In Being Who You Are)

I will refer to being comfortable in your own skin. Well, what the heck does that mean? Some of you may think, "I am already comfortable in my skin." No, you are not. You are comfortable in your own skin when your surroundings are comfortable enough to allow you to be you. Example:

Imagine a day where you are feeling pretty comfortable and relaxed and you happen to be driving your car. Imagine you are driving through a scenic area at your desired speed with one of your favorite all time songs blasting on the radio. Imagine that you are singing out loud, watching beautiful scenery, feeling the cool breeze brushing against your face, you push down the gas pedal, you feel the rush of adrenaline in your veins, and you are feeling good.

This is a moment where you are completely comfortable being you. Now, let's take away the scenery, turn the music off, and throw in a supermodel in the front seat next to you. Suddenly, you are driving with a woman next to you who resembles a swimsuit model. You don't know her very well, and suddenly you happen to be giving her a ride somewhere. She is the most beautiful woman you have ever seen in person, and single too.

How comfortable are you now? How would you suddenly behave?

Would you still behave the same as you did earlier, or at least close to it? My inclination is that you would not. Half the guys I know who consider themselves "Pick Up Artists" would be in a state of frenzy and emotional mayhem in this situation. This is what I mean by being comfortable in your own skin. It is being comfortable wherever you are and regardless of whose company you are in. How do you behave when you are truly free to be yourself?

Another scenario:

You and a few of your long time, well-known, close friends are on a road trip to Vegas. In fact, you have a "High roller's" suite reserved exclusively for you in one of the best Las Vegas hotels.

How do you behave amongst your friends? Well, you are absolutely relaxed; you make jokes, feel complete comfort and have a good time. Do you have problems thinking of things to say? Of course not. Do you freeze up? No!

This is the same way you ought to behave when you have a woman around you regardless of how she looks. This is why I have emphasized confidence so much. Being confident and comfortable in your own skin will allow you to be yourself at all times.

It does not have to be limited to women either. It applies to all people. I'll share a personal example with you. A while back I had a boss whom was not the most comfortable person to be around. He was a jerk. Imagine "Lumberg" from the Movie "Office Space" but worse. He is the kind of person whom I jokingly refer to as, "born a prick."

I could be completely comfortable around women, but I found that when I was around this guy, I felt edgy and uncomfortable. My behavior was different and I felt a bit of anxiety around him. Everyone did. The employees experienced nervousness from his presence. I recall that I was not able to sit comfortably in a chair when this guy was sitting next to me. Part of it was anxiety, but part of it was disgust and anger. It all culminated in a very uneasy and awkward situation.

I eventually came to realize that I control my emotional state.

I am in charge of being comfortable in my own skin. That boss is a jackass and I cannot do too much to change him. Nor do I have the motivation to spend time and energy making a decent human being out of him. Again, what we can control is our own emotional states. Obviously, certain incidents impact us. If you were involved in a car accident or were being confronted by a thug, you may experience a variety of emotions.

However, for the most part, you are in charge of your emotional state. Once you realize this, you can start focusing on how you can be in a comfortable, relaxed and positive mental/emotional state.

Secondly, practice the correct body language you saw in the photos. How uncomfortable can you be when you are sitting in the relaxed positions depicted in the photos? You really cannot be all that uncomfortable. This is simple and very practical advice. From now on, make it part of your daily focus to sit in a manner that is comfortable to you. In other words; lean back, lengthen your legs, look up, spread your arms out, take up space, and smile. You cannot be uncomfortable when you are sitting in such an ultra comfortable manner.

START PRACTICING IT. START BEING COMFORTABLE!

Comfort Exercise:

Take 15 minutes a day to practice sitting and relaxing comfortably in a very public environment. You can be alone. In fact, it'd be preferable if you were alone. Look at the relaxed body language in the photos I have provided for examples. Take 15 minutes and practice being comfortable. See how it feels. Feel your legs and arms relaxed. Put your foot up on the chair! Enjoy the extreme comfort of total relaxation. Enjoy the soothing feeling of serenity. This is your 15 minutes and you are not going to allow anything that happened during the day to affect it. It's time you started appreciating life. Take deep slow breaths and practice relaxing. It's about time. Troubleshooting:

A few people will inevitably ask: What if being myself is not interesting? In this case, you need to turn your focus on transforming your life into a more interesting and richer one.

If you can experience more, be involved and active more, you will have a richer life that will make you more interesting. You'll be able to tell stories (Later chapter on Story Telling) that are interesting and relate to people better in social milieus. Also develop your social calibration. Be multi-faceted but try to convey it instead of literally talking about it. Social calibration will be covered in another chapter

in depth. Being aware and observant will allow you to gauge people's reaction, and therefore help you develop an instinct and knack for what to say and when to say it.

I mention this because there are guys who are the opposite of what I described. Instead of having nothing to talk about, they want to elaborate on everything that's ever happened to them in their entire lives. Imagine a nuclear physicist talking to you for two hours about complex quantum physics theories. Obviously, he is a smart guy and knows his stuff, but the question is, do you want to hear it? You wouldn't stay there longer than two minutes!

It's his duty to understand the social relevance of his topic and the interest of his audience. If he were talking to a group of science students at a prestigious university, his diatribe would probably be well received. Other than that, it has no social relevance and most audiences will not want to hear it. Similarly, you'd want to understand how much social relevance your topic holds and gauge the interest and reaction of your audience.

Trying to fake that you are interesting will only carry you so far. Become more involved in different activities. In the process, not only will you have more fun, but also you will meet likeminded individuals along the way. You can do this regardless of if you live in a Los Angeles, New York City, or a small Midwest town.

B-4 Strong Reality:

Throughout this book, I will mention the phrase "Having a Strong Reality." What does that mean? This simply means you have a presence about you. This means having a strong belief system (Covered in the Identity chapter) and Passion. When you know what you want and what you like, when you have a strong belief system, when you are passionate and able to convey that conviction, you will have a strong reality. Granted, this is not a goal most people achieve in a week or two. If you don't feel as if you have a strong reality, do not feel bad. In fact, you should feel pretty damn good right about now. Why? Because it will only become better from now on. Until today, you have been walking around with a weak reality and sense of purpose. Imagine how much better things can get now that you are working towards obtaining a strong reality.

Everyday, you strive a little towards knowing what you want and what you are passionate about. First hand observers say that when John F. Kennedy walked into a room, they felt a presence. They could sense leadership, belief, and inspiration. Everyone's spirits were lifted because of it. When you walk into a room, it does not have to be as if John F. Kennedy walked into the room. All you have to be able to convey is that you believe in yourself, know what you like/dislike and you are comfortable in your own skin.

Simply put: Your strong reality should leave you feeling that you are in charge of your environment instead of your environment being in charge of you. You are in charge, comfortable in your skin and in a state of inner harmony.

Of course, this takes time to master, but we can all take steps to get there. If you can walk with an inner calmness and live and speak with a passion that is driven from a strong belief set, you will possess a strong reality. Part of the goal of this entire book is to empower and enable you to create that!

Having resolve and certainty is an attractive quality. If you recall, in the first chapter I talked about being distinguished. Do you realize that when you live your life in a manner where you have resolve, strong belief, passion, and certainty, you are distinguishing yourself??? This is because most people live their lives as if they were robots programmed to run around and perform tasks. When you break this mold and suddenly start having determination, it makes you attractive. It's rare to find such individuals.

One of the movie stars who was considered supremely "Cool" was Steve McQueen. I remember watching his movies as a seven-year-old kid and thinking that he was "Cool." What is cool? Why is it that even a seven-year-old can identify it on a subconscious level even though he still cannot verbalize it?

It's hard to tell someone, "Hey, be Cool." What the heck does it mean? It's so vague. It does make sense when you say, "Be comfortable in your own skin. Have determination." Steve McQueen was cool because he lived life by his own rules. In fact, he was almost too stubborn. At times, it was to the point that he ruined the quality of some of his own movies by not listening to anyone's advice including the director's.

He was cool because when you watched his behavior and saw his demeanor, you saw resolve and conviction. He knew what he wanted in life and that quality showed on film as well. He was not a society robot. He knew exactly what he was going to do and it showed. He was an alpha male and it was attractive. Girls wanted to be date him and guys wanted to be his friend.

If you are reading this and grew up in the United States, you probably have seen the TV show Happy Days. If you have seen Happy Days, you know the character "The Fonz" who became a

cultural icon. His leather jacket hangs in the Smithsonian museum; the jacket of a TV show character, might I remind you.

The Fonz had a small part on Happy Days in the beginning. Over the years, there was so much demand from the public that the producers were forced to make him a major part of the show.

What made the Fonz cool? He lived by his own rules, had a strong belief system, and knew what he wanted, and was determined to get it. He was not a bad guy. In fact, if you watched the show, you'd have lost count the number of times he saved Richie's rear end. He wore a leather jacket when it was not really acceptable to do so. He'd date a different girl almost every night of the week and everyone admired him for it. He broke the social standards. He'd say things such as, "I have a date with the twins tonight!" This was the 1950s and the guy was on a date with a pair of twins? That definitely qualified as breaking social norms. It'd probably be breaking social norms even today.

Why weren't Ralph or Potsie cool? Why doesn't anyone want to be like them? (If you did want to be like those two, get help.)

The short answer is because they were pussies. They tried to please everyone, correct their speech constantly, and apologize every time they thought someone didn't approve of what they said. On the opposite end, there was the Fonz. He knew what he was going to do and he had no doubt. He had conviction. That made him "Cool." Whether you are seeing a real life person like Steve McQueen or a fictional TV Show character such as "Arthur Fonzerelli", you should be able to detect why they were "Attractive." I mention these varieties of examples in order for you to be able to see specifically what made these people "Cool." Although you probably had noticed this yourself before, it is likely you had never had it broken down for you in a specific and applicable format.

Practical application:

When you start living with certainty and strong belief in what you do, you will possess a strong reality. That's all! There is nothing you can do about it. It will happen automatically and that's a good thing. The mission now is to start focusing on living life with a certain sense of determination about what you want to do. Even if you believed that you should sit around the whole day and work no more than 2 hours, you could still have a strong reality so long as you believed in that philosophy wholeheartedly.

There is a special meaning to exuding masculine energy. It means something to be a man. This is not a sexist statement. Women have their own positive points with their feminine energy that provides a balance in nature. The fad of watching the "English Patient" and sobbing like a baby is over. In fact, it was never in! Women inherently want a man who is a "Take charge" kind of a guy. Have you ever read romance novel written for women? Me neither! But I am familiar with what's in them. It's the cliché knight in shining armor, or the Prince who sweeps them off their feet and carries them to his castle. He is a "Take charge" kind of a man. Sometimes, it's a rude jerky reluctant hero whom she tames. Getting this particular man to fall in love with her is a conquest for the heroine. In all cases, the man is a "Take Charge" kind of a man who lives a strong reality.

If you have close female friends, perhaps you can ask them to share their fantasies with you. You'll find out very fast that their fantasies do not revolve around a guy who sits around sobbing with them and listening to their drama. They fantasize about the romance novel guy I just mentioned. About the one who has that look of determination in his eyes. They fantasize about being taken. They fantasize about being swept off their feet, and this is a good thing. It's the way we have been wired by evolution and there is nothing wrong with it. You can be a good person and still provide that masculine energy. Speaking of such a man, it brings me to our next attribute that such men possess. It's one that you will also soon possess:

B-5 Leading

Lead, Lead, Lead.

Lead 1

(Important note: This photo is not implying that you ought to always walk in front of your date or girlfriend. Rather, it's the guy taking charge and saying, "Hey, Let's go! I want to take you somewhere....")

Lead 2

Show me a guy who complains about his lack of success in attracting/keeping women, and I'll show you it that it is more than 90% likely that he does not do any sort of leading in his interactions with women. So, the question is, how does a man lead? My business partner, Seth Parker, and I discussed this issue at length for a while and we reached the conclusion that there are 3 types of leading. It is best to learn all of these.

A. Physical Leading/ [Decision making] B. Emotional Leading
C. Conversational Leading

- Physical leading/Decision Making

Are you able to make decisions or are you indecisive? Let me give you an example: Have you found yourself engaged in this type of conversation with a girl? You: Where do you want to go to eat?

She I don't know, not sure. How about you?

You I don't know. I don't care really. Do you have anything you like? She Well...I don't care all that much. I guess I like everything. I am not sure. You OK. Do you feel like Italian? Is that OK with you?

Have you had this conversation or something similar? Most guys have. STOP DOING THIS! Lead! Be decisive. Most women themselves will admit to you that they find a man who leads very attractive. If that does not convince you, then I don't know what would. If you like Italian food, then tell her you are going to a great Italian place and that you will think she will love its charm.

This does not apply to only restaurants and food. It applies to decisions in general. If she does not like something, she will tell you. If she does not, then that's something she needs to work on improving. Again, I have to give a disclaimer. I am not advocating that you be a complete jerk to your friends and be overbearing.

However, when you are with a girl, learn to lead and make decisions. If you are rather generous, then give her choices as well. You must start implementing this practical aspect immediately. Example, again, let's say you are going to a restaurant:

You: I know three good places around here, restaurants X, Y, and Z. I'll let you pick. She: I don't know...not really sure.

You: OK, we're going to Restaurant X then.

What does this communicate? What does the first line convey? It conveys that you are a man who is in charge and knows what he likes. However, you are also a fair man, and thus, you are allowing her to pick. If she does pick something, that's great. If she is indecisive, then you make the call and stick with it.

Do not be wishy-washy. It's not attractive.

If you are wishy-washy, you had better make a pledge at this instant to change. As my business partner, Ranko, loves to say in his European accent, "You are alpha!" Leader of the pack. You'll be hard pressed to find too many guys who are successful with women, who are also wishy-washy and indecisive. Being decisive and "Leading" are definite attributes of a man who is successful with women. Look at any guy around you whom you consider a "Ladies man" or a "Player." You don't have to be a jerk or abusive, but you do have to lead and be decisive.

Furthermore, being decisive will make you more respected in life in general. Start to lead your interactions with women today and you can increase your success over night! This is a very practical element that you can apply immediately.

- Emotional Leading

This takes us back to emotional projection and the subsequent level of impact. Are your emotions leading the interactions, or are hers? Are your enthusiasm and positive emotions winning over, or are you being affected by her neutral or even negative emotional state? Remember the following, as it is something that will benefit you for the rest of your life in all of your endeavors. Who influenced whom in the interaction? Did your emotions influence her emotions? Or Did her emotions influence yours?

Let us imagine two friends with opposite emotional states meeting each other one afternoon. One friend is very happy and positive. The other is depressed and negative. What happens during their interactions? Naturally, there is some give and take, but either the positive friend will be able to uplift the negative one, or, the negative will drag the positive friend down with him. Your emotions will have to lead the way. The strength to accomplish this will come from your self-image and identity, covered in Chapter 8, Identity and beliefs. (I hope you are beginning to see how the entire book is linked together.)

- Conversational leading

Conversational leading implies that you lead the conversation by steering the topic, the pace, and the flow of conversation. An individual could do 20% of the talking during the interaction and still lead the conversation. This will be discussed in detail in the story telling chapter. End note: You may read these latter mentioned abstract attributes and think that this is not you.

In that case, I highly recommend that you make an effort to make it part of you. (The chapter in social conditioning will explain most of this.) There will be a series of exercises for you to do and practice throughout this book. It is in your best interest to do them and focus on improving yourself.

You are not becoming a jerk. You can still treat your family and friends well and be very hospitable to them. You can still be courteous to people. However, you also better exude that you live a strong reality. You had better start making decision.

What did you learn in this chapter? Feel free to go back and read the details over again. Here is a recap:

- You display strong and comfortable body language/posture.
- You take up space.
- You walk with your head up, chest out, and you are not afraid to smile.
- You are not afraid to touch people.
- You are not afraid of being too much in someone's space.
- You speak loud enough to be heard, but don't scream either.
- You speak with enthusiasm and passion.
- You have enthusiasm and passion.
- You are playful and able to tease/flirt
- You are not needy.
- You are comfortable in your own skin. You can relax regardless of whose company you are in.
- You possess a strong reality. You live with passion and fervor.
- You have a strong belief system (explained later in Identity chapter).
- You know what you want.
- You know what you like.
- You know your ideals and you stand firm on them.
- You lead.
- You lead and you are not wishy-washy.
- You can make decisions.

You are not trying to impress a girl. You are trying to screen her to see if she is good enough for you. This is your mentality.

- Women are secondary, not primary goal. You have a strong reality and a life to lead. You have your primary goals in mind and keep focused.

Chapter 5

Conversational FRAMES!! (Frame Control.)

This is such a powerful concept; I actually hate giving it away!!! Then again, it's what you (hopefully) paid for. As far as I know, this is a concept that is not discussed in any of the published dating books you'll find on the shelf of your local super bookstore.

It is an incredibly important concept to understand when it comes to having success with women. Yet books written about dating by PhD's in psychology fail to mention "Frames." Not too many people understand what frames are. Among those who do, there certainly are very few who can properly and effectively explain it to those who are completely unaware of the concept. I have noticed that most guys who understand it have trouble effectively explaining it to others. You may hear certain guys say, "Keep your frame, have a strong reality," and similar jargon. What does that really mean? More importantly, how do you accomplish that?

I have taken some time to put into words and structure the meaning of frames in a very simplified manner. Hopefully, by the time you are done reading this chapter, you will have a thorough understanding of frames. After all, this is a book. Unlike a personal interaction, you won't have the opportunity to ask questions should you be unclear or confused about the concept. What is a frame?

- A frame is a matter of perspective. It's the way an individual sees the world. It's a frame of reference. It's the way you put an interpretation on it. Imagine the following scenery:

You see a person standing with his eyes staring out at the world. This is his frame. This is the way in which he sees the world. These help formulate his ideas, thoughts, ideology, beliefs, and philosophy. This is his perspective of the world.

Trying to keep things in your frame means trying to keep things within your perspective. This involves not allowing others to suck you into their reality and the way they see the world. Your conceptual vision and interpretation overrules theirs. (Note: this is not to say you should be close-minded and not listen to anyone's ideas or learn anything new ever again. Through ample examples, I'll demonstrate how people try to suck you into their frames in everyday interaction. Salesmen and advertisers use this tool to sell you on all sorts of products.)

- Reframes:

- Reframing an issue simply means changing the perspective on it, and thus, changing the meaning as well.

We all know that one could see the glass half filled with water and think of it as either half empty or half-full. That is a simple reframe. That is changing perspectives on something. Changing the perspective changes the meaning we give to events. You could use reframing to have a positive outlook in certain situations. Example: Two guys call a girl they have recently met to ask her to go out on a certain night. They are both turned down for that particular night. One guy becomes insecure and looks at it as if she is not interested that she is blowing him off, etc. The other guy looks at it as though she likes him but is playing hard to get.

What did these guys do? They both do not really know the reason as to why she could not join them on that particular night. One guy saw it in a positive light and the other saw it in a negative light. The meaning they gave the situation was changed through the perspective with which they viewed the event.

This happens constantly in sales. A product is advertised for \$60 a month and you decide that it's too much to pay. Yet, when the salesperson talks to you, he reframes it as a mere two dollars a day. It costs more than that to get a coffee at Starbucks. It's just two dollars a day. Surely, anyone can afford that. Of course, at the end of the month, when you are writing checks for your bills and your cash is running low, you will feel the heavy burden of that \$60 breaking your back. Then you wonder why you now have an abdominal machine that you never use, or why you have a knife than can cut through the garden hose that you don't even own. Hey, it was just two dollars a day.

Ok, this is a great lesson in psychology but how does it help you with a woman?

Many times, during the initial interaction, women will throw little tests at you. The reason for this, and whether it's intentional or done subconsciously, is up for debate. However, spend enough time in the field interacting with women and watch others' interactions and you will find that is a reoccurring phenomenon.

It is also something that I have never found in any of the mainstream books on dating.

What is fascinating is that, if you observe men who are successful with women, you will find that they naturally have a way of passing these little tests. Guys who seem to not receive good results from their interactions, fail these tests. Worse yet, they do not understand that they have just failed a test.

There is a formula for passing these tests and once you understand the proper technique, you won't fail these tests again. The techniques for passing these tests:

1. Dismissal and reframe

2. Agree with it and reframe

Things not to do:

1. Explain and justify your actions

2. Apologize for your actions

By passing these tests, you will convey that you are a man who is confident, knows what he wants, knows where he is going, and thus has a strong sense of his reality. Furthermore, you will convey that you are resilient, not a pushover, a challenge, and a bit unpredictable. Here are a few examples of real life conversation with women involving me or acquaintances of mine. Each reply is a reframe of the situation: The woman jokingly might say: Nice story. Did you think of that on the way over here? You: (Agree with it) Actually, I was up all day and night yesterday thinking of it.

She: Why are you wearing that (hat, shirt, shoe, whatever)? You: (smart-ass) I had a premonition that I'd meet you tonight.

You: I am so glad that you noticed it. [In this reframe, the meaning of the interactions is changed into: She is asking because she likes you.]

She: Hey, you are a player.

You: Yeah, so what do you like about players so much?

She: You like me, huh?

You: (Agree with it.) Of course. I am actually head over heels in love already. (Sarcastic & playful with a flirtatious smile.) OR

You: Hey, I like your confidence. It's very endearing. (or it's "Cute.") Example of dismissal:

She: You are this or that (accusing of you something.)

You: Are you always this feisty, or are you always this direct.

Here is a real-life example of a reframe in a conversation I had in a bar. The girl decided to give me a hard time about a particular shirt I was wearing.

She: some quirky mocking comment toward my shirt.

My reply: "Hey, What are you? Joan Rivers at the Oscars? Commenting on everyone's clothing as they walk by."

In this case, this was a girl who had a sense of humor and responded by: Hey, I am vying for her job, ya know.

So what happened?

She gave a little playful insult about an article of clothing I was wearing. What did I not do? I didn't qualify or justify my actions. "This is in fashion right now, or it was featured in the latest issue of GQ magazine," or "Hey! I paid 300 dollars for this shirt!"

What did I do? Turn it around on her.

What happened there is a great example of frames.

She critiqued something I was wearing. Instead of justifying why I wore that piece of clothing, I turned it around on her.

Being sucked into her frame would have forced me into justifying my actions to her and to her model of the world. Instead, I kept things in my frame and the way I see the world. And in the way I see the world, she is too critical and too damn nit picky and concerned on what other people are wearing.

The focus of the conversation changed from my clothing style to her personality traits of being picky. Did you notice this?

A great example of passing such a test and handling a delicate situation occurs in the movie Cocktail with Tom Cruise. The funny thing is that when I watched the movie as a young kid, I could

never understand why he said what he said. It just didn't make sense. Scene: Tom Cruise is a bartender who is flirtatiously looking and smiling at a woman sitting at his bar.

Woman: Does it say fu** me on my forehead? Cruise: I can't see that far without my contacts. What just happened there??

What not to do or say:

"I am sorry. I did not mean to stare." He would have instantly disqualified himself from having any chance with that woman by apologizing. Looking at someone in a flirtatious way in a bar is nothing to be sorry about. Apologizing would have instantly portrayed him as a pushover and weak. (Note: This does not mean you should never apologize. You should only if you have truly done something wrong.) Remember, you are a confident guy with a strong reality. You believe in what you do, and you certainly do not need to apologize for a flirtatious look.

Other wrong things Cruise could have said: "I was not looking at you in any specific way." In this case, he is justifying his actions. Not as bad as apologizing, but still trying to give a logical explanation in an emotional situation. What else could he have said that would be wrong? He could have asked for a clarification: "Why do you say that? Did I look at you in a weird manner?"

In that case, he would not be apologizing or justifying his actions, but what he is doing is playing right into her frame and the way she sees the world. That is a mistake. Instead, what does he say? "I can't see that far without my contacts." He is completely dismissing her comments and the underlying insinuation of "you are trying to pick me up." The principal meaning of the interaction suddenly changes. It goes from "You are obviously trying to pick me up" on her part to "I am not going to play by your rules and won't be baited into this discussion." This example could very well be a real life situation. Other ways the Cruise character could have handled this was by various reframes:

Other replies that could have worked are:

"Wow, are you always this direct? I like that in a woman."

Or "Wow. Is that your usual pickup line for bartenders?"

Now he is reframing the situation as though she is trying to pick him up. I hope you realize that the point of this is not to memorize every possible line and comeback. The point is to understand the concept of frames and reframes. Instead of getting sucked into her frame of "You are obviously trying to pick me up," you change the frame by keeping things in your reality and the way you see the world. And, of course, in the way you see the world, she is too feisty, or too blunt, or too forward. The fundamental basis of the conversation revolves around HOW YOU SEE the world and not how she sees it. Remember,

- A frame is the perspective a person views the world with and his/her conceptual image of it.

- A Reframe is changing the perspective and conceptual interpretation of the situation.

Now that you are aware of this concept, I want you to watch out for it during your interactions when you approach women.

More on conversational Frames:

A car sales lot is a great place to watch frame control in action.

If you were to catch a new-hire salesman with no previous experience in sales, you'd watch the customers walk all over him. He'd be backed into a corner while the customer is demanding the cliché "What are you going to do for me? Or I'll walk right now." It's actually humorous to watch the voice pitch and tonality of the customer changes, as he is now the hunter, per se.

Observe a fast talking smooth sales rep and you will have a different account of the experience. Good salesmen are masters of frame control. They will bamboozle you into buying something and leave you wondering how it ever happened. If you have been in this situation, you know exactly what I am talking about. Your friends will later demand to know why you just didn't leave. Meanwhile, all you can say is, "I couldn't." Even though there were no shackles tying you to the ground, you felt trapped as if you could not flee.

That is strong frame control.

I'll give some examples of how salesmen accomplish this and how it relates to meeting women. You are at a car lot looking for a car around \$15,000 because that's what your budget and current salary allow. The salesman is trying to sell you something for \$25,000. You know that this is not within your budget and will cause you financial problems.

Customer: I'll have to talk my girlfriend before I buy.

Salesman: (Something to the extent of) Do you always need to check with your girlfriend before making decisions? Or, do you need her permission?

Believe it or not, this tactic works on some guys because it appeals to their macho ego and they are forced into buying. What has happened here? The salesman has forced his system of beliefs upon the customer. He has forced the customer to see the world through

his eyes. From the salesman's perspective, the customer has no fortitude or guts. He is a weakling who has to get permission from his girlfriend. The customer has bought into the salesman's frame.

Customer: I can't afford it.

Salesman: It's an extra 150 dollars a month, but imagine having this sports car. Imagine pulling up to the nightclub and all the girls looking at you in this ride. Imagine the satisfaction you'd have bragging to your buddies, (and so forth.)

Once again, the customer is seeing the world through the salesman's eyes instead of his own. (What the salesman is doing is called Future-pacing in the NLP circles but that's rather irrelevant.)

What is important is how the salesman has changed the customer's perspective and interpretation of the situation. The customer knows that he simply cannot afford the car. (And by the way, a car alone is not going to make you a lady's magnet anyway.) The buyer is now looking at the issue through the salesman's frame of reference. He'll purchase the car. When he can't pay his rent at the end of the month, at least he'll have a nice car to sleep in.

At the very least, this book will serve as a great platform to deal with salesmen for the rest of your life, but how does relate to meeting women? This is one of those golden nuggets that you won't find in all of those dating books written by experts on the bookshelves in the mall. During initial phase of meeting a woman, it is imperative that you establish your reality and prevent yourself from getting sucked into her frame.

The difference between these two can be very subtle. It can be the difference between you talking about an interesting experience you had during your last vacation or listening to her complaining about her pet, job, or schoolwork. This is where your natural buddy, who is always successful with women, is prevailing. He, besides being confident, is not getting sucked into her reality. He simply is not going to sit there and listen endlessly to her problems.

This does not equate to being a jerk or an abusive person. This also does not mean that you cannot be a gentleman, open doors, or pull out her chair for her in a restaurant.

How many times have you sat there and tried to help a woman that you barely know with all of her problems? Most of us have.

If you are reading about dating, then chances are you already know that this action has not been fruitful.

You want to help someone or buy lavish gifts? Do it for your mother. I am not kidding. She has put up with your complaining all these years. She loves you and deserves it. Help your family, help your friends. If you still want to help more people, join the Peace Corps. They will certainly have plenty of philanthropic activities for you to conduct. There are plenty of deserving people in the third world countries who would appreciate your help. However, helping a stranger in hopes that she'll find attraction for you at some point is a futile effort in most cases.

Again, I should emphasize that I am not advocating not helping your girlfriend or someone whom you are dating with an issue. I am talking about someone whom you barely know. You wouldn't listen to a male stranger continue on and on about his problems, nor should you with a female one. The last thing that should be clarified is the issue of help. Giving someone a quick tip or some beneficial advice is not the issue. It's going completely out of your way to please a woman in hopes that she'll feel attraction for you. Do not be an ass kisser. It is not attractive. Use whatever method you desire to open conversation, captivate her and make her interested in you. However, in the back of your mind, remember to not get sucked into her reality.

Addendum:

I have yet one more real life example to add regarding conversational and situational Frame control:

My friend Danny proposed a question to me upon reading this chapter. I ought to preface this by sharing a tiny bit of information about Danny: He is analytical, smart and a good guy who leans more towards being introverted. He is very genuine but sometimes too nice to the women around him.

He represents the demographic for which this book is written. It is doubtful that the "Player" or "The Ladies man" is buying this book. Danny was one of the few people I asked to read this book before the final copy. I knew that if Danny could find this information useful and apply it, then so could many others with similar profiles. As Danny was reading this book to provide feedback to me, he came across this chapter and he immediately identified with it. It seems that a girl who works in his office seems to control everyone around her and does so with a smile on her face.

The girl in Danny's office:

Danny works in Century City (in Los Angeles) and he is excellent with computers. The new girl in the office is your rather stereotypical L.A. girl, the kind who looks like she literally walked off a set of a teen movie where she portrays the cute bubbly girl.

She is very good looking, with a tiny waistline, big breasts, athletic,

loud, talks a mile minute and never seems to stop. She is used to getting what she wants and using her sexuality to get it. Around the office, she is very nice and friendly, and is more than able to get everyone to do chores for her. Unfortunately for Danny, she is terrible with computers and seems to need his help every ten minutes. Danny's question (paraphrased): "How do I handle this type of girl who has her own strong reality? I don't want to be a jerk and tell her to piss off because that would create problems at work, but I don't want to be her little helper either. I am interested in her, but I feel like her reality and frame is stronger than mine. She is cute. However, I feel like she is using everyone including me and does so in such a fun and smooth manner. Her frame is strong. She is always the center of attention and always talking loudly around the office as if she were a hyperactive 10 year-old. She lives in her own little hyperactive world and does what she wants in a fun bubbly manner."

My reply: Understand what kind of a woman you are dealing with here. This is not the type of girl you take home to mom. She is not the kind of human being who is going to give anything back for all your generosity. She is not independent, nor does she intend to be from all the stories I've heard. All she does is take, take, take, and will never give anything back. She will suck you dry (not in a good way, either). You'll have to demonstrate that you are not someone who is going to be walked over. She will constantly ask you for every little thing and will do so in a very playful and flirtatious manner. This is how she gets away with it.

My question for you, the reader, is: what would you do in Danny's situation?

*How do you establish a strong frame?

*How do you control the underlying meaning of this interaction without being dry or boring?

Simple.

*Make sure she understands that she needs to give back.

*You should do this while being playful just like she is.

Next time she comes and asks for your help to work her computer, ask her for something. For example tell her, "Sure, I'll help you, BUT get me a soda first." When she comes to ask you for something, make certain that you ask her to do something first.

Keep in mind: You are not being a jerk. You are not being rude. In fact, ask her to do something with a big smile on your face with the utmost confidence. What this will do is demonstrate to her that you are not a guy who can be walked over or used. You are a man who is confident and in charge of your environment. Quid pro quo! She'll come to understand that concept very quickly. Quid pro quo. If she wants something from you, she had better do something for you to reciprocate. She'll respect you more as a person for doing this and she'll respect your time. You are not an ass kisser and you are not there to impress her.

- Your frame of reference is never to impress her. In fact, your perspective is to see if she is someone worth getting to know better beyond her looks.

You are confident and comfortable in your own skin. Use relaxed and proper body language. You know what you like/want and you know what you don't like. YOU are in charge of your environment (This quote should be familiar to you by now as I have repeated it numerous times and I will continue to do so throughout this book.) (Quick note: This is not to say that you should implement such a policy with your friends or a random girl who might need your help at some point. Understand the type of person Danny was dealing with in this scenario. I am willing to bet you've known a few your self.) Having Danny asking her something before she conducts her vulture-like activity empowers Danny. It allows him to control the meaning of the interaction and instill some order so that she understands, at the very least on a subconscious level, that she cannot just take whatever she wants. She is held accountable. Danny is then not sucked into her world where everyone is prey to her rules.

Chapter 6: CALIBRATION:

A. Calibration to help you gauge the interaction

B. Social Calibration

One of the key skills you acquire in interacting with many people is calibration. Calibration consists of a number of variables. Amongst them are: understanding what type of a girl you are talking with, what her desires are, what your environment is, what the immediate social climate is, how your interaction is proceeding, and so forth. This is the last skill to master and it's something that can't be taught in a book. It comes from field experience. It's not something you intellectualize. Rather, it is something that you experience. As you learn to calibrate people better, you'll know when to push and when to pull back and ease down. Once you learn to calibrate properly, you can break a lot of the rules. Many dating gurus advise you to not buy women flowers or compliment them,

and so forth. You can break these rules if you know how to calibrate. For example:

If you know that a girl likes you, and you know that she can tell you are aware of her being attracted to you, it's OK to give a compliment or perhaps buy her flowers. (Try to stay away from complimenting women on their looks too often.)

The rules have been implemented as a general guideline. It is to prevent guys who appear needy and insecure from supplicating to women in order to try and buy their affection.

Furthermore, as you read the techniques such as Frame-control, please remember to apply calibration. This simply means gauge the situation. As you become better and improve your skill level, this will become second nature and come naturally. Frame control has to be done properly. Try to understand what it is, how it works, and how it is advantageous for you to know how to use it. Then after reviewing, let it go. Move forward once you are engaged in a conversation. I've known guys who are constantly concerned with, "Who is controlling the conversation. Am I in their frame, or are they in my frame?" If you are that concerned with the issue consistently, then you are lacking a bit of confidence. You just want to understand the foundation of how the psychology behind this functions.

On the same token, I know guys who try to apply these tactics with their friends when engaged in a normal routine conversation. This results in friends thinking they are just jerks. Know the technique, but don't get carried away. If you are talking to a gorgeous woman/socialite in an extremely trendy nightclub, then you had better understand the concept of frame control and establishing YOUR REALITY.

This is far different than talking to the average girl next door. The rules of engagement, for lack of a better term, drastically change if you are talking to a woman of such beauty. For one, the beautiful socialite or model is not used to having the average man talk to her with such confidence and a dominant frame. What is she used to? Guys kissing her ass. If she wants them to buy her drinks, they will do so. If she wants them to start break-dancing while dressed in a clown suit, they'll comply with that as well.

Sometimes guys learn this, and they feel like they are armed with a new menacing toy with which they can now wreak havoc. Use it accordingly.

Understand when, how, and why to use it.

The When: This sort of playful banter of trying to establish dominance is usually done in the first 15-20 minutes of meeting a woman. (Rough estimate.)

This is the beginning stage of meeting a stranger and it is the period in which people are "Testing the waters." It does not necessarily take twenty minutes, as this is not science, but that's a good general concept. Once you have established some rapport and you are chatting and maintaining a more normal conversation, do not try to constantly control everything. This is where a lot of my peers have failed. They'll teach you a certain technique and you walk away with the impression that you must constantly use it with no mercy. As a result, people walk away thinking you are too much of an ass that is appearing to be insecure in trying to push his own agenda. Thus, know when to use conversational frame-control when meeting a woman. Do it in the initial stages of meeting a new woman. As for having a strong reality, the rule is simple. Always. The Who: Use with girls who are testing you. The more beautiful the woman, the more she will throw these tests at you. People will argue whether these tests are consciously thrown at you on purpose to see if you are a suitable mate. While that's an interesting philosophical discussion, it is rather irrelevant for the time being. You will notice this yourself as you are in the field interacting with women.

Not everything is a test. If indeed you were wearing a clown suit in a bar and she asked why you were wearing such a costume, this is not a test. She is genuinely curious, as anyone would be.

You don't have to practice in such a strict manner with all women, as mentioned earlier. If you were a great boxer or martial artist, you wouldn't go around and beat up a ten year old kid to prove how tough you were. Do not worry about it. It'll come with a little bit of experience. Last note:

Some people who read this would think, "I don't want to manipulate anyone. I just want to be myself."

My response: Good. Be yourself. It is what I am advocating. In my view, I am teaching guys how to stand up for themselves. You are not a programmed robot. You have opinion, beliefs and thoughts of your own. Make them count. I am teaching guys to be strong. Make the way you see the worlds count for something. Make your beliefs count. Make the way you think count.

Example: A woman tries to boast in order to condescend you:

She: I make \$100K a year.

You: (Very Playful) Awww, that's so cute... Thanks for sharing that. You should not be subjected to someone else trying to dominate you. A girl might say, "I like guys who make at least \$500,000 a year." (And living in Los Angeles, yes, I have heard that.)

Be yourself! But damn it, you had better make your beliefs count! You had better stand up and be heard. What would you say if a woman told you that? You could succumb to her frame and start qualifying yourself. Say that you might be able to make that much in 5-10 years give the right promotion. You might start feeling sorry and wish that you did make that much money.

However, how do you really feel???????

How do you really view someone who would say something as shallow as that? What do you really want to say? Make your beliefs and principles count. You most likely would want to say, "You're a gold digger, shallow, and an arrogant expletive." I'd say that such a response would probably be counterproductive to your interaction. Instead, through the techniques you have learned, make your beliefs count.

This is where, if you watched a guy who was a natural with women, you would observe that he'd never submit to that. There could be innumerable replies, so let's try:

Woman: I'd only date guys who make at least 500,000 dollars a year. Man: That's so cute. A woman with goals. I love that.

(or)

Man: That's fantastic. I'll find you one as long as I get a percentage.

In the latter example, you played along with her, and through your witty banter, you made yourself look like a pimp while subtly portraying her as one of your "working girls." Once you know the formula for this, you could think of so many more.

Woman: I'd only date a guy who makes X amount of money

Man: (With a smile) Well, It's a good thing I am not planning to date you. (or) Man: Who said I wanted to date you? Do you always assume anyone who talks to you wants to date you? (or,) Man: Wow. I can't believe I just met you and you are talking about dating already.

Each reply above is a reframe.

If she were obviously joking to have fun, then she would have no problem with your witty comeback. She would laugh and you two will have a great time together. However, if she said that seriously, and if you have been to the exclusive places on the Sunset strip, you may have heard this, what did you convey? Your replies convey one thing: I am a strong confident man who is not going to give in to your crap. That is the subtext! Do not compromise yourself. Make who you are count.

Yet even more real life examples:

I was watching a confident guy in the field who came across one of these self-indulgent comments from a woman. His reply: "This is so cute. Is this where you give your little opinion?"

He was not hostile, and his tone of voice was certainly not angry. He was just confident and playful. The girl stood with that infamous deer in the headlights look, shook up from having been dethroned from her universe where she rules as queen. This is reminiscent of a guy who is not going to buy into her B.S. and he is going to communicate that to her. Furthermore, she is going to realize that this is the kind of guy who is not going to buy into her frame.

Once again, what happens to the meaning of the conversation?

It was about the way she saw the world until his comment reversed that trend. Now, the conversation is about how he sees the world and in his reality. She is a cute little girl with a little cute opinion. "So let's hear it. Humor me!" he insinuates with a smile.

This works because his frame/reality is strong. His body language and voice tone radiate confidence, harmony, and comfort, not weakness or agitation. If you told a nervous wreck to say that exact line, the outcome would be far different.

Speaking of lines, please remember that these examples are not about memorizing lines. It's about understanding the formula. Once you understand it, you can come up with your own witty remarks that establish a strong reality for you.

Again, the formula is:

She says something to test you or agitate you.

- Do not go against it. Agree with it and reframe it in a playful manner, such as the examples above.

The Why: Because women in large are attracted to guys who are confident, know what they want in life, and are driven to get it. They want a guy who has a strong reality and is not wishy-washy.

By displaying that you have a strong frame and the way you see the world, you convey that trait. As I mentioned earlier, a lot of guys who are naturally good with women do this without even realizing it. I have just decoded what they do in a manner that those guys could not explain themselves. You may have friends who are very smooth with women. Observe the manner in which they do not submit to her frame. Most of these guys usually have

had positive experience with women at a younger age and that led to a strong base on which they built upon. I have just dissected it in a scientific manner for you.

Lastly, I will emphasize knowing when to use this one last time. Talking to the woman I mentioned in the example above is may be a vastly different experience than talking to a woman in small town America.

B. Social Calibration:

1. Social relevance
2. The Art of relating

This is a tough topic to cover in a book due it's being such an individual-based subject. It also might be confusing to some because it may sound a bit contradictory. Up until now, I have emphasized that you have a strong reality, gaining confidence, being comfortable in your own skin, having the correct body language/tonality and Leading! Social calibration is about gauging your audience and how other people are reacting to you. While I ask you to lead a strong life and reality where you don't concern yourself about what people think of you, I still want you to be socially intelligent and aware. I'd also like to point out that calibration is tough to learn intellectually. It has to be experientially developed. A lot of you are probably already social people who have a lot of friends and acquaintances. You need more tips on attracting women and I'd say concentrate on the attributes I mention throughout the book. Others may be less socially aware of their surroundings. I think for these folk, I need to touch upon social calibration. I came to realize this issue while teaching workshops throughout the country. I would meet guys who were shy, quiet, and introverted, I also came across guys who seemed to be unaware of their social surroundings and the people around them. They would ramble on about anything and were oblivious to their environment. As a result, they seemed to not have many friends around them, male or female. It was an interesting experience because I had assumed that most people are socially aware as my friends. I have always been social and extroverted. I was in for a surprise. The challenge was trying to breakdown into words a concept that is normally not taught or discussed. After observing some of the workshop participants, I started to devise some plans that the guys could implement.

This section is for such guys.

B-1 Social relevance

When discussing any particular topic, gauge the social relevance of the subject to the target demographic. I'll give an example from my life. I have friends in different circles and groups. I'll mention a few: A group of friends who are into fitness and the martial arts

A group of friends who are artists, actors, and musicians
A group of friends who are very analytical, into researching politics, science, and etc
There is some crossover of interests between the groups but there are more distinctions than commonalities.

Let's say I was spending some time with the analytical group. These guys have a wide range that is specific to them; from guys who enjoy conducting research on different issues, to guys who enjoy discussing technology, gadgets and state of the art equipment. Talking to these guys about martial arts, a new workout routine in the gym, or the Lakers game last night would bear no social relevance. They'd lose interest very quickly and it would be apparent in the expressions on their faces.

Now, I do have a stronger reality than these guys and I can push my agenda through should I wish to do so, but what is the point of being overbearing? It would just be annoying.

Similarly, talking about some new computer program or gadget may not interest the actor or the musician who is more concerned with the expression of passion and feelings.

How would I know for sure? Well, I could mention the topic and observe their reactions. It'd inform me of their interest level very quickly. Observing people and gauging their reaction brings me to my next topic.

Exercise for the Analytical:

If you are a super analytical person, then it might serve you well to try to tap different resources that you have not utilized much up until now. You may be a computer expert, or have a PhD in physics, or be involved in other analytical matters.

If you are very analytical, there is a good possibility that you have neglected the feeling/expressing side of your brain. You may try to analyze social situations and interactions between men and women instead of trying to develop a feel for it. I know because I have met quite a few analytical guys in our workshops that have wanted exact words and scripts of what to say to a woman. They can't grasp that there can't be an exact script of dialogue for a situation when you are interacting with live human beings. Yet, these guys constantly want a word for word computer program of what to say to a woman. Certain dating coaches further compound this problem. They teach extreme analysis of each situation and the

clients take meticulous notes. In my opinion, this is a big mistake. Part of the reason why guys look for answers in their dating lives is because they analyze too much. So what do some people do? Give them more analysis tools and encourage more analysis. Here is one of the quotes I created a while back and I want you to put in your notes:

- Too much analysis equals paralysis.
- Too much analysis = Paralysis

Why is this so? When you are analyzing too much, guess what you are not doing? When you are analyzing too much, you are not projecting emotions. When you are analyzing too much, you are not naturally expressing yourself and being playful and interesting.

I believe this is why, historically, expressive people such as artists, actors, and musicians are more successful with women than engineers, scientists and such. I am not talking about rich or famous artists. Did you know that film actors sometimes completely forget their lines during a scene when they become extremely emotional? They had memorized the scene to the very last detail. Why does this happen? Though well rehearsed, the actor forgets his lines during an intense emotional scene because his emotional mind takes over. When this occurs, the logical mind is almost disengaged. The same thing happens in the opposite manner. When you are analyzing too much, you are disengaging your emotional and expressive side of your brain.

Can you see how your over-analyzing has sabotaged you all these years? Can you see the price you have paid for not expressing yourself properly? You certainly do not want to be an emotional wreck that appears to have escaped from a nearby hospital. You will have to find the balance of being able to project your positive/fun emotions while keeping the overall picture in perspective. If you are one of those overly analytical people, you may find yourself with analyzing self-talk such as, "She just said this. I wonder what that meant. What should I reply? Hmmm, well, maybe she meant such thing, and now in this step of the process, I ought to use tool number 2 from step number 5 so I can progress to step 6..." If you are doing this sort of thing, STOP!!!!!!!!!!

Focus back on what emotions you ought to be projecting, how you can best express yourself, how you can feel good, and have fun!

I have kept the structure in this book very simple and there is a review section at the end of the book that will summarize your newly learned knowledge. It is also designed to cut down on analyzing and help you focus on very simple and basic, yet key, issues.

- Exercise for the analytical people:

As you go out into a social venue, I want you to try on a different hat. While interacting with people, make an effort to understand how they are feelings and what their emotions are. It might even be easier to start with a group conversation where you are not really involved. You can just sit back and observe. Do not analyze them! Just try to FEEL. You may be in a group where someone is talking. Do this with people in your social circles so that you are with people you feel very comfortable with. As you see this woman talk, simply observe her and her emotions.

Try to understand the person's emotions. This will help release the potential of the emotional side of your brain.

To make this simple, I'll share with you the thoughts of one of my teachers, Jerry. He lists 5 major emotions which are easy to remember: Happy, Sad, Love, Anger, Fear. There are variances to the degree of each one, but basically, all feelings fall under the umbrella of these 5 emotions. For example, if a person were feeling slightly nervous, that would fall under fear. You can extrapolate from there. Back to our exercise. As you hear this person speak, observe the following: Is she happy? Is she sad? Is she loving and caring? Is she angry? Is she afraid?

If she is happy, then how happy is she? How excited is she? How enthusiastic is she? Let's presume that you are listening to this person speak to feel her emotions and she says the following, "...So last week I visited my Aunt after not seeing her for so many years... Pretty interesting experience."

What do you do?

Let me take the guesswork out. Most men who are super-analytical persons will start analyzing the words. They think to themselves, "Hmmm, she is probably happy because she saw family, and it's always nice to see family. It's a positive environment and people feel good..... But then, on the other hand, maybe she never got along with her aunt. It may have been an awkward situation, and she'd be upset because of it."

Is this what you are doing? STOP!!!!!!!!!!!!!!!!!!!!!!

I said feel the emotions, NOT analyze their speech. Instinctively, from hearing her tone of voice, seeing her facial expressions, smile (or lack thereof), you ought to be able to develop a sense of how she feels. Once you start understanding emotions, you start grasping the overall picture. You will start expressing your own

emotions. You will notice how you have been analytical all these years and it hasn't paid off very well in the "attracting women" department. My goal through these exercises is to unlock your brain's artistic side that allows you to express yourself.

Remember that attraction is not based on logic, but on emotion.

I am not trying to create a psychoanalyst in you. As I mentioned, there is a very specific reason for this exercise: To release and unlock the emotional and expressive side of your brain. Once you start actually using the emotional and expressive side of your brain, you will be able to better express yourself emotionally. Emotions create a response on some level. I discussed this in Chapter 4 under projecting emotions. Whether you are incredibly enthusiastic towards someone or you are furious and screaming at him or her, you will create an emotional response. This holds true with most human beings. Imagine you are walking on the street one day conducting your own business, and I walked up to you and screamed at you (and I can scream pretty loud, let me warn you!) How would you feel? Maybe you would feel fear or anger. Perhaps you would think I was a lunatic and you'd laugh hysterically! Regardless of which emotion you experience, positive or negative, you must realize that I just created an emotional response within you. Let's take it one step further.

Let's say a young child suddenly walked up to you in a supermarket and yelled out a profanity at you. You'd probably find it funny and enjoy a healthy laugh for a while. On the other hand, what if a monstrous sized man with menacing eyes suddenly yelled at you in a back alley in the thick of the night? You'd feel frightened, scared, and alarmed. In either case, you'd remember these experiences for some time. They affected as well as moved you emotionally. They had an emotional impact on you.

Now, imagine if someone walked up to you and said, "Let me explain the proper operation and construction of a jet engine." While intellectually intriguing, it would not create an emotional response. Remember what I told you in the first chapter. In attraction, we want to trigger emotional responses.

Logic and reason do not create an emotional response. It may create a logical response but that is not going to attract women to you. The same concept holds true vice versa. A woman attracts a man by appealing to his emotions. Believe it or not, we are all human in the end! The same experience occurs with stories, books, and movies. You will long remember a film that moves you emotionally, [a great comedy, drama, suspense, adrenaline pumping action]. An average movie that does not move you will be forgotten in a few weeks or days. Thus, while doing this last exercise, do not let your thoughts wonder. I don't care if a guy walks by levitating rotating spheres in midair. I know your analytical side is desperate to discover how this man has suspended the laws of gravity. Concentrate back on the task at hand. What is that person feeling? Remember that this is an exercise. It is designed to help you tap into a different side of your brain that you have not been using much until now.

B-2 The Art of relating

The phrasing of this is something else I learned from my teacher, Jerry. He constantly mentioned "The Art of Relating." This is a key concept in being socially aware. What does it mean?

It's the art of being able to detect another person's emotions while you are engaged in a conversation with him/her. I've met guys and girls who ramble on nonstop about various topics. Some go on to the point that you just want to slap them in the face and tell them to shut up. Why do they ramble on? They are oblivious to the reactions of the people with whom they are interacting. It leads to being labeled as an annoying person. When you hear one of these people talk, you constantly look around, find your thoughts diverting away to other topics, catch yourself looking at your watch, and wait for the person to finish his/her diatribe. Ever been around one of these people at least once? Then you know exactly what I am talking about here. Believe it or not, I know guys who consider themselves "Pick-up Artists" who are not very good at the art of relating. While they appear interesting at first, they are not able to hang on to girlfriends or even normal male friends because they are not able to relate. They would be much better at attracting women if they could relate. This concept will play an especially important role when you are in deep rapport with a girl.

Ultimately, for a woman, the only thing better than a guy who is cool, confident and interesting is a guy who is cool, confident, and interesting whom she can relate to!!!

Being able to relate will also help you keep a better circle of friends around. When people discover that you are genuine and that you can relate to them, it will put you in rare category.

If you are someone who currently lacks complete social calibration, you will greatly improve your skills in this area for the mere fact that you are now AWARE of it. Many times, being unaware is half the problem. Observe the issues I discussed in this section. By

merely being aware of the issue, you have started to work on a solution already. Understand the social relevance of what you are saying as it pertains to your audience and gauge their reactions and emotions. Eventually, you will develop a keen sense of timing for what to say and when to say it to have the most impact.

If you are one of the super-analytical guys and you happen to live in a big city, I strongly encourage taking a few months of acting classes in the Meisner technique, a modified version of it, or something that is very similar to Meisner. (There are a few modified versions of Meisner that are even better.) There are all sorts of theater classes, but this is the one that will help your relating skills. Your local junior colleges might offer such courses as well. Imagine if I devoted a whole chapter to discussing the best movies made in the past 10 years. It's an interesting topic for a lot of people, but this is not why you bought this book. For me to discuss this topic in this situation and time would be completely out of place. I am certain that some of you are "movie buffs" and would love to discuss the topic at some point over a beer, but this is not the time or the place. Right now, you are concerned with gaining the attributes that will draw women to you.

While that is a very obvious example, I hope it demonstrates to you the importance of knowing your audience and the timing of the situation. Again, if you are already a "social butterfly," then take what you can from this section and concentrate on the attributes that I constantly emphasize. If you feel that you lack social grace, then be more observant and bring awareness to the issue.

Thus, what did you learn about social calibration? Recap:

1. Social relevance of the topic as it pertains to your audience
2. The Art of relating. Observing the reactions and emotions of people you are interacting with.
3. Timing. Developing a sense of when to say something.

Bonus Section:

Calibration of people

People Calibration. (Advanced)

This is something you will develop as you interact with more people. At first glance, it may sound like a tremendous amount of analyzing. However, you will find that much of it will become instinctive to you. To me, instinct is analyzing and making decisions on a subconscious level. You are not consciously aware but your subconscious mind is extremely alert of the current situation. Calibration can help you size up a human being, MALE or FEMALE. It can help answer the following without him/her ever telling you anything about it: What their background is, Why they think the way they do, What motivates them, What their self-image is, What their identity is, How they view their environment, What their needs are, What they emotionally respond to, Where in life they are, What sort of an emotional state are they in at that VERY Moment,

You will learn to gauge people and understand what drives them.

I'll give you an example that will include a lot of gross generalization since I am not talking about a specific individual.

You meet a girl and you talk to her for about 45 seconds.

You can quickly size her up and answer a lot of the questions I asked earlier. Is she a sophisticated girl or a party girl?

If she is a party girl, you would know that deep intellectual conversation may not do much good here. It's a waste of both your time. In fact, there is a good chance she is a waste of time to hang out with but you may decide that you want to have sex with her, or date her for a short period of time. Perhaps, you actually like these types of girls. Due to your experience and awareness, you can determine all of this from her body language, behavior, facial expressions and overall aura that she exudes.

Then, you'd also know that she responds to stimuli and excitement. That's how she leads her life, looking for the next stimuli, whether it's eating someone rich, going to a cool party with "Cool people", alcohol, finding cocaine, (Depending on how much of a party girl she is) etc, etc....

If you enjoy stimulating conversation that is meaningful, this girl is not for you. You would also know that if you want to charm her, stimulating conversation is not for her. Each city and region has its fair share of "Party girls" and Los Angeles has five times that. There are men who specifically seek out these sorts of girls to lure back to their big house where they can offer them more stimuli. If your calibration skills are up to par, you can also notice these guys looking for these girls and observe their interactions too.

One example of a party girl: You walk into the joint, she is wearing a skimpy outfit, dancing on the table tops while her thong is showing, half the guys are looking at her g-string underneath her skirt and she could not care less. She is led around by the stimuli, and will leave the bar to go home with some guy who is rich, has drugs, or is just super confident with the attributes that I discussed in Chapter 4. She is not interested in connecting on an emotional level, sharing her feelings, depth, philosophy or spirituality.

(Hint: By developing the attributes I mentioned, you can very easily get this type of girls if this is the kind you wish for!)

An “emotionally responsive” girl is the one who will want to connect feelings, share emotions, love, depth, life, and so forth. More often than not, she is not a one-night stand type of girl. This does not mean that she does not have a sexual side. It only means that she likes to have an emotional connection before becoming intimate. “Party girl” vs. “Emotionally responsive” is just one example of calibration. There are many more. If this issue really interests you, you should take a look at our website. I have written a more in depth article on the topic. If you are interested, you may read it at, www.Fidentia.org/articles This is the art of reading people. It can be very helpful in making your interactions with women more efficient. It can also help you screen for people in whom you are not interested. You'll hear their story before words are even spoken and you can move on to the next person who does interest you. I put this under advanced because this is something that is good to be aware of, but not necessary in your game right now. Right now, you should be concentrating on “Attributes.”

You may never need this level of calibration if you are just looking to find a good girlfriend whom you find fulfilling. On the other hand, if you are going be at bars and clubs a few nights a week, you'd eventually have to sharpen your calibration levels to a higher degree because you are dealing with a different scenario and a different crowd of people.

To demonstrate social and people calibration, I'll give you a personal example from a night at a bar. The following is from a night spent in the patio area of a nightclub. It's an example of what you see once you understand human behavior and interaction on a deeper level:

- I invite you to see through my eyes for a few minutes:

Friday night. I am at a bar that offers a patio area with a few tables and chairs. I am sitting outside at a table and take a look around. What do I see?

****A group of girls who are having a bachelorette party. They all have a list in their hands and appear to be on some scavenger hunt. They are loud, rowdy, and are having fun. They also seem to be making asses out of a lot the guys whom they are approaching. They are somewhat hyperactive while doing their little bar hopping. It is very tough to isolate a girl from this set for any sort of conversation without interference from the pack.**

****2 girls standing by the heat lamp but they have wandering eyes. They are waiting to be approached. They'd love to be approached. Most of the guys seem oblivious here.**

****Close by, I see a set of two girls chatting. The interesting part is that there are two guys standing near just looking at them. They have been standing there for the past two minutes deciding on what to say before they approach. They are nervous and uncomfortable. One of them is about to approach. All right, here he goes. Alas, he has a weak [internal] frame as well as a weak tonality. I give him 35 seconds before he is blown out.**

****In the corner, I see a group of guys getting drunk. They seem to be in love with their booze. No competition from these guys. By the amounts of alcohol they are consuming, they might become a pain in the ass later.**

****Further away, I see the older lone girl who has broken away from her girlfriends who are still inside. She is definitely flaunting her silicon assets and is drinking quite a bit. She looks like she is looking for someone. One of these guys could take her home tonight if he wanted to.**

****I glance back at the two nervous guys who just approached. Wow! They lasted about 45 seconds before the girls blew them off, probably by saying “We have to go to the bathroom.” Still, 10 more seconds than I'd given them.**

****In the other corner, I see a mixed set, 3 girls, 2 guys. Two of the girls are somewhat interested, and one girl is just bored out of her mind. She is also pretty cute. At this very second, she is thinking of reasons and ways to get out of this. I've just found a table in this patio. If I leave I will lose this spot, but I had better go in and rescue these three girls.**

That is an example of being able to read situations. Most men are oblivious to what is going on around them. If you can train yourself to be able to read and react, you will have an advantage over most men. This is why it's important to not be stuck inside your own head. If your brain is consumed with thinking, “What should I say? What should I do? Should I go or not go? Will they like me?” then you are not really able to see the dynamics clearly.

I mentioned earlier in the book, being able to focus on your surroundings so that you are socially aware of your environment. I listed this personal example so you could learn two distinct lessons:

1. You can gain a huge advantage by being able to read people and social interactions.

2. In order to observe the world around you, you cannot be stuck in your own head. Turn your focus outward.

Turn your focus outwards. This will help you a lot in overcoming nervousness and approach anxiety. Sometimes men become consumed with the internal dialogue going on in their heads, [Am I well dressed enough? Will she like me? Etc.] This internal dialogue creates a vicious cycle. Once, you have internalized being relaxed, go to the next level: What kind of a girl is she? Is she bored at the moment? How is her interaction with her friend?

- Calibration as a cold-reading Technique:

I have tried to stay away from techniques in this book for the obvious stated reasons. I'll share one of my favorite things that I like to do sometimes in an interaction with women. This is a technique and thus, it'll be a short segment. After this segment, I will get back to the attributes which are the main point.

People love hearing and learning about them selves. This is why psychics, palm readers, tarot cards, and the like are so popular. This is also why I've met “Pick up Artists” who use magic, palm reading, tarot cards, runes and similar gimmicks in their interactions with women. Women, more so than men, find these supernatural gimmicks fascinating. Thus, one of the things I like to do is tell people about themselves without any gimmicks. I use my people reading skills to tell them what I think about them, what their desires and strengths are. It's probably one of the better skills I am known for amongst my buddies who watch my interactions with women. If you have great calibration and people reading skills, you can use it to your advantage. It's fun and it makes for a good time. Is it a 100% accurate? Of course not. It's just a product of your instincts regarding someone. Again, I want to mention that having the attributes is important. I'll explain why again: I could put an earpiece in someone's ear and tell him what to say to a girl in a cold reading scenario.

If that guy has a confident and relaxed presence, is comfortable in his own skin, possesses a strong reality, and has enthusiastic tone and a fun vibe, then the girl(s) will have a good time as well. He does not need to do a cold-reading technique but it'd be the proverbial icing on the cake. On the other hand, if he did not have the proper attributes and lacked social grace, he might actually scare the girls as some creepy psychic who just got off work from psychic friends hotline and walked into the bar. Thus, let us get back to the basic attributes. We already established that you are a confident guy who is confident in his own skin. You take charge, are in charge of your environment, project positive emotions, and you lead!

One of your great assets should also be that you are an interesting person to converse with. You can convey this through story telling. This is why the next chapter is devoted to just that: The art of story telling

Chapter 7: STORY TELLING:

One of methods to distinguish your self is the simple art of storytelling. It makes you a more interesting person. By story telling, I do not mean telling childhood, mother goose stories or fairy tales about Cinderella. You should be able to tell interesting stories about your personal experience in life and your environment.

It is so much more interesting than talking about the weather, or asking the mundane, “Come here often?” questions which every other guy asks. You'll learn to develop short stories for the beginning and longer stories for deeper rapport later in the interaction. How do you tell a good story? First, cut out the irrelevant crap. There is nothing worse in storytelling than hearing someone tell what is essentially a 5-minute story in about 20 minutes. It almost forces you to seek a rope with which to hang yourself. There are plenty of books written on story telling, and you may want to check one of these out. I have never read any books on storytelling, but I have taken screen-writing classes in college. Good screenplays have a “Motif” or premise. You may choose to read further books on the subject of story telling but I have tried to give you the essence in a few pages and save you from reading longwinded books. What I have learned about story telling is by simply observing people's reactions to what I have said, learning from and avoiding what I find supremely annoying in other people's stories. Tips for story telling:

Cut the crap

If you have a story about an interesting experience in Europe, don't tell the listener about how the airport was busy, that you had to wait two hours to board the plane, there were delays, long lines, and the food was bad on top of that. We, the listeners, do not care about that. We don't give a damn about that. We have all been to the airport. We know what it's like. We know “how much it sucks to be delayed for 3 hours.” Most of us have already had the wonderful airport experience. Please spare us from this rambling. Concentrate on the most interesting parts. If you were telling these stories to women, it would be wise to tell stories that involve relationships and the mystical/spiritual.

Women love relationship stories.

Let me give an example. For a while, one of the stories I liked talking to girls about was regarding how one of my buddies who ran away to Vegas to get married. The kicker was that he had only known the girl for a month. Obviously, I told the story in a more descriptive and detailed manner but it never failed to fascinate women. Sometimes it caused a debate amongst groups of them which, I have to admit, was fun to watch.

Hooks

If you have done something interesting, incorporate it into your story. Make them want to ask more. Hooks simply grab the attention of the reader. For example, if you went to Italy last summer, don't just say, "Hey, I went to Italy. It was cool." Instead, incorporate Italy into the story.

Example: I saw the most amazing item in this little shop while I was in Italy last July. See the difference? Now, the listener wants to know more just from that one sentence: What was this amazing item? What kind of a shop was this? What the heck were you doing in Italy last June?

It makes the listeners want to know more about your story. Maybe the amazing item was an artifact that was passed down from generations and brought good luck to those who touched it. Whatever. Notice, that how the way you formulate the story can make it fascinating or boring. It opens the door to a world of possibilities. You can now branch out to different topics from that "Hook" in the story. The story has hooked her in. Now, she may want to talk about this good luck charm because she is superstitious. Maybe she absolutely loves traveling and wants to know how you liked Italy and culture. Now, you can talk about traveling and it strikes a great commonality between you two. Maybe she is into food and you can veer the conversation into Italian food. If the story is interesting, it branches out to subtopics that are far more interesting for both of you; simultaneously making you a much more interesting person than 90% of the people standing in that bar/class/party or elsewhere.

Overall Premise.

If you need to make your story more interesting, give it a premise. Before going any further, I ought to add that not all your stories need an overall premise. Just have a few good ones. While conducting a workshop last year, I had a student ask me about his story. He actually really happened to be in Italy. He saw a street musician father and son team. The son was about nine years old and was keeping pace with his dad playing to the crowds to make a living. The student was really fascinated by this and wanted to know how he could make it more interesting.

I told him to give it a premise. He was into the new age thing so the premise I gave him in this case was the concept of old souls and reincarnation. I don't believe in reincarnation, but that's irrelevant. It's a premise to the story, and the story is real. His story suddenly became about how we meet people in life and how they seem more mature than they really are, years advanced beyond the age they should be. (Truth is we all know people like this.) He then introduced the concept of old souls with experience and how he saw this tiny boy play like a 20 year pro. The story became fascinating. It suddenly had better context as well.

The premise could have been anything. It could have been about how we ought to follow our dreams in life. Only then can we be truly happy and free and spend times with those whom we love. Segue/transition into the little boy who tours around country playing for crowds for little money, but lives a happy life. The father/son team lives a modest life. They do not own cars, TVs, Computers, laptops or other modern gadgets, but they live a happy life where they have the gift of spending quality time together. How many people do you know here who wish to have had that sort of a quality time with their fathers... (Yes, I'll give you a minute to grab a tissue to wipe away to tears). Same story. Different premise. The latter premise [pursuing your dreams] embodies a philosophy that I do happen to believe in. The point is you don't have to make up things you don't believe in. You create a premise as a means to drive the story and give it context.

The story about my buddy getting married in Vegas started out with an overall conceptual premise. I soon discovered that a premise would give an already interesting story even more context. Enter the concept of "love at first sight." The same story of my buddy marrying a girl after a month had the proper context for a philosophical debate amongst women that would make the TV show "The View" tame by comparison. "Is there love at first sight? Does it exist? Do you believe in it?" These are all questions that stem from that story.

You don't have to use the story of my crazy buddy getting married in Vegas. You can if you'd like to. We all have interesting experiences in life and meet interesting people around us.

Therefore, we all have stories to tell. It's important to know HOW to tell the story and the proper CONTEXT to give it.

Drama:

To add more to your stories, introduce the element of drama. No good film is without drama and conflict. A protagonist will always battle a force greater than him that he overcomes at the end.

A well-written action movie example: "Die Hard." John McClane must overcome a well-armed group that is by far stronger and better organized than he is. The situation with his ex-wife, being under gunned, outmanned, and trying to save people's lives including his own from the bad guys provides drama and subplots that we all find addicting.

Drama and overcoming obstacles make films interesting, and they will make your stories interesting too, if you need an added kick.

For example: If you went to the Caribbean islands for a vacation that's somewhat interesting. If you were chased by some fearsome animal or had to evade spear-throwing savages, that suddenly is much more interesting. Why? There was drama. You had an obstacle to overcome. The source of all good drama is conflict. Look at the way people are addicted to soap operas as if they were addicted to crack. "This person is dating that person, who is cheating on this other person, while getting a divorce, etcetera." This is all conflict and it creates drama. Women love stories about relationships that have some sort of drama/conflict in them, by the way. (The reason soap operas are so popular.)

Include Emotions:

This works in conjunction with enthusiasm and delivery, which I am going to cover in the following page. If your stories exude emotion, they will captivate your audience more drawing them to you. If you are telling an anecdotal story about something that happened to you, make sure that you bring story to life by conveying the emotions. One way to do is by literally telling people how you felt. (i.e. "So I become sooo excited upon seeing this...!")

The better way is to convey the emotions as you are telling the story, as I'll discuss in the following page. Thus, keep in mind: Does your story convey emotion? Does it move people or, at least, did it move you at the time it occurred? It helps to tell the story in present tense. This will help you relive the story and emotions you felt at the time. Excitement, happiness, nervousness, love, fear and anger are all emotions that move us. If you just won the lottery, you would certainly convey a certain emotional frenzy and energized excitement when telling someone about it.

Don't be a fact giver:

Facts by themselves are not interesting. Facts are great in physics and in a court of law. They do not, however, constitute a great story. What if I were to ask you about the square root of 81? Do you know what it is? Fact: The square root of 81 is 9! Wow! So what? It's a mathematical fact, but is it interesting?

Let's add a story to this seemingly irrelevant fact:

Now, what if I were to tell you I was in a game show and the \$100,000 question was, "What is the square of 81?" Who knew your high school math could come in handy? Suddenly, you would be curious to know what happened. Did I win the money? What game show was this? By the way, what is the square root of 81 anyway?? The fact in the story has relevance.

From what I taught you in this chapter, what's next? You can add a premise to the story so that it has a point.

Premise: Adventure: taking chances, going on game shows.

This would open the conversational thread to all sorts of different activities between the two people. You could ask the girl about what she has tried that was adventurous? Maybe she went skydiving or has always thought about perhaps trying it. There are numerous possibilities. Premise: How everything you learn could be applicable one day. This will open a whole different topic of conversation concerning things that you learn in life and how you can apply them to live a better, more fulfilled life. This whole book is about things I have learned and am now applying and teaching them to others. Premise: About luck and opportunities and life, and how the present themselves in the weirdest ways, and if you are not looking for them, you might miss them. You could go in all sort of different directions with this as well. Are you starting to grasp the bigger picture? These are all premises that make an interesting story with the central fact that the square root of 81 is 9. Now my fact, applied in overall premise, adds interest.

Want even more examples?

OK. Here is a fact: I went to New York City last weekend. You're thinking, "That's friggin' great, but so what?" Facts by themselves are not interesting unless they pertain to something. Now, if I started telling you about an outrageous experience I had there, observations the cultural difference between NY and LA, or the weird subway experience with the freak standing next to me, suddenly it becomes interesting.

I could even make it part of a bigger premise. I personally love to travel. Going to Vegas is fine, but I love going to Europe. I could ask you about your experiences in traveling, what you like about it, how it makes you feel, what sort of interesting cultural observations you have made about different people in different countries, what different foods you have tried, and so forth. Guess what? Now, we are involved in a full-fledged conversation that is interesting and engaging.

Punch lines and little details:

Another way to add your zest to your story is through having interesting little details. Too many details bore us but a few interesting ones fascinate us. You have to find a balance. Adding humor to your story through a punch line is great. However, it is a skill that would require me writing an entirely different book. Your stories don't have to have people holding their stomachs from the pain of severe laughter. They simply have to be interesting.

Don't just blurt out socially irrelevant facts.

Note: Again, please understand that not everything you talk about with a person has to be a fantastic story with a premise behind it.

However, when you first meet a person, it helps to be interesting through storytelling. It will distinguish you and they will see you in a different light.

Think of a handful of stories from your life or recent times that are interesting. Then construct a proper way to tell them using the tools and ideas I've mentioned in this chapter.

Enthusiasm and Delivery:

As I said earlier, films are a great medium for me to be able to communicate my messages to you. You can be living anywhere in America, Europe, or Asia, yet you can rent or buy a film and observe or experience the same exact characters.

A good scene that comes to mind about Story Telling comes from the movie, "Swingers." The scene occurs in Las Vegas; in the trailer of the waitress the guys have just met. It is 21 minutes and 45 seconds into the movie. (Beginning of Chapter 5 in DVD.)

Vince Vaughn's character, Trent, tells a story about an experience he had while going on an audition for a TV show. Watch this scene and observe for Trent's tonality and pacing. Notice how the story interests and captivates the other three people in the trailer. Notice how his voice flutters with excitement and the story is communicated with passion. It captivates the listeners to want to hear more and to hear the resolution to the story. His story entertains us: We want to hear more. We keep asking, "So, what happened next? And what happened after that?"

He even has a punch line about the cameraman that is hilarious. He says, "I look over and the Camera man is in tears. Even the cameraman is crying. Not so much from me, but he had his own stuff going on." That is a funny line inserted into the story just for the humor effect. Emotions: Notice, how we can tell how excited he was when his audition went well and everyone was impressed, and the disappointment he felt when the director told him the part was for an 11 year old.

Not only does he tell the story with passion, but we also feel the emotions he experienced at the time. When he says, "They are clapping for me, for big T. Listen to me now, everyone in the room is sitting with tears in their face, crying their eyes out," his voice booms with excitements. Consequently, the audience feels triumph and excitement. Also, please note how the entire story is told in present tense. Nothing is told in past tense. He relives the event. Notice how we, the audience, feel his emotions when he says, "The truth of the matter is, you saw my picture, you saw my tape, you know I am 24. Why do you call me in?" We know exactly how he feels!

- Pauses and dramatic tension:

It's OK to take a breath every once in a while and pause for a few seconds. The important part is knowing when to pause. If you pause at the exciting points, it builds anticipation. You do not need to tell the story in a rapid-fire manner. Take your time.

Are your stories interesting? Do we want to know what happened next, or are we tuning you out and wishing that the sofa would open up and just swallow you whole?

Use your tonality to make your story more interesting. You can slow down and pause before a climax. Imagine if I were telling you a story and said, ".....so this financial advisor gave some important advice. He said, "Do you know the secret as to how you can make a million dollars in the next 6 months to a year?"

This is a perfect moment for a little pause. It creates great tension. Why? Because the listener wants to know ever so desperately.

"What is it? Tell me, tell me, tell me! What?" The listener will ponder. You have hooked him/her in and now you can pause to create tension before you give the answer. There is an example of this in the scene you just watched. Vince's character Trent talks about how after his reading; the entire room was silent for five minutes. (Obvious embellishment but it's funny.)

At this point he pauses for a few seconds, and then explodes, "Then the whole room rips up in applause." If you watch closely, you'll see that the girl next to him jumps back and flinches as he does this. He has her hooked into the story. She is drawn to it. She has been sucked into his reality and his world.

I watched a special edition of the "Swingers" where Jon Favreau (Mike) discussed this very scene. The original story in the script was supposed to be a short one-minute story. When Vince Vaughn got a hold of it, it became this elaborate three-minute long story that was much longer than what was written in the script.

This proves my suspicion, and just goes to show you that the character "Trent" is basically Vince Vaughn in real life. The man is an obvious storyteller and he is good at it. This is how he entertains people. It is not a technique. It is just part of who he is! You do not have to imitate Vince Vaughn or his character when telling a story. However, please take note of the characteristics and the enthusiasm of a great storyteller. Compare that with some other people you know who might be monotone and plain, old boring. Notice the difference and learn from it.

- Timing of stories

You'll naturally have stories that vary in length. The story told above in Swingers is not one that is ideal in a loud nightclub environment. It is, however, perfect for a relaxed more quiet environment as depicted in the film. In the "Conversational tips" chapter, you'll learn about fluff stories and more meaningful "Rapport" stories [experiences you had as a kid, or events that helped you grow as a person are examples of deeper-rapport stories.] Other examples:

I recently thought of another good scene you might want to look at if you have the time. This one comes from the film "Goodfellas." It features Joe Pesci's character, Tommy, entertaining a few people in a rather classic scene. It is 19:40 minutes into the movie in Chapter 9 of the DVD.

Getting past the fact that this character is a psychotic killer with little remorse, we find that he is a good storyteller who likes to entertain. I chose this scene because it is a good example of attitude and delivery. You hear him talk about challenging the cop. "What do you mean I am resting? I am resting! What do you care, a beach, a park, I am resting." The words themselves are not all that funny, but the persona and attitude of the person behind the words makes them hilarious.

Again, I am not encouraging you to model yourself after this character either. I want you to know what it looks like when a good storyteller owns the room. Watch how the five people sitting around him are glued to what he is saying, giving him a 100% of their undivided attention. You may not want to entertain groups of people and that's perfectly fine. However, you ought to be interesting enough to captivate at least one person; the girl whom you are talking to.

- Example of a Personal Story:

I will share some stories that I have told in the past. Every time I go somewhere, it seems like I walk away with at least one good story to tell. For some reason or another, I may be talking to a girl and the issue of Vegas comes up. Well, here is a true story about the last time I was there. I'll cut into the main part of the story.

The parts in the parenthesis are the actions I take. Begin:

".....So I am talking to this girl for 20 minutes and things are going really well. It's obvious she likes me and suddenly she says (short pause)... 'So, you want to get out of here?' I am thinking she knows a cool after hours place. After all, this is Vegas and they're open 24 hours, so I say 'Sure. Let's get out of here.' Without skipping a beat, she turns and says in a flirtatious way, 'OK, Cameron! Your place or mine?' I am a tiny bit surprised! I mean, I know I am good, but shit, after 15-20 minutes. (Quick pause) I tell her, 'whatever, but let's leave this bar first.' As I am thinking about if I am breaking some kind of a record and whether I should contact the Guinness world records people, she turns and says, 'So what kind of a donation are you prepared to make?' (Make animated puzzled face.) I say 'Donation?..... What..... you run some sort of a charity organization or something? Multiple sclerosis, breast cancer, what?' (Punch-line. Quick pause for laughter.) She says, 'No. You make a donation to me and I come to your room.' So suddenly I get it. It took a while, but I get it. She is a hooker. No shit Columbo, right? I turn and say, 'Honey, I don't think so.' At which point she turns to me and says, 'well, will you buy me a drink at least?'"

End.

Depending on whom I am talking to, I add some cocky comments at the end with a smile on my face, such as, "Can you believe that! She wasted twenty minutes of my time. Do you know how many other girls she robbed of the opportunity to meet me? What was she thinking?" Why does it depend on whom I am talking to? If a girl has too low of self-esteem, she can't handle those cocky

comments. A girl with higher self-esteem will find it funny. This is where calibration comes in. OK, let's break it down.

The story is interesting because anytime you meet a girl and she says, "Let's get out of here" after fifteen minutes of conversation, it is interesting to both men and women. People want to know what happened! It is socially interesting in our culture.

As you can see, I have pauses built in to allow for people to grasp the situation and also to build tension. When I ask her if she runs a charity organization, it's a punch line that gets people to laugh.

Sometimes, I start pouring it on afterwards with little jokes and comments. "I think I like the ones who are upfront better. They ask, 'Do you want some company?' At least, they don't waste your time. It's a good thing I am not a lawyer. I'd go back and hand her a bill for twenty minutes of my time!"

Hopefully, you get the gist of the story as I have explained it. You don't get to hear the tonality or see my facial expressions, which are a major part of the story. (Imagine simply reading Trent's story on paper and not seeing the tonality and body movement.)

The great thing about this story is that it elicits a response. Usually, the audience will reply back with their own story about an experience they had in Vegas. The story might trigger their memory of an interesting vacation they experienced. Suddenly, the conversation becomes interesting as we trade stories about our lives that are interesting.

You also want to remember that your stories all convey something! They can convey that you are entertaining, sexual, adventurous, humorous, spontaneous, bold, confident, resourceful, confident, alpha, social, and so forth. If you tell a story about your experience when you tried skydiving that automatically conveys adventure.

The Vegas story, what does it convey?

First, it depends on how you tell the story. If you have the attributes, you will convey that you are alpha and in charge. The story itself conveys that I do not sit on my ass; that I like to go out and have fun. It conveys that I do not have an issue talking about sex and that it's not a big deal. It conveys that I am entertaining and if I weren't talking to these girls, I would be enjoying myself talking to someone else. One more true story:

"We are this funky Hollywood club and my friend starts dancing with this girl. She seems cute and we think nothing of it. We had been to this place a few times before, and we knew some of the staff and a couple of the bouncers. One of the bouncers was this big muscular dude, looked like he could have been a football line backer, probably was. Cool guy, didn't talk much though. He comes over to drop a little pearl of wisdom on us. 'Look, I am going to save you some trouble. That girl your friend is dancing with.....(pause)... that ain't a chick. She is a dude. Comes in every so often.'"

At this point in the story, I start talking about the dilemma of trying to separate my friend from this he, she, it. He had breasts, and yet was a man downstairs. The story ends when I finally am able to separate my buddy by walking up to him a third time and whispering, "This is the last time I am coming by. I'll say this once.....Pause.....The girl you are dancing with has an Adam's Apple." His horrified reaction and how he handles the situation make for a funny story as well. I end it by talking about, how as men, we could not let something like this slide. For weeks following the incident, we teased our buddy. We'd see a guy dressed a little weird, we'd point to that guy, and say to our friend, "Hey, I think he is your type. Get his number."

This latter story can be told in a minute or two, and it's great for nightclub environments. It's interesting because it has social relevance in a night club environment. People are fascinated by these social faux pas and mishaps. The premise is about how going out in Hollywood is always an adventure. You never know what you may find. Sometimes, guys hear a story and tell it to someone else. If you don't have the proper attributes, it will be difficult to make people become interested in you. Remember, the power is not so much in the words as it is in the person. Stories about your own life will be much more interesting because you will tell them with a certain passion and flare.

Let your stories flow out of you. I do not approach a woman and think, "I will tell her my Vegas story." Through the conversation, things will come up, and suddenly I find myself telling a story I had not thought about in six months. It triggers a memory response. In the same exact scenario above, I might tell a different story regarding my professional poker playing friend who supported himself through college by playing poker. His strange odyssey spent gambling two days in a casino and his antics at the poker table are fascinating. He has an ingenious method for forcing people to play terrible hands by making them emotional.

On the other hand, someone might mention New York City and I will remember the time visiting NYC where the cab driver was falling asleep on the Brooklyn Bridge. There is a story right there.

On the other hand, it may remind of my crazy pal Vinnie from Brooklyn. He has an extraordinarily thick Brooklyn accent, he is Italian, and born and raised in Brooklyn. That by itself, is so cliché that it's funny. His antics, on the other hand, are hilarious.

A few more words on storytelling.

Storytelling does not mean writing your autobiography.

You can tell interesting stories about yourself, your friends, and fascinating things you have learned. People love learning about themselves and social behavior. You could teach them something about themselves, or talk about something you learned recently.

Gauge the situation properly. You probably won't want to lecture a bunch of girls you just met on how to change their car's head gaskets or spark plugs. On the other hand, maybe you just watched an intriguing program on the discovery channel about an engaging topic. You could very well talk about that in an engaging manner that will invite others to want to participate.

- Conversational Leading

As you recall, in Chapter 4, "Core attributes," I mentioned, "Conversational Leading" as one of three types of leading. You can steer the conversation toward a certain topic that pertains to your reality. It can very well happen that the woman you are chatting with is talking 80% of the time while you are simply listening. Yet, despite only speaking 20% of the time, you are leading the conversation. How do you do this? You throw in hooks that bring the topic towards your reality and you introduce the topics of conversation. I will share a personal example. I would dare say I am somewhat knowledgeable in a variety of subjects. Just from reading this book, you know that some of these range from Martial Arts, fitness and Nutrition, to self-help, the inner workings of the human brain, and the science and art of meeting and attracting women. I also love to travel and have visited quite a few destinations and can tell many stories regarding these trips. In this realm, I am king! I can talk countless hours regarding such topics. On the other hand, if someone started talking about daytime soap operas, I would be clueless. I would not have too much to add and the topic does not interest me anyway.

So, let's take "Traveling" as an example:

There are a series of hooks I can throw in to inspire another person to start describing their recent embarking on a journey out of town. I could start with a simple question completely unrelated to traveling, such as,

"What's the coolest [or most adventurous] thing you have done in the last year?" The answers will differ based upon the demographic. One girl may answer that she tried skydiving and another may answer that she passed a tough class in school. Do NOT laugh at her, if you think what she did was not all that "Cool." It's obviously important to her. (Some girls are expressive and they may talk for 20 minutes, others may talk for 2. It's irrelevant. You are controlling the conversational topics.)

When she is done telling you about her adventure, you can begin to talk about your recent vacation. Soon, you will find yourself in a conversational flow. She may be well traveled, and she will start sharing her stories. Perhaps she has never been out of this small town in her life, but yearns to see the world. (In which case, depending on the girl, I may teasingly say, "So where are we going?" OR "Let's go to the Caribbean islands. I have never been there.") If she has a sense of humor, feel free to tease. If she picks an awful destination, you can tease her about it as well.

You will find that women will play along with your little fantasy trips, as it's a fun role-play to do with someone you have just met. Generally speaking, women love to role-play so you will discover that they'll go along with these fantasies you present.

You need not be rigid in your introductions of topics. Let's take the same question from the last paragraph. This time, a girl answers that she tried an interesting ethnic restaurant. Well, if you are a food aficionado yourself, then by all means, start talking about that. Drop the traveling agenda.

I hope this has given you some ideas on how to throw hooks in the conversation. Write down topics of conversation which you are passionate about and you enjoy discussing. Obviously, avoid politics and religion with someone whom you just met. Avoid boring analytical topics such as how to write a computer program or how to build a suspension bridge.

Ask questions that will inspire the other person to start talking and from then, you can flow into a nice conversation. Questions/Statements such as "Tell me your most adventurous experience/ What's the craziest thing you have done?" serve as great hooks/baits to get people talking. You can delve further by asking something, "What do you like about it the most?" Let the person talk, and then transition into your story.

Next time you are at a dinner party and you find yourself meeting NEW PEOPLE, telling an interesting story, in a fascinating manner, in proper context is a fabulous alternative to the usual banal banter

about the how the weather has been cold lately and how you are overloaded with work at the office. The people at the party do not care that you are overloaded at the office, nor are they interested in hearing about it! You will captivate the woman's interest. She will appreciate meeting a guy who is interesting and fascinating instead of ones boring her to death telling her about how they lost an office football pool the previous week. It is a win-win situation. She finds an interesting guy whose company she can truly enjoy. You are able to have success in meeting and keeping the type of women you desire. Recap of story telling:

- Cut out the Crap
- Build in Hooks
- Don't just throw out random facts
- Overall premise
- Drama (for an added kick)
- Convey emotions
- Pause for dramatic tension
- Enthusiasm in the delivery.

Exercise for Story Telling and Spontaneity:

Here is a fun exercise designed to develop your spontaneity and story telling abilities. Get together with a group of 2 or 3 friends and do the following exercise.

One of your friends gives you a random word and you must start telling a story stemming from that word. We conduct this exercise in our workshops and we find that in most cases, men will talk about a certain topic until they have nothing left to say.

At that point, there is a silence combined with a blank look of, "I have nothing else to say."

The point of the exercise is not to discuss one topic endlessly, but rather to tell stories which trigger other incidents, thoughts, views, and memories. You could tell a story regarding the word, your views on the situation, or it may remind you of a story regarding one of your buddies. I'll give you an example. Let's assume that the random word is "Sailboat." So, start talking.....

You can talk about sailing, or perhaps "Sailboat" reminds of a cruise. Talk about the cruise about a minute or so, you may remember the sheer abundance of food and buffets on this cruise, and that reminds of you a friend and how much he likes to eat. Talk about this friend and his whacky eating habits for a minute or two. Of course, talking about this friend's eating habits reminds you of your favorite food. (Let's say it's Mediterranean food or Sushi.)

Talk about your favorite food and restaurant which may remind you of a funny experience you had with a girl in such a restaurant. Speaking of this girl may remind you of how you first met her. Talk about that for a minute and since you met her in college, it may remind you of your college days. Talk about your college experience for a minute or two and from there, you'll be reminded of something else. (maybe a crazy friend who pulled weird stunts....) Do this for at least 5 minutes. Everyone has a different background and we all have different and interesting stories. The cruise story could have easily gone a different direction depending on the person telling it. Perhaps, you visited Spain and suddenly, you could discuss the differences between Spain and America. You could give your views on the differences in lifestyle, people's attitudes and such. You could remember wild parties and an incident in one of the cities.....

This exercise is designed to release the creative energy in your brain and allow you to talk endlessly about various topics. Do not worry about changing topics often. That's the point of the exercise: Talk about something for a few minutes and that reminds you of something else. (The point is not to fabricate phony stories. It's to allow you to release your creativity.)

You'll be amazed. While doing this exercise, you'll recall events and people that you have not discussed in many years. These are not all stories that you would tell a woman upon meeting her, but in there, you'll find some interesting ones. They'll make for clever conversation. Choose the stories that capture a woman's imagination! They make for the best ones and you'll be by far more interesting than most men she meets on a daily basis.

Chapter 8: IDENTITY, BELIEFS, and Internal Frames.

Inner State:

A distinction has to be made between what is routinely referred to as: "Inner game" and "Outer game." Outer game is about techniques, lines, tactics, strategies and so forth. Inner game is about your internal state and feelings. It encompasses everything from confidence to your beliefs about yourself, your life and how you feel inside. Many people ignore one of these areas while nurturing the other. This creates a flaw in your overall persona because it creates incongruence. When someone's internal beliefs do not match his or her external behavior, it becomes easy to spot. Imagine an insecure and scared person trying to fake that he is tough and strong. It would be incongruent because it would appear

very fake to us. Even if this person pulled it off, it would be a temporary effect. He can only keep up the charade for so long. Some people refer to inner game as "Internal Frames." Regardless of the verbiage, it is important to understand the importance of inner confidence at the core level. [I stay away from the term Internal Frames, as it may create confusion for some people to see the word "frame" used in so many different contexts.]

This book is probably more dedicated to inner game than outer, but it does have elements of both. For example, story telling is a component of outer game, as it is not directly related to how good you feel about yourself or how confident you are. There is some skill involved that has to be learned. I have mentioned that I know guys who are good palm readers. That, again, is a great example of outer game. It is a skill and strategy. You learn the skill, and furthermore, learn when and where to apply it during your interaction with a woman.

These skills, tactics, and strategies are great. However, you will fall short in the long run if you lack the inner-harmony discussed in this chapter. Thus, how do you go about changing your internal beliefs?

In the confidence chapter, I gave some example of ways to gain confidence. If you recall, I mentioned the Martial Arts.

Partaking in such an endeavor gives you a sense of accomplishment, strengthens your inner confidence and foundational identity and provides you with a hobby that you can feel good about. It also expands your social circles. Now, I have chosen the martial arts as a hobby that I feel good about. Does that mean everyone should? Of course not. You may choose to do something completely different and we covered this extensively in Chapter 2 (Confidence.) I know guys who have done everything from taking Salsa- dancing classes to learning how to play the electric guitar.

Did they do these as a gimmick to meet women? No. (OK, not counting a few of my womanizing buddies who enrolled in dance classes as soon as they heard the ratio of girls to guys was about 5 to 1.) Having hobbies, participating in different activities, and having a sense of accomplishment feeds your inner beliefs in a positive manner. Some people just call it having a life.

Internal beliefs create a downward flow. Consider the following chart.

A- Identity/Self Image

B- Belief

C- Capabilities

D- Behavior

E- Environment

A. Identity is who you are. It is at the core of your being. You may view yourself as a performer, a thinker, a mover & shaker and so forth. Self-image is a big part of identity. It's interesting that by definition, it can change based on the external context or based on the way that we think others view us. When you give someone a self image, you give them a suggestion of their IDENTITY from which their subsequent beliefs, capabilities, behaviours and environment flows.

B. Beliefs stem from your identity. Your identity of who you are drives your belief system.

C. Capabilities are driven from your beliefs in combination with your identity. What do you believe you are capable of doing? If you asked a lawyer about his capabilities versus a teacher, you would get different answers that would be driven from their beliefs and identities

D. Behavior is what you do. The actions you choose to take are driven from what you believe you are capable of doing. If you actually believe you are capable of becoming a neurosurgeon or the CEO of a company, then you will take actions to do just that.

E. Environment. The actions you take will affect your environment. Should you choose to go to school to become a neurosurgeon or should you choose to rob a bank, you will have an affect on your environment.

In this model, the first three elements are what I refer to as "Inner Game or inner state." Behavior and Environment are categorized under "Outer game." Correcting your tonality is important, but keep in mind that you are working on step D, Behavior. You are correcting something external [outer game] which in turn will change the way you affect your environment. It is just as important, actually more important, to also change your inner state. The external is a reflection of the internal. Why is this important?

It is important because it explains our behavior.

Currently, what is your identity? How do you see yourself?

What are your beliefs? What do you believe you can do? What do you believe you are able to accomplish?

If you had a set of different beliefs, what would you be capable of?

If you then believed you had different capabilities, what would you do? This downward flowchart explains the difference between a guy

who walks up to a woman and speaks to her, and the guy who freezes up and wants to run away. What is the confident guy's identity? What are his beliefs? What does he think he is capable of doing? Identity>>>>Belief>>>>Capability>>>>Behavior>>>>Environment

Remember the Al Pacino Character from Scent of a Woman in the restaurant scene? He has a certain tonality that has an extreme no-nonsense approach to it. Where does that originate?His identity and beliefs manifest themselves into the external, which translates into this behavior.While it is important for you to have proper tonality, remember that it is a two-pronged approach in this book. You also want to boost your inner confidence and internal beliefs. In this book, I have attacked the problem from both angles.

The way you feel inside manifests itself through the way you behave outside. The way you move, speak, walk and sit on the outside affects the way you feel inside.

By improving your confidence and beliefs, and at the same time correcting your body language and tonality, you are attacking the problem on both fronts. This is the quickest way to resolve the issue and gain the attributes that you are pursuing.

• Exercise 1:

Role-play with a friend. Act like you are the prize and that whatever you say is correct. I want you to sit relaxed, as in the photo in the previous chapters. I also want you to take deep breaths, speak with a passionate tone (which you have practiced by now numerous times, I hope), and have conviction and power in your voice.See what difference you notice in your behavior.

Role-play with the same friend.

This time, pretend he/she is right and that you are nervous around him/her. I want you to sit in a position similar to the nervous photo; head hunched over with your head looking down, and speak in a monotone, boring voice.See the difference in your behavior.

Now, go back to being the prize and believing that you are correct. You know what you are doing and you are sitting/speaking in a confident way.Observe the differences again.

• Exercise 2:

Take a day, (A day may be too long, if so, take a few hours) and go out with a different belief system. Imagine that you have the belief system of someone powerful or famous. To be more detailed: Have the belief system that every girl is attracted to you.Go out into the world with the belief that every girl you come in contact is smitten by you. She wants you and wants to rip your clothes off. In fact, much like a gorgeous woman, you have so many people interested in you that you do not have the time to deal with it all. Smile a lot and don't be afraid to have a bit of a strut to your walk at times to get yourself back in the proper mental state for the exercise.

It's a role-play and it should be fun! However, please do not compromise the integrity of the role-play. Do not revert back to your old ways of doubt. Do not let your thinking stray. This means no thinking, "Oh, I wonder if she likes me. I wonder if I am her type." Remember, they all already love you. The only question is, do you like them?Again, do not compromise the exercise!! Should you find the voices of self-doubt in your head, keep it in check. Come back to the exercise.Are you back? Good!

This exercise will not be easy the first few times. Believe me. (If it comes easy, then congrats!) Stick with it. Should you come across a beautiful woman, do NOT compromise the exercise.Do NOT give in. Stick true to the exercise.After you have done this exercise a few times, I want you to take notice of your behavior. How do you walk when you are operating under the new belief system?How do you talk?What are your body language and facial expressions like?

As you find yourself walking in school, work, super market, (or your local monastery) how is your behavior different? When you are standing next to a "Hot woman", how do you behave under your new belief system? Remember, in your new belief system, she wants you in the worst way. They all do. In fact, she is not even that hot compared to the last few. How do you treat her? How do you look at her?If you talk to her because you decided she was worthy, what sort of an interaction took place?

Take note of all these things.This exercise will show you the power of a strong belief system.It is the end result of what we are after in achieving a strong inner frame.

Regarding your environment, remember the following question. Are you the type of person who affects his environment, or are you the type of person who lets the environment affect him?

This is a simple matter of two vastly different belief systems. They are two different internal and personal perspectives on life. Have a strong belief system and you will have a strong internal frame.Remember the power of belief. The power of belief is enormously essential.I will be honest with you. It takes work to build a powerful belief system if you are a person who currently

suffers from a weak one.The good news is that it is very possible. You can fool others for a period of time, but you cannot fool yourself.I often draw the analogy from the first Matrix movie where the main character, Neo, is asked to jump across two rooftops in a simulation exercise. It is a jump that is humanly not possible, yet he must accomplish it through his power of belief.

Any shred of doubt in his mind and he will not achieve a successful jump. His mentor, Morpheus, tells him, "You must believe."

Why do I mention this to you?No matter whose dating advice you seek, whose book you read, which pickup lines you memorize, I want you to keep reminding yourself about the importance and Power of a strong belief system.Regardless of strategies you come across and implement, keep at least part of your focus on this issue. It will help you in meeting girls, as well as in work, career and life.I'll give you an example of a well-known person with an almost uncanny belief system. If you live in California, you probably know that our current governor is none other than Arnold Schwarzenegger. I have read quite a bit of Arnold's autobiographies and he is a fascinating study in the power of a strong belief system. There is no doubt at one point in his career Arnold was one of top movie stars on the planet. Now he is the governor of California.

How does a person with a hideous accent and mediocre acting ability become one of the top movie stars in the world?

He set goals and had his mind set that he was going to become a top bodybuilder. After that, he was going to become a movie star.He had a thick accent and an unusual name. To call him an actor is to probably spit in the face of someone like Jack Nicholson. Yet, he achieved what he set out to do.This is not to take anything away from Arnold, because he did work very hard to achieve his goals. Is he Machiavellian? Sure. Was he lucky as well? It is undoubtedly more than likely that he had a few breaks along the way, met the right people and made the right connections in the proper circles. However, as I like to say in one of the original quotes that I have constructed:"Luck favors the believer."

I'll pose a simple question to you. Let us assume you were a bodybuilder with a thick accent and no acting ability who came to the United States in the 70's. Would you believe that you could be a successful actor, let alone top movie star in the planet?? Would that thought even cross your mind? Would you even try???? Think about this.Arnold is a street-smart guy, but he is not very book smart. (Read the accounts of fellow bodybuilders' agonizing stories regarding tutoring him in college.)

I would dare speculate that eight out of ten people reading this book are more intelligent than Arnold, but you need to get your goals and beliefs in order.This means stop doubting yourself. Discover what it is that you want and align the proper belief system to it.Don't say, "I don't know if I can." That's the attitude that has you where you are right now. Henceforth, it is not a matter of you not knowing if you can. It is that you have to! You have to change your belief system. Ask yourself how you will do it.

You must make a commitment to change your belief system to one with enormous possibilities.

This might be a tough chapter to digest at first glance. I advise you to read it again and to do the exercises. You have the knowledge of a powerful belief system, but have you ever felt a powerful belief system?Mere knowledge is not enough in this case. It has to be experienced. Once you experience it, you will have an epiphany. Suddenly, it all will make sense. Keep focused and ask yourself:

What are my current beliefs about my capabilities?

What do I want my beliefs to be?

What will it take for me to achieve and internalize those beliefs?

Chapter 9 SOLID GAME

Playing solid game and the structure of the male/female interaction.This chapter is designed to give you an overview of the mating process between men and women. It will help you to realize where you have made mistakes in the past and how to further avoid making those mistakes in the future. I think a basic structure is all anyone ever needs.I previously mentioned a good acquaintance of mine, Erik, better known as "Mystery." He introduced me to the structure of meeting women from the beginning to physical intimacy and relationships. The following was the model [Originated by Erik] that we used for a long time:

Attraction>>>>Rapport>>>>>>>>>>Physical Intimacy

If we were still in elementary school, it'd sound something like this: Man meets woman. They like each other. They go out and feel comfortable with each other. Then they have sex. (For the Catholic school version, insert "they get married" before they have sex.)We realized that the word "attraction" conveyed sexual interest and that it is too strong a word to describe the beginning process.We replaced "Attraction" with the word Interest. This means when you meet a woman, she need not be sexually crazy about you; she simply has to be interested in you on some level.

If you have the proper attributes of a guy who is successful with women, you will find plenty of women who are interested in you. On certain occasions you'll accomplish this before even opening your mouth. How? Through your body language and strong identity. Every single attribute that I have named in this book will help you in attracting women.

Strong identity and belief system, Confidence, Strong and proper body language, Strong tonality, Strong reality, and powerful frame, leading conversation, Story telling and conveying personality, being an interesting person, Not being needy and not trying to impress.

I could never emphasize a strong belief system enough.

In terms of priorities, this should be at the top of your list to develop. The aforementioned attributes WILL make you more attractive and generate interest from other people towards you.

How much attraction is needed in this process?

Let me clarify by adding that people ask, "In order to get a girl from start to finish, how much attraction do I need? How much rapport?" This is a tough question to answer on a general basis, but I will give you a rough formula (ballpark figure). I'd say that in order for a guy to successfully keep a woman, he'd need about 30% attraction and 70% rapport. This means that you don't have to look like a male model or have the body of Adonis. Rapport is the time you spend getting to know each other and connecting on a deeper level. It is about shared feelings and an emotional connection. This means, in order to "Get" a woman, only 30% of the formula is attraction. The other 70% is rapport. Why do I break it down to a 30/70 formula? What happens if you don't generate one or the other? What goes wrong if you skip the steps?

There are a lot of guys reading this chapter thinking about why they have some girl in their lives who considers them her best friend. She tells them all of her problems, thanks them for being such a great friend, gives them a kiss on the cheek, and on the weekend has sex with some other guy who rewards her by mistreating her. Sound familiar?

A. Too Little Attraction

If this is happening to you, it is because you do not have her attraction. You have incredible rapport, but you have no attraction at all. She trusts you with her innermost secrets, confides her fears and problems in you and yet sleeps with another guy. Understanding this process will enable you to circumvent the problem for the next time. By having higher social value through distinguishing yourself, not being needy or desperate, utilizing good body language & proper tonality, possessing a strong and powerful reality, maintaining the proper frame and leading, you will cause attraction. Remember that you don't need a gigantic amount of attraction. Generally speaking, on a scale of 1 to 10 (10 being the highest), if you can generate an attraction level of 3-5 and a rapport scale of 8-9, you can create a relationship and get the girl as your girlfriend. The rapport scale of 8-9 is where you two connect on a deeper level. It's more substantial and it has more meaning. This is where she starts to feel that there is a deeper bond between you two than just the physical. However, you still need that spark of attraction, even if it's at level 3 or 4.

The guys who are hearing, "I only want to be friends" are not generating any attraction at all. Hence, they are receiving that dreaded comment that no man ever wants to hear from a desirable female. Attraction may constitute only 30% of the process, but it's an important 30%. You need some attraction.

Remember, if you have no attraction, and only rapport, it leads to mere friendship.

B. Too little Rapport

What happens if you skip rapport?

This was an interesting lesson that I learned through personal experience. My friend Stephen from New York had moved to Los Angeles for a while, and we went out [winged] quite often together. We would do quite well together as far as meeting girls. We'd meet girls at a bar and establish some rapport. Within a short while, would ask them to leave with us to walk to a local diner nearby.

The system worked pretty well. We didn't have to spend too much time at the bar. Work the bar for an hour and we would extract some girls to grab a bite to eat with. On some occasions, we were kissing the girls within 30 minutes by generating a lot of attraction through the attributes I've described already of being interesting and fun. What we were not doing is spending a lot of time establishing rapport and a stronger bond.

For whatever reason, we would exchange numbers and make plans to see them on a date at a later time.

What we discovered was that we ran into a massive flake ratio. The girls who were kissing us in the club suddenly had cold feet to come out and meet us for a date or a "Day 2" as we called it.

It was a bit mind-boggling. Why would girls who felt comfortable kissing us in a crowded club suddenly have a change of heart?

You guessed it; lack of rapport.

While the girls felt attraction for us at the club, they couldn't relate to us later beyond those walls. At the time, in the confines of that high stimulus environment, it seemed to make sense. Afterwards, they felt that they had acted out of place and improper, and it was something that they should put behind them.

The coup came when I was able to get a couple of the girls to admit to that very issue. This phenomenon was corroborated by one of my buddies who goes by the online moniker "IN10SE." He told me of an experience. A girl he was dating literally told him, "If you want to keep me as a girlfriend, don't sleep with me tonight." This was despite her interest in him. She felt weird due to the social ramifications. This is a powerful revelation. (Amazingly, I shared the exact same experience about a year later.)

Therefore, if you are a guy who is initially having much success with girls and they seem to like you, yet you are having trouble continuing to see them, then you are not putting in enough rapport. What is occurring is that she likes you, finds you attractive, but feels like she has nothing in common with you. She really doesn't know you, and feels that you don't really know her. The only reason you want her, she'll conclude, is to have sex with her.

If you have attraction, you need to start working on rapport skills.

Finding commonalities between the two of you is a great way.

By commonalities, I don't mean just your favorite hobbies or music, though that's a good start. As you spend more time together, take it a step further. Find out and share each other's ideas, goals, beliefs, and values. Think about people who are your close friends in life. You already know these things about each other. You know everything from what your friend's favorite car is to his goals and beliefs in life. Why? Because you have great rapport! After all, this is why you guys are friends. It should be no different with a girl, except that you need to have attraction established.

(In the next chapter, conversational tips, I will give you a better idea as to when to launch into deeper rapport, where you establish a great level of comfort.)

You might be a guy who is blessed with great physical looks. Chances are you have women who will find you sexually attractive on a regular basis. You still need the proper attributes to keep that attraction. (There is probably nothing more disappointing for a girl than to find a good-looking guy who is a push-over. Do not be a p**sy. You must still keep your strong frame and lead!)

From there, concentrate on rapport, comfort and sharing. The process will happen naturally. If you understand this process, you can also understand where you are going wrong.

Important Note on "Party Girls"

On some occasions, the rapport process might be skipped. You are drunk already and you find a hyperactive party-chick, (and if you are in the Hollywood Hills, there is a good chance she is coked up) and she will have sex with you in the bathroom. Believe me, I have seen it!! So, yes, that does happen. If you are solely after pursuing what we refer to as "Party- chicks," who are stimulation junkies, you might find yourself skipping the deeper rapport phase. If "one-night stands" with party-girls is what you seek, then you probably will not be applying deeper rapport and establishing an emotional connection very often. For the rest of the guys not interested in hyperactive, drunk, party girls with the brain power of a pigeon, dressed like Brittany and looking for a fix, remember the process of solid game. If you are like me, then you like your women to be intelligent and interesting. If that's the case, you really want to stick to what I constantly refer to as "Solid game." It's gotten to the point that one of my buddies now has given me the honorable title of "Solid game mentor." You may be asking yourself, "How do I tell the difference between a party girl and a emotionally responsive one? How do I make that distinction?"

Let me start by telling you that this is something you should not worry about right now. At the moment, you need to work on your attributes and practice approaching, using your conversational skills and social skills to attract women. However, I will give you a few tips to help you make this distinction to save you trouble in the long run. Generally, party girls are always seeking more new stimuli. You'll notice that during conversations, even after you have known them for a while, they will not delve too deep into personal questions. For example, they will not ask questions you about your family, siblings, background or what's important to you, nor will they offer much information about theirs. This is because they simply do not care. This type of thing is not important to them. Where their next bottle of booze will come from is!

In the beginning, it may take you a while to notice this. Soon, it will become second nature and you won't even have to think about it.

Also, you will note that most party girls are not really interested in "Deeper" or more intellectual subjects. You will find that you won't be able to discuss anything past superficial topics. The conversations have a wide range; all the way from shopping,

finding parties, who broke up with whom, back to shopping and getting drunk again. You will also note they are not too interested in spending time just with you, doing something relaxed such as staying home and watching a movie together. Romance does not really appeal to them. They'll be constantly seeking stimulus. Where is the party? Where can I find booze? Which club are we going to? Where is the better/bigger party? There is the closest shopping mall?

They seem to have a tendency to become wasted on alcohol often. The more hardcore ones are into a lot of drugs as well. They almost always tend to be good-looking girls and will try to use their looks as leverage to acquire things and get what they want.

If you run into these girls, you won't be able to establish too much deep rapport. You'll find that it's difficult to establish rapport on an emotional level and even more difficult to relax and discuss something personal or intellectual. Another tendency you'll observe is that they love talking about themselves but do not seem to be interested much in you or others.

I'd highly advise anyone to stay away from dating or establishing a relationship with these girls. If you are looking for fun and sex for the (very) short term, then may choose to be involved with such girls. I will warn you. If you are inexperienced with girls at this point and are looking for a nice girlfriend who will care about you, then party girls are not for you. Similarly, you may be a single parent who is seeking a mate who will be suitable for your child. Again, party girls are not for you. While it may seem that I am stating the obvious, it is important to realize that not all party girls are this easy to spot. This is why I have strayed off topic to discuss this issue. This is not a sexist issue. There is also a segment of men who will never make good fathers and are "deadbeats." It applies equally to both sexes. Let us get back to the process of solid game excluding party-chicks. You ought to arouse their interest. Your playfulness, storytelling and social intelligence will all play a role in this. Your overall attributes will help attract the girls.

The next step is rapport, emotional intimacy and comfort.

Once she likes you and is comfortable around you, it will lead to physical intimacy. Recap:

- Not generating enough attraction = "Let's just be friends."
- Not establishing enough rapport = Flake. Won't be too interested in seeing you again.

Too many guys worry about when they will have sex with the girl. If you are playing solid game, it will happen. Remember the linear model: INTEREST >>>> RAPPORT (and emotional intimacy) >>>> PHYSICAL INTIMACY

When you approach a girl, you need only spark her interest in talking to you.

Again, by having strong attributes and characteristics, you will generate attraction. Do not worry about it so much. Assume that they are attracted to you. Initially, all you want to do is peak their interest. The chapters on Conversational skills and Story telling will help you peak their interest. They also will serve as a means to distinguish you from most men they meet.

Through building rapport, she will find an emotional connection, a bond and comfort with you. Then, sex is inevitable. You can then gradually escalate the physical intimacy. (Again, this is not advice on how to build intimacy with a "Party Girl.") I say gradually because too many guys want to suddenly grope a woman's breasts. If you are in an intimate setting, gradually escalate the intimacy. Start with light kissing, then pull back a bit. More kissing, some caressing, then pull back a bit. Take your time.

You do not need to push the issue too fast. In this case, just make sure you have the proper surroundings. It makes the transition so much easier. That means having your place set up as if you are a guy who is in demand with girls. If your place looks like a frat house after a party displaying week old dirty dishes in the sink with mold growing on top, the transition could still happen. It is just more difficult. Now, if you are really good with women and enjoy challenges, then by all means, go for it. Other wise, have your place look like a guy who occasionally might entertain a female guest or two.

Chapter 10: Conversational Tips & Guidelines:

- Wide rapport vs. Deep rapport
- Different phases of conversation
- Opening new conversations with strangers
- The Do's and Don'ts.
- Learn to connect on feelings.
- Tips for relationships/dating. (Advanced)

This chapter will provide you with general guidelines about conversational topics with women. To avoid confusion, I am going to make it brief and not engulf you with tactics and various concepts. Social intelligence and being a good conversationalist is definitely one of the Attributes.

- Wide rapport vs. Deep rapport.

I'll sum this up very quickly and move on. Wide rapport is where you talk about a variety of subject and cover different topics.

Deep rapport is where you explore just one topic and delve into it deeply. There are different levels of deep rapport in psychology. When you are really exploring something, getting personal, sharing personal and intimate stories, you are entering into VERY deep rapport. Wide rapport is like a flood light as it covers a broad range. Deep rapport is like a laser beam. It is powerful and concentrated in one direction.

B. Different phases of the conversation:

The first 15-20 minutes of a conversation are what I refer to as the probationary period. It's similar to having a job with a new employer, or at least the way it used to be 30 years ago before the corporate age. You were given a trial period of two weeks where you were on probation. At the end of the two weeks, your employer could express that he did not want you, or you could have left the job because it was not the right fit for you. In such a scenario, there are no hard feelings involved.

There is nothing vested! You both gave it a shot for two weeks and it did not work out. How does this apply to meeting women?

When you talk to a new woman, imagine the first 15-20 minutes of the conversation being a probationary period. Again, 20 minutes is a rough estimate. At the end of the 20 minutes, you could decide that you don't care to see this woman. You have not invested much in the interaction.

Thus, what do you talk about? Fluff talk! You tell stories, cover various subjects, [e.g. movies, music, anecdotes about life,] and have a light conversation. This is wide rapport. (Remember, even during fluff talk, you can still be interesting through your story telling, you exude positive emotions, confidence and a playful demeanor. Fluff talk does not mean boring or dry conversation. You can still be the most interesting person she has in months during fluff talk. Hence, do not mistake "Fluff" for boring and mundane. Fluff talk is fun. Why do I even mention the issue of fluff talk?

Too many guys try to go for deep rapport upon meeting a stranger. Deep rapport is fantastic to do when you have shared some time with her and now have invited her over to your house to share a nice, intimate moment. Sharing deep personal stories about your self after meeting someone for a few minutes is just plain weird. It's not just weird between women and men either.

(This means, please do not mention your problems with your ex-girlfriends or wife. I wish I didn't have to even mention this but I've seen too many guys do it.)

I'll share an experience I had a few weeks ago.

There is a group of "Born-Again" Christian fundamentalists who walk around on the Sunset Strip in Hollywood on Friday and Saturday nights telling people about their religion. One of the people in the group usually carries a cross on his back while the others follow. One of these fundamentalists started talking to me and instead of ignoring him like everyone else; I humored him for a minute. I was curious to hear his diatribe as well as his delivery/tonality. Within the first minute, he started telling this story about how he used to be into drugs and alcohol and how the devil used to deceive him. Now, he has left the dark side and he has found happiness, etc, etc, etc..... Of course, my friends are fascinated that I am even listening to this guy, but everyone around shared the same thought, "Dude, get away from us."

I am glad that his life has turned around for the better, but the truth is I don't know this guy. He is a complete stranger sharing with me a deep personal story about his life.

Now, imagine if this guy had joined our group, shared a non-alcoholic drink with us, projected positive emotions and gained our interest. Then, after an hour or two of conversing with us, he shared this personal story about how he turned his life around. How much different would that be? Suddenly, we would care. He would not convert us to being born-again Christians, but we would be happy for him and would be interested in his triumph of overcoming alcoholism and other issues.

Learning to connect on feelings is great for deep rapport. Please refrain from doing so upon meeting strangers.

My business partner, Robert, is passionate about helping people change themselves so that they can live more fruitful lives.

I think that's a noble endeavor. However, if he were some "random dude" who approached me and proceeded to talk about his passions out of the blue, I'd probably start to look for escape routes to get away from him.

- This is a mistake a lot of guys make: Going for really serious and/or deep conversations immediately within meeting someone.
- The other mistake is that some guys never move past fluff talk. Ever. For this reason, I have labeled the first 15-20 minutes of the conversation the probationary period, just to remove the seriousness of it. I noticed too many guys trying to conduct serious

interviews right away. Sharing deep personal stories and feelings is great for deep rapport but stay away from it early on. In deep rapport, a little bit of sharing is special!! It brings the two of you close and bonds you together. Don't become some pansy/sissy who starts sobbing either.

Do not share such personal stuff early on. I know guys who start talking to the girl about their ex-girlfriends, what was wrong with them, how they were hurt and so forth. (A couple of these guys are acquaintances of mine!) Subsequently, the girls feel weird and are repelled by this. I cannot emphasize this enough. You are attracting a woman because you are a relaxed, confident man, who is in charge and leads. You are not on the couch with your therapist. During these first 20 minutes, you are creating a social vibe with girl. Your story telling skills will help you respond to her in an interesting manner. You can ask a few questions, and then you expand on the topic. You can also change topics through transitions.

C. Opening conversations with women you don't know:

The #1 rule is do not talk about her constantly. This is the most common mistake most guys make when they see a cute girl. They ask questions in a rapid-fire manner: "What's your name? Where are you from? What do you do? Where do you live? How often do you come here? How long have you been living here?"

This is painstakingly boring. Even if she were initially interested, she would lose her interest after your game of twenty questions.

A similar mistake is to start offering constant facts about your self. "My name is so and so. I live in such a place. I do this for work. I drive this kind of a car. I moved here three years ago. I come to this place a few times a month. I enjoy bicycling and scuba diving." That is also boring.

Plus, it sounds like you are writing a personal ad, and even then; it's a bad personal ad!! Most of the time, what you are trying to do in this scenario is create an artificial rapport. Think about it. You are trying to seek something that both of you have in common. The problem? It looks contrived and boring. Well, what can you talk about? Millions of things. Just don't be a fact checker or an investigator. Stick to what I call 3rd party topics.

That means it's not a fact checking session about you or her.

You can tell a story about the last place you visited, or talk about a great experience you had, or some really cool ethnic food you recently tried. That's fine.

They do not, however, need to be stories about your personal life. You can talk about anything from the situation at the bar you are in to current events. There is always some drama featured on the TV screen and magazines. In fact, that's all there seems to be. A couple of years ago, my business partner, Seth, loved to approach girls and start a conversation regarding the TV show, "Sex and the City." It worked for him almost every single time. For some reason, it seems as if women are genetically drawn to that show. It was like crack for women. It wouldn't work for me as I have only seen two episodes ever, but it's something you might want to incorporate using as a fun experiment to see what it's like to talk about third party subjects. (You probably could use the new TV show "Desperate Housewives" now to the same effect.) It can be so simple, "Did you guys see the last episode of sex and the city?" Presto. The girls were engaged in a conversation.

Is this contrived on the part of my friend? Yes, but it does not appear that way. It is also socially pleasant.

Remember that the mere fact that you possess certain attributes distinguish you and make you unique.

You are confident, relaxed and comfortable in your own skin, and at peace with yourself. You have a strong belief system that leads you to possess a strong reality. You have the proper body language and you take up space around you.

Your tonality projects positive emotions.

Now, you can walk up to any woman and say whatever you like.

Different types of Approaches:

There are two types of approaches:

- The direct approach
- The indirect approach

I have written an extensive article on this issue and you can find that at <http://www.fidentia.org/articles.htm>

A. The Direct Approach

The direct approach does not hide intentions. You are verbalizing that you are interested in her from the beginning.

You could say something as simple as "You seem like someone I should get to know better." (Or any variation with which you feel comfortable.) Sounds like a very generic and unoriginal line, correct? Yes, but that generic line can work if the proper attributes are behind it. It will fail if those attributes are missing.

This is the direct approach, and it is one of my favorites. It is also the trademark of my business partner, Ranko. The direct approach may not be for you if you are a beginner. The Direct approach requires a Mastery level. It's powerful but it also requires the man to be able

to exude the confidence and self-belief that is synonymous with this approach. This is not the kind of confidence that can be faked. It has to be believed and felt. It also requires a lot of balls. I know men who call themselves "Pick up artists" who cannot muster enough courage to directly walk up to a woman like this.

If you want to try it, feel free to do so. I encourage it.

B. The Indirect approach

You don't want to be so direct? You can ask or talk about anything. You are at a bookstore? Grab a book, (not porn), and ask her thoughts on it. You are looking at a magazine where every week there is celebrity gossip, point it out and ask her about it. "Celebrity X is breaking up with Celebrity Y." Get her feedback, and do not dwell on the topic. You are not writing a dissertation to get your PH.D. Move on. Have an interesting story or two.

You could talk about almost anything. You could open the conversation with a story. I recall one night in Hollywood where I witnessed a limousine driver get out of his limo to pick a fight with another driver. As the driver approached the car, the other guy almost ran him over, drove off and gave him the finger. The limo driver was standing outside his limousine yelling and waving his arms. The kicker? He had about 10-15 customers in the back of his limo looking at the incident in shock.

Well, it was funny! When I went to the club, I started telling girls the story about what I had just witnessed. It made for a light fun conversation. Regardless of whom you talk with, you should talk with ease as if you have known them for a while. Yes, the first twenty minutes are that probationary period, but you should still talk with the relaxed attitude you would talk to someone you have known for years.

The Vegas conversation opener:

Remember the story of my buddy getting married in Vegas?

At the time it happened, I used it to open conversations with women all the time. Do not think that it's weird to approach strangers talking about something completely random. It will only be weird if you think it's weird. You will look uncomfortable and everyone will follow your lead. You can talk to anyone you want. (We'll cover this in more detail in the social conditioning chapter.)

If you wanted to approach a group of guys, it'd be really easy. Start a conversation about sports, meeting women, bars, or parties. Ask a bunch of dudes who is going to get win the playoffs, Superbowl, NCAA, or other events. They'll all want to chime in.

Remember back when Shaq and Kobe both played for the Lakers? You could casually walk up to a group of guys and ask them, "Whom would you keep, Shaq or Kobe?" You had better be prepared to receive a dissertation on the issue and every guy will want to inject his opinion in there. This is not to help you in picking up guys. However, this skill will also be helpful because you'll run into mixed crowds of guys and girls at a bar. You could easily start talking to the guys and then move on to the women!

Where as guys respond to sports, cars, and beer, women reply to issues that are dramatic involving relationships and so forth.

So this was my Las Vegas conversational opener:

"Running to Vegas on a whim to get married!! Is that spontaneous and romantic; or just plain stupid?" A year ago, I used that very line to open conversation with lots of women. It worked like a charm and it was all based on a true story. I would proceed to tell the story of my pal who ran to Vegas to get married only after a month of knowing the girl. (Remember Story telling.) I even had punch lines and jokes built in. If one of the girls from the group said that it actually was spontaneous and romantic, I'd smile, grab her by the wrist, and say, "OK, Let's go." It almost always got a laugh, and a few times the girls would jokingly actually go along with it. (in which case I'd joke about having sudden commitment issues.) There are numerous possibilities. I was in that nightspot to have fun and so were they. Similarly, when you exude that you are having a good time, others will follow your lead.

This type of an approach is based around fun. You are having a great time and you are including them in it.

I used that Las Vegas opener on at least 30 different groups of women and it worked well almost every time. You can use your own stories to open conversation but feel free to use mine. I have posted other openers on the Internet that, much to my surprise, have ended up in other people's E-Books. I do not use these indirect openers anymore, so feel free to take mine.

However, you'd do better using issues from your own personal experience because you would have more fun and passion talking about something that is real to you. The Vegas- opener was very real to me and I enjoyed talking about it. In fact, if you'd like, use the "Running off to Vegas to get married" piece for practice. It'll get you accustomed to talking with women. Nevertheless, I want to emphasize that you can open conversations with almost anything. I say "almost" because I want you to stay away from comments like "What time is it?" That's neither interesting, nor confident.

Don't dwell on a topic. Talk about something and move on! It's all fluff talk, anyway. You are having fun. You are exuding positive emotions. Remember, it's not about logic. It's about emotions. It's not about text, but rather, it's about the subtext.

Think of stories and anecdotes from your life and your friends' lives that are interesting. These are not pickup lines. This is not an end-all be-all solution that will drive women insane with passion.

All of these stories and topics are a simple and casual way to open conversations with a stranger. That's all. I want you to become comfortable with talking to people you don't know.

I could write another three chapters about techniques, tactics, and different openers. I am trying to avoid causing any confusion by teaching too many tactics. I want you to walk away with the proper attributes. You can always learn the little techniques later.

Then again, if you possess the proper attributes, if you look comfortable, at peace, possessing confidence and projecting positive emotions, you may never need any techniques for meeting women ever again. Trust me on this.

Recap so far:

- The first 15-20 minutes of conversation is the probationary period.

- In this period, go for wide rapport. Discuss various subjects. Fluff talk.

Rule #1: Don't start machine gunning questions at her. Do not interrogate.

- On the same token, don't offer constant facts about yourself.
- Stick with 3rd party topics.

D. Conversational Dos and Don'ts:

This is not an extensive list, but rather a few tips on mistakes that can be corrected easily. In college, I took theater and film classes. One of the things that we were taught were the rules of "Improv."

The first and most important rule of improvisation is, "Never go against what the other person says."

You will see this displayed if you watch comedians doing improv.

Example:

The improve scenario is that you and your buddy are test-driving cars. The first guy pretends to put a key in to open door.

The second guy yells, "Hey, that's not a car. You are stepping into the bathroom." It ruins the improvisation.

Even if this gigantic mistake occurred, the first guy would now have to go along with it and pretend that he is, for whatever odd reason, stepping into the bathroom. Should he also decide to go against that, he would completely ruin the improvisation. Thus, in conversation flow, go with the conversation and steer it instead of going against it. This is obvious to many of you, but there are some who could use a few tips. I have heard guys say things that are completely going against the grain. Real life examples I witnessed during one of workshops: A girl said, "I like movies." The guy replied with, "Well, I don't watch movies. I like football." Her face soured and she lost interest in talking to the guy.

This is a rapport situation where she is sharing a commonality and he is throwing a wrench in the system to sabotage the machinery.

You can learn to lead the conversation without slamming what she likes. In the above case, let's say, for whatever reason, you really did not like to watch movies. Be able to relate to it and steer the conversation. There must have been one or two movies you have liked in your lifetime; perhaps a film about Sports, since you watch a lot of football. Mention that, and then transition into why you liked the movie. It inspired you because you like football, and so forth. Steer the conversation to topics that you are able to talk about.

This is much more beneficial than a cold, hard stop.

Understanding this will help you avoid becoming sucked into her drama, especially if she is one of the girls commonly referred to as "Drama Queens." If you are not careful, you could hear a three hour monologue on how her coworker or roommate is an evil entity causing her problems. You don't have to be a jerk. Show sympathy. You're sorry that she has to experience dealing with this demon that resembles something from a bad B Movie. Then, steer the conversation away.

E. Learning to Connect on Feelings for Deep Rapport:

One more real life example:

A workshop participant asked for advice regarding his conversation with a girl in his college who had brought up the subject of politics because it was important to her. (Keep in mind that he had known this girl for a few weeks. She is by no means a stranger at this point. This is not fluff talk.) He replied with, "I don't care about politics. I don't want to hear your spiel about it." He stopped her cold on her tracks while she was trying to establish rapport. She didn't think very highly of him after that and stopped interacting with him. (Please note that there are always exceptions. If she were absolutely crazy about this guy, she would have overlooked his jerk comment, but obviously, she wasn't.)

I told him about his mistake and he was confused. He thought he was establishing a dominant frame and showing his perspective on things. This was due to his lack of calibration. She was not testing him, nor was she trying to somehow dominate him. This was a girl he had known for a while who was trying to share something about herself. By breaking rapport, he cut off the emotional connection. (Remember that conversational frame control is most relevant in the very beginning of meeting a woman. In this case, this guy had known the girl for a while.)

How could he have established a genuine connection with her even though he does not like politics? The answer is simple. Talk about the feelings that are behind what is driving her love for politics. She had mentioned that she didn't like it when people simply do not care. What is it that's frustrating her? Apathy!

I asked the attendee, "Are there things you care about? Are there things you are passionate about? Does it bother you when people are apathetic towards those issues?" He answered, "Yes." In this situation, this attendee happened to be of Chinese decent. I asked if it bothered him when people didn't know the difference between a Chinese, Japanese, or a Filipino person. Furthermore, when they don't even care to know the differences. The answer was a resounding "Yes, of course."

I replied, "There you go. You could have connected on FEELINGS you share towards apathy. This girl was upset about the apathetic behavior of people towards politics. You could have been a member of some animal organization who is outraged that no one cares about rats being experimented on in a laboratory. You could be a meat-eating carnivore who is furious about the apathy of people towards the quality of beef that you are eating these days. It does not matter. What you two share is the feelings you have towards that apathy."

I hope this make sense to you. When you first start meeting someone, you learn commonalities [E.g. You both like movies, a certain genre of music, enjoy similar physical activities, books, TV shows, food, wine, and so on]. What makes the rapport deeper is when you can connect on the feelings behind those activities.

If you are on a date and have established some rapport, now you move to the next step and you can establish deep rapport and introduce some of the elements mentioned here. Deep rapport is the right time to talk about why we do what we do, what drives us, what motivates us, and what makes us strive in life. It's the time to talk about life, philosophy, our goals, and how these things make us feel. This is the right time to tell a story about your childhood, an interesting experience you had at a young age and what it taught you. It could be a funny anecdote or it could be a more moving story about hardship and experiences that taught you valuable lessons. (I am not saying that this is the only thing you talk about on your date, but rather, this is the right time for deep rapport and to introduce these ideas.

Note:

Please do not try to be that deep upon meeting someone. I have seen guys meet a girl and five minutes later, they are trying to bond with her as if they were going to spend the next six months in a space capsule being launched the very next day. Give it some time before you attempt to establish a deeper connection based on feelings. Summary: People do things in life because of how it makes them feel. While we have the ability to use logic and reason, we still tend to take action based on feelings. Connecting on those feelings is very powerful.

F. Conversational Tips For Relationships and Dating: (Advanced)

Up until now, I have discussed the attributes of a guy who is successful in meeting and attracting women. What if you are dating someone or already have a girlfriend?

Do you feel your girlfriend complains too much? Do you feel that half of your time is spent listening to complaints? How do you steer the conversation away from a complaint session? I will share some thoughts on that. However, before I discuss the issue any further, I must mention one important factor. If your girlfriend nags and complains constantly, it is probably because you do not possess the attributes shared in this book. You did not establish the proper framework for the relationship and now you find yourself in this dilemma. In case of the addicted complainer, you need to establish a better line of communication. The quality of your communication has great impact on the quality of your relationship, and you must communicate this to your girlfriend.

It is what my buddy Chris [also known as "In10se" on the Internet] refers to as deep communication. Chris told me a great story about an old doctor at his work who had been enjoying a wonderful relationship with his wife for over 40 years. Chris asked him what the secret was and the doctor replied, "You know, a relationship is like a bank account and every time you do things together and share great moments it's like a deposit is made – the more time a couple is together, the more they have in their account... well when

someone complains or puts the other down, or argues... well then that's like a withdrawal is made... and couples that go their separate ways have reached a critical low level... I think any relationship needs 5 deposits to every withdrawal... 5 positives to every negative... and you'll notice that couples that are together for years and years know how to pick their battles, for the things that really matter... not all the little stuff,"

You can use your own metaphors if you like and you can paraphrase the above story to make a point should you really find the need. This will communicate to your girlfriend or wife the importance of the quality of your communication. The beauty of telling a story like this is that it does not put people on the defensive. It's not accusatory.

Telling your girlfriend, "You complain too much" will make her defensive and she'll feel attacked. A story like the one above communicates nicely without accusations.

[Please Note: If you are a guy who has trouble meeting or talking to girls at this point, please either skip this next section or read over once and forget about it. You need to be concentrating on the attributes at this point in time.]

Back to the complaints, which your girlfriend feels have merit.

So how do you steer the conversation away without being having it backfire on you? It took me a failed relationship to figure this one out, but here it is: Stop offering solutions all the time.

As men, this is what we do. We give advice and provide solutions.

In fact, according to anthropologists and psychologists, our male brains are evolutionary wired for this. Women generally are more intuitive and emotional, while men are more analytical and solution oriented. Think about whatever problem your woman approaches you with. She expresses concern: you offer solutions.

Hey, this is what we do. Female: Male:

"I have a headache; Here is some aspirin."

"I am thirsty; Here, drink this beer."

"My coworker is a jerk; We'll slash her tires."

You got problems; I got solutions, baby. That is what we do.

You do this long enough and it may breakdown your relationship.

The last words you hear are, "You just don't understand me."

On the other hand, you do not want to become one of her girlfriends at the hair salon, constantly listening to her problems, either. What's the compromise?

Sympathize, and change her state.

If she complains about something then sympathize with her: "I am sorry. That really sucks." Then open your arms as if you were Dr. Evil from Austin Powers pointing to Mini-me and say "Hug!"

Women, in general, are more drawn to drama than men are. She will always have some sort of a drama. If not, her girlfriends may come up with some. (I am generalizing here. I do know women who don't fit this bill, but they are rare finds.)

You don't want to constantly offer solutions, nor are you interested in being her shrink. Think about it on a deeper level. If she has a legitimate problem, why is she telling you about it? Because it will make her feel better. She is venting her frustration and by having her frustration heard and understood, it will make her feel good or, at least, better than before.

- Thus, what is she after? Good feelings!
- How does she get those good feelings? Through expressing herself.

I am getting into some advanced stuff and delving into quite a bit of human psychology here. Wanting to feel good or better is not limited to women only. It's a common human trait. Imagine if you came to me and told me about the fact that you were unemployed, and hence, were experiencing a tough time. How would you feel if I just said, "Hey, here is a newspaper. Look in the wanted ads." Most of you would think I was a prick! What if I were more helpful? What if I offered you a name of a contact or two, and offered to look over your resume to help improve it? You'd think it was a nice gesture but it wouldn't be completely fulfilling.

Now, think about this: What if I was to empathize first? (I could still offer help afterwards.) I say to you: "I am sorry to hear you're going through this. I have been in your shoes on a couple of different occasions and I know how frustrating it can be to look for a job. Ridiculous interviews with ridiculous questions from some moron who probably is not half as good as you are anyway." (By the way, I have had those frustrations as well. I am not making it up.) Now, I'd share a solution or two and words of encouragement!! How much better does that feel? You felt that I understood your dilemma and your emotional frustrations.

Next step: Change the emotional State!

When someone is expressing a frustration, it is induced by an emotional state. It is very difficult to change someone's emotional state through logical explanations. We have covered logic and emotion in depth already. In this case, simply offering advice is not going to make the unemployed person feel better.

How do you change the emotional state? You have already empathized, and perhaps offered some assistance. First, change the topic! Interrupt the person's pattern. Second, offer something that would make them feel good or better.

Let's look at the example above with the unemployed person.

1. I showed empathy and that I understood how he felt.
2. I offered assistance or advice only after showing empathy
3. Change topic
4. Offer something that would make him "Feel" better.

In this scenario, let's say I offered the following, "Hey, a bunch of the guys and I will be going to a pretty cool bar/restaurant. You really should come with. It's always a good time with these crazy guys." Or I offered, "Listen, I am seeing this girl and she has a single friend who is pretty cute. You should come meet her. I think you'd get along, and we'll have a lot of fun!"

This will change the person's emotional state. Thinking about something positive and looking forward to a fun activity provides and induces positive emotions. This is not some trick. This is how we are as human beings. We want to feel better and we have ways of going about just doing that. Your girlfriend may have drama involving her coworkers, other girlfriends and various daily matters. Do NOT laugh at her or mock her. She is different than you are. You probably wouldn't appreciate it if she laughed at you for watching football, what she probably deems a bunch of Neanderthals crashing into each other while wearing colored helmets. Understand this concept and your relationship/dating scenario will be a lot more fruitful and rewarding.

Recap:

1. Show empathy. You understand her frustrations and feelings.
2. (Offer help. This is optional. Gauge the situation.)
3. Change the topic.
4. Change her emotional state.

Lastly, I will re-emphasize what I stated earlier. If you are having problems with meeting and talking to girls in general, please forget about this material and concentrate on the attributes.

Reread and implement what you have read about in the attributes chapter concerning body language and tonality. Focus on obtaining confidence and what it will take for you to gain that. Focus on developing your storytelling and being an interesting person. Focus on creating a strong reality.

Chapter 11: APPEARANCE

This is the shortest chapter in the book. I am not a fashion consultant. I am counting on you to handle this on your own.

Up until this point of the book, I concentrated on the attributes and characteristics of a guy who is successful with women on a consistent basis. Dressing up and looking good are still important aspects of your overall presentation. Some would say that if you had the type of confidence, body language, tonality, strong reality and belief system that I mention in this book, your clothes would be inconsequential. I would agree with that statement to a point. IF a person has those characteristics, he can get away with a lot more. He could dress shabbily and still do well for himself.

However, you are starting your journey into obtaining these attributes; why would you ever put yourself at a disadvantage?

Take advantage of all your assets, whether they are good looks, muscular body, well groomed, well dressed, etc.

"Dressing up" is helpful in two ways.

1. It makes you appear more attractive. Take a look at a lot of the girls you find attractive at your local nightspots. Do you realize how much work and effort they have put into looking the way they do? Their process involves tanning salons, waxes, makeup, endless hours of shopping, new hairstyles, matching outfits with one of their 150 pairs of shoes, and so forth. Some of the girls would look a lot different had they chosen to dress like a slob. Wearing a decent outfit will do the same for you. You will appear more attractive at first glance.

2. Dressing well also plays a part in making you feel better about yourself. Many times, looking like a million bucks will make you feel that way too.

If you are already well versed in this area, then skip ahead.

I am sometimes surprised by the number of men who are interesting in meeting women (specially at nightspots), and yet are dressed in way that is less than pleasing to the eye. I am going to leave you with the responsibility of basic grooming. Being showered, clean, smelling good (or at least not bad), good breath (this is huge), etcetera. To some, this may sound very basic. You would be surprised to learn how many guys don't handle their basic grooming or some who have breath so horrific that it would violate the International chemical warfare ban treaty.

There are countless books, magazines, and related articles dedicated to fashion. I suggest you look into some of them and pick a look that you feel comfortable with. I am not advising you to look in these magazines to try to look cool or try to fit in. I am also

not advising you to jump on whatever new trend or fad that is suddenly “In.” The reason for doing this is to just get an idea of what sort of a look you would like for yourself. What do you think best resembles you? You will find everything from the GQ look to cultural fads and everything in between. What do you like? What do you think you would feel comfortable in? What represents you?

Comfort is an essential component. If you do not look comfortable in what you are wearing, you will appear to be incongruent and nervous. Shoes? Do I really need to emphasize this? Buy a nice pair of shoes that match your outfit.

If you don't have a lot of money, that is OK. You do not need to take out a loan for your shopping spree. Add a few pieces at a time. For beginners, one pair of shoes and one pair of pants can last a long time. How often do you go out at nights? Two to three nights a week? You can wear the same shoes and pants, and no one will notice. If you want to push the budget a bit more, buy a second pair of nice Jeans or pants, and you can alternate them.

You can add more to your wardrobe gradually.

There is a later chapter devoted to social conditioning in which I'll cover the importance of being comfortable with yourself. Let me give you a little note about not giving to society pressure. Pick clothes that look decent and that you feel comfortable wearing. You need not feel pressured to be a conformist to a certain look. You do not have to be so concerned with what exact brand name is in style right or what the current haircut trend is.

For example, perhaps a lot of people follow the hip-hop culture in the area you live. You don't have to give in to the pressure. That means you do not need to have more shiny objects hanging off your neck than Mr. T while wearing your pants around your ankles and sporting braids in your hair. Be your own person.

You'll have to find a balance of looking like you take care of yourself and being comfortable.

The following chapter is devoted to social conditioning. You will understand the importance of individuality when you read it. When it comes to your clothes, my tip is that regardless of what you wear, make it appear that you put some effort into it.

For example, let's look at hair.

I do not care if you have a normal, short haircut, shaved like Kojak, punk-style Mohawk, or perfect hair like Jon Bon Jovi. Just make sure that it looks like you put some effort into it and that you care. You look like a guy who gets girls.

You can look good AND express your individuality.

One last recommendation: Wear a piece of accessory. I learned this from Erik when I first met him and I think it will serve you well also. Wear an interesting necklace, ring, bracelet or a funky watch. It does not need to be expensive. You could spend 10 dollar for an interesting necklace. This will give women a reason to open conversations with you. A girl might like you, but if men are afraid to approach women, imagine how much worse it is for women to approach men. By wearing an interesting necklace or piece of accessory, you make it easy for her to approach you. She now can approach you and say, “I really like your necklace,” or “That's a really cool bracelet.” Translation: She is interested in YOU.

Chapter 12 SUPPLICATION

Avoiding Trouble.

Buying Women Drinks and “Supplication”: Should you offer to buy a woman a drink at a club upon meeting her? My advice: No. That's it. I will explain why this is a bad idea most of the time.

The reason this is a bad idea is because most men buy women drinks as a token of their gratitude for being able to merely talk to her. Quite often, this will get you labeled as a “Chump” faster than you could say “I just came back from the new Star Wars Convention dressed as Yoda.”

If you want to talk to her, just go up and do it. Offering her a five-dollar beer so that the King may grant you an audience is not the frame you want to have. On top of that, what are you really saying? “I am not worthy of your time, but if I offer you this ten dollars worth of drinks, will you then consider talking to me?”

This is NOT the perspective you want to have. You're generous? Good! Buy your FRIENDS drinks.

There is one more issue with drinks. While there are decent girls who will genuinely appreciate the gesture, there are also plenty who will prey on men to spend money on them. I know quite a few girls who go to bars without a dime in their pockets. When I ask them how they'll afford to buy anything, their answers are inevitably always the same. “Are you joking? We find guys to buy us drinks.” Want more proof? My girlfriend “D” is a bartender at a very trendy and busy nightspot. She gets to see what I just described first hand. Knowing about the dating workshops I conduct, she constantly tells me stories about girls using men for drinks. In fact, there is a group of female regulars she sees at the bar every weekend, and these girls seem to find guys to buy them

drinks consistently. She actually feels so bad for these guys that she almost wants to tell them to not waste their money. (But hey, she is a bartender and this is how she makes her living.)

When you set foot in a bar/night club, this is the type of world you enter. If you are a beginner at the club/bar game, it is good policy for you to not buy people drinks. Exceptions: When is it all right to buy drinks? Let's say you met a girl and you have been talking to her for a while. You two are getting along really well. This is a situation where it's fine to buy a drink for her. You have built some rapport and are enjoying each other's company. You are not being needy at this point. This is where so many dating gurus fail in their advice. Some advocate opening the conversation with, “Can I buy you a drink?” That's an obvious mistake and I've already covered that. Some say to never, ever buy a drink and that can be a mistake as well. If you are talking to someone for an hour and are having a great time, it is a completely different dynamic. She obviously likes you and buying a drink at this point is not expressing neediness.

As a rule of thumb, however, do not buy strangers drinks.

Remember the old mantra you had as a kid; don't take candy from strangers. Well, slightly alter it to, “Don't buy them drinks either.”

Quick word on Supplication:

There is a lot of advice to the tune of “Do not supplicate.” What does that ultimately mean? It means, “Do not kiss ass.”

If you approach a scenario from the perspective of not being needy, then you won't be supplicating. Supplicating occurs when you try to kiss someone's butt in order to get something from him or her. Ass kissers are not desirable people.

I'll give you an example. Let us assume that you needed a small favor and I offered to help you. I did not expect or ask for anything in return. You would be grateful and perhaps even impressed that I went out of my way to do this small favor. Why is it impressive? I did it, not because I wanted something in return, but rather out of kindness. On the other hand, let's assume you were a decision maker at a company and that I was a salesman trying to sell you my product. Imagine if I constantly offered to do little things for you and kissed your rear end hoping that you'd give me the sale. Would you be impressed? No! You would lose respect for me for trying to kiss your ass so much and not maintaining my self-dignity. You would also know that my offer to help was not genuine, and that it was a ploy to try and win your business.

(There are numerous comedic scenes in films where a sleazy and phony salesman caters to a rich client in order to win him over. I am sure you have seen a few.)

If you are not needy and you convey that you do things because you choose to, you will not be supplicating.

If you are offering to buy her everything from drinks to the kitchen sink in order to attract her, then you are supplicating. This is not attractive. Think about when you have bought women goodies before. Why did you do it? Be honest with yourself. You might say, “I wanted to be nice.” Hey, if you bought a homeless man lunch, I would buy the argument that you were being nice. I'd respect you for that. However, if you bought a beautiful woman something, it is very likely that you did so hoping that she then would like you in return. Take time and think about this. You'll find it to be true. Has it worked? No. It almost never works if you come from a perspective of, “Here is a gift. I hope you like me now.” Be honest with yourself. You have just met a beautiful woman and you barely know her. You find yourself buying her gifts, doing her small favors, spending money, shining apples for her, polishing her shoes, whatever.... (I have met men who were paying the monthly apartment rent for a woman, because they liked her, and hoping in their hearts that one day, she'd express romantic interest.) Why are you doing it? Again, you can lie to others but you cannot fool yourself. Think about the reasons behind your actions! Your thought is, “Here are all these favors and gifts. I hope you like me better and will consider being more attracted to me.”

What you are saying? What are you sub-communicating? That you are not good enough as you are, so you have to bear gifts to be worthy. In fact, what you are doing is demeaning to the woman. You are trying to buy her love by saying, “Here are some flowers/drinks in exchange for your love, attraction and time.” How dare you humiliate and degrade her like that? How dare you degrade women like that? Stop spending all this money trying to degrade women. [Some tongue in cheek humor here, but you get the point.] Thus, don't kiss ass and buy things hoping women will like you more. I should add that I am not talking about women you are dating or your girlfriend. I am talking about attracting a girl you have just met. If you feel the urge to spend \$50, buy a gift for your mother or father. Donate to a charity and help some people. Don't use it to kiss ass. Again, there is an exception:

If through the subtext, you can communicate that you are not buying her a gift to win her approval, then it's not a problem to buy gifts and such. This is a point that most people often miss.

However, if you are just beginning your journey into becoming a magnetic and interesting man whom women are drawn to, you may want to hold off on bearing gifts and treasure. She will like you for who you are, not because you come bearing gifts in a basket or treasure from long lost city of Atlantis miles below the ocean. Similarly, it is interesting to hear the following reply from people regarding a mate, "It always happens when you are not looking for it."Of course, it sounds disconcerting. The usual thought process is, "I am looking for it because I don't have a girlfriend. Obviously, if I had a girlfriend, then I wouldn't be looking for it." Well, I have a theory about this and I think it's rather simple and logical. The reason people make such observations is simple: When you are not looking for it, you are not needy. You are not eager to impress and that's attractive. You are living your life and you are leading. Now, you can actively pursue a girlfriend, girls, women, dates and so forth and be successful at it. You must remove the element of neediness and trying to impress.

- Issue of giving Compliments to attractive women:

The general guidelines for supplicating and buying gifts apply to compliments as well. These are general guidelines for attractive women and I'll explain why in further detail.

Guideline 1: You ought to try and avoid starting your conversation with compliments. Guideline 2: If you do compliment her, make sure it's not on something physical. Imagine if a guy walked up to Christie Brinkley in her prime and said, "Wow, you are so beautiful." Chances are she probably hears it often from different men, and she may be a bit bored of that. Choose a different compliment.[Disclaimer: If you were a master of the attributes, you can make this work. Keep in mind that the hundred men who hit on her that day are not attractive because they are excusers and nervous wrecks. They are ass kissing society robots.]

My general guideline for you at this point in your journey is the following: If you're going to compliment a beautiful woman, make it something meaningful. Giving someone a sincere compliment on their sense of humor, intellect, or knowledge of some issue is usually far more appealing than physical compliments.

If she is truly one of the most beautiful women around, chances are people are not sincerely appreciating her other qualities. In the same manner a wealthy man wants to be liked for being who he is, a beautiful woman wants to be appreciated for more than her looks. Hence, at this point in your journey, do not compliment beautiful women on their looks upon meeting them. Once you have mastered the attributes, you can throw this rule out.

Telling your girlfriend, wife, or someone you have been dating that they are beautiful is perfectly fine. They need to be reminded that their cool and confident man appreciates them on all levels.

This is where some dating gurus' advice will actually sabotage you. Tell your girlfriend she is beautiful, but stay away from doing it upon meeting strangers.

Let's now assume that you possess the attributes:

You are relaxed, confident, and have a strong belief system. You have the proper body language, you are not needy, you have passion, and your tonality is strong. You lead, you are decisive, you have your own life and goals, your time is valuable, and live in your own reality. You are on a date with a woman who likes you. (Gauge the situation as to how much she likes you). Giving her a few compliments is great! Compliments make people feel good.

(I said a few, not one every ten minutes.) This is a situation where your compliments will be appreciated and will have meaning. Compliments from a confident secure man carry a lot of meaning and will enrich your relationships. This is an important distinction that you should understand. Some people will advise you to never give compliments and to never let down your initial guard. Well, that advice cost me my fair share of dates. I do not want you to have to go through that. I want to save you that headache. Compliment women when there is rapport between you two. It is more sincere and it carries more weight behind it.

Do not supplicate hoping that she'll like you. Similarly, if she does things that are not desirable, you ought to tell her. Desirable men do not take shit from people. (One of the girls I was dating a while back shared with me the private complaints of one of her girlfriends: Regarding her boyfriends, this girl said, "I wish that just once, he'd put me in my place.") Generally, women are not attracted to men who can be easily pushed over.

She should appreciate you. If you feel that she takes you for granted and she does not appreciate you, find another woman. There are many great women out there who will appreciate you. If she is constantly canceling plans, nagging, and complaining, you need not tolerate it. If she is mistreating you, then there must be consequences. The first few weeks of a relationship are a crucial time where boundaries are being established. This period is the proverbial tip of the iceberg. If all you are doing is trying to

constantly impress her with gifts and money, and tolerating her misbehavior, then you are going down the wrong path.

You may be in a relationship right now as you read this book. Is she treating you with respect? Does she appreciate you? If not, there are many women who will.

RECAP. When it comes to meeting women:

- Do not supplicate. I.E. Do not kiss her ass
- Ask yourself: Why am I doing this?
- Are you doing it to impress her and win her attraction for you?
- General guideline: Do not buy drinks or gifts unless there is some rapport.
- Once there is some relation, (dating, girlfriend,) it's OK to give compliments.
- Not supplicating equates to not kissing someone's ass to win her over.
- When people are out of line, you let them know about it.
- You are not trying to impress anyone. You don't have to.
- You are good enough as you are. You are the gift.
- Once you establish a true frame of non-neediness, you won't really need these guidelines.

Chapter 13 SOCIAL PROGRAMMING

Society's Rules and Social Conditioning

If you are reading this book, you may have some limiting beliefs regarding yourself and what is possible. You may feel that you are being intrusive when approaching a woman, or perhaps you are bothering someone. You may feel that you are not good looking enough or that you don't have enough money.

STOP DOING THAT.

This is all social conditioning! If you lead, keep a strong frame/reality and project the right emotions people will join you.

Example: Take a look at conmen. A conman might be penniless and yet he is able to pull off con jobs by selling his reality and emotions to the poor sucker whom he is conning.

I am not teaching you to be a conman or to fake your emotions. However, I do want you to see how a strong reality and projecting the right emotions will make you more attractive.

I do not want you to fake anything. I want you to lead a life where you feel positive emotions and experience fulfillment. This is why Chapter 2 was entirely devoted to confidence and Chapter 7 was dedicated to identity, self-image, and beliefs. Remember people behave like sheep most of the time. They like to find something to follow around. It's up to you to, at the very least, be able to join a group of women and have a stronger frame where your positive emotions overcome theirs.

Don't misconstrue what I am saying. As human beings, we have been blessed with the gifts of reason, logic, and rational. However, how many people really utilize these gifts? You want proof? Look at the candidates we are provided with at election time. Regardless of your political affiliation, just take a look at what lousy choices we are given most of the time. Look at how people follow them like a herd of sheep because they belong to a certain party. People will defend these candidates as if they were defending the honor of their family. I don't want you to think that this is about a political agenda. It's entirely social and whoever can take advantage of this phenomenon usually does so. Look at how every year people spend hard earned cash on a brand name for a purse, a pair of pants, or a pair of sneakers so that they can "look cool" in front of other people who are wearing the same exact things.

Advertisers count on this. They count on the fact that you behave as sheep. Have you checked the price of a pair of brand name sneakers lately? There is an enormous population of people willing to pay \$200 for a pair of basketball shoes so that they could keep that cool appearance around their social circles. If you recall, a few years back, people in the inner city were shooting each other with guns to steal these worthless basketball shoes.

Now, I ask you; is this the behavior of a being who is blessed with rational thought, logic, philosophy and reason? Could you picture Plato walking the streets of Ancient Greece and bashing people on the head with a rock to steal their sandals?

No! This is the behavior of sheep that have been herded in a direction to think that a pair of shoes will enrich their existence on this planet. Keep in mind that human beings, as well as most animals, are not evolutionary wired to kill their own species. This is why some war veterans experience such heavy trauma throughout decades for killing another person. No one can logically fault the actions they took in the middle of a firefight with the enemy shooting at them; yet they still face trauma.

Thus, imagine the incredible social conditioning it takes to force a man to shoot another for a pair of shoes.

There are thousands of examples. It does not just apply to the economically underprivileged. There are plenty of people with money who are also herded like sheep.

Do you want an even more social example?

Look at music! It's one of the bigger social bonds that we share. Look how people react to the music. The same song that people think is great at any given time will no longer be cool ten years later. People will attempt to make fun of you for it even. Meanwhile, these same people thought that this was a great song too, at that current time. The song could have been written by one of the greatest singer/songwriters of all time, and yet ten years later, it is no longer cool to listen to it? What changed? Did the quality of the song go down in those ten years? Did the lyrics or the music somehow change within those ten years? Or did some alien force bring us such a plethora of amazing songs that this particular song from ten years ago pales by comparison?

Nothing changed about the song. The sheep were herded towards a different direction and now suddenly it is "Uncool" to listen to that song. It's cool to make fun of it because there is safety in numbers. When you know that society is behind you, it is easy to make fun of something. It's far easier to do that than to stand up as an individual and say, "I like this song/film/book/house/style/car/art/ etc..."

I could cite many more examples but you get the point.

I always say, "If you care about trend, then be a trend setter; not a damn trend follower." Once again, I ought to clarify so that there remain no misconceptions. It's reasonable to pursue the finer things in life, but please understand why you are doing so. Are you doing it to fit in, or are you doing it because you truly enjoy it? I'll give you a quick example about me: By now, you may have noticed that I am an avid movie fan. I love watching movies. Sooner or later, I would like to get a home theater system with 60-inch flat screen TV to invite my friends over so that we can collectively enjoy watching movies together. I am not doing it because I think that, without it, my life has less meaning. Even if I never obtain that particular TV, my life will have no less significance.

You have things you want to pursue, but make sure you are not pursuing them because you are conditioned to think that this is the only way to be accepted in society.

Enough of my ranting.

Right about now you are asking, "What does this mean to me? How does it affect me?" The status quo of society will herd you like sheep at any given time. The media is a powerful weapon in this. They will determine what clothes you should be wearing, what haircut you should have, whom you should be supporting, what you should be watching on TV, what and where you should be eating, what you ought to be listening to, what car you should be driving, what brand shoe you should be wearing, whom you should be dating, what fad you should be following, what magazine you should be reading, where you are allowed to sit, how you are allowed to sit, what sort of women you are worthy of, what sort of women you are allowed to date, whether it is right or wrong to have sex, and so forth. The point of this is that you are no longer a sheep. You are no longer bound by society bullsh*t.

I am empowering you to live your life as you wish, to do what you want, to go after what and whom you want. I am, in essence, unplugging you from the matrix. You may be a guy in his forties who, after fifteen years of marriage, suddenly finds himself divorced and back in the single scene again. The entire single life might be new to you, and you do not know what to do. You may have a desk job and you are not wealthy.

On the other hand, you may be a high school teenager who is just starting out his love life. There may be a girl in your class or one sitting next to you whom you have a crush on. Your feelings also might be summed up as such, "I am not good enough for her. She'd never go out with me. She is reserved for the jocks and the future Al Bundys. I wish I could impress her somehow so she'd notice me. Maybe then she'd like and would consider going out with me." Most people have these negative beliefs. You are not alone. It is time to put an end to those beliefs. You are not realizing your innate worth as an individual.

You want to approach someone, go ahead and do so.

You see a girl you like at a party? Approach! She may reject your advance or she might turn out to be your next girlfriend! Regardless, you are having fun right now. This means you no longer have negative self-talk. You will no longer make excuses that you are not rich enough, or that this kind of girl only goes out with guys who have this much money or that type of a car.

Forget all that crap. As Ranko would say, "Do not be an excuser."

This is your reality. She lives in it! Plus, do not forget that you are not the guy you were a few months ago. You have new perspective and you have taken steps to change. Your belief system is different now. Your attitude is different. You walk differently with a strong body language, and you speak with a different tonality than you did ever before. You have interesting stories to tell and you convey a confident man who is at peace with himself.

Why have I dedicated a whole chapter to social conditioning?

It's an issue that affects all of us and it is important that we become aware of it. A year ago, I probably would not have emphasized this so much. After witnessing its impact on many of our workshop attendees, I feel that covering it has become essential. Your social conditioning has taken place over many years and has endured many influences. Your culture, religion, teachers, coaches, television, and advertisers have all played a part in it.

This societal control applies to men and women. I will share some more personal stories with you about some people I know.

I have one girl friend that is about \$20,000 in debt because she can't stop shopping for new clothes that she feels she must have every time a season changes. The new Fall or Spring catalog is released and, suddenly, her gargantuan wardrobe collection has become obsolete over night.

I know another girl who can barely cover her rent, but manages to push her credit card limits to purchase a \$1000 purse. I won't mention the brand name of this purse, but you'd recognize it if you were to glance at it. It has a lot of "LV" letters written all over it. To make matters worse, it's an ugly friggin' purse. It looks like someone vomited those "LVs" on a brown bag. You'd think for \$1000, you would get something that was appealing to the eye.

Why does she buy it? Because she feels inadequate otherwise. She would feel ashamed while hanging out with her friends and social circles if she didn't have this brand of purse. She would feel like she was not good enough and that she was lacking something.

Now, I want you to imagine and comprehend how truly pathetic and sad it is for this person to have to value her personal worth as a human-being on the brand of the purse she holds in her arms. Think about the travesty. Think about how disturbing it is that a person feels validated through a purse because it is what society has determined for her; this is how she measures her self worth. If you have a few pals who possess a sick sense of humor like I do, chances are that you receive emails portraying photos of naked obese women. We are not talking about an over weight person. We are talking about women who crush the scale somewhere around 500 pounds.

One of the projects I am starting is to create a fake magazine showing photos of these morbidly obese naked women holding various products. Imagine that as you flip through the pages, you see the most disgusting naked bodies carrying a 100 pounds of pure cellulite holding products in their hand for you. Imagine the person in obscene photos holding a certain brand of beer, a fast food sandwich, or a certain brand of potato chips. [What a person would really look like if they constantly ate that food.] Keep flipping through the pages and see more products being touted by these nauseating images. This is my pet project.

After viewing the repulsive images, I'd ask you: How do you feel about that product? There is no way that you'd view that product in the same light as before. An association of disgust would be linked in your brain between that product and the person holding it. You'd develop abhorrence for that product.

Similarly, the opposite holds true. Pick up any men's or women's magazine. You'd see semi-naked stunning and gorgeous women on one page, [often indirectly] linked to a product. Sooner or later, your brain makes the association that in order to keep the company of such a woman, you'd need to obtain these products. Soon, you'll desire a certain brand of shoe, and consciously, you don't even know why. You can't find logical reasoning behind it, but your unconscious mind knows exactly why you long for that item: It's the promise of the sex. Once you realize on an unconscious level that you do not need to a 2000 dollar suit or a 100,000 dollar sportscar to feel adequate, you will break the stifling shackles of limiting self beliefs regarding your place in society.

In your first read, you may not understand the significance of this chapter, but come back to it periodically. The more you are out in social settings, the more you will notice how farcical it all is. The important issue for you is to realize how it affects you and how you can free yourself from it. Imagine what would happen if we unplugged the majority of people from the Matrix? Imagine if most people were to learn about how deviously they are being lied to by the government/media, advertisers, and organized religion. The world would change. In essence, what is the Matrix about? It is about control. I won't delve too much into this issue because it would be exploring an off topic issue. The topic of the Matrix would make for an interesting book all by itself, and perhaps maybe I'll write one about it someday. (It ranges from social interactions to politics, to the medicine you are prescribed. For this book, we are interested in how it affects your social life.) However, I will answer the question of why it exists: It exists so that an extremely wealthy minority can benefit from the overwhelming majority.

I do not want you to think of it as some vast conspiracy against you and me. As the old saying goes, it's business. It is the way things are and it is important that you wake up to it.

Back to how it affects you:

In our workshops, we have attendees who have social phobias because they grew up religious. The interesting part is that although they are no longer religious, they are still feeling the residues and aftereffects of the restraint that was enforced upon them. Organized religion is also a big part of society programming as it serves to control humanoids. Let us examine a portion of just how they program people:

"You can't do this, you can't say that, you ought to do this, you should not engage in premarital sex, you should not masturbate, you should not even think about sex, you should pay for this or that, you ought not eat this or that food, you should do a handstand while balancing a plate on your nose and recite a particular mantra on a specific day of the month when the moon is in a proper rotation, and the wolves are howling....." Or what?

"Or you'll spend eternity in this inferno where you'll burn over and over while a horned demon wearing a Halloween costume with a cantankerous Ed McMahon resembling laugh, tries to sodomize you in the ass with his super sized fork."

This is how you exercise control over people and force them to behave as sheep. That is the part of the Matrix. Are you beginning to see it? Now, before anyone sends email emails complaining that I am trying to make an atheist out of him, you ought to realize that I am a rather spiritual person myself. I am also a firm believer in what I call "Critical Thinking." Being a person of faith does not mean that you are a sheep. I encourage you to keep your faith but separate your faith from your conditioning.

Remember, if you form a person's belief system, you control his/her behavior. This is how one of my acquaintances can sit down and literally eat an entire pound of ground beef [125 grams of fat, 80% of it saturated] in one meal and think that he is doing something healthy. Why? Because someone on TV said its "Low-Carb." By the way, I ought to share with you that I am by no means perfect myself. I am not beyond reproach. On a couple of occasions while hanging out with these acquaintances, I had a similar burger with them. I only had one hamburger patty, which meant only half a pound, but that's no excuse. Of course, it had no buns. Just lettuce and low grade disgusting cheese around it to make it "low-carb."

Five hours later, when I felt that thing still sitting in my stomach like a brick, when I could still disgustingly smell the damn thing when I burped, I had to ask myself a pertinent question: What the f*ck am I doing to my body? Why did I eat this thing?

So I decided to run my tail off in the gym and eat massive amounts of fiber to push what felt like an alien substance out of my body because I was disgusted with myself. In the process, I had an awakening. I realized the extent of how our beliefs are controlled by the information that we are spoon fed constantly every single day. I tell you this latter story for two reasons:

1. We all can be fooled if we are not careful.
2. The people we spend time with can make a substantial influence on our beliefs and us.

This is something that I have heavily emphasized to our workshop attendees, and I'd like you to remember it as well. I hope that you will have a new found belief after you are through with this book, but guess what happens when you go out with your pals who are still society robots? They may try to bring you down because they are still living in a limited state of mind. Add to that the negative anchors you have in certain places and with certain individuals, and you will find that suddenly you are starting to revert back to your old self again. Do not let this happen.

Let's say you are in your environment and there is a woman who interests you. The people around you may try to block you. "Oh, she'd never go out with you.... She only dates guys who have a super car/makes this much money, etc, etc, etc."

What did they just do? They tried to destroy your belief system. Be honest with yourself: How many times have you chickened out of talking to a woman by making these similar excuses in your head? This is being an excuser.

I mentioned in the preface of this book that in my personal experience, I have noticed that when you do things that other people do not have the balls to do themselves, they sometimes become angry at you. It's a fascinating phenomenon. I am not a psychologist and I will not even attempt to explain why this happens. You may notice it as well. So what? You live your life and have a strong reality. You establish that and sooner or later, people will start accepting it.

If your acquaintances are the type of people who are going to always bring you down, drop them. Find new acquaintances. I am not joking here! If they are friends whom you value, then tell them that as a good friend, it is their duty to support you and boost your morale and that is all there is to it.

Your acquaintances may even have your best interest in their hearts and minds. However, chances are that they are still society-programmed robots and have not had the breakthroughs you have had. You will find that even many of the people who have money, expensive cars and such are still insecure, society robots as well.

You are no longer a sheep! Surround yourself with people who will support and encourage you in your endeavors to make progress and to grow physically, mentally, emotionally, and spiritually.

Some of these real-life examples about my acquaintances have nothing to do with dating or attracting women. I list these examples for you to

A. See how influential the powers of beliefs are.

B. See how people can be programmed/conditioned by society.

Walking into a bar with our workshop participants is sometimes an eye opening experience. This is when the effect of social conditioning shows its ugly head rather blatantly. A guy might feel that he is being intrusive when he approaches a stranger, or if he engages someone in a conversation whom he hasn't met before.

If you feel this way, start to understand that it's the effect of your social conditioning and it's all bulls**t!!!! I guarantee you that if I went deep in the jungle and found Tarzan who was raised by Kangaroos or whatever; he would feel no social pressure to walk up to someone. Hey, he might even go to the bathroom in the corner of the nightclub.

Thus, if you feel uncomfortable talking to people, take a few moments and try to discover when and how you formed this belief. How old were you and what happened? Was it in school? Was it your culture? Antisocial parents? Maybe it was your religion? How about if you are that sixteen-year-old kid in high school whom I mentioned earlier? Where and how were your beliefs formed?

Where did you get it in your head that you are not good enough for that cute girl sitting next to you? Was it your peers? School? Television? Your buddies? Or perhaps a bad experience or two when you actually asked one of the girls out? You may have been so young that you may not even remember the incident(s) that caused your social programming.

As a matter of fact, before reading any further, take out a few pieces of paper and a pen. Write down your current beliefs on one sheet. Next to those beliefs, write down where, how, or from whom you got those beliefs. You may have been seven or ten years old when they were instilled in you. It may look something like this:

I can't approach and talk to women because..... I don't make enough money. I was born on the poor side of town. I don't drive the right kind of a car. I am not tall enough, or good looking enough, My job is boring. The religious leader of my particular religion doesn't approve. There could be a myriad of reasons and they will be different for each individual. On the next piece of paper, write down the beliefs you would like to have! Trust me on this. There is power in just writing these down on a piece of paper.

Here are some ideas for you but please explore your own thoughts and psyche: I am no longer an excuser.

I don't make excuses for myself. I can approach anyone I want to. I deserve a good girlfriend. I can socialize with people regardless of my surroundings. I am not bound by society programming and society bullshit. I live my life free of these false constraints.

Put an end to the bad and limiting beliefs. From this day forth, things will be different simply because you believe differently.

If you need to read this chapter again to recondition yourself with your new beliefs and words of encouragement, then please do so.

You are making a pledge to improve yourself, your beliefs, your attributes, and your actions. It will take some work and a little time to do this but you will do it. How will you sit, stand and walk from now on? With what sort of tonality do you speak? Does your voice tone exude confidence and passion? (Again, do the tape recorder exercises!) Look at some of the most memorable people in recent history who have inspired us: Abraham Lincoln, Mahatma Gandhi, John F. Kennedy, Martin Luther King JR, and even entertainers such as John Lennon. Each of these individuals has one thing in common. They rose up against the status quo of what was acceptable social/political behavior [abolition of slavery, quest for peace, individual rights, etc.]. We admire them for it.

(They all were also assassinated under most suspicious circumstances. Thus, if you decide to challenge status quo and inspire a 100 million people to follow suit, you may want to watch your back.) So go out and master some of these attributes I constantly emphasize in this book.

1. Change your belief system.

2. Practice mastering the attributes discussed in the Attributes chapter. For the time being, what are your current beliefs regarding approaching strangers? Unless you are a sales rep or some sort of a recruiter, you may have some negative beliefs towards approaching women. Let's take a look at meeting women in different environments:

- Meeting people at a bar:

Understand that bars are a social environment. I don't know who created the first bar in the history of mankind but the guy had vision. I mean who would have thought people would go to a place and pay ridiculous amounts of money to drink alcohol when they drink the same stuff at home at a fraction of the cost.

Take a look at the women you see at these nightspots:

They have been to the salon, got the latest haircut that is in fashion (Social conditioning), had a manicure, pedicure, tan, bikini wax, applied thirty minutes of makeup, took another 30 minutes to sort through fifteen pairs of black shoes to find the right shade of black and whether it should be open toed or close toed, (don't ask how I know that) and then drove to the bar. Why? So they could pay \$5 a beer when they could get a six-pack of beer for that same price?

No! They came because bars are a social milieu where you can meet other human life forms. It's that simple. This needs to be your belief system. It's "Girl's night out?" Not your concern!! They came to a bar. They could have gone to a restaurant. They could have gone to a hundred different venues; coffee shops, scenic places with nature around, or wherever. There are literally thousands of things you could do on this planet instead of going to a bar where you will run into a bunch of drunks.

Imagine if I went to a Jehovah's Witness gathering and then expected to not hear about their religion. How ridiculous is that?

If I choose to go, I had better know the environment. Guess what? Women know this. This is why some women will give you more resistance when you approach them at bars. Some of them are also tired of being hit on by boring and weird guys.

You just have to get through the initial coldness by standing your ground. They will notice very quickly that you are different.

Just remember that they came to meet YOU. They came to this nightclub/bar/pub to meet you! This is the new belief that must be instilled in your head. You control the frame. If you feel that you possess the proper attributes and you are running to a bit of initial resistance, it is OK. Reread the Conversational Frame Control chapter. Women throw out these tests to separate the men from the boys.

- Meeting women during the daytime, books, coffee shops, supermarket, etc: It is actually easier to meet women in these environments than bars and nightclubs. This is a little counterintuitive actually because bars, as I discussed, are social environments. You will have a much higher chance of meeting a quality person during this situation than you do in a bar, nightclub, or disco. Take it from a guy who used to spend 5 nights a week in such places. You'll also have less competition, as 90% of men don't seem to be comfortable enough to approach women in these normal environments, especially without the aid of alcohol. You should also realize that meeting someone during normal activities tends to solidify the interaction. Getting a phone number after five minutes of chatting in a nightclub is very feasible. You also may experience a good number of girls flaking because they don't feel comfortable enough with you. (Remember the linear model I discussed with you.)

In contrast, however, getting a phone number after chatting for five minutes in a supermarket can yield great results. This is despite the fact that you have not had much time to build rapport. The circumstances allow people to feel comfortable.

You might laugh if I told you that I have held up the checkout line at a supermarket because I was asking a girl for her phone number before she left. Nevertheless, it's true and I have done it. The first time I did, it actually seemed to amuse the people behind me and shocked the supermarket employee who was ringing up the items. When I met her for a date, her feedback about our initial meeting was, "Man, that took balls." I do not mention this little anecdote to impress you, or to make you want to emulate me. I want you to be free of the burden and pressures of conformity. Again, I only want you to break free of the chains of your social conditioning.

Realize where you picked up your ideas from. It will be different for everyone. Once you understand where, how, why, and from whom you acquired them, say goodbye to them. Time for new affirmations:

- You can drive whatever car you want to drive. It does not matter.
- You can listen to whatever music that pleases you.
- You can wear your hair any style you wish to.
- It does not matter in which side of town you were born or what you do for work.
- It's irrelevant if you come from a rich or poor background.
- You can approach anyone you want to.
- You can talk to anyone you want to.
- You can engage anyone in conversation.
- You are good enough without expensive clothes and fancy cars.
- You deserve a good girlfriend.

Keeping Out of Pitfalls of Bad Advice:

With such a massive quantity of dating advice out there, it is conceivable, and likely, that it will lead to mass confusion. I see too many confused men trying whatever they can without producing the results they pursue. Read this chapter once and let it wash over you. Then it's time to get back to mastering The Attributes. There are products that I highly recommend and I indicate those on our website. I would like to warn you to stay out of trouble and not have to try everything the way I did.

Be assured that when I personally recommend and endorse a product, I believe in its quality and its ability to help you.

Also, know that I most likely know the author and have spent time with him in person. I have probably gone out with this person, watched him interact with women, and I am aware of his knowledge and his ability to successfully meet/date women himself. I wouldn't endorse someone personally, unless I believed in his product.

There is also a lot of bad advice out there. I know, because I have been through it first hand. I do not want you to repeat the same mistakes. I have a few tips to help you "Sniff out" bad [impractical] advice when you come across it:

The three major categories of bad advice and where it comes from:

A. The Perfect world people

B. Guys bitter towards women

C. Guys who are inherently insecure

A. The Perfect world people: Guys (and women) giving advice that have not tried and tested their own methods. What they have done is read other people's dating books, psychology books, and other related works and compiled the information. (The shelf of the bookstore in your local mall is full of such advice.) The problem: Impractical advice! This is by far the worst category. A lot of the commercial products out there unfortunately consist of this group.

Make sure the advice you are reading is not from some guy who is reading books on the topic and writing a term paper for you.

I don't care if he pulls five degrees out of his rear end. He had better be able to practice what he preaches. He had better be able to walk into a social gathering and be able to exercise what he recommends himself. More importantly, his advice had better help the individuals seeking it. Be weary of this type of advice.

B. Guys bitter towards women: While there is some good advice from these guys, you will have to filter out the bitterness part. The good advice is that they urge you to be confident, have that "Don't give a damn attitude." The bad part is sometimes they pass their bitterness down to you. Remember you are comfortable in your own skin and you are confident. You live in your reality, have your goals and objectives and you are in charge. You don't need to be an ass kisser, nor do you need to be bitter. If you are attending a seminar from one of these guys, you will note their bitterness and insecurity. These guys are the male equivalent of the feminist man-haters who are just as bitter, if not more.

So what do you do? Jot down good ideas you hear that you think might be helpful. Try to separate the bitterness, and subsequently the portions of the advice that is stemming from that bitterness. This is not always easy to do, but you will be fine as long as you are aware of the circumstances.

C. Guys who are inherently insecure:

Again, some of these guys have excellent advice and techniques. However, at the core level, (remember the identity chapter and self-image), they still feel that they are not good enough.

Again, if you read their published works, listen to their audio/videos, or attend their seminars, jot down the good ideas you might hear. There is nothing wrong with taking away a nugget or two. I have read some of these people's works and thought that they had contributed a fair amount of solid material.

However, do not allow yourself to become convoluted in a plethora of tactics designed to overcome insecurity. Some people have the internal self-image that they are never good enough and that they are never up to par, and thus they devise schemes around that.

You are an intelligent person and you will be able to detect this upon reading the book and the overall perspective from which it is written. These are people who will recommend complex schemes for every single situation to simple schemes such as alcohol.

Yes, believe it or not, there are many dating "Gurus, Doctors" out there recommending that you "Get her drunk." Let me ask you something; what is the message behind that? The message is that you need every bit of help and alcohol will assist in that endeavor. If you want to share a couple of glasses of wine, by all means go for it. This is not a moral judgment on drinking alcohol.

However, I know many guys, this author included, who have had women in their lives without ever touching a drop of alcohol.

Anyone giving advice to the tune of, "Guys, get her drunk, feed her alcohol" is operating from a perspective of, "You are not good enough, so rely on the alcohol to makeup for your deficiencies."

Read between the lines and do not become sucked into their web of weakness and insecurity. A lot of dating coaches on the Internet will give you complicated schemes and detailed analytical algorithms. My advice: Choose wisely as to what advice you incorporate. As I mentioned in the Logic vs. Emotion portion, projecting emotion is a key component of successfully attracting women. This means you must be able to express yourself freely!

While caught up in mathematical algorithms, your brain is consumed with analyzing the situation as if it were engaged in a chess match. Again, I will ask you: When your brain is analyzing every single minute tactical detail as to whether you are in step 45 or step 49, what are you neglecting?

You are neglecting the expressive/artistic side of your brain when you are over analyzing. Similarly, other experts will try to deconstruct every social interaction into the most microscopic form. Trying to analyze every single detail of an interaction will make a person extremely mechanical. This will hinder creativity and the ability to live in the moment and express oneself.

This has constrained you in the past, and it is now time to break away from it. Be very cautious of advice that is trying to program you like a robot. I want you to work on your confidence and self image so that you, without hesitation or doubt, believe that you are good enough. You deserve a good woman in your life, whatever your definition of a good woman is.

- Being overwhelmed with techniques and over-analysis

This is another trap that some guys fall into when they enter the realm of dating and attraction. Everything becomes mechanical and a technique. Through hanging out with guys who are incredibly successful with women, I have learned, and sometimes even tried, every trick in the book. I know numerous tricks, gimmicks, routines, sound bytes, and techniques. I have used many of them myself at different times. I am familiar with such an array of techniques, from "push/pull, validation, qualifications, false disqualification, to gimmicks such as palm-reading, cool techniques to how get a phone number, and "what to say on the phone" verbiage, and so forth. I do not say this to impress you but I want you to know why I have chosen to teach the attributes in this book.

This is because none of those tactics and techniques will work if you don't have the basics down. It's that simple. The basics of being a comfortable, CONFIDENT guy who is in charge and knows what he wants. It's a mindset. I could teach you all sorts of "Tactics" (besides palm-reading, which I do not know myself), but it would not be too beneficial to you if you were operating from a frame of neediness and insecurity.

Once you can master a strong frame of non-neediness and confidence, you can use little techniques here and there. Then again, if you are a confident guy, you may find that you do not need many techniques. Regardless, you need to have the attributes first. All techniques are built upon the attributes. Remember this phrase! I'll say it again: Techniques are built upon the attributes. Some of these tactics are actually good and some of them are just to provide a temporary illusion. Examples of techniques I have seen being taught and phone tactic I have heard being recommended:

When you make plans on the phone with a girl for Wednesday night, make sure to say, "Well, I am busy Monday and Tuesday night, but Wednesday night, I might be available." This is a tactic designed to provide the illusion that you have a busy life. This is actually pretty good advice. What I advise people is to not just merely say, "I am busy Monday and Tuesday" as rhetoric, but to actually say it because you really are BUSY on those nights.

Maybe you are enrolled in a class, maybe you are attending one of your hobbies, or perhaps you actually have dates with two other girls on Monday and Tuesday!!! Instead of trying to fake like you have a life, go and live it! People will notice, especially women! When you are involved in different projects and are living a fulfilled life, you will exude that aura as well.

Be wary of advice that tries to teach something that resembles a computer program. Be very cautious of this sort of advice. This advice sounds to the tune of, "If she says/does this, then you do that. If she does not say this, but does the other thing, then you counter with technique X. However, if she says something completely different, then counter with technique Z. Otherwise, use technique Y from your tool bag."

I try to warn guys against advice that creates computer programmed robots. In my experience, this computer programs creates social & tactical robots instead of "Cool" guys who naturally attract women and who are charismatic people to be around.

More examples of tactics:

Tactics on getting a phone number:

Three years ago, when I started doing this, I was excited to get multiple phone numbers from girls in a bar. I would go with my

friends and get anywhere from three and four, to seven and even ten numbers in one night at a bar. To some of you, this is a feat that is out of your reality right now, similar to someone asking you to build a nuclear submarine. Soon, it WILL become part of your reality. Phone numbers don't mean much, and the majority of the girls you meet out there are not the type of people you really want to spend any time with anyway.

Let's take it one step at a time, however.

Getting back to "Phone number closes:"

I learned all sorts of phone number closing tactics, but came to the conclusion that they are a waste of my time. Now days, if I like a girl, I simply tell her that I want to see her again and ask for her phone number. This is my goal for you: Be so confident that you do not give a damn and ask for what you want. Your frame/perspective will be, "I know what I want, and I know who I like. Right now, I like you and I want to see you again."

That has to be delivered through the subtext of the encounter.

If you can do that, you will be far ahead of 90% of men out there.

Here is something else that I do which could be thought of or labeled as a tactic, but it really isn't one. While enthralled in an engaging and fun conversation with a girl, I'll give her my cell phone. She grabs my phone, punches in her own number. Believe it or not, most often they actually program their names into the cell phone's memory. That, gentlemen, is subtext.

I don't even ask for their number. They know that we are having a great conversation, that I know what I want and what is expected of them when I hand the cell phone over. No words need be discussed about the actual act.

I do not do this every single time. I do gauge the situation and the girl [calibration]. It is a matter of time before some dating advisor will read this chapter and start teaching that as a "phone tactic."

Will it work for a lot of the guys learning this "cool new little trick?" Of course, not! Why? Because if a guy learning that "Trick" does not possess the proper attributes, the girl will grab the phone, look at it, and think that he is giving her a gift.

Someone will read this chapter and think, "Ahhh, what a cool technique." He will repackage it within an array of techniques and try to make a few dollars by selling it to others. What is unfortunate is that the reader won't benefit from this advice.

It's sad because people reading it won't get the message that I was sending behind what I shared. It was not about the tactic as you have figured out by now. It was about the attitude and confidence that allowed me to feel free in doing what I wanted. Thus, techniques are not evil. They can be useful, but the Attributes come first! This is why you should try to understand the concepts behind something, as opposed to merely copying what others do without understanding the subtext and "sub-communication" behind the interaction. As you gain more confidence, you will come up with your own little nuances and cool little techniques that are derived from your persona and tendencies.

Another example of a "phone number close":

Here is something else I used to do back before cell phones were prevalent. While in midst of conversation, I would hand her a pen and a piece of paper to write her number down.

It would sound something like this:

Me: I'd like to see you again (or) we should get together/hang out sometime (or) we should definitely talk again and continue this conversation, etc.... Her: Sure, (or), I'd like that, (or), Yeah... etc....

Then, at that moment, I would hand her a pen and piece of paper. I didn't verbally ask for her number, but she knew what the pen was for. When I told people this, what was their reply? "Wow, Cool technique. I'll try it next time."

What these guys missed was that, although this could have been classified as a technique, it was originally born out of an organic process through the natural flow of conversation.

Furthermore, if she does not like you, she might still give you the phone number for whatever reason. However, you will never get a hold of her on the phone and she won't come out to see you.

A couple of "Natural" acquaintances of mine take a different approach. They actually give their phone numbers to girls, but won't ask for a number in return. This is a tactic that only 2% of men could accomplish and these two guys are part of that demographic. They are masters of the attributes. They build a tremendous amount of interest, give their numbers, and walk away. Do all girls call back? No. They may give their phone number to 5 girls and only 1 will call back. However, when that one girl calls, it means that she is very interested. To be that proactive and call a guy takes a lot of initiative on the woman's part and these guys know that "They have her."

I do not want you to fall into the "techniques" trap. If you have the proper attributes, you are generating attraction at some level. While in midst of the conversation, you too shall find that it is a very organic and natural process to get a phone number. When

that happens, all of this will suddenly ring a bell in your head and you will think, "Wow, I never realized how easy this was." Being a challenge.

A lot of people will advise you to be a challenge. They advise you to not give in so easily and don't be so available for her. This means you are not available for her whenever she calls and when she says jump, you don't immediately reply back "How high?" This is generally excellent advice! It is true that it is not attractive to be an a**kisser as we have already established.

Again, I want you to take it a step further. Instead of pretending to be a challenge, I want you to really be a challenge because you really are that busy. A man who has a decent social circle, has various hobbies, some sort of a career or path, and one who attracts women because he possesses the attributes I keep harping on, IS going to be a challenge. He is busy and he is in demand. His time is valuable and he has things to do.

Doing workshops, I come across all sorts of people. I meet guys who do not step out of the house very often, who do not socialize much, who spend hours per night playing video games.

Such a person could pretend to be a challenge, but how long do you think it will take before his cover is blown? How long will the façade last? I fully realize that by the very mentioning of some of these tactics, I have actually taught you new tactics to implement.

As your coach, if I see you choosing to use tactics, I will not reprimand you. I just want you to understand that they are training wheels that have to be taken off at some point. I've seen too many guys fall into the "Technique/Routine" trap. Instead of improving their belief systems, body language, and tonality, and learning to lead, they rely on a technique for every situation. When they do not find the result they seek, they seek out more techniques. They make the false deduction that it is a lack of technique that is their weak point. Their entire life's mission becomes an endless chase to seek out more and more techniques. Thus, use a technique if you feel it really helps you but do not have it as a crutch that you cannot do without. After a while, you'll notice that you are developing your own little techniques, phrases, quirks and habits.

Yet one more example to drive the point:

I will explain a technique that I was using a couple of years back and hopefully by the time I finish this story, you will completely understand my point.

I love taking photos, so I often carry a digital camera to parties, gatherings and other events. I found that I could use the digital camera to my advantage in gaining a girl's email information rather discreetly. How did this work?

Let's say that I was at a social gathering where I was flirting with a girl but I never had a chance to isolate her. This simply means I never had the opportunity to have a private conversation with no one around to interfere. This is where the digital camera would come in. I would take some group photos. Since it is a digital camera, everyone wanted to see the results immediately. I would show the photo to everyone in the group and would say, "Hey, if you guys like these photos that much, I can email them to ya."

Of course, everyone wanted a copy of the photo and so every person in the group would write his/her email address for me, including the girl I desired. This provided me an opportunity to seize the email address of the girl I had been slightly flirting with. Of course, she knew why I was doing it from the look in my eye. Women are so much more intuitive than men and you will have a difficult time trying to fool them in this manner.

After obtaining all of these emails, I would email the girl later, send her the photo and tell her that we should get together. I felt like this was a very smooth and sly move because it was conducted covertly in a group setting. I stopped using this technique a while back because I preferred the "No- Excuser" attitude of asking for what I wanted. Let's say you like this technique and you decide to use it. I suppose, depending on the circumstances, there may be a use for it. It could be that you are at a work gathering and you do not want your coworkers knowing your personal business. (This would be breaking the "Don't date people at your work" rule, but it happens constantly.)

How does it correlate to the attributes I teach?

Well, you can conduct this slick trick to get the email information, but possessing the attributes will make certain that she actually wants to see you again! If you are an interesting and appealing person, she will want to see you again. If you are not, she won't want to see you, regardless of how you obtain her phone number, email address, or any other contact information. I hope this is starting to make sense.

This is the reason why this entire book is dedicated to the attributes of a man who successfully attracts women. I am not

writing or discussing dating, what to do on dates, sexual techniques, or how to increase sexual tension and contact.

Why? Because without these attributes, nothing else matters in the grand scheme of your dating life. If you are not the man a woman yearns to be with, then it does not really matter if you know what to do on a date. It is also conceivable that reading an e-book by me may not change your self-image and suddenly transform you to establishing staggering heights of self-confidence. However, we have accomplished an excellent endeavor together: We have brought awareness to an issue. That is key!

Being aware of an issue may motivate and inspire you to do something about it. Imagine if your car was not performing properly due to a certain problem and you were completely ignorant of this issue. Once you become aware that there is a problem, you just might take steps to repair it. The question is no longer, "Can you achieve success?" You know it is possible because others have done it. Now, shift your focus to how you will do it and how you can do it in a manner that is fun and challenging.

Chapter 15: FINAL THOUGHTS:

Truly understanding the attributes, your perspective and frame.

There are entirely too many absolute rules out there from other seduction "gurus." I am not a guru. I am a guy who is interested in teaching you practical advice that I have put to test myself.

Bruce Lee had a great philosophy behind his Martial Art, JKD.

1. Absorb what is useful

2. Discard what is useless

3. Create that which is unique and truly your own

This is practical advice that is applicable to learning any art.

A double spinning reverse kick might look awfully impressive in a demonstration. However, any seasoned fighter knows that it is extremely rare to be able to execute that in a real fight. Thus, it is useless. By testing everything out myself and by meeting, observing and winging with guys who are extremely good with women, I have been able to absorb the useful part of what they did and discard the impractical. The advice from this book is not written from a theoretical perspective. It's written from someone who has applied the advice, and furthermore, has brought dating success to the lives of other men through this advice.

There are a lot of people teaching you a lot of theory that they have read somewhere else themselves. I have read all sorts of things that teach men a cocky line, a certain trick, a cool little technique for getting her phone number, and a cool technique for something else. What they don't tell you is that if she is not interested in you, she will never go out with you. You will discover after a while, that getting phone numbers will become very easy. A cool trick to get her number can work, but what good is it???

This is not a sales transaction on a used car lot with a no-refund policy. Instead of trying to apply tricks, cool little techniques, or memorizing canned stories of other people, BE THE PERSON WHOM WOMEN WANT TO SEE. This may seem repetitive but I would like to reinforce the point. A lot of these seduction gurus also emphasize to never, ever compliment women on anything, even if it is not on her physical looks.

This is generally good advice for the beginner who comes off as needy. However, it should not be written as an absolute rule. I mentioned George Clooney in the first chapter of the book. If George Clooney were to pay a compliment to a woman with whom he was interacting, do you think she'd suddenly lose attraction for him, or do you think it would leave her flabbergasted and in a state of jubilee? Obviously, I am being a little sarcastic. Most of us would agree, however, that she would be flattered. Now, imagine the opposite. Imagine the nerdiest character. To me, a prototype geek would be George McFly from the original "Back to the Future" film. Do you see where I am going with this?

A compliment from a relaxed, confident MAN is far different than a compliment from a needy guy who is desperate to say anything to try and win her over. The relaxed confident man does not come from a perspective of neediness. He does not need to compliment her, he does not need to buy her flowers, he does not need to buy her dinner, and so forth. He can meet lots of women without doing so. Thus, when he does those things, they actually mean something. The woman understands that he did not have to do so, but chose to do so. There is the big difference.

Now, I am certain that these same seduction/dating experts would reply by saying, "Well, I am not writing manuals or products for the cool confident man, nor am I am writing a seduction guide for an international movie star." This is true, but the methods taught are basic training wheels that have to be taken off at some point. This is never mentioned. Instead, absolute rules are given such as, "Don't you ever compliment, or buy her flowers," and etc.

I have looked through many of these seduction and dating guides.

The frame/perspective that they all are approaching this issue with is this: "You are a needy guy. You come off as desperate. Thus,

we will give you secret or cocky lines, various “proven” pickup lines, little tricks and patterns to counteract the desperate aura that you exude. Good luck.”

The Perspective with which we approach this issue at Fidentia is the following: Why don't we transform you to a cool, relaxed, confident, focused, person with a strong reality and you then you WILL NOT EVER NEED memorized lines, tricks, cool little techniques, alcohol, and/or complicated schemes. Some other dating coaches will say to never show your intentions that you are interested in a woman upon approaching. They'll claim that an attractive woman has already been approached by 50 other guys that day, and that you are 51st man of the day. At one point, a few years ago, I bought into this philosophy. Since then, I have come to know better and I would like to spare you the time and energy of breaking these beliefs. The belief of “You are just the next man of the hour” is a geek mentality. Imagine, how lowly a man must view his self-image on the totem pole to think that he is “Just the next guy in line.” That woman may have been approached by 50 other guys, but keep in mind, that she was approached by geeks and excusers. She still seeks her prince in the same way that you seek your desired woman. (Some women are not approached often at all.) She may have been approached by 500 other men that day, but you are the FIRST cool, confident, and interesting man that has come her way. You are not like everyone else. You fly above the race. This needs to be your belief. Remember that 90% of communication is nonverbal. When you walk into a room, you should exude the aura that you are a confident person who knows that he wants out of life. He is in charge of his surroundings, instead of his surrounding environment being in charge of him.

People will take notice of you. This is why bad boys and “jerks” are perceived to be sought by women. You don't have to be a jerk or an ass to attract women. Instead you separate the elements of confidence and knowing what you want in life, and being in charge of your environment and you shall receive the same effect.

If you clearly understand the last few paragraphs of what I wrote, you are already ahead of thousands of other guys around you.

This is the core difference between our approach at www.FIDENTIA.org and the rest of everyone else out there.

I want you to have a conceptual understanding of how to attract women. I also hope that you are no longer confused about what women want, or why they date a certain man as opposed to another. You probably know a few guys who are “Ladies men” and you watch them do things that won't work for others. They may “sweet-talk” a girl or compliment her in some way and she seems to like it. Yet, when you do it, they are not appreciative and head over heels. Why does the sweet-talking work for them?

The difference between the two is the attributes, and after reading this book, I hope you now realize that.

People should respect your time and efforts. If they are taking it for granted, then this is one of the roots of your problem. You can start fixing this now. I have to put another disclaimer in. This does not mean for you to become a jerk. The reason I mention this is because I have known guys who used to be socially awkward and now they act like jerks in order to show how cool they are. The problem is that they are still insecure.

You can still be “nice” to people. I'll give a simple example from my life. I consider myself a great host. When someone comes over my place, I make sure they are having a good time. I do the “Host” thing such as offer them something to drink, eat, making sure they are comfortable and whatever else they need. In short, I am very hospitable. However, you had better bet that I convey that I am doing this out of courtesy and not doing it to kiss ass or to win their approval. Do you see the difference?

The same thing applies to women. If you can convey that you are doing something, not because you are trying to win them over, but because you chose to do it, it will actually mean something and will make a drastic difference in your life.

Part of the problem is that most dating advice is written from a perspective of neediness and inadequacy. It is written from a frame of impressing the girl. That is why the advice is weak.

A lot of the books written on dating operate on this frame. This is why they have not worked for you. Some pop psychologist will tell you to give a dozen roses. What that author does not realize is that if she is not interested, the dozen roses won't make a bit of difference. Walk into a bookstore and look at the dating books on the shelves. You'll find experts who will tell you to do this or to do that in order to “Win her over.” I'll ask you this: What are you trying to do in winning her over? What is the perspective from which that advice is written? That advice is encouraging you to impress her one way or another. If you have to impress someone, you are subconsciously and consciously assuming yourself to be lesser than she is. Is this starting to make sense to you?

In your future interactions, keep this in the back of your mind; “Am I doing this to impress her or am I doing so in sincerity because I genuinely care?” (Note: Don't rationalize to fool your own mind that you genuinely care so much for someone you've just met a week ago.) As I mentioned before, this advice about “impressing women” is written as if the woman you are approaching is a queen sitting her throne. You walk up the long steps bearing gift baskets, fruits, and maybe a couple of mules too, in order to gain her acceptance. I am changing all of that. I want you to close your eyes after reading the following paragraph and imagining it.

You are now the king sitting in your king's chair on top of the hill. As you peer down over grassy meadows, you see millions of women frolicking around and now it is your decision to choose which one is right for you. There are so many and you don't have time to even date them all. Some are physically, mentally, and emotionally appealing, and many are not. You are the king. You look around and decide who is worthy of what you have to offer.

Often times during our seminars, I show an analogy using my hands. I'll try to duplicate that on paper here: Hold your hands up in the air. Now, put your right up much higher than your left. The majority of dating advice is written as if you are the left hand looking up at the right, trying to somehow gain approval from someone who is above you.

This is what we advocate: Lower your right hand, and put the left one much higher! This is you (the left hand) looking down at deciding who is suitable for you. This is not an indulgence, some form of self-narcissism, or an exercise in pomposity. It is to simply instill in you the frame that you are the prize and that you are worth something. Your body language, tonality and comfortable demeanor will exude that. This is what I have set out to do with “The Attributes.” As my friend Cyrus emphatically once expressed to me, “A moron with confidence could be good at picking up women.”

I will share the utmost prolific characteristic of a man who is successful with women: Certainty! I know it sounds obvious and that's probably because, it is! Nevertheless, it took me a couple of years to identify and pinpoint this ingredient. I finally made the distinction and I am hoping to save you the time and energy of searching for it. Certainty is a quality that is very rare. Certainty in the way you speak and you behave, certainty in the manner you move through life, certainty in your positive beliefs. My friend, Steve P, is one such guy. He is an expert hypnotist and NLP man as well as a supremely spiritual person. Just watching him speak to someone is worth the lesson. He speaks with such certainty that you find yourself drawn to what he says. If he were a salesman, he could sell sand to a desert dweller. It would not do Steve justice to describe him in words. He has to be experienced.

If you are seeking dating advice, I can almost guarantee that you do not speak or behave with any degree of certainty in your life. (This is actually not a tough guess as it probably pertains to most people on the planet, but it's a common observation amongst men seeking dating advice.) Lastly, I will leave you with this thought: Often our workshop attendees report that their lives are changed because people treat them differently now. You are welcome to read the testimonials on our website. I mention this because I hope that you will share the same experience. If you follow the guidelines in this book, you shall find that you not only have more success with women, but that people in general will treat you with more respect. This includes your coworkers, your boss, your neighbors, and even random strangers whom you will encounter along the way.

I hope that this is your experience and I hope that you will find the time to send me a quick email expressing your newfound freedom to take action and attract women.

Chapter 16 METAMORPHOSIS

As you begin to grasp this book, put to practice what you have learned and change your belief system, you will experience a transformation. As you begin to experience this transformation, you will also notice that you are a different person with more confidence and renewed, assertive belief system. You now live in a realm where things are possible. You know you will get this part of your life handled. It's only a question of when.

The other question that people never ask is, how will this change how you affect others? How will you affect your environment? How will passion and positive emotion affect your friends and those around you? How will you affect women? How will you make women feel? A natural player in his late thirties once shared with me, “What women say they want is not what they emotionally respond to.” I never forgot that.

I am certain you have read accounts of girls asking to “Meet a nice, sweet guy who is there for them” and so forth. Yet, in the past, you couldn't figure out why they would not be attracted to you when you offered those same qualities that they so desperately

asked for. Hopefully, by now you understand where you went wrong. Does this mean that you are now a jerk? No. Does it mean that you are an abusive and obnoxious person? No. You are no longer kissing ass to impress women. The kind words said by you, or the kind action taken by you will now be appreciated. Women will appreciate it because they know you did not have to do it, but that you chose to do it. You are committed to living your life. Your actions and behavior reflect that. Women are no longer the number one priority in your life. You convey that they are not the most important things in your life because you have high self-worth and you are not bending backwards for people you have barely known. (Note: If you are in a relationship, it's generally a good idea to let your woman know that she is important. This book, however, is not about relationships. It's about approaching women and dating them.)

In this phase of the game, you are a person passionate to live life and determined in what you want; women come secondary to that. You live life instead of being bound by ridiculous social rules every step of the way. You can live with integrity and honor and yet lead a powerful reality. So how will you make women feel?

- They will know that you'll show them a better time than average guys.
- They will feel incredible when you do pay attention to them. The little things matter so much more now.
- Since you love your life and aren't bound by the rules of society, they will want to let loose with you.
- You have energy and excitement and they will want to know what's next!
- Because you live your own life, you are always a challenge, and they will find it difficult to resist a challenge.
- They cannot quite figure out what you are up to.
- You will bring passion and energy into their sometimes boring, structured mundane lifestyle. They cannot resist that appeal.
- They know that if there is a disagreement, you will stand your ground. You are not a pu**y and they respect you for it.
- They will feel validated because they are able to get a guy like you. They know that you can get other women, so it's special that you chose them.
- You are not insecure. You are comfortable in your own skin and you do not care what others think! That is appealing.
- You are strong-willed and when the time is right, sexually aggressive. This also brings out their sexual side as well.
- They feel the freedom to be sexual with you because they know they do not have to pretend to be some born again virgin. With you, They also can be free.
- Since carry on as if women aren't the most important things to you, they will make the extra effort to matter.
- Since you do not live by society rules, they will feel liberated hanging around you.
- They will feel like they can show their sexual "Naughty" side and you won't judge them for it. In fact, you appreciate the fact that they can express their sexuality.

You will give them the gift of you.

Chapter 17: SUMMARY:

Summary

You now have a good, general understanding of attraction.

While it is true that social value can be a great catalyst in attracting other people, it is only a small part of the equation. Most of us see the rich and the popular and we conclude that this is the only way to attract women. We are taught that the only way is to have "High value."

Who can really blame us for reaching this particular conclusion? Years of social conditioning have taught us that this is the only map to follow. Turn on your TV and you will see nonstop shows about places you cannot afford to travel to or to stay at. Every hour there is a show about the top ten best resorts, top ten best hotels, top ten best islands and you see rich people parading around with their beautiful trophy women. I will share with you something, and take this to heart: I know some of the guys with whom these trophy women are cheating on their rich boyfriends!! They are acquaintances of mine. A man can only try so much to buy a woman with his money. His trophy girlfriend, whom he treats as a prize that he won at a carnival contest, will stay around so long as she has one hand on his wallet. Sooner or later, however, she will desire a man who moves her emotionally. She will cheat on her generous benefactor.

Why do I mention this? You have to stop buying into the myth that you are not good enough. You are adequate as you are. Now, it is time to start being a MAN about it.

Even amongst the rich and respect, doctors, businessmen, Corporate "big shots" and CEO types, there are still many who cannot attract the type of women they desire. Why? Because they are not able to trigger an emotional response in women.

After reading this Ebook, you now understand that attraction is an emotional response, not a logical one. You CAN trigger these emotional responses. You do just that by mastering the attributes taught in this book. Once you have done so, you will attract women. Once women are drawn to you, you will start working on rapport, commonalities, and an emotional connection between the two of you. This is the way to a healthy relationship. A situation where both parts of a couple are not settling for less than what they think they are worth. They find each other attractive and have that strong rapport/emotional connection between them.

It does not matter if you live in Los Angeles, New York, Chicago, or small town U.S.A. It's irrelevant if you have a desk job, or you come from a certain heritage or race. People's emotional circuitry has been built over millions of years. It does not change from one city, or culture, to another. Mastering the attributes will also distinguish you from the rest of the society zombies. This will also give you the gift of being unique. When you are comfortable in your surroundings, become a person in charge, have the proper characteristics and are interesting, you will be charismatic and others around you will also gravitate towards you. You will have also simultaneously distinguished yourself from at least 75% of all people aimlessly walking around out there.

I hope that you have not skipped over any chapters. Each chapter has a point and if you have skipped any of them, please go back and read those chapters. As mentioned before, you may want to read the Core-Attributes and "Social Conditioning" chapter periodically to refresh yourself.

Read those chapters and do the exercises. They will cause a drastic change. Society zombies may at first laugh and say that this stuff does not work. Do not buy into their social programming. They do not know any better. They live in the fu*cking matrix.

Those who witness your improvement may try to argue that you are not being yourself. They'll attempt to belittle you, perhaps. They are clueless society robots as well. I want you to know something: No one was born to be shy, No one was born to live in fear, No man/woman/child was born to be feel inadequate, No one was born to be captive, No one was born to feel pain and misery, No one was born to walk around with a hunchback, while being ashamed, dejected and staring at the ground.

These all happened because of negative social experiences and it is time to correct them. You did not come out of the womb with the feeling that you are not good enough. In the same way, you did not come out of the womb to feel that a purse or a shoe held the secrets to self-fulfillment and self-worth. These were taught to you, to me, and to everybody else.

These things were all instilled upon you by society. Now, we are taking steps to free you!

You were born a free spirit. You still are. Over the years, you created this imaginary cage around yourself. It's time to break the chains of that bondage and to free your spirit. It is also crucial to your success that you do the 20-minute per day exercises.

The reason I instruct this is so that these attributes can reach your subconscious mind.

I came up with a metaphor a few days back; I would like you to follow it with me. Imagine a gigantic tall tree with many leaves and branches. Your subconscious mind would be the root of this tree. Your conscious mind is the trunk and body of the tree. Your behavior and actions are the branches, the leaves, and the fruit.

The reason I have you practice your body language for 15 minutes a day is so that you can build enough momentum to make these actions subconscious. The Conscious mind makes active choices while the subconscious mind automates. When we make conscious decisions, we actually have to think about what we do.

If I were to invite you and a group of friends to lunch at any restaurant in town, I'd ask you "What would you like to eat for lunch today?" At this point, you and your friends would have to make an active, conscious decision.

To the contrary, when you walk by some food and stick a piece in your mouth without even realizing what you are eating, that is a subconscious action. Do you remember how nervous you were the first time you drove a car? You paid attention to every single detail and proceeded with extreme caution. You even noticed the birds in trees, the squirrel on the road, and probably even the disgruntled reaction of the other drivers looking at your amateur driving.

Over time, this action became a subconscious event. You did it without even thinking about it. I mean, did you ever drive a car to your house for 30 minutes while your mind was so focused on a certain issue so that you didn't even remember the details of driving home? It was as if you were in a trance. You were so occupied thinking about these issues that you don't even remember most of the drive. You didn't even remember how you got home. You did not notice the street signs, cars around you, cars behind

you, people walking on the sidewalk. Why? Your unconscious mind took over. I call it "Automation." Driving has been automated. You don't think about it. You just do it. There was a time we all had to concentrate on how to tie our own shoes. Our parents had to teach us. Now, we think about ten different things in our minds! We think about everything besides tying the shoe. Once something is internalized, it becomes automated. Your subconscious mind does it without you having to think about it.

The root of that tree is underneath some heavy and hard soil. We keep watering it everyday. We keep practicing body language 20 minutes a day, (then 30, then 50) until that water sifts down to the subconscious mind and reaches the roots. Once this action is internalized, you won't have to think about doing it. It has become automated. You will walk with more confidence, you will project better emotions and you will be more playful. You WILL do so without even thinking about doing it. It will become a part of you. IT WILL BE YOU. But it all starts with that 15 minutes a day. Those are the building blocks to help you become the man who naturally attracts women. That is the goal of this book!!

You know understand the internal and external components that lead to having the attributes of a magnetic person.

It starts with correcting your self-image and identity.

- Possessing a strong belief system and being comfortable and in harmony with yourself.

- Confidence that stems from that strong Identity and Belief System, you are the prize!

- Being able to distinguish yourself and to build value through: Physical attributes (tonality, body language), Abstract attributes (playfulness, enthusiasm, not being needy, leading), Being interesting to talk with (story telling, life experience, knowledge, and social intelligence),

- Approaching women and understanding Frame control, (conversation leading),

- You understand the process of the male/female interaction.

As an example, let's look at my business partner, Ranko, who is also known as Shark. (This is one of those situations where a disclaimer is needed: Don't try this at home.)

I'll share an interesting story regarding Ranko. Ranko approaches any beautiful woman he sees in a nightclub, even if she is with her boyfriend. Why? He believes that the guy is a chump for bringing his girlfriend to a nightclub. "He is an incompetent fool. If he were a competent man, he'd be home in bed with her right now. Hence, he does not even deserve her. 99% of girls are frustrated with their boys anyway". That is what Ranko believes!

This is his reality. It stems from his belief system that has manifested itself from his identity and self-image. He approaches the girl alongside the man because he believes he can get her. The most important thing, he states, is that if you pull off a good approach the boyfriend will never know that you are a stranger!

His self-image is so strong that he looks at the man and thinks to himself, "This girl should not be with this incompetent fool. She deserves better. She deserves to be with Ranko." He is congruent with this belief system. This is the reality he lives in. His belief system is so strong that he will approach a girl with her boyfriend next to her. More amazing than Ranko's audacious behavior is his ability to stay out of fights.

He tells me that this is because he chooses his moment well and comes to the girl and she shines happily. The boyfriend can never guess that Ranko is in fact a stranger. In the boyfriend's reality, it's impossible. Does he get the girl every time? No. No one does.

But he gets them some of the time, and the ones he does not get; well, it is not that big of a deal. Ranko's reality or view of a couple in a nightclub may seem a bit warped to you, but I give this example only to illustrate the power of a strong belief system and reality. Obviously, you don't need to share the same views as Ranko regarding women and their boyfriends. Again, what I want you to take away from this is what a powerful identity/self-image and belief system can do for you.

If you have acquaintances who are very suave with women, make it a point to observe them. Don't bombard them with questions. Just make it a point to nonchalantly watch their interactions with women. Now that you understand the Attributes, you will spot them rather easily in guys who are successful with women. This is another great advantage of this book: It allows you to make distinctions which you were not able to make a mere two weeks ago. I'll end the chapter with a broad summary of the 5 main characteristics and qualities you have learned in this book. I had to condense and combine a few to end up with 5 main qualities, but this will make it easier for you to remember. Each main point can be further broken into subcategories. In essence, this is what you have learned.

- The 5 Overall Attributes:

1. Non-Verbal Attributes:

This consists of Body language, Tonality, and Demeanor. Your tonality account for the way you speak and what emotions your project through your voice. Do not ever forget "Emotional Projection." I don't ever hear anyone talking about this in dating books but it is one of the most important things you will ever learn regarding dating. (Covered mainly in chapter 4-Core Attributes.)

2. Verbal Attributes

This includes being an interesting person through story telling and what you say. It also encompasses understanding conversational dynamics that we discussed thoroughly (Fluff talk early/deeper rapport later. Being able to create a social vibe early, and transitioning into deeper rapport as you spend more time with that person.) You could also add conversational frame control to this category. (Covered in Chapters 9-Conversational tips, and Chapter 10-Story telling.)

3. The Ability to Relate to Other People and Social Calibration.

(Emotional Intelligence) Being able to relate to the person whom you are conversing with on, some level, sounds simple enough. You would be very surprised to see how many people are clueless when it comes to this. Gauge the social venue you are in and the type of person you are chatting with. Learn how to read people's emotions and interest level. You'd be surprised as to how men are oblivious to the signs of a woman expressing interest in them. (Covered in chapter 6)

4. Living a Strong Reality

This is the one vague attribute from the list. It is a combination of a number of different issues, but in this brief summary I will list a few for you. It's having a strong sense of purpose and determination in whatever you do. It's being comfortable in your own skin regardless of the environment and having a frame of mind where you can live your life with the inner peace of not having to kiss anyone's ass or having to impress others.

I know that's a lot of food for thought, but you can do it one step at a time. Remember the one word that creates a Strong Reality: Certainty. (Covered throughout the entire book.)

5. True Confidence and a Strong Belief System.

I say "True" confidence because a lot of people pretend to be confident. Faking it will only take you so far. There is a colossal difference in the behavior and attitude of someone who is truly confident as opposed to someone who is faking it. (Covered in chapter 2-confidence, and chapter 8-Identity & Beliefs.)

These are the 5 main attributes that will ensure you success in the dating game. If you are a confident person with a strong reality who is able to project positive emotions, you will also be charismatic. As far as I am concerned, there are two types of people when it comes to the dating game: Those who influence others and have an impact and those who are influenced and impacted by others. If you are a charismatic person who has internalized these attributes, you will be the one who is impacting his environment and attracting women. It does take a bit of work, but there are not too many things that are more worth your time than this.

(Note: There is a lot of information in this book and you may feel overwhelmed. This is exactly why I have written in a very structured manner with chapters and subsections. There are certain chapters that you can read once and understand the essence of the message being conveyed. Certain chapters, you'll have to re-visit quite a few times. If you are overwhelmed with too much information, it's not a problem. Concentrate on achieving one thing at a time. For example, pick out a chapter and concentrate on internalizing it. Some chapters may have too much information and you might be better off just taking a subsection of that chapter and spending a week on it. I will mention this again.)

Author's personal note:

As you being to master the attributes, you will experience more success with women. Ultimately, at some point, you'll have to decide what it is that you want, and why you want it. The sooner you do this, the more it'll benefit you, as it is of the utmost importance. I mention this because I have met guys who pursued women seven nights a week, and yet didn't even enjoy the emotional or physical intimacy with those women! Imagine that! 3 years later, these guys are still obsessed with going to bars to try to pull a girl. You may ask, "If they don't even enjoy the physical or emotional intimacy, then what is the point?" They do it because it makes them feel cool or important, but that feeling quickly vanishes, (As quickly as the women leave them actually.) Some of these guys cannot keep women around even if they wanted to do so. Your goals and desires have to be in alignment. Write down what you want in your dating life, and if you had this, what will it give you? Do you want to date numerous women? Do you want a great girlfriend? What is that you want and why?

This is personal advice from my experience of meeting 1000s of women in bars and also meeting/spending time with so many pick

up artists. It may not make sense at this moment, but it will become clear to you later on in your journey.

Chapter 18. TAKING ACTION NOW

“Brass Balls; Eye of Tiger”

Enjoying the process!

I hope one of the most important things you will take away from this book is to enjoy the process. This is about the journey, not the destination. You will not become a successful man with women overnight. It will take a bit of work, but it will be fun!!!

You will have a good time getting to that point where you are really good at attracting the women you like. It is a learning process.

Do you play any sports? (If not, you know of someone around you who does.) Did you become proficient over a period of one or two weeks? No, it took some time, but you enjoyed playing the sport all through out. If I taught you how to shoot the ball properly in basketball, would you be proficient over a weekend? No, but you'd still enjoy shooting the ball. You might start making two out of ten free throws. Pretty soon, you'll make three, four, five, out of ten, and at some point, you will be so adept that you'll make thirty, forty, and fifty free throws in a row.

Despite all of that, you enjoy it from the day that you made two out of ten, to the point that you are making fifty in a row. Look at kids on the playground playing their perspective sport. They simply enjoy playing! I want you to have the same attitude. Some of you may play musical instruments. If you play the guitar or the piano proficiently, you probably enjoy doing it. Then again, you probably enjoyed playing since the first day you started doing so even when you were a novice. You do not pick up a guitar or sit behind a piano and say, “OK, I want to play guitar like Eddie Van Halen or play the piano like Billy Joel, and I won't have fun until I am that good.”

You enjoy the process from the time you start the activity.

I recently read an interesting quote by Albert Einstein who achieved a few things in his lifetime himself. He said, “The value of achievement lies in the act of achieving.”

This is simply a fancier way of saying, “Enjoy the process.”

As mentioned before, I have written the book in a linear and conversational format that is hopefully easy to follow. Feel free to go back and review any portion you need to further familiarize yourself with. You can check the table of contents and find any particular topic easily should you find it necessary to refresh your memory. There are recaps and bullet points that summarize each chapter as you have noted. Make sure you go back to refresh your memory on things that you may have lost focus on.

You may have to read the book a few times or at least go over certain chapters several times to constantly remind yourself of things that slip your mind. That is perfectly fine. I also hope that by rereading certain chapters, you will find some words of encouragement. There is a lot of information here. If you are a beginner, it could lead to confusion and complication. Henceforth, at the risk of sounding redundant, I will do one last summary. I want you to do well and I will try to keep the major steps simple.

You have now read and understand the book and would like to know where to start. First let us summarize every single chapter:

Recap:

- Chapter 1: Attraction:

Do you understand the first chapter about attraction and how people naturally gravitate to those who are more distinguished?

- Chapter 2: Confidence:

After reading the second chapter, you realize the importance of confidence and a well- balanced life. Do you understand that having purpose and conviction transforms you into an appealing person?

What steps are you taking to create a well-balanced life? What do you want to achieve? What makes you feel good and why?

In what sort of activities will you partake in order to feel good about yourself and more accomplished?

- Chapter 3: Driving forces of pleasure and pain:

I hope this chapter has enlightened you in understanding how your brain works. How will you restructure what you associate pain and pleasure with in order to achieve what you want? Have you made changes already? Have you taken note of what it is that seems painful to you (e.g. Working out, approaching women), and have you made attempts to change that?

- Chapter 4: Core Attributes. Physical and abstract attributes Have you taken steps to correct your posture and body language? Have you done the tonality exercises? (If not, please do them.) Will you commit to speaking with more passion and enthusiasm? (Creating a more balanced life will help the enthusiasm flow more naturally) Have you become more playful, or at least have you tried it? Have you committed to being decisive?

Have you committed to no longer being wishy-washy and indecisive? Have you committed to what steps you need to take to be comfortable with who you are? Have you taken steps to lead more?

- Chapter 5: Conversational Frame control

Do you fully understand frame control? Are you able to lead the conversation when you first meet a woman in a bar/club environment? (Most important for about the first five to fifteen minutes.) Do you understand the importance of establishing your reality and how you perceive the world?

- Chapter 6: Calibration

Have you realized the value of being aware of your surroundings? What is the scenario? Who is surrounding you? What type of a person are you dealing with? At the very least, have you made an effort to be more observant?

- Chapter 7: Story Telling

Do you understand the basis of how to tell stories?

Have you observed any good storytellers since reading this chapter? What have you learned? Have you practiced telling some interesting anecdotes about your life, observations and knowledge in different areas to people around you?

- Chapter 8: Identity and Self Image

Do you know/understand more about your self-image, your beliefs and how those shape your life and what you decide to do?

Have you done the exercises? Do you understand the power of a strong belief system? What are your current beliefs? What beliefs would you like to have? Will you focus on obtaining those beliefs and will you focus on discovering new ways on how to obtain those desired beliefs?

- Chapter 9: Solid Game

Do you understand the basic fundamental process of gaining interest and moving toward more rapport? Do you realize why you had the situation where you were “Just friends” with a girl? Do you understand the process of interest, emotional intimacy, and physical intimacy?

- Chapter 10: Conversation tips:

Do you understand the reasons for fluff talk early and deep rapport later? Have you started to tease more and flowing with the conversation instead of creating glitches by completely disregarding what someone says? I know there is a lot in this chapter and it might take sometime to internalize all of this information. Please remember: The goal is not to over-analyze or become mechanical. If you are constantly asking yourself such questions as, “Am I in wide or deep rapport? Should I switch right about now?” then you are still in the learning stages. The goal is to be a natural at this and develop social intelligence.

- Chapter 11: Appearance:

Handle your basic grooming and look decent and clean. (This includes keeping your apartment or house in decent condition.)

- Chapter 12: Supplication

I hope by now you understand what supplication and kissing ass consists of, and how you can prevent that by having the traits mentioned in this book.

- Chapter 13: Social conditioning

Can you see the Matrix and how it controls people? Have you realized that you need not feel inadequate? Have you thought about where your bad beliefs came from? Who instilled this rubbish belief system in you and are you committed to unplugging yourself from it? Have you committed yourself to living a life where you are no longer bound by societal bullshit and restrictions? Have you committed yourself to living a life where you can exist in a newfound freedom?

- Chapter 14: Avoiding bad advice:

Do you see how easily insecure people or unqualified people can steer you wrong? This chapter is not much of a priority unless you are one of those people who has numerous products on seduction and dating. In this case, be very careful of the bad advice in some of those products you have purchased in the past.

- Do you understand what the attributes are?

Will you take the steps towards being a guy who is confident and comfortable in his own skin, decisive, who knows what he wants, and possess a strong and powerful belief system? Are you a guy who walks with a strong body language and one who talks with passion and resolve?

Congratulations.

You are on your way to gaining the attributes that will attract and keep women towards you! Yet, you may still be unclear. You may ask, “Cameron, I understand what you have been saying, but where do I start? Give me something to say or implement right away.” Changing your belief system takes time, but you can start to the process now!

Here are some of the things you can implement right away:

Body Language. Being Relaxed and Being Comfortable.

You may have to constantly remind yourself of this throughout the day, but this is something you can start implementing right now. I mean literally now. You can take a 1-minute pause from reading, stand up, and walk around with your new body language. Try

sitting on a chair or a couch with your new, relaxed body language. Take up space! Being comfortable is the key here.

Tonality: Speaking with the proper tonality is something you can start implementing right away. To fundamentally change your tonality so that it becomes second nature will take a bit of time. However, you can start speaking differently right now!

Story telling: You can start working on some interesting stories from your own personal life. Practice telling them a few times.

As I mentioned at the end of the last chapter, another feeling you may have is that of being overwhelmed. You may think, "There is too much to remember here. I am going out to the bar tonight and can't remember all of this information."

In that case, I'd tell you to start with the basics.

- Proper Body Language,
- Proper Tonality & Projecting emotion & Playfulness.
- Being comfortable regardless of where you are standing or sitting.

Can you remember those three things? I am more than certain that you can. Start from there and build on it. You can always come back to the book and practice new things or refresh the older information.

"Brass Balls; Eye of the Tiger" is a motivational quote I came up with from a couple of different movies. The first is from Glengarry Glenross in which one of the characters displays what it takes to sell Real Estate. Ultimately, one of the most important elements in approaching women and being good at this is having big balls. The quote, "Eye of the Tiger" is from, of course, Rocky.

Brass Balls = Taking Action and having courage. Eye of the Tiger = There is something about the Power of focus and intent. Go out there and pursue what you seek with the proper intention. If you are looking at a girl, and she notices you looking, don't become embarrassed and immediately look away. Don't stare as if you were a boxer trying to intimidate your opponent before a fight. However, if you are looking at her from the corner of your eye and she notices you looking, do not immediately look away like a scared chump. Look at her for a few seconds. Eye of the Tiger! You know what you want and whom you like. Make no excuses. This has become one of the mantras that I teach men in our workshops. Brass Balls! Eye of the Tiger!

Bonus Chapter 1: SCENE STUDY

In our workshops, we actually accompany our participants to the bar/club and various environments. We watch them talk to girls live right in front of us so that we can give them feedback. We also talk to different women and have the students "Wing" with us so that they can get an idea of the interaction.

However, this is a book. Since I am not there to show you, I have thought of some film examples that depict that points I have been emphasizing. The chosen scenes are from famous movies that you can easily rent or buy, regardless of where you live. I think these particular scenes will serve anyone well for educational purposes.

There are quite a few others movies I can recommend that would serve you well but these two work for our purposes.

Scene study

Our first Film: Scent of a woman

This movie is not about dating, meeting women, or seduction. It has one scene, however, that applies to what I have been talking about in this book. The scene is 79:27 minutes into the movie. (Chapter 9 on the DVD) It is where Al Pacino's character, Colonel Slade, along with his companion Charlie, approach the woman sitting alone at a nearby table in the restaurant.

Watch it all the way through once and then we will break it down.

The first thing I want you to walk away with is that if a bitter, overbearing, suicidal, blind, retired army colonel can be playful and charming in the company of a woman, then you can be too.

This is a brilliant scene. It covers strong reality, strong belief system, body language, tonality and conversational frames all in one. Disclaimer before I write any further: It is important that you realize that I am not trying to force you to emulate a certain person. What I fear is that some guys will start watching this and will try to copy and impersonate a movie character. I only want you to see the attributes involved so you have a conceptual image in your mind.

Col. Slade: Excuse me Senorita. Do you mind if we join you? I am feeling you are being neglected.

This is an example of a very direct approach that my partner Ranko loves to do. Donna: Well, I am expecting somebody.

Notice, that she is not rude but she is defensive. If you pay closer attention, you'll see that her body language tenses up and she pulls her shirt closer together to cover her chest. She is definitely becoming tense.

Slade: Instantly? Donna: No, but any minute now.

Slade: Any minute? Some people live a lifetime in a minute!! What are you doing right now?

This is one of the most brilliant reframes I have ever seen in a film. What does he do and what does he not do? He does not logically argue with her. He does not try to convince her of proper ways to use one's time. As you'll read in Chapter 9, conversational tips, logic does not change people's states. You must change their emotions and how they are feeling. Also, he does not become defensive and he also does not apologize or give up either.

He does not say, "Well, sorry to bother you. Bye".

Instead, he states in an emphatic and poetic fashion, "Some people live a lifetime in a minute." The statement is indeed poetic because it carries so much meaning. It is an artistic reframe because it encourages the girl to see the world through Slade's eyes. It also affects the girl on an emotional level. I don't know if the screenwriter knew anything about reframes, but he definitely wrote a great piece that reflected that. Scene continues:

Donna: I am waiting for him.

Slade: Well, do you mind if we waited with you? You know, just to keep the womanizers from bothering you.

"To keep the womanizers away." This is also charming and humorous at the same time. Here he is hitting on her and he is joking about keeping the womanizers away. He smiles, he is warm and friendly. He is playfully joking with her while keeping his dominant frame. He also does not argue with her. Later in the scene you'll notice a few different remarks such as,

Slade: "Well, I am in the amazing business," "Oh.... I am crazy about your grandmother."

If you have seen the entire movie, I want you to notice that even this bitter character manages to smile, and be a little playful in this encounter. Let's break the scene down further.

Possessing A Strong Reality:

I've shown this clip to several of my buddies and I started to make it a point to observe their reactions. I found that almost everyone who was watching this clip was glued to the television. It was an intriguing observation. Why is this so? Why does this character fascinate us and why are we captivated by his presence? In essence, this character possesses such a strong reality and we cannot help but get sucked into his frame. He believes in himself, is so confident, speaks with such fervor, passion, persuasion, and conviction that we find ourselves drawn to him and what he has to say next. Please note the relaxed manner in which he speaks. He is not in any sort of a hurry. He is not rushed. He takes pauses before he speaks. This is an important distinction for you to make. The actual words are not the most important aspect. The dialogue could have been completely different.

This character lives and possesses a strong reality. He is confident and walks with a certain strength even though he is blind. He is able to project emotion. In this scene, he projects a certain sense of serenity and tranquility that exudes trust, confidence, and charm. He is also an interesting person with stories to tell, and even knows how to tango.

Here is one of my goals with this E-Book: After reading it, you can watch this scene and truly understand why what he is doing works. You understand that you could give that exact same dialogue to someone else who is not confident and he would fail miserably.

If you can watch this scene with a different eye and now grasp it on a different level, you'll have made gigantic leaps in your interactions and success with women.

If you can understand why he is able to get that woman's attention, disarm her and make her feel comfortable, intrigue her, make her smile, and draw her in, you won't need to waste your money on countless products that promise to teach you secret pickup lines passed down from the hidden temple deep in the mountains of Tibet. You can flush those secret lines down the toilet.

Now, on to our second movie.

Scene 2

Top Gun

This scene is 39:09 minutes into the movie. (Beginning of chapter 7 on the DVD). Female instructor Charlie sees Maverick sitting at his desk and comments on his work.

I chose this scene because not only does the character have strong attributes but also he is a completely different archetype than the Army Colonel in the last scene. He is very confident and playful, and he almost has a boyish charm about him. He is not as sophisticated or worldly as the Pacino character. He also lacks the emotional/philosophical depth of the last character.

Nevertheless, do understand why this behavior would work very well in real life. He is confident, possesses a strong reality, and exudes happy emotions.

Again, I mention this character because it provides a stark contrast to the last one. You can smile, be confident and playful. Your confident persona will be different than your friend's; his will be different than your coworker's and so forth.

You are an individual and your confidence will manifest itself in a way that is particular to you. I have provided these examples so you can see how individuals' personas can differ, and yet, if they possess the attributes, they will be successful.

Top Gun is a very fun movie that most men like and many of us have seen it several times. Between the captivating flight scenes, there are subtle human interactions that a lot of guys miss. When I watched it for the first time as a kid, I missed them too.

We are so enthralled with the flying and waiting so eagerly for the next F-14 scene that we miss the humanity and emotional-relating between some of the characters.

Watch the scene all the way through and then we will break it down.

Charlie: A rolling reversal would work well in that situation.

Maverick: If I reversed on a hard cross, I could immediately go to guns on him. Charlie: Yes, but at that speed it's too fast, it's a little bit too aggressive. Maverick: Too aggressive, yeah, I guess when I see something, I go right after it.

This is a great example of subtext. On the surface, what is he talking about? Aviation, aerial combat maneuvers, and dog fighting. However, what is he really talking about? He is talking about going after her because he likes her. I want you to watch Maverick say this part again. Look at his confident and relaxed demeanor and the determined look in his eyes as he is saying this line. There is no doubt as to what he is really talking about, and he is rather emphatic about it. The look in his eye conveys sexual interest and sexual energy as well as intent. The dialogue is clearly written for the character by a screen writer, but the portrayal of the archetype is abundantly clear. That look of flirtatious determination cannot be learned in a book. It has to be witnessed. This is exactly why I have referred you to the visual medium of film. Also, once again, I want you to note the pauses. After Charlie says, "A bit too aggressive," observe how Maverick pauses one or two seconds before he responds. Much like the "Colonel Slade" character in the last Scene, he is no hurry to respond. This is a characteristic that you'll have to work on internalizing. Next we hear Charlie's slight verbal put down of, "You deserved it." What does Maverick reply with? He smiles and replies, "I know!" Why do I point this out? Do not argue or try to make logical debates upon meeting a woman. Go with it! I am going to skip a few lines ahead.

Maverick: I know, but you were tempted to ask me out for dinner.

This is a tease. My pal David DeAngelo would call it, "Cocky/funny." It is also an example of a turning the tables on a girl and accusing her of being the one who is hitting on you. He is extremely playful in his delivery. Look at the ear-to-ear smile and his relaxed behavior. He is not fidgety, uncertain or indecisive. He is having fun and has boldness behind his behavior.

She: No. I don't date students.

Stop right here. What would you have done in this situation? Would you have argued with her? Some of you may have even apologized for even asking. Would you have qualified yourself as to why you should be the exception? Would you have said anything similar to "Why not?" or "You should make an exception. I am worth it." He does not do any of those things. Remember the chapter on Frame control. Instead he reframes the situation. He does two things with his reframe:

1. He controls the meaning of conversation.

The principal overtone of the conversation is no longer about why or why not she should date a student. Had Maverick tried to argue with her, the entire conversation would have been centered on teacher/student relationships. He does not go that route.

2. He imposes his interpretation of the situation over hers.

Had Maverick chosen to take that bait and start discussing it, what would he be doing? He'd be discussing the idea through the way she sees the situation. Well, as far as he is concerned, he sees it quite differently. Thus, what does Maverick say? First he motions her to come closer. This is extremely important! He does not lean into her. He motions for her to come closer to him. Then he says: Mav: I can see it's dangerous for you, but if the government trusts me, maybe you could.

First, let's remember that his tonality is very playful. There is no mistaking that he is having fun and that is he is projecting positive/fun emotions. How does he turn the tables on her?

He says, "I can see it's dangerous for you." What is the subtext?

In essence, he is mocking her ridiculous rule of not dating students, but he is doing it in a very fun and positive manner. He does not give into her frame as he refuses to play by her rules. What are her rules? "She does not date students."

Instead of giving into her frame and playing by her rules, he imposes his interpretation of the situation by saying in a sarcastic manner, "Look, I can see this is dangerous for you."

By doing so, he changes the meaning of the conversation as well. Suddenly, the meaning is about the fact that she does not trust enough and that she has ridiculous rules that she lives by.

You will run into such situations where a woman might say something similar to you. She may be a coworker of yours, a fellow student in your class, and so forth. How will you handle it?

By now, you ought to have learned that you do NOT try to justify yourself or give reasons. I hope you realized from watching this Top Gun Scene. The scene is only about 1 minute and 10 seconds, but there is a lot there.

Recap:

As you have well learned by now, this book is not about learning scripts or memorizing lines, but rather, it's about internalizing beliefs, characteristics and behaviors.

What does Maverick do? What does he convey? What is the subtext?

- *He has a strong reality because he believes in himself, his actions and purpose. He is definitely driven and he conveys that.
- *He conveys that he is a confident, borderline cocky person, but he is not a jerk.
- *He is relaxed, comfortable in his own skin, and not afraid to ask for what he wants. He takes pauses before he responds. He is no hurry.
- *He conveys positive emotions and a positive energy at almost all times.
- *He is very playful. He likes to have fun and joke around. It's rather obvious.
- *He can be sarcastic and witty. His strong reality will not allow him to give in, even if faced with the comment of, "I don't date students."

Watch these two scenes a few times. In fact, watch them one time just to watch the characters' behavior. Forget what they say for a few minutes. Just watch their mannerisms. When watching the Top Gun scene, it might even help to turn off the volume on your TV and just watch the characters' interaction. The woman is rather flirtatious and it will serve you well to watch her behavior without any sound. Then watch Maverick while your TV is still muted and try to see how easily you can determine how confident and relaxed he is without ever hearing him speak. This will serve as an important lesson.

I also like this character because, as his name suggests, he is a "Maverick." He is the sort of guy who does not buy into a lot of society's rules discussed in the social conditioning chapter.

Even if he were not a fighter pilot, do you think he'd hesitate to approach a woman because he wasn't rich enough or not from the aristocratic part of town? No! He does not care, he lives in his own reality and he exudes that along with his confidence and positive energy. This is part of the essence I am trying to instill in you. I dislike seeing guys waste their money on products that promise to teach them great "Pickup lines" and "Secrets".

What steps will you take to live a life where you are living for your self and not one where you are trying to always keep up with the latest trend?

How committed are you to living with a strong reality and exuding emotions?

- Emotional Projection

I have already mentioned the importance of this on a few different occasions. The film Top Gun provides a great display of this phenomenon. Watch the entire movie if you have not done so already. Look at the characters of Maverick and Iceman.

They are both very confident and borderline arrogant characters. Yet, most people seem to like Maverick while at the same time dislike "Iceman." Why? There is a stark contrast between the two characters. Maverick projects positive and fun emotions while Iceman appears to be an arrogant grouch. They are both equally arrogant, but due to the fact that Maverick displays a fun vibe and exudes a playful aura, we tend to like him.

Nowhere is this more apparent than the first time he meets "Charlie." This is one of those unforgettable scenes that people who have seen the film do not seem to forget. He serenades her by singing the song "Loving Feeling." Is he comfortable and relaxed? Yes. Is he having fun and projecting a fun vibe? Oh, yeah!

Is he concerned or embarrassed about what she or others might think of him? No!

This is a great example of living in your own reality and projecting positive emotions. Had he become embarrassed or apologized for what he did because she did not respond favorably, he would have been influenced and impacted by her emotions. Instead, he influenced her and the entire bar through his positive emotions.

Bonus chapter 2: DEBRIEF

This chapter is to be read only after your first outing in a nightspot.

If you are reading this right now, stop. Go out and talk to a few girls. Come back and go over this checklist. I really want you to do well and this is why I have written this extra chapter.

I hope that it will help give you a conceptual image as to which areas you need to make improvements.

Before we get to our debrief, let me reiterate that goal of this book is to allow you to naturally attract women by possessing the proper characteristics of a magnetic man. There are guys whom I have referred to as "Naturals" throughout the book. Why are they this way? My friend Seth has a theory: He believes naturals are good with women because their first experience was a positive one. I have built a bit on that by saying that I believe the first series of experiences were positive ones. Let's examine a man's first experience with women as a young 12 year old boy. Let's assume that five out of his first experiences were positive ones. Suddenly, at the early age of 12, he figures out that this is really easy. He can do whatever he wants, tease the girls, have fun with them, and not give a damn about them, yet they still want him.

Conversely, another boy at the same age has a series of negative experiences with girls and his behavior and beliefs extrapolate differently. He comes to be nervous around them and fears them. He does not know if he is good enough. This book's chief goal is fix that and return the person to what he was meant to be. As I alluded to earlier, you may be a recently divorced single parent or you may be a high school student. It's irrelevant. It's never too late to internalize the attributes. The key for you is to now go out and implement what you have learned.

Since I was not present during your interaction, I can only take a few general guesses as to how you did, and try to best correct them through general guidelines.

- So, you went out and talked to a few girls. How did it go?

Did you find yourself freezing up at first and forgetting what to say at all? It's OK! It happens to everyone who is not used to cold approaching. Before I go further into our debrief, I want to remind you of a few things.

- Have you already started to make changes in your life? Are you committed? Yes or No?

You can't make a fundamental change in a week or two, but you can definitely start the process. Thus, what steps have you taken to live a well-rounded life? Have you joined a gym or have you looked into it? If you can't afford it, it's OK. Have you started any sort of exercise program?

Outside of physical activity,

- Have you made attempts to be more social?
- Have you started to socialize more with women around you?

What ideas from the Confidence chapter have you implemented? Answer the questions honestly.

Back to our debrief. I will ask a series of questions and in retrospect you can look back at the encounter and understand what you did well and what you can improve on.

- When you approached the girls, what did you say? Remember that's not as important as how you said it.
- Did you smile at all?

If not, make it a point to look like you are enjoying yourself and that you are happy by smiling.

Remember that this is a learning experience. You need not feel rejected if a woman does not welcome your advance. Perhaps her pet turtle just passed away, or maybe she met the man of her dreams the month before. Either way, you do not know. You can't take it personally. I know this won't come easy at first, but that will change. In retrospect, how was your body language?

- Were you hunched over, fidgety, and leaning into her? OR
- Were you relaxed and comfortable?
- How was your tonality? Did you speak with passion and enthusiasm or did you talk in a low volume and nervous voice?
- Did you convey positive emotions? Or did you convey being nervous and afraid?

(Again, have you done the tonality tape-recorder exercises? If not, what is your excuse? As your coach, I encourage and demand that you do them.) Did you take the time to write down a few stories about your life? Did you have any anecdotal or humorous comments or stories?

- Were you controlling the frame or were the girls leading the conversation? Were they cold initially? Stand your ground. Keep talking. This is where your belief system has to be strong. You are the prize. You may have to read the chapter on "Conversational tips" a few times in order to grasp it. If you have read it thoroughly and still you have no idea what to say to a woman next to you, I will give this last section to get you started. This is not the solution, but it's just to get you started. You may be asking me right now: "What do I say?"

One of the things we try to instill in students in our workshops is a bit of spontaneity. If they can be just a little spontaneous, they will

never be at a loss for what to say. I don't really like to give people actual things to say because they then think that they are armed with a magical pickup line that will impress the women and attract them like magnets.

They miss the point of the interaction, which is what you should be ingrained in your mind by now. What is the point of this book? Having the proper attributes of a successful man.

Let's say you are at a complete loss for what to say. I can give you some ideas but I don't want you to start relying on these as a crutch. I see far too many guys doing this. I will give you some ideas for fluff talk that will peak her interest. During a cold approach, she is a stranger. Initially all you want to do is grab her interest. How do you do this?

Storytelling: You already have read the chapter on Story telling. You should have some ideas in your head about stories as you have read some of mine. You know what constitutes a great story and how you should deliver the story. Other things you can do:

Tease: Reverse the frame. Make it sound as if they are there to hit on you. This is tricky because you have to gauge the situation, but I'll give you one example. If a girl is walking in a crowded bar she might bump into me or step on my foot. Of course, I might make a small, playful spectacle and say with a smile, "OUCH!!!!!! Sheesh! OK! You got my attention! You know there is easier ways to meet a guy than to elbow him (or crush his foot.). Just say hi."

At that point, they apologize and you tease them a bit more in a playful manner. Then you can introduce yourselves and if you start getting along well, you can periodically tease her for the fact that she was the one who hit on you when you first met!

If you live in a big city like LA or NY, you might try that little tease, and in some rare cases though rare, a response from the girl might be cold hearted and "bitchy." It will resemble something from the bitchy snotty girl in your average teen movie. Something to the effect of: "Excuse me! I don't think so!" Or "What? I am not hitting on you!! OK?" (With a dirty look.) If this does happen to you, don't worry about it. It's not you! It's her! If a person can't take a joke, she has her own issues. It's not your concern. (Humor varies from one country to the next. So if you are reading this from outside America, play with the idea and find what works in your country.)

In this case, I am usually spontaneous and say something back. I can't recall everything I have said through the years but I can give some examples. If a girl comes off as a bit cold, then I tease her for that. A few weeks back, I came across a rather feisty girl in a local bar. I said something to effect of, "Wow! OK! I actually am looking for a bodyguard. You've got a lot of fire. You're hired. It pays 10 bucks an hour, and eventually if you're lucky, you might get 401K." This is not a hostile comment!!! You must understand that it was said with a big smile in a friendly tone, and of course, she played into it. [As your calibration skills improve, you'll know which girls to tease, and which ones to avoid teasing.] Remember, it's your world! She just lives in it.

The strongest frame wins and some girls realize that they are coming off as "Bitchy" and they tend to cool down. Others become even angrier and march off. Not your concern! You are having fun and are not insulting anyone. The problem with teasing is that guys do it too much. When I first started teasing girls, I would do it so much they thought I was just a complete jerk. Find a balance. Sprinkle it in. There are guys who will advise you to not ever stop your teasing. After all, that's how you started and that's what got you here. This is bad and costly advice, as I found out first hand. Remember, at some point you will move to deeper rapport and connection. You can occasionally tease her at this point, but if that's all you are doing, then she will eventually lose interest.

However, light teasing in the beginning can be fun for both parties!! I say "Teasing" and not insulting. You have to find what works for you and your personality through a few trial error experiments.

Making fun of people in a lighthearted manner is fun for everyone. The fun part is when you meet a cool girl with a sense of humor who can tease you back and be witty herself. If she can exchange wits with you, laugh, and have a good time, that's the girl you want. You do not want the boring ones. Trust me on this as well.

Personal Examples of Teasing:

I live in LA so half of the people whom I come across have moved here from some other part of the country. During the initial conversation, this little fact will surface at some point. Well, if they live anywhere between NY and CA, I might make fun of them for it in a fun way. (Notice I said "I might" as this depends on calibration. It's not something I'd do every time)

Example:

Girl: Oh, I am from (some part of the Midwest) or (Some part of the South.) Me: Oh!!! (Pause) I am sorry!!! 99% of the time, this will get a laugh from the girl or she will give me a playful

punch/slap on the arm. Once again, I say it with a playful tonality that is being driven from an enthusiastic and positive emotion. She knows that I actually do not mean what I am saying. I am establishing rapport and creating chemistry through humor. It's important that she knows you are not being serious. Calibration also plays a big role in this. In the example above, I would not tease a girl who was shy or nervous. This may sound complicated, but do remember, calibration is experientially gained. If a woman is insecure, nervous, and/or shy, refrain from teasing her. Imagine if you felt nervous as you approached the most beautiful woman you have seen in a long time and she started teasing you. It'd be somewhat disconcerting. Similarly, as you start to possess the attributes, women WILL like you, and a girl may be a bit nervous upon meeting such a man. If you sense that she is nervous or shy, do not tease her. Also, your personality might be such that you don't really enjoy teasing people much. That's perfectly fine. In the situation above, let's assume that she said she was from Chicago. You could take that lead and tell a story that would enable her to relate with you better.

Other examples: Depending on the situation and the girl's persona, I might tease her about the fact that I am crazy about her, and that's only because I know she is crazy about me. Do you know how many guys walk up to a girl with confidence, smile, positive energy, and positive emotions and tell her such things? Very few!! Very few!! I am making her day! She is tired of boring guys with nothing interesting to say coming up to her and telling her that they like her purse. Someone with vibrant energy and confidence is a breath of fresh air. This should be your frame too!

Let's say I was in a supermarket and I saw a woman I found attractive. I could go up to her and tell her that I wanted to meet her. This is the most powerful way, in my opinion. However, you can also tease in these situations. All it takes is for me to see a woman more than once in a supermarket within a 5 minute time span and she gets accused of stalking/following me. The key to this is to deliver it in a very friendly manner with a smile.

You'll be surprised as to how often women will flirt back and go along with it. I may say something to the affect of, "OK, you have got to stop following me." If we start chatting, I may tease her just a bit more. I'll take a look at her shopping cart and tease her gently based on her grocery items. "Listen, if you are going to stalk me, at least bring by healthy organic food. I can't have unhealthy eating stalkers coming around....." Or "I can't have a relationship with someone eating junk food....It just won't work out in the long run. I am sorry." Teases are not for every situation, but they have their time and place. You'll experientially learn this. They are meant to be fun, not insulting.

My friend and business partner, Seth Parker, used to "Wing" a lot in bars and clubs. We would tell elaborate fun stories to break up the monotony. Sometimes girls would ask us, "How do you guys know each other?" I then would start a bogus story about how we met one night at the county jail. "We were thrown in the same jail cell together one night. We were the only two Caucasian guys in that jail, and well, you know how it is in jail, all the racial war crap.... We had to watch each other's backs....no pun intended...And we have been great friends since." (The story could be lengthy or short depending on the environment, how loud the music is, etc....) In the beginning, the girls were not sure if we were joking or not because Seth would also go along with the story and adlib little details. That made it fun for us! After a while, the girls knew that we were obviously joking but they loved that we all were having fun.

On the other hand, sometimes Seth would tell a story about how I was dating his ex- girlfriend, (or dating the same girl) and how there was this incredible tension when we first met. Then he'd build on the story about how we both eventually ended up breaking up with her and we became friends. At this point, we have no idea whatever happened to her, but the two of us became good friends in the process. The girls would eventually realize that we were having fun with them, but they loved it. It was amazing to run into the same group of girls 3 months later in a bar, and they'd still remember us and our wild and whacky stories. We were just that different from everyone else they had met in the bar.

So use teasing to meet people. In fact, you could make it part of your natural self to tease people here and there in a lighthearted manner. You are not hitting on everyone, but you are just having fun and creating a fun environment.

One more example of opening with a tease that I have seen a couple of my pals use: (Credit to Craig, and Thomas)

- "Are you shy or something?"

If you see a group of girls standing close to you, turn to them and ask, "Are you guys shy or something?" Pause for a second or two

and then say, "Because I have been standing here for 5 minutes and you still haven't said hello.....(pause) well?"

Most often, you'll get a laugh and a conversation started.

(Teases can vary from one country to the other, so if you live in a foreign country, make sure you understand their humor and culture.) It'd serve you well to take some time and write down 10 teases you can use for different situations. I'd add one last word of wisdom to teasing: Remember the advice in Chapter 11, Conversational tips! Teasing is fun in the beginning, but as you build more and more rapport, you ought to tease less and less.

It's a simple concept but I don't see it being mentioned. The more rapport you build with a woman, the less you should tease. (You could still tease occasionally, but that's just to break up the monotony.)

Gimmicks:

I know other guys in the community who are full of gimmicks. Neil, who authored "The Game" had a variety of these gimmicks, [probably still does.] He sought them in various books in order to find little glitches that can serve as cute gimmicks. (He mentions a few of his gimmicks in his book, actually. C's versus U's, Best friends test, etc.) Just like a fisherman, he throws the bait in the water and waits for the girls to grab the hook. Neil had more gimmicks than professional athletes have illegitimate children. These particular styles of gimmicks revolve around telling people about themselves. People in general love being told about themselves! Women love it ten times more!!!!!!

Neil [Style] found the weirdest little gimmicks. It was almost something like: "Wow, your hair grows at this angle or that angle. That means that you are the long lost kid of a lumberjack, who was raised in a hidden forest by a group of caring chipmunks."

He will throw the hook in there very carefully so that they bite on it. Here are a series of hooks for a certain gimmick:

Guy: Wow! I just noticed that your teeth are shaped in this sort of way and your friends are shaped in another sort of way. It's interesting. OR: Guy: Wow, you know I just read about how the shape of your teeth/arms/nails/lips/whatever can tell a lot about a person's personality. OR: Guy: Whoa! You have X shaped lips, and your friend has Y shaped lips. That's really fascinating. The shape of your lips tells a lot about a person's persona/characteristics/sex drive/ right brain vs. left-brain, whatever.....

(I just named three different ways of throwing hooks out there. Guess what happens when the girls hear this. They cannot resist and want to know what it means.)

Girls: Wow! Really?? What does it mean? Tell us! Come on, tell us! Then he starts going into this entire routine about how the shape of your lips determine if you are more artistic or logical, or people who have this sort of a tooth pattern are perceived as more friendlier by others. I cannot give his routines or gimmicks away because they are his and I do not feel it is proper to do that. (Some are listed in his book.)

However, if this sort of thing interests you, you can find these little gimmicks on the Internet or bookstores. They might sound weird to you, and if you are very analytical, they will sound completely absurd. Some of them are absurd!! However, watch Neil guy run his gimmicks sometime. Girls seem to eat it up.

This is another conversational piece you can utilize when you start cold-approaching women. (You could also use it if you meet someone in your social circles.) Magic Tricks are another way to break the ice. I know a couple of guys who use magic as a gimmick. I know another guy who uses palm reading in a very effective manner. After a few minutes of conversation with a girl, he will look at her palm and go, "Wow!" in a very intrigued manner. Of course, once he shares that he reads palms, the girls are like putty in his hands. They want him to read their palm. This is a good example of a gimmick. The person I mention is not some geek who entertains the women as if he were a dancing monkey. He has traveled around the world, is interesting and uses this gimmick to reel the woman in.

Gimmicks are great training wheels. Through out the years, men have developed many gimmicks so that they'd have something to say or to fascinate with. Once you master the attributes, you can discard these gimmicks. (You can keep a few that you feel work really well, but they are secondary to the Attributes.)

If you are experiencing a lot of approach anxiety, I want you to think of the following sentence, "Big balls are sexy."

Yes, I know that it sounds homoerotic but there are two reasons for this sentence: First, it will remind you that cold approaching a woman takes balls, and that is attractive to women!

Second, the humorous sentence is a pattern-break. It will help shut down the negative internal dialogue in your head. Instead of thinking, "Will she like me? What should I do," think to your self, "Hey, big balls are sexy." (If this phrase is too much for you, come up with your own phrase that will help shut down the inner voice in

your head.)Recap: Now, you find yourself at a nightspot, and you see a girl you find attractive. You want to approach. What can you do?

- 1. You could just walk up to her and tell you want to meet her. (You had better have internalized the attributes I mention for this one. In my estimation, only about 3-4% of all men ever try anything like this. This is a no-excuser approach that requires you to have the internal belief and perspective that you are a prince or a king. You simply and confidently ask for what you want. Minimize teasing if you decide to make this your style.)

- 2. You could go up to her and talk to her about a “3rd party” topic or story.(Remember my story about my buddy getting married in Vegas on a whim, or my friend Seth who used “Sex and the City” as conversational bait.) These openers can especially serve as great training wheels if you are a beginner as well.

- 3. You could start with a gentle tease. (Example, “Are you shy?”)Once you open dialogue, you can guide the flow of conversation. You should be leading anyway. While flowing through the conversation:

1. You can tell stories or anecdotes about your experiences. Ask her about hers. 2. Tease her a bit. (Playful manner)

3. Use gimmicks. Teach them about themselves like examples above from one of my buddies. (Gimmicks can also be crutches for the beginner.)

Important note:Normally, I don’t teach gimmicks or routines because I want you to make a fundamental change in yourself and become someone whom women find attractive because of your attributes. (Remember everything is build upon the attributes.)

Part of the reason some guys don’t achieve great success is because they think they need more lines. Thus, they will learn some of these routines and gimmicks and will approach women with them.The gimmicks are interesting and women will be entertained by it. They will allow the guy to start a conversation and keep it going for 10-15 minutes. However, if the guy does not posses the proper attributes, the women will eventually lose their interest. Sometimes I receive the following feedback: “They loved my little gimmicks and demonstrations, but after 10 minutes, they said ‘Nice to meet you’ and left.” This happens because the guy is starting to serve as an “entertainment monkey” as we call it. The girls must know that they have to earn your entertaining.

I do not use gimmicks but if you do use gimmicks and they work for you, do not become dependent on them. I caution you because I have known entirely too many guys who couldn’t talk to anyone without their little routines and gimmicks. Use them accordingly.

Ideally, you’d want to approach women with the warmth and friendliness of approaching someone whom you have known for months or years.A perfect approach is one where you exude such warmth and comfort that she actually thinks she knows you from somewhere, but feels bad for not remembering your name or where you two met. To me, this is the perfect approach.

I am really concentrating on how to start talking to women in this last bonus chapter. Simply approaching and talking to a woman is one of the biggest sticking points for most men. I have provided a few training wheels for your benefit. You must never forget the Attributes I’ve discussed endlessly in this book. You are the prize. You are her prince. You have respect for yourself.

Don’t give away your power. Just because she is cute or pretty does not mean she is worth spending time with. You’ll soon discover this. You will meet girls who have a pretty face but try to have a decent conversation with them. It is about as fun as listening to the screeching noise of someone scratching his fingernails across a chalkboard.

You’ll think, “Spend 3 hours on a date talking with her? I’d rather get my teeth drilled at the dentist’s office.” This sounds funny now but you’ll meet girls like this. All I am saying is that she may not be worth your time despite her looks. Again, have respect for yourself.You’ll learn to be build qualifiers into your conversations. You do have to qualify women. Not every woman out there is worth your time, no matter how cute she is. There are various ways you can qualify a girl. I’ll share some “Techniques” with you.

First way is you can just ask questions. One of the pick up artists I know seems to ask every girl he meets if she is spontaneous or adventurous. (Make sure there is some rapport between you two before asking such questions. If you walked up to a stranger and just asked that sort of a question, it’d be just weird.)

The second way to qualify is throw statements out and see if they respond. If you casually say, “I like intelligent girls” and suddenly she starts telling you how smart she is,(or starts hinting it), you know that she is giving you reasons why you she is right for you. You’ll know that she is also very interested in you.

The third way is one of my favorites. I tell people the reason as to why I like them. “You are a smart girl. I like that about you.” I am

simply qualifying by letting her know that she meets one of my criteria as a suitable date.

If you are indeed the prize, then you certainly must have some standards for yourself and for the people whom you date. Only YOU know what your standards are. Qualify women on the criteria that are important to you. What do you like? Intelligence, sense of humor, warmth, compassion, career-minded, active, outdoorsy type are all examples of different qualities a person might possess. What kind of women do YOU like?Look for the quality people who will enrich your life.

- One last push:

What if you are a guy who has never ever approached a woman whom he had not been introduced to previously? What if you have never cold-approached a woman in your life and you are terrified? What if you’ve read this entire book and still haven’t gone out?

I do come across such men and if you are such a guy, do not stress over it. It only gets better from here. I am going to give you a few newbie missions. Never forget that your overall goal is to master the attributes, but just for starting out, you have a few missions.

- Newbie Mission 1:

Go to a social gathering that is not close to your usual home/hang-out locations. This way, you remove the pressure of running into people you see often.I want you to walk up to a girl you don’t know and say, “Hi, I am really shy. I just wanted to come over and say hello. Nice to meet you.”[Please observe the body language I taught you in chapter 4. Do not lean into her. Stand with your feet wide, back straight and your chin up. Smile!]

This is not a pick up line. It is also not an opener. It is strictly a mission for beginners and it is to be completed to teach your subconscious mind that approaching can be a positive experience.

Do this to 5 to 10 different girls. Observe their reactions. Some will smile, and some will even ask you what your name is. (An indicator of interest.) You’ll note that they won’t bite, they won’t beat you up and they won’t growl at you. Complete this mission.

- Newbie Mission 2:

On a different night, go to a bar/pub/nightclub with some friends. Your mission for tonight is to give “High-5s” to women. Do this to 10 different women. It is imperative that you have a smile on your face. As the girls walk by, put your palm in the air and say, “High Five guys”. That’s all you are doing. You are not hitting on them. You are not attempting to make conversation. You are just “High-fiving people.” Complete this fun mission and reflect back on how easy it was.

- Newbie mission 3:

Go out on a different night. I want you to do a combination of Mission 1 and Mission 2. Tell girls you are shy and that you just wanted to meet them. Then on the other side of the bar, give a few high-fives. After that is completed, find a group of people that contains both males and females. Approach them, and tell them that they seem to be“The most happening people in the crowd.” Tell them you are new in the neighborhood and that you’d like to find out where the best nightspots are on the weekends. If there are beautiful women in the group, stroke the men’s ego a little. Tell them that you are impressed with the company of the beautiful women they keep. Surely, they must know all of the happening places in town. Ask them, while smiling in a friendly manner, where you could go to find such beautiful women.

Complete these 3 missions and you will feel different. You will notice that approaching can be fun and that you will receive positive results from it. In fact, the more you approach, the more you start to find that you enjoy the process and you like the positive feeling you receive from meeting new people. Feel free to repeat the missions a few times. Now you are ready for:

- Last Newbie Mission (Feel free to try this even if you are experienced.)

Remember that you can talk about almost anything. (As a general rule, avoid politics, religion, and dry boring topics.) Your eventual goal is to be able to walk up to a woman with ease about whatever you wish.I understand that you may not be at this level yet, and you may still be searching for more conversational topics. As much as I dislike doing so, I shall give you one more training wheel to use as a crutch.I’ll repeat the story about my buddy getting married in Vegas one more time. As you approach with this opener, remember that you are not writing a doctorate thesis on the topic. You are having fun and socializing. Get out of your own head. Turn your focus outward. Remember that these girls are bored. They’re waiting for you. They wantand need someone like you to approach to make their day or night. Are you going to step up to the plate and be that man? Are you going to take action?

As you approach, first focus on being relaxed and comfortable, and sport a smile on your face. (You can at least manage a smirk.)

Vegas Marriage Conversational Opener:

“The craziest thing happened to my friend, so give me some perspective here. Running off to Vegas to get married on a whim. Is that Spontaneous and Romantic, OR, is it just plain crazy?”

You'll get 3 general replies from women.

1. The agreement: “Yeah, it can be spontaneous.”
2. The disagreement: “No, it's crazy/stupid/rash/ and so forth....”
3. The vague reply or question: “Why do you ask?” Or “It depends.”

If you get an agreement that it's spontaneous, use my joke! Playfully grab their wrist with a smile and say, “OK, let's go.”

Regardless of which reply you get, follow through with the actual story. “Listen to this, one weekend, out of the blue, my friend and his girl ran off to Las Vegas. They didn't tell any of us anything. When they came back, they were married! but here is the kicker, (slight pause) they had known each other for only a month!!!!!!! Isn't that crazy?”

At this point, the women will have some opinion or feedback. It'd almost be against their genetic code to stand silent in response to this. Listen to their reply briefly and steer the conversation away from the friend. Feel free to use my premise as well. Launch into “Love at first sight” premise. Despite which of the 3 replies you get, you can transition into, “Do you believe in love at first sight? Is there such a thing? Can two people meet and immediately feel right for each other?” Feel free to continue:

“I don't know about love at first sight. I know about lust at first sight. Everyone has met someone whom they felt that instant rush of attraction to, love on the other hand,.....” At this point, you are engaged in a full fledge conversation. You can transition into a completely different topic and it'd be just fine. Here is a transitional phrase that will serve you well in the beginning: “That reminds me of.....”

You just opened a new conversation and told the story above. Now, transition into something else, “That reminds me..... I just saw the movie “Wedding Crashers and....”.

I liked this conversational opener because it was real to me. I actually had an acquaintance who returned from Vegas being married to his girlfriend, now turned wife. Play with it as a tool to help you socialize if you absolutely cannot think of anything else to approach a woman/women with.

Why is this a great conversational opener for your training?

A. It deals with relationships. Women love talking about relationships and issues revolving around relationships, drama, love, longing, yearning, destiny, romance, and so forth.

B. It focuses on positive. Love at first sight, feeling right, soul mates, are all supremely positive concepts.

C. It gives you a chance to have fun, and joke around, and it'll help you construct the building blocks on how to have interesting conversation with women.

The lesson is, when you approach, you want to be confident, relaxed with good body language, and strong tonality. You also want to be interesting and positive. The above opener covers all of these. You can formulate your own conversations based on your life experiences and as remember that the opener I mentioned is not written in stone. Make your own variation, or deviate from it. Feel free to use your own verbiage and phraseology that feels natural to you. Depending on the girls' reaction, [calibration] sometimes I'd joke that we had a pool going as to how long this rash marriage would last. I'd then ask their opinion and asked if they wanted in. Entrance fee: 20 dollars.

You now have at least one conversational opener to approach women with. Use this to gain experience approaching if you have never cold-approached women before. You have no excuses. It is time to take ACTION. Do the first 3 newbie missions and your last mission is to use the above conversational opener to approach 50 women in the next 5 weeks. (Average of 10 per week is very accomplishable. Start this week!) Meanwhile, do the exercises mentioned throughout the book. Focus on the positive and what you will gain from approaching and meeting new people. Each approach is positive because it will teach you something new, and each approach gives you experience that will build your calibration and relating skills.

• Girls Opening A Conversation With You:

Chances are up until now, you have had girls approach you and you have blown it because you have not even noticed it. Once you understand this, you will look back and realize a fair number of girls who liked you in the past and yet you were blind to it. When you do realize it, you will kick yourself in the rear end, and then you will know that girls are interested in you too and now you can change it around next time.

In our society, girls do not approach guys normally. Perhaps one day things will change but for now, most women won't do it. However, they send you indicators of interest. We generally call them “IOIs” which stands for “Indicators of Interest.”

Whenever a girl asks you anything about you, it shows some sort of an interest. You will notice this very quickly. During the course of conversation, if a girl is not interested at all, she won't ask a damn thing about you. Her body language will display this as well. If a girl asks, “What's your name?” That is an Indicator of Interest. If she asks anything about you, she is interested on some level. It does not mean she is in love, head-over-heels but she is interested on some level. Anytime a girl compliments you on anything, (clothes, watch, smile, whatever), that is an IOI. Pop dating books print these pictorials of how women express interest, but the problem is that they are exaggerated. They show a woman licking her lips while winking at you, or she is spreading her legs as if she were in a Hustler centerfold. Seldom are IOIs that overt and obvious. In real life, they are subtle.

If a girl compliments you on something, don't blurt out “Thanks” and walk away! Pursue a conversation with her! I have taught you a variety of ways. You can suddenly break into a story, or mention something situational about the place you are in, or tease her very lightly. She is interested in you. Take the lead, damn it.

Also, recall our chapter on social calibration. If a girl is interested in you, please do not start teasing her too much. You'll make her feel insecure for approaching you. You need to be able to calibrate the situation and this is where other products will fail you sometimes. Teasing is good, but as I found out the hard way, it has its time and place.

Thus: A. Approach her and get her attention. B. Peak her interest

C. Get comfortable and relaxed

Go back out there, have fun, and enjoy the process of socializing. You have the tools you need and now you need to focus on developing the Attributes mentioned in this book. You will notice that women as well as men will start treating you differently, and you will discover a newfound level of success with women.