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# ATTRACTION ISN'T A CHOICE

**How To Use "Secret" Communication And  
Sexual Body Language To Attract Women**

**David DeAngelo**

# Attraction Isn't A Choice

By David DeAngelo

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Now that we're finished with the bad guy notice, let's learn about how to be successful with women...

## TABLE OF CONTENTS

<b>Introduction .....</b>	<b>9</b>
Seducing Women Feels Manipulative .....	12
<b>Part 1: Attraction Isn't A Choice .....</b>	<b>14</b>
<b>Chapter 1: Attraction Isn't A Choice.....</b>	<b>15</b>
An Open Letter From A Lonely, Beautiful Woman To Herself .....	15
Meeting Women Isn't Magic.....	16
The Power Of Attraction .....	17
Attraction Is Selfish .....	18
Men, Women, And Attraction .....	18
My Concept Of Attraction .....	20
An Exercise To Help You Start Thinking Differently .....	23
My Quick Take On Relationships .....	24
From The Mailbag.....	24
Following Common Social Courtesy Is Bad For Attraction .....	28
Filters And Amplifiers.....	28
Women Use Clues To Generalize.....	29
Do You Get It Or Not?.....	31
From The Mailbag.....	32
<b>Chapter 2: Preparing for Change .....</b>	<b>35</b>
YOU CAN be Successful with Women.....	37
It Doesn't Work the Way You Think It Does .....	40
Living In an Ideal World.....	40
The Nice Guy's 'Real-Self' is 'Real Manipulation' .....	41
You Meet Her Persona First .....	43
We Think Women Are Attracted the Same Way We Are.....	44
Elusive Obvious: What They Actually Want Is Already In You.....	44
REMEMBER... It's OK to Be a Man .....	45
Limiting Beliefs And Change .....	46
Fear of Failure and Not Taking Action .....	46
Fearing Failure on the Approach .....	47
Fearing the Unknown.....	49
Abundance and Scarcity.....	49
Taking Rejection Personally .....	51
Competing With Other Guys .....	52
Infinite Justice .....	52
Fear And The Kiss Test .....	53
The Sex Obligation .....	53
Preparing for Change: Positive Mindsets Bring Improvement.....	54
Lots of Preparation for a Few Key Moments .....	54
You CAN "Get It".....	54
Default Behavior vs. Taking Charge .....	55

Speed of Implementation .....	55
Updating Patterns.....	56
Updating Your Pattern for Talking to Attractive Women.....	57
Fear .....	58
Expecting Instant Gratification.....	59
Natural Variation And Success Patterns .....	61
Avoiding Averages.....	61
Decision Leadership.....	61

### **Chapter 3: The Evolution and Biology of Attraction ..... 63**

3.1 HOW ATTRACTION CAN BE ILLOGICAL .....	63
The Triune Brain .....	63
Internal Mental Power Struggles .....	65
Attraction As A Complex "Chemical Reaction" .....	66
3.2 WHY ATTRACTION IS ILLOGICAL & WHAT DOES ATTRACT WOMEN .....	67
Replicators .....	67
The "Mating Mind" .....	68
The Economics of Sex.....	69
The 'Keep-Him' Strategy .....	70
Why Women Cheat.....	71
Competition in Sexual Evolution.....	72
Attraction, at Last .....	72
3.3 ATTRACTIVE MEN .....	74
Ethology and the Study of Animals.....	74
You Must Trigger The Attraction.....	75
Tastes Good, Not Good For You .....	76
The Animal Inside .....	76
The Pre-Programmed Man Archetype Homing Mechanism .....	77
3.4 LET GO OF EVOLUTIONARY HANG-UPS .....	78
We Can Change and Reprogram Ourselves .....	78
Competition .....	78
Remembering and Fearing Failures Over Successes.....	79

### **Part 2: Creating Attraction..... 80**

### **Chapter 4: The Hidden Languages Of Attraction..... 81**

Secret Languages And "The Matrix" .....	81
Finding Hidden Patterns .....	81
Unspoken Languages.....	82
The Universal Language .....	83
The Language of Secret Societies.....	86
The Series of Key Languages and How to Approach Them.....	87
Body Language .....	88
Posture .....	89
...Slow and Calculated Movements and Gestures.....	89
The Most Powerful Secret Language: Innate Body Language .....	90

The Hidden Language of Eye Contact .....	90
Communicating with Tone of Voice.....	91
The Secret Language of Cocky Comedy .....	92
You Can't Always Spell It Out For Her.....	93
The Tension and Energy of Two Magnets Wrapped by a Rubber Band.....	94
The Secret Language of Sex .....	95
The Secret Language of Flirting and Sexual Chemistry .....	97
The Usual And The Unusual .....	99
The Strength To Be Yourself .....	100
The Hidden Language of Self-Confidence .....	100
You Don't Have to Agree with Rejection.....	101
Beliefs to Express Through Hidden Languages.....	103

## **Chapter 5: Building Attraction ..... 106**

Social Proof .....	106
The Value of Social Proof.....	106
Connecting to Social Proof.....	107
Becoming an Addiction.....	110
The Obsession Formula .....	111
Playing Hard to Get .....	112
Two Steps Forward, One Step Back.....	113
Give Her Just a Taste.....	115
Give Her the Gift of Missing You.....	115

## **Chapter 6: Attitude and Composure ..... 116**

The Attitude.....	116
Why Women Date Bartenders and Other Players .....	116
The Attitude Is Behind the Words.....	117
James Bond Never Whines .....	118
Be the Leader .....	118
Being Focused on your Goals is Attractive.....	119
Do but Don't Care .....	119
James Bond Doesn't Get Upset .....	120
Dealing with Tests and Challenges .....	120
James Bond Doesn't Rush Things.....	122
The Attitude Has Mystery, Tension.....	122
Women in Demand are Demanding .....	124
The Attitude May Sometimes Be a Burden .....	124
Summary of the Attitude.....	124

## **Chapter 7: Most Guys Do Exactly the Wrong Thing When They Date Attractive Women..... 126**

The Way Of The Wuss.....	126
Why This Pattern Happens the Way It Does .....	126
Why Women Run Once the Submissive "Nice Guy" Appears.....	127
<i>Mistaking Affection for Attraction</i> .....	128

Adapting Wuss Behavior Into Attractive Behavior ..... 130

**Chapter 8: Don't Bore Her! ..... 143**

Boring Men Aren't Attractive..... 143  
Why Wusses Bore Women..... 143  
Don't Be Predictable ..... 144  
Be Different Instead ..... 145  
To Get From Affection to Attraction, Play Hard To Get..... 146  
Avoid Boring Conversation ..... 147  
So What Do You Say? ..... 148  
Humor Technique: Fake Drama ..... 148  
Responding Correctly to Real Drama From a Woman ..... 149  
Reframe Ass Kissers ..... 149  
Talk About Sex..... 149  
Read Clues ..... 150  
Be Mysterious ..... 151

**Chapter 9: Cocky Comedy In Detail ..... 152**

Cocky Comedy ..... 152  
What Cocky Comedy Communicates ..... 153  
Why Does Cocky Comedy Attract Women?..... 153  
It's Cocky BALANCED With Comedy ..... 154  
How to Create Cocky Comedy..... 154  
Examples Of Cocky Comedy ..... 155  
My Personal Favorite Cocky Comedy Standards..... 156  
Using Cocky Comedy To Beat Tests..... 157  
Exercise: Cocky Comedy ..... 157  
Remember That Cocky Comedy Is Desired When Unacknowledged ..... 158  
Don't Cave In and Collapse—Continue Building with Cocky Comedy ..... 158  
Overdoing It ..... 159  
Balancing Ball Busting With Regular Conversation ..... 159  
Flirting ..... 159  
Flirt From The Very Start ..... 161  
An Example ..... 161  
Practicing ..... 162  
From The Mailbag..... 163

**Chapter 10: Frequently Asked Questions..... 166**

I Just Got My First Email Address... What Do I Do Now?" ..... 166  
How Long Should I Wait? ..... 166  
What Should I Do If She Doesn't Call Back?..... 167  
Should I Take Her Out To Dinner?..... 168  
I Have This Girl That's Been A Friend For 47 Years... How Do I Get Her To Feel Attracted To Me? ..... 169  
How Do I Handle Competition From Other Guys?..... 170  
Should I Date More Than One Woman? ..... 171



"How Do I Come Off As The Most Romantic Guy In The World, But Only Have Chicks Be Interested In Me For Short Term Sex?..... 171

**The End ..... 172**

## Introduction

A hundred years ago Sigmund Freud, the father of modern psychology, said that there was one question that he couldn't answer: "What do women want?" My opinion is that old Sigmund was asking the wrong question. He was thinking about the situation all wrong. The question isn't "What do women want?", but "What do women RESPOND to?"

Everyone knows that if you ask a woman "What do you want in a guy?" she'll answer with something like, "I want a NICE guy who comes from a good family... honest, stable, dependable... etc." Right? But we also know that a lot of really attractive women on this planet seem to be found with guys who are *exactly the opposite*. Let's look at some of the top models of all time. Why is it that all the super-models seem to date violent, drug-addicted, unstable, wild rock stars? And why is it that every attractive woman that has ever been interviewed in history has admitted to being attracted to "bad boys"? I think you get the picture.

My point is that there's a HUGE difference between what women *say they want* and what women *are attracted to*. Women have many conflicting drives going on inside. And in many cases women RESPOND to completely illogical things – which are often very different than what they say that they "want". The question that I am going to attempt to solve in this book is, "How can I make women feel this attraction that they feel for 'bad boys' without having to be an abusive jerk?"

When I first started studying this particular area, I was really fascinated with this concept of women liking jerks but not "nice" guys. It has always struck me as very interesting... even from a young age. When I was younger, I never had any success with girls.

In middle school and high school, I wasn't one of the kids that got notes from girls. I didn't socialize with girls at the dances. And I never had a girlfriend (I know... boo-hoo for me).

I didn't have my first girlfriend until I was 18. I always just kind of assumed that I wasn't attractive to women and just silently worshipped them from afar. I'll tell you, back then I would have done ANYTHING to have a girlfriend. But the more years that went by without one, the less likely it seemed.

In any event, I met a girl when I was 18...

She was unstable and came from the most bizarre, dysfunctional alcoholic family... and was just the co-dependent, needs-a-guy-to-"save"-her project

that I thought I wanted.

Well, over the next 8 or 9 years I had about 5 or 6 girlfriends. They were mostly great women, but I now realize that I got into relationships with them because I DIDN'T THINK THAT I HAD ANY OTHER OPTIONS.

Whenever I was single, I always had a very lonely, insecure feeling that created desperation to find a woman who would be with me. Then, when I found one, I would cling to them instantly, hoping that they would love me.

About 5 years ago, I had just moved to Southern California to be closer to the company for which I worked. Shortly after moving, I quit that job, and I broke up with my long-distance girlfriend.

So here I was, in my late 20's, in a new place with no friends and no girlfriend... with that same lonely, unsure feeling that I always got when I was single.

I made the decision that it was time to get this part of my life handled. I wanted to figure out how to be successful with women and dating so that I wouldn't be so insecure anymore.

I didn't like the idea that I could be out in public, see a woman that I'd like to meet, but have no idea what to do to meet her. I didn't like the idea that I had to feel fortunate when a woman liked me... but that I had no control over which women liked me and when I could approach them.

So, being the kind of guy I am, I decided to do something about it once and for all.

I made a commitment to myself that I was going to do whatever it took to get this handled. I started reading books, going to seminars, listening to tapes, and searching the Internet for ideas.

At first, I was excited because there seemed to be quite a bit of good books available on the topic. But the more techniques I tried, the more I began to realize that none of the methods being sold out there were quite as good as the authors claimed.

After literally a couple of years of trying different things, I finally shifted course. I started watching what guys who were successful with women did in real-world situations, and I started asking them for help. This is when things all started to happen for me.

One friend showed me how he met women at bars, another showed me how he met women online, another showed me how he met women at dance clubs, and another showed me how he approached women on the street.

From this combination of watching guys who were successful with women and testing new ideas online, I realized a few key things:

1) The things that came "natural" to me, like being "nice" to women, kissing up to them, buying them things, and doing all the things that "mommy taught me" didn't work the way they "should have". Women didn't respond to kind, giving, ass-kissing behavior by giving me attention and approval. They responded to it by running the other way.

2) Attraction Isn't A Choice – but most men act as if it is. If a woman doesn't feel it, then it's going to be VERY hard to make any progress beyond, "I only like you as a friend."

3) Attraction works very differently for women than it does for men. Men are attracted to looks first, personality second. Women are attracted to personality first, looks second. (I know that a woman will see you before getting to know you, so you'll be JUDGED on your looks, but as far as attraction is concerned, personality is more important.)

4) Men see all physically attractive women as potential sex partners, but women don't see all physically attractive men this way. A woman has to find out a bit about you first – namely, whether or not you're a Wussy. Then she'll decide if you're either "friendship material" or "possible romantic material."

I've found that most books written on the topic of dating and relationships are only half-right. They only tell you what women are "supposed" to be attracted to according to the unwritten rules of society. The problem with these books is that they don't actually address the subject of attraction!

I've found that when it comes to dating and romance, a woman's STRONGEST desire is to be with a man that she feels a strong emotional attraction for... a man that fits her genetic, archetypal lock... the Yang in her Yin.

My belief is that attraction is so powerful that a man who is not physically attractive, who doesn't have money, who isn't tall, etc. can win the affections of a woman over a man who *does* have these things, but doesn't have the personality and qualities that are naturally and genetically

attractive to women.

I don't think that most guys understand that a woman can want to be around them "just for them"... in other words, that she'll want to be with him, spend time with him, enjoy having sex with him, etc. Most guys are also surprised that a woman will actually do the pursuing if the situation is desirable for her.

I wrote this book to get you over the idea that kissing up to a woman, giving away your power, accepting her manipulative behavior, buying her things, pursuing her, acting apologetic, and all the other traditional ideas aren't the answer.

The answer lies in learning how to make a woman feel ATTRACTION...

When you can create that emotion inside of a woman, she'll want you just because she loves how she feels when she's with you.

Just as importantly, she'll want you because she DOESN'T like how she feels when she's NOT around you.

### **Seducing Women Feels Manipulative**

The "pick up chicks" books and ideas I tried when I was starting out learning how to be successful with women didn't work very well, and often just felt wrong.

Compared with many of these other things, my stuff "feels right". I show guys how to get in touch with their inner attractiveness, how to be smooth and be a gentleman instead of being sneaky and being a jerk.

I'm not a relationship expert... I prefer to focus on first meeting to the first several dates. I feel that's an area that most guys find the toughest to figure out.

I don't have any hang-ups or negative moralistic views of sex... I think that safe sex is a beautiful and healthy thing. I'm loyal when I have a girlfriend, but I see nothing wrong with dating whoever I want when I'm single.

It's a challenge to help a person who "doesn't get it" in a certain area of life to get to a place where they do "get it". It's a challenge that not many people undertake. Many people will just explain some techniques or maybe only a principle. But to take a person who doesn't have a real frame of reference for something, like success with women, and get them to where they're willing to accept a completely new way of looking at things is never

easy.

For instance, I've realized that teasing and playing hard to get with a woman often gives her what she REALLY wants – it's often what will make her feel a REAL gut-level attraction for a man. It's not an easy theory to get someone to understand, considering that common sense tells you that this behavior is rude and not socially acceptable. Are you with me on this?

Beyond that, to get someone to overcome genetically wired and socially programmed beliefs, drives, and ideas long enough to actually try new things... and to stick with them until they get good at them... is a real undertaking.

I believe in what I'm teaching, because it took me years of trial and error to figure this stuff out and because I've seen it work for so many guys. It's been proven that the ones who apply themselves get results. My challenge in this book and with my other products is to help other guys achieve more success in this aspect of their life.

There is a lot of power in deciding that you will do "WHATEVER IT TAKES" to achieve your goals, and I really hope that you make the commitment to yourself to get this area of your life handled for good.

Take a minute right now and commit to yourself. Commit to doing whatever it takes to get this part of your life sorted. The more committed you are to YOURSELF, the faster you'll improve, and the more likely you are to experience the success that you really want.

Now, let's get to it!

# Part 1: Attraction Isn't A Choice

## Chapter 1: Attraction Isn't A Choice

### An Open Letter From A Lonely, Beautiful Woman To Herself

"Dear Diary,

It seems like these days are all the same... one guy after another. I guess I should consider myself lucky, but at the same time it's so frustrating to be me.

My boss was "flirting" with me again today. It's starting to make me feel uncomfortable... He'll come into my office for absolutely no reason and pretend he's letting me in on some kind of "secret" in the company. It's so obvious what he really wants. It's just like when I'm at the store and some strange guy will pretend to be shopping for something totally out of the ordinary (which they never end up buying) just to eye me up and down in the aisle. These guys just don't have a clue.

Tonight I finally went out with Brian. I was so excited... he seemed really nice at first, but then it just went on and on and on.... ARGH! They just don't get it. It was like everything he did was to try to impress me, from making sure I approved of the restaurant (and the time, and the table, and *even the parking spot*) to finding out my food preferences so he wouldn't order something I disliked FOR HIMSELF. It's not like I didn't have my own food coming!

It kind of made me sad actually, because he really did seem nice, but he was just missing that *thing*. It seems like none of these guys have that magical thing about them that my old flame James did. It's funny, because James wasn't exactly the most handsome guy around, and he certainly wasn't modest, but there was just something magical about the way he carried himself... like he didn't have a care in the world. I can still feel it now when I think about him.

If he called me tonight everything would be perfect! But I know he won't, so I'll stop dreaming now.

I figured just ONE of these last few guys would make me happy. The gifts and the dinners are nice, (and Steve's yacht was amazing!) but none of these guys can make me feel the way I did with him... It was so exciting... I never knew what was going to happen next.

I guess it's better to be wined and dined than sit home alone thinking about James, but it's really nothing special anymore knowing that some guy is just going to do whatever I want and give me whatever I ask for...



thinking that it's going to make me want him.

Where, oh where is a man that can make me feel that way again? And would it even be the same? I fear not. I just can't help but think of him over and over.

I wish so badly that I could just forget him and be happy with one of these nice guys that I keep meeting. It would make Mom so happy... but they just don't get it. What's a girl to do?"

## **Meeting Women Isn't Magic**

To most men who have never experienced it, success with women is unexplainable—it basically looks like magic.

And unfortunately, many men will excuse themselves from success by saying, "I'm not rich or famous... I'm not tall or handsome. I don't have a chance to be successful like those other guys." This, of course, puts the idea of success into the mental realm of impossibility.

When a person believes that something isn't possible, it sets up quite an obstacle. Many experts thought that it was physically impossible for a man to run a mile in under four minutes. Many even thought that it would cause *instant death* from over-exertion. Then, of course, Roger Bannister ran a mile in under four minutes. In the next year, TWELVE more people broke the four- minute barrier.

When I started my personal journey to learn how to be more successful with women and dating, I didn't know what was possible. I doubted that an "average looking" guy like myself could have much success. How wrong I was.

In the process of learning, I saw guys do things that I would have said were totally impossible. I watched one guy get 25 phone numbers in one weekend from different women. I watched a guy walk into a topless dance club and take home a dancer that he'd just met. I met a guy that meets almost all of his dates on the Internet... and I met even met one of his dates in person (she was VERY hot). I met guys that were short, guys that were overweight, guys that were older, and guys that were bald who had *extraordinary* success with women.

I saw things that are even more incredible than these examples that I've described, but I fear that if I mention them here they won't sound believable.

In other words, I basically saw it all. I learned that it IS possible to be successful with women, no matter what your perceived limitation or disadvantage is.

I now believe that any man can learn how to attract women, if he is willing to learn how and do what it takes. Unless you are unconscious (or have really bad breath combined with absolutely no social skills), then you can do it.

Now let's shake things up a little.

## The Power Of Attraction

I have something **bold** to say:

If you meet a woman and interact with her long enough for her to form an initial impression of you, and she feels no attraction for you, then **THERE'S BASICALLY NOTHING YOU CAN DO ABOUT IT!** No amount of kicking, screaming, calling, trying, buying her things, or taking her out will do a damn thing about it.

If you meet a woman and interact with her long enough for her to form an initial impression of you, and she **DOES** feel attraction for you, then there's nothing **SHE** can do about it! And no amount of logic, thinking about it, or peer-pressure can stop it. In fact, some women will endure abuse, neglect, and all kinds of other horrible things because they just can't overcome their own emotion of attraction.

Why do women feel strong attraction towards some men... and in many or even most cases these men are not rich, handsome, or famous?

Because they **CAN'T HELP IT.**

Why do women feel zero attraction for some men, even though they have all of the outward appearances of the ideal man?

Because they **CAN'T HELP IT.**

Think about that for a second or two.

A woman feels these things because she can't help it. She can't do anything about it. To her, it's experienced as just **HAPPENING.**

We're dealing with a mechanism that is stronger than logic, stronger than reason, stronger than a parent's warning, and stronger than bad experiences.

The force of attraction can be unimaginably unfair, completely illogical, unusually cruel, and beyond comprehension.

People will do things that are totally irrational and exactly opposite of what's good for them when they're under the influence of Attraction.

I've seen people take ridiculous risks and lose much of themselves because of attraction.

But the fact is that attraction is neither good nor bad.

It just is.

### **Attraction Is Selfish**

With that said, Attraction works in very *selfish* ways. Attraction is not concerned with the feelings of others. Attraction is *designed* to hijack a human mind and body for it's own ends.

Attraction is either on or it's off. You either feel it or you don't.

If a woman doesn't feel it for you, she probably never will. And if she does feel it, no amount of reasoning and logic will change how she feels. (On the other hand, if you start acting like a wussy, she'll probably start losing the attraction rather quickly.)

### **Men, Women, And Attraction**

I can remember when I used to believe that being a "nice guy" was the way to make a woman like me. I believed that if you were "nice" and she didn't like you, it was probably just because she didn't think you were handsome enough, rich enough, or whatever—and that there was nothing you were going to do about it.

I mean, doesn't it make sense that a woman should be attracted to a guy who treats her well, is attentive, is sensitive to her feelings, gives her what she wants, buys her gifts, etc.?

Of course it does. It makes LOGICAL sense.

But when I really started to pay close attention to what was happening in the REAL WORLD, I started to notice a few things:

1. Women would tend to break up with me, play hard to get, and generally not be happy and satisfied when I treated them "overly nice". Being "nice" seemed to be the enemy of attraction.

2. My "nice" friends weren't the ones who were attracting all the women... it was my "bad boy" friends that seemed to be getting all the attention from the girls.
3. The most popular male "sex symbols" tended to be guys who were mean, liked to fight, and were basically abusive "bad guy" types.

About six or seven years ago, when I first decided that it was time to "figure out" this part of my life, I started by reading and learning as many popular techniques and ideas as I could.

I tried just about every system to "meet women" that has been created.

You name it, I tried it.

But no matter what I tried, there always seemed to be something missing from the puzzle. Sometimes the ideas worked, but for the most part it was VERY hit and miss.

Then, one day I was talking to a new friend that I had met about how to meet women. I was telling him about some of the new techniques I was trying like handwriting analysis and palmistry...

All he could do was look at me with a kind of half-confused smile on his face.

As it turned out, this new friend of mine led me to a realization that was a key to understanding the idea of ATTRACTION.

As he listened to me talk about my ideas on different occasions, he would always try to explain to me that women aren't attracted to "nice" guys who "kiss their asses" and do "nice" things for them. He explained that *his* method of attracting women involved being arrogant and funny and leading the woman in the direction he wanted her to go. He even talked about being kind of rude at times, which really confused me.

As I started to put the pieces of the puzzle together over a few years, I began to realize that:

1. Attraction isn't a process that happens by "choice". In other words, a woman doesn't start talking to a man and say to herself, "Wow, this guy seems very smart and funny... just the type of guy that I've been looking for... I think I'll feel attracted to him." This has evolved to my mantra, "Attraction Isn't A Choice".

2. Attraction happens at an unconscious level as an automatic EMOTIONAL response to certain cues. For men, attraction usually happens in response to a beautiful face and a nice body. For women, it usually happens for other reasons (although it can and does happen on occasion for physical reasons alone).
3. Attraction does have a "logic" all of its own, complete with techniques you can learn in order to increase it.
4. When a woman feels ATTRACTION to a man, she will do things that seem to be completely illogical, irrational, and even against her best interests in order to be with the man who is the object of her desires.

If you're stuck in the idea that a woman "should" feel attracted to a "nice guy", then your first step is to open your eyes, and take a look around at some of the OBVIOUS patterns that are hidden right in PLAIN SIGHT around you.

1. There are a lot of guys who are average looking, average height, average income, etc. who have ABOVE average success with women.
2. The "nicest" guys aren't usually the ones to whom women are *attracted*.
3. There are a lot of men who are truly "bad boys" who get FAR more than their share of women.
4. We humans, for the most part, are not in control of our "attraction mechanisms" (or other emotions, for that matter)... in other words, when we are attracted to someone else, it takes control of us and there's almost NOTHING WE CAN DO ABOUT IT.

## My Concept Of Attraction

**"Attraction isn't a choice; it's an evolutionary mechanism that takes over our mind and body long enough to make sure we mate with someone with the best possible genes."**

Now, it's not important to the argument what your personal beliefs are about evolution. I think most people would agree that evolution happened on some level and is responsible to some extent for our similarities and differences to other animals. Whether you believe that God started evolution or it happened on its own is irrelevant to the mechanisms of attraction (In future chapters I'm going to explain this theory in more detail.)

My point is that women, for the most part, *can't help what they are and aren't attracted to...*

THEY CAN'T HELP IT!

Attraction works differently for men and women. For men it's all about looks first, personality second; for women, it's more about personality, then looks. Even though they happen for different reasons, I think that the GUT LEVEL EMOTIONAL FEELING of attraction is probably similar for both men and women.

Attractive women are approached all the time, so they know the game and disqualify men very quickly. If you don't know what it takes to get past this instant judgment, you have little to no chance.

Most men follow their emotional pulls and evolutionary/social conditioning when it comes to women. They do the wrong things for the wrong reasons at the wrong times. They've never taken the time to understand how attraction works nor do they admit they need help, so they walk around *blind* for the most part.

If you ask most women what they "want" in a man, they'll say, "Oh, I want a nice, honest, thoughtful guy who can communicate well..." And the truth is, this IS what most women "want". But remember, there's a BIG difference between what women "want" and what makes a woman feel ATTRACTION.

ATTRACTION is a mysterious thing. The French thinker Pascal once said, "The heart has its reasons of which reason knows nothing." What he was getting at here is that our emotional systems have developed over millions of years through a complex process of evolution and selection. And the emotions we feel are triggered by things that are usually not at all "logical."

I was walking with friends through an outdoor shopping mall, and one of them was looking in the window of a women's clothing store. All of a sudden he said, "I can't stop looking at those nipples." When I looked, I realized that he was talking about the mannequin in the window. When you looked at it, you could clearly see a pair of pert upturned nipples poking through the shirt. As I looked at it, I realized that I couldn't stop looking either!

I'm sure you've had a similar experience with a magazine cover, a woman walking by, or a TV show. When a woman or part of a woman that particularly appeals to you passes in front of your eyes, you become INSTANTLY TRANSFIXED on it. You are literally unable to look away for a few moments. Sometimes you'll become riveted to the image until it is out

of sight. I believe that this particular reaction is an evolutionary development that helps us men find and mate with women who have great genes and a youthful (fertile) appearance.

Well, WOMEN have this mechanism as well. But a woman's "attraction mechanism" responds even MORE powerfully to certain personality traits and communications than it does to an attractive male body or face. In other words, if you communicate the right things in the right way, a woman will become INSTANTLY TRANSFIXED on you and be LITERALLY unable to take her attention off of you... the purpose of this book is to explain how and why this mechanism exists, and, more importantly, how to use it to attract the kinds of women you've always wanted...

Now, let me ask you:

What makes YOU feel that INSTANT ATTRACTION for a woman?

For most men it's a certain look, a body part... maybe a voice tone or a touch.

Most of the single guys I know don't say "Hey, let's go out Friday night and look for some women with great morals, stable family units, and good conversation skills."

If we humans were purely LOGICAL creatures, then we wouldn't care too much about looks. As a matter of fact, we might even think things like, "Well, she looks TOO good... she probably spends a lot of time tending to her looks, which means she won't be a very attentive partner and parent... I choose not to feel attracted to her."

And then we all woke up!

And back to reality...

As you're going to hear me say a lot, men are attracted more to looks, and women are ATTRACTED more to personality, style, and communication. Sure, Brad Pitt and Tom Cruise are handsome in a way that turns women on, but these guys aren't the RULE, they're the exception.

Men are attracted to hot-looking young women, and women are attracted to a special combination of confidence, humor, and personality.

The fact is that women's attention is captured by the type of character usually found in romance novels because these men offer something that satisfies a DEEPER need. And this deeper need is both emotional and complex.

If you run down to the bookstore and pick up some of these romance novels, you'll find something interesting... the stories usually start with a male character that is wild, often abusive, untamed, and generally a not-very-nice kind of guy (Sure, by the end of the book he's usually calmed down a bit, but you always know who he REALLY is underneath).

I'm sure you've either experienced or seen the situation where a guy says, "For some reason the women I know date these jerks, then I'm the 'friend' that gets to hear about it." Why is it that women date jerks, then tell their "nice guy" friends the stories instead of just dating the nice guys in the first place?

ATTRACTION. ATTRACTION. ATTRACTION!

### **An Exercise To Help You Start Thinking Differently**

I have a simple exercise that I'd like you to try right now:

Take your computer mouse and turn it 180 degrees clockwise. Turn it so the end that is usually closest to you is now furthest from you, and the furthest part is closest. (If it has a cord, the cord and buttons will be under your palm now.)

Now try to use the mouse to move the pointer around on your screen.

At first, it doesn't make any sense... it's backwards and upside down. But as you play with it a bit, you start to get used to it, and you can move around pretty quickly.

Now try using it with it turned only 90 degrees one way or another. This is much harder. But with some practice you can do it.

Learning to make women feel attraction for you is much the same way. At first it **DOESN'T SEEM TO MAKE ANY SENSE AT ALL**. But the more you practice, the more you start to see that even though it isn't logical **IT DOES HAVE A PATTERN AND A METHODOLOGY TO IT**.

As a matter of fact, I've realized that once you learn this set of behaviors that "pushes the attraction button" inside of women, you will start to see that *women actually KNOW when they are dealing with a man that understands this principle*. Women instantly respond to men who "get it" and they **INSTANTLY REJECT MEN WHO DON'T**.

Just like moving an upside-down mouse you must learn to do things that don't come "naturally" to you.



But once you learn them you'll have a skill that will create amazing results in your life.

You must remember that attractive women are being approached all the time by guys who kiss up to them. This almost NEVER creates attraction. You must be something different. You must be entertaining but not goofy, and confident but not so much that you appear insecure. Most importantly, you must be totally in control of yourself and the situation.

I hope you're starting to understand better why I always say, "Attraction Isn't A Choice."

### My Quick Take On Relationships

If you've read my book "Double Your Dating", then there's a good chance that somewhere along the way you've asked yourself the question: "Does this guy think that long-term relationships are healthy?"

To set the record books straight, I want to say:

"Yes, I think that long-term relationships are wonderful, healthy, and can be a great source of joy and happiness, Amen."

I've had many of them myself and have enjoyed some great times as a result.

However, if you don't learn how to a woman feel ATTRACTED to you at the VERY BEGINNING, then you are taking a HUGE risk. You're going to invest your time, effort, energy, emotions, gifts, money, and life pursuing someone *who may not or may never feel the same way about you.*

If, on the other hand, you master the art of making women feel that GUT LEVEL ATTRACTION by using your personality and communication, then you won't be GAMBLING as much when it comes to women and relationships. You'll be able to choose when you get into relationships.

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### From The Mailbag

"Dear David...

I'm a 37-year-old guy, not bad looking, dress pretty well, nothing in the way of great detractors in my habits that I can tell. Growing up in a liberal town of liberal-minded, feminist parents, where most conversations were matter-of-fact and

direct, very little teasing occurred, etc. it's been hard trying to lose my matter-of-fact approach to talking to women and gain this bad-boy-ish attitude you talk about in your book. It is the complete antithesis to much of who I see myself as. That said, I still want to give it a try, since being a natural Sensitive Guy (although not a pushover) hasn't given me the huge success I'd like.

My problem comes from my age. Most of the women from 28 up that I meet all want to get married pretty soon, and seem to assess me as husband material rather than sexy-man material. My friends say "Well, why don't you just date younger women?"

As if it were that easy!

I want to approach tons of women (despite the fear I feel at each approach if it doesn't already feel like a natural opportunity to me). I have a strong sense, though, that a 37-year-old guy approaching a 23-year-old girl (or anyone under 28, say) would be looked on with suspicion by the girl, especially since I'm nobody famous or rich or whatever. It's like it's already a giant stroke against me, adding to the already huge one I feel I have being this naturally considerate, even-handed, egalitarian sort of guy.

I couldn't find it in your book, but have you honestly seen guys my age do just as well with the younger girls as guys in their 20s? I'd find that hard to believe; you always hear younger girls talking about "creepy older guys" (even if those guys aren't noticeably creepy -- the mere fact that they're approaching the younger girls seems to freak them out). What do you think about this?

-B."

**MY COMMENTS:** First of all, you're not alone. I know that there are a lot of other men out there who are thinking "I'm a nice, stable, intelligent guy... and I should be able to attract women."

You must realize that women don't really care if you're a nice guy. "Nice" doesn't light up their emotions and make them feel A GUT LEVEL ATTRACTION. What DOES make them feel it? You guessed it... teasing, humor, unpredictable behavior, and that magical combination of cocky and funny.

I heard a great theory once: Too many of us men were raised by our MOTHERS, and not our fathers. Or, we were raised in a household where our mothers dominated our fathers. In either case, we learned how to attract a MOTHER, not how to attract a LOVER.

Do yourself a favor, and think for a moment about what it would be like to be an attractive woman in your mid 20s who is approached all the time by "nice" guys that want to take you out and bore you with conversation about the news and weather. Now ask yourself: "What kind of guy would instantly get my attention and cause me to feel an attraction to him?"

I have a lot of guys write me to say "I know this girl who's beautiful and smart and attractive. She and I are great friends, we have everything in common, and we get along perfectly... but she says that she's just not attracted to me..." Have you ever noticed that:

The most attractive and interesting women seem to be attracted to men who don't treat them very well?

1. That the "nicer" you are to a woman the more she often seems to act like "just a friend" to you?

What's going on here? Didn't mom say to be "nice" to girls? Here's the deal: Women aren't usually romantically attracted to "nice" guys. Women are attracted to men who are funny, confident, and mysterious. Good looks don't hurt, but if you're not 6'4" tall and model-handsome, then you have to learn how to attract women with your personality. And being "nice" isn't going to do it for you.

I was just in the bookstore the other day, and I happened to pick up Motley Crue's new book "The Dirt: Confessions of the Worlds Most Notorious Rock Band." As I was flipping through the pages, I realized that these guys have dated more of the world's most attractive women than anyone (except maybe Hugh Hefner). In case you didn't know, the guys in Motley Crue are not very "nice". They're famous for taking every drug known to man, beating their women, fighting, and having a lot of people die around them. Now, the first thing most guys say is "Yea, but they're rich and famous..." And this is true, they are rich and famous. But, and it's a BIG ONE... all of the women that they have dated, married, and beaten up are ALSO RICH AND FAMOUS TOO! These are supermodels and playmates of the year and such. These women can date whoever they want. Tommy Lee was MARRIED to both

Heather Locklear AND Pamela Anderson... remember? These women didn't need Tommy Lee for his money or his fame... get it?

So what's going on here? And more importantly, how can you use this information to be more successful with women and dating? First of all, don't go out and start taking drugs and beating up your dates. I mean, I know that an occasional woman will drive a man to drink, but I don't recommend going "Motley Crue" on a girl. The first chapter of my book "Double Your Dating" is called "Women Don't

Make Sense". Here's what I mean... I believe:

1. Women make decisions very, very quickly about whether a man is going to be "just a friend" or if he has romantic potential, and once her decision is made, it's probably going to stay made.
2. These decisions are made "unconsciously", meaning that women make all of them quickly and at a "gut level".
3. If you know how, you make her feel attraction feelings rather than "friend" feelings.
4. The way to do it is to stop acting "nice" and start acting, well... something else... and I don't mean "not nice".

So what DOES attract women? And how do you do it exactly? Good questions... At the beginning, I mentioned three qualities: Funny, Confident, and Mysterious. Before I talk about each, I first have to remind you that WOMEN DON'T MAKE SENSE. Remember that. Here's a good metaphor: Remember when you learned to drive? It all made sense... turn the wheel left and go left, turn it right and go right...

But do you remember when you learned to back up? Backing up is a whole new game. Everything that used to work now works in a different way. At first you feel disoriented. Turn the wheel left and go right... and you have to learn how to maneuver with the back wheels staying straight while the front wheels turn... all with your head turned around. For most people, this takes some time and practice. But once you "get it" then you can do it anytime you want. Well, women are very similar. At first it's very confusing. You have to try things that don't seem to make sense. But once you get the hang of it, then you see how it works and can make it work... just like backing up a car.

As much as many women would hate to admit it, there's

something very attractive about a man who is just a little more confident than he should be. And if you combine this with the right amount of humor, you have a magic combination that will charm almost any woman.



## Following Common Social Courtesy Is Bad For Attraction

When around attractive women, guys tend to act like they want and need the woman’s approval, just like they would in any other social situation by being nice, courteous, etc.

The paradox and irony is that needing her approval, kissing up, letting her lead and you respond will NEVER cause her to feel that gut level attraction for you.

Following the commonly accepted way of behaving when you’re dealing with a woman that you want to feel attracted to you just won’t do it.

Ironically, the way to get her approval is to *not need it in the first place – and make SURE that she’s aware of this fact* (by mentioning it subtly, dealing with her tests correctly, and most importantly, making her work for YOUR attention and approval).

And here’s an interesting insight that came to me in a blinding flash of the obvious: If a woman is working hard to get and/or to keep your approval, then *it really doesn’t matter if you have hers*. A person can’t focus on too many things at once and trying to get a person’s approval is very distracting. While she’s trying to get your approval, she’ll be too distracted to disapprove of you.

In other words, as long as a woman is working to get your approval, she’s far less likely to be picky about you or your behaviors.

Now, don’t use this information to be abusive. But keep in mind that the higher your standards are, the more she’ll work to keep you thinking well of her... and the less she’ll nag, complain, and find faults with you.

## Filters And Amplifiers

In direct marketing, there is a concept called “Filters And Amplifiers”.

The basic idea is that every aspect of a marketing piece or campaign can be viewed as either something that will make it more successful or less successful.

Aspects that reduce a person's interest or desire, or raise their suspicions or objections are called "Filters" because they cause people to filter out the information.

Aspects that *increase* a person's interest or desire, or make them want to take the next step in the buying process are called "Amplifiers" because they make it more likely that a person will continue and complete the steps necessary to buy.

When I think about the idea of being successful with women and dating, and particularly the concept of Attraction, I think about a similar idea.

In summary, everything you do can be seen as either a "Filter", meaning it reduces the attracting a woman feels (and your chances of success), or an "Amplifier", meaning it increases a woman's attraction (and your chances of success).

Throughout this book I'm going to make many distinctions between "attractive" behaviors and "unattractive" behaviors.

There are personality traits, physical traits, and behaviors that are more attractive or less attractive on average.

For instance, *confidence* is universally attractive, and lack of confidence is universally unattractive.

In every situation, you can act in a way that will increase or decrease the attraction present.

Remember, if you don't spark the attraction from the beginning, you have little chance of getting it started later. On the other hand, once it's started, you can screw it up if you don't continue to amplify it.

Of course, all of this attraction stuff is happening on an "unconscious" level. Unless you take the time to explain the concept of Attraction to another person, they'll go along thinking that they are in control of it.

## **Women Use Clues To Generalize**

Generally speaking, women read much deeper into situations and communication than men.

A man will meet a beautiful woman and fail to notice obvious clues like chain smoking, mention of abusive ex-boyfriends, and not having a job.

Women, on the other hand, can be talking to a friendly, handsome man who appears to have his act together, and because his shoes don't match his belt think:

"Well, if he doesn't realize that belt and shoes should match, then he obviously doesn't understand fashion... and if he and I ever got into a relationship I'd always have to worry about him showing up looking like a fashion crime in front of my friends. I'll bet he doesn't take care of his house either. He's probably not aware of what's cool in general. He'd be way too much work."

Sound unreal?

Try this: Find the nearest attractive woman and read that last section to her. You'll probably see a knowing smile... that will culminate into a full belly-laugh.

Really, try it.

What's my point?

Well, the simple point is that women make all kinds of decisions based on very little details (and big details as well).

If you want to make things happen with the ladies, you may have to take a look at yourself from a different perspective. You may need to get into a few new habits and routines, and you may need to learn a few things about some topics that you never found important.

I'm not talking about going overboard here.

You don't have to hire a professional fashion consultant on retainer, get waxed bi-weekly, and start reading Cosmo every month. But you might want to try each of these just once, so you can see what's going on.

You don't have to go spend five grand on a new wardrobe, but you need to realize that fashions change, and the "cool" jeans you spent fifty bucks on two years ago just aren't hip anymore.

If you're reading this right now and saying to yourself, "I wouldn't want to be with a woman that judges me on how my nails are clipped and what kind of jeans I'm wearing", then I'm going to take the risk of offending you and suggest that you might be making a big mistake.

By thinking this way, you'll probably rule out 90% of the women that would have been possible candidates... maybe more.

The good news is that learning about some of the details that women find important, then keeping up on them so you're not trying to compensate, will only take maybe a few hours up front and a few minutes a day in the future.

Clip the nails, trim the nose, ear, and hidden hairs, learn to dress well on any budget... and for godsakes, don't wear a belt if it doesn't match the shoes!

### **Do You Get It Or Not?**

I'm going to suggest to you that when you begin interacting with a woman, she is **FIRST AND FOREMOST** looking to find out if **YOU GET IT**.

The part of her mind that looks for potential mates wants to know if you're a man who understands what it takes to trigger the feeling of **ATTRACTION** inside of her.

She wants to know if she's dealing with someone on her level. She wants to know if you're playing in her league. She wants to know if you're speaking her language.

She wants to know if you're comfortable in your own skin around her. She wants to know if you're an "insider" or an "outsider" so she can know how to treat you. She wants to know whether or not you're worth a psychological second glance.

If you can pass this instant test—if you can show in a hundred little ways that **YOU GET IT**, then you will be allowed further "inside". If, on the other hand, you show in a hundred little ways that **YOU DON'T GET IT**, then the door will slam shut... and the only clue you'll have that it happened is that cold feeling you get every time you try to make conversation with her.

This book is about showing you how to **GET IT** and communicate to women that you get it. I guarantee that when you're finished reading this material, you will communicate with women differently.

So what do women want you to communicate?

An attractive woman wants a guy who is experienced enough to know how to deal with a woman's tests, moods, and drama—and who is comfortable being around attractive women. A man who understands the



difference between being intelligent, nice or "good" and being the challenging, attractive man of her dreams... A man who isn't nervous, uncomfortable, in need of approval, or insecure who won't try to please her or with her affection with gifts... A man who understands how to control his emotions and how to be totally calm and cool in all situations. Finally, she wants a man who is totally self-confident and knows that he can have whatever he wants in life.

And how do you communicate these things to a woman without saying them directly?

That's what you're about to learn...

By the way, does it sound to you like I'm describing a movie character or an unreal, idealistic fantasy? Well, I am and I'm not.

I'm describing James Bond, Rhett Butler, and Thomas Crown.

I'm also describing most of the real-world guys I know who are ULTRA-successful with women.

You can learn how to communicate these things, and that you "get it" to women. And I'm going to show you how in this book.

## From The Mailbag

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Just gotta say that your newsletters just seem to get better and better, Dave.

Your "Off The Cuff" style and wit is very real. Very together. And I haven't been able to find any "out in left field" philosophies in the year I've been reading your stuff. You kept your ebooks simple, light, and give ample directives toward furthered study, application, and growth...

...I like the theorem you have established regarding what women are attracted to and how jerks tend to radiate such unbecoming magnetic wonders without even trying. Now I understand. Now it makes sense. It's simply an ironic side effect caused from a destructive core attitude. The stress factor imposed in a kiddish way, pressure on, tease and keep the ball in your own court, cause it's your ball kinda' play works. You outlines it. You developed amazing efficiencies. It works for you and it will work for me.

But as for the brutes, a\*\*holes and jerks, it's not a method, per se'. It's aside effect. The jerks know the games women play and they don't let them get away with it because they would take every advantage of anyone they can, anyways. The jerks have the style, the jest, the child-like sibling revelry mindset which when kept somewhat controlled within social gatherings it tends to perk women up. Many women find this somewhat attractive. Not primarily because it's attractive at all, but because most gentlemen don't know what it is about jerks that makes them so attractive. They wouldn't dare bust a babe in public, nor wittingly evade they're wiley feminine, blatantly common, yet stealthfully assertive, pertinent personal-tech type info-gathering questions. A gentleman wouldn't answer with revealing tactful secrets only women are suppose to know. Nice guys generally will not rock the boat. They're polite, gracious, knowable, and generous. But that is not what attracts them to your bedside. Sad but true.

The jerks have no sympathy for women's weaknesses. Their confident aggressive posture falls as second nature due to their overblown egos and lack of moral conscience. The gentleman's social approach on the other hand is friendly, agreeable, compromising, and casual, if at all interesting. The jerk however takes every opportunity to skillfully and shamelessly air her dirty laundry within unbecoming jests and jokes, and candidly mocks her with light hearted irony. Then he does something nice once in a while. However the jerk always uses it against her, and those women learn to deal with it. Regardless.... This process keeps her on her toes, feeling a little embarrassed most of the time, and always pinned, helpless, or challenged.

The jerk constantly brings her feelings to the surface, good or bad. He keeps her feeling something, all the time. The gentleman wants to fascinate her, comfort her and make her happy in simple ways. Too bad most women will gravitate toward who ever makes them feel a variety of intense feelings, regardless of how ironic or illogical it is for her. And it is human nature to follow your feelings. Now it's time to learn something new.

You have taught that as one learns the skills and techniques of bringing out the same feelings in conversation with woman then those women will seek you out for more than just conversation. Interestingly enough, the jerks do a shoddy job at it, causing ill effects as well. With a little practice a well versed, fun loving daringly confident gentleman can find more women gravitating towards him in a relatively short time, than the jerks will ever have.

Although there is a lot more to it, of course, that is it, in a nut shell. We need only realize the new equation, (thank you David!) then begin a new quest toward learning as much as possible about it. Yes, your directives include reading various books, renting specific videos, buying some new clothes, beginning a health club workout schedule, investigating some new social outlets, and enrolling in a class of some kind which may be predominantly of attractive women. And of course read the materials again and again till I know them well.

Then take chances. Practice, practice, PRACTICE. Keep the conversations short and get those addresses and digits. My only draw back now is where do I find the time???

With kind regard,

===M===

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## Chapter 2: Preparing for Change

### The Center Of The Universe Misconception

Until Copernicus published his ideas in the mid-1500's, the common belief was that the Earth was at the center of the universe. Most people thought that that the planets, stars, and sun all revolved around the Earth.

When Copernicus challenged this idea, he wasn't just challenging an astronomical belief. At that time, many different beliefs, from how Heaven and Hell were structured, to Aristotle's Physics, to the basic concept of egocentric self-importance were all based on this model of the universe.

The Devil was at the center of the Earth in Hell, stones fell because the place for heavy bodies was at the center of the universe, and we were the important rulers of the physical world. The idea that the Earth revolved around the sun required a person to realize that they weren't so important in the big scheme of things and change their views of reality. More importantly, adopting this belief could be seen as blasphemy, punishable by death and eternal damnation.

To accept that the Earth was not at the center of the universe basically meant that one would have to change their view of REALITY and accept the possibility of being killed and going to Hell.

Explained differently: If you lived 500 years ago, then you were raised with the idea that the Earth was at the center of the universe and everything from your view of God and religion to your view of physics and the nature of reality was based on that belief. To even entertain the idea that these beliefs weren't true would have been unacceptable and scary.

### Women Aren't The Center Of The Universe

In modern times, men carry around a view that is hauntingly similar to the Center Of The Universe Misconception. Most men have a belief that is part genetic and part learned that goes something like this idea: "An attractive woman is a rare and valuable thing. It's worth putting aside my self-respect, honesty, and personal needs and wants, while gambling my time, money, effort, and energy for even a CHANCE at getting love, approval, affection and sex from her."

Most men walk around as if attractive women are the center of the universe.

Many of their beliefs, thoughts, actions, and communications clearly demonstrate this behavior... in fact, I think it's actually wired into our western culture in a thousand little ways.

Men are often expected to approach women, pursue women, compliment them, buy them gifts and food, be "nice" and respectful, and even get down on one knee and offer a diamond worth several months of hard work when requesting a woman's hand in marriage.

In fact, many of us have been raised by our mothers and programmed with these ideas ALL OUR LIVES.

Here are a few of the other beliefs and behaviors that flow from this key fallacy:

- I need to approach and pursue women.
- I need to convince women that I'm worthy of their approval.
- I shouldn't upset a woman.
- I'd better not mess this up, because I have a lot to lose.
- If she rejects me, it will be an important event and carry a lot of meaning.
- I had better impress her as often as I can.
- I should let her be in control.
- If attractive women aren't interested in me, then I must be the problem.
- "Nice" guys finish first, and I had better be "nice" to women.

As a result of these beliefs, attractive women have the power because we unknowingly give it away to them. The REALITY of this situation is rather shocking, but obvious when you take the time to think about it.

Ask yourself this question: How many "physically attractive women" have you known?

Most people have met HUNDREDS of attractive women. Ask 10 attractive women this question, and they'll tell you that beautiful women are everywhere.

A REAL MAN, however, who has life together is FAR MORE RARE AND DESIRABLE than an attractive woman.

How many men have you known who were a "total package", meaning that they had all aspects of their lives handled... from being in control of their emotions to keeping themselves healthy to knowing how to dress and groom themselves... to being great communicators, leaders, and interesting conversationalists?

It's often uncomfortable and daunting to even CONSIDER changing a key belief and perspective and entertain the idea that you could have been wrong all your life. But once you stop looking at and treating attractive women as if they were rare, valuable, and more important than yourself, it has all kinds of magical effects...

- It starts to break habit patterns of thought and behavior that put women in control of you.
- It helps you to realize that attractive women are desperately seeking and competing for something... and you can be that something.
- It causes you to TAKE RESPONSIBILITY for your thoughts, emotions, and results that you're getting in the world. It causes you to open your mind to the idea that there is a way for you to cultivate the skill and ability to make women feel ATTRACTION for you.

The Earth isn't at the center of the universe, and neither are attractive women, so stop acting like it!

## **YOU CAN be Successful with Women**

If you're saying to yourself, "There's no way I could do this, I'm no James Bond; it's a fairytale that a guy like me could attract beautiful women", you're right—*but only because you're adopting that negative attitude*. While you may not be able to afford the plastic surgery to look like 007, the key secrets of attracting women are more psychological. You *can* change your state of mind to become more attractive, and it costs nothing more than your effort.

Suspend all disbelief about being highly attractive. You may not feel very attractive now, or even in the near future, but you absolutely must believe you have the potential to be that way eventually.

As you can probably imagine, I meet a lot of guys who are having problems with women. And one of the things that I've noticed is that almost every guy that is "failing" with women has an EXCUSE - a "good reason" why things aren't "working" for him.

## **The Secret Excuse...**

I have come to believe that most guys carry around a "Secret Excuse" for why they're not succeeding with women... a Secret Excuse for failure.

For some it's their height. Others will blame it on their age, while others will say it's their income... and for some guys, it's a reason except themselves... maybe it's the place that they live, or where they work.

Guys use their Secret Excuses to justify their own failures whenever they don't have a REAL reason.

What's YOUR Secret Excuse for why you don't succeed with women at the level you'd like to?

If you can, stop right now and write down your own personal Secret Excuse for failing with women.

Then, see if you can figure out from where that Secret Excuse came. Did something happen in your life that led you to believe that your Excuse was REALITY? Did you have a particularly traumatic event happen that led you to your excuse?

Whatever it is, you need to stare this excuse square in the eye.

## **Your Excuse Isn't As Much Of A "Secret" As You Think**

Here's the most interesting part of this particular phenomenon... NO MATTER HOW "PRIVATE" OR "PERSONAL" your Secret Excuse is, IT'S VERY COMMON! Guys all over the world throughout history have probably all dealt with it. Hell, I've probably personally faced it.

And guess what?

I guarantee you that there are MANY, MANY guys in this world that have overcome your very same situation and gone on to succeed with women.

I think that the "Secret Excuse" is our way as guys of making it easier to avoid facing reality...

**THE REASON FOR FAILURE IS INSIDE OF OURSELVES... IT'S THE WAY WE THINK AND BEHAVE.**

But the PROBLEM with a Secret Excuse isn't the excuse itself... it's the

fact that most guys don't know how to OVERCOME their Secret Excuse.

Secret Excuses can wire themselves into our minds so deeply that we don't even realize the effects that they're having.

If you believe that women won't feel attracted to you because you're, say, overweight, then you won't even TRY to meet women. You'll just assume that it's no use.

This assumption leads to even worse problems, like fear of going out, fear of talking to people, etc.

When you decide that there is some big reason that is preventing you from even considering the POSSIBILITY of success with women, it begins to affect EVERYTHING in your life.

So what's the solution to this MAJOR cause of failure for men?

I'd say that this is at LEAST a two-step process:

1) You need to identify your own "Secret Excuse", and you need to look around to find examples of men who have overcome the very same "obstacle", and who have gone on to succeed with women. This will provide you with some evidence that what you're dealing with is not final and irreversible.

2) You need to get an education about women and what makes them feel the emotion of ATTRACTION for men.

Right now you may be one of the 'nice guys' who watches the jerks get all the hot women while saying to your wussy self, "They always fall for the assholes; it's just not fair." But it's precisely because life's not fair that you can learn the skills to become a guy who attracts more than his fair share of hot women, especially those who used to think were "out of your league".

It's up to you to take control of your dating life and decide that you're going to learn how to handle dating and women successfully. It's up to you make the phrase "life isn't fair" into a positive or negative thing.

Once you know this secret and start staring at hot babes with a glimmer in your eye that says, "You're used to things going your way stuff, but I know that life's not fair and I can make things go my way if I make the effort", you will be projecting such power that you will communicate your manly strength straight through to the timid little girl inside of them.



Once you've accepted you have the potential to improve, you also need to accept that what you're doing now doesn't work. The reason it doesn't work is that *you don't understand dating correctly!*

## **It Doesn't Work the Way You Think It Does**

Attraction does not happen the way as you would intuitively expect it. If it did, you could figure out how to attract the woman/women of your dreams on your own and wouldn't be reading this book. Still, you've got to let go of the way you think it *should* work so that you can start acting based on how it *really does* work.

## **Living In an Ideal World**

I've noticed that humans *idealize* a lot.

We say things like "I want a woman to like me for who I am", "I want a woman who is equal to me", "I want to be honest and share all of my thoughts and feelings if I feel like it", and "I want a woman to look past the fact that I'm overweight, smelly, and uneducated."

Well, in an ideal world these things would be great.

But the fact is we DON'T live in an "ideal" world. The sooner we can learn to accept and adapt to what's going on in this slightly-less-than-ideal-world, the faster we'll get closer to our goals. (Notice I said "closer" to our goals... because goals change, and "close" is often just as good or better.)

Here, look at this chart. It's something I share in many of my live seminars. It starts off with a set of common ideals that guys often have. It then offers a more realistic view of what happens in the REAL WORLD... and finally it describes what to "do about it".

Ideal	Real World	What To Do
"I want a woman to like me for who I am."	Attractive women are approached all the time by men and need to quickly disqualify men based on superficial observations.	Learn a few good techniques to get past the initial barriers that attractive women put up so she gets the chance to know the "real" you.
"I want a woman who is equal to me."	Humans aren't happy in "equal" relationships. Humans are more comfortable if they know where they stand in the social order.	Learn how to be a leader, how to maintain control of situations without being "controlling", and accept that she'll be happier this way (or be willing to submit).
"I want to be honest and share all of my thoughts and feelings if I feel like it."	Attractive women get spooked when a man says, "I have feelings for you" too early in the game... and they run.	Even if you have feelings for her, lean back, give her space, and let the anticipation build. Let her be the first to reveal feelings.
"I want a woman to look past the fact that I'm overweight, smelly, and uneducated."	Women use outer clues to judge a man's inner character.	Have more self-respect and make the best of what you have. You don't have to look like Brad Pitt, but there's no excuse for letting yourself go.

See if you can come up with some areas where YOU are idealizing. And use this system to come up with solutions for yourself. It will help clarify your thinking and give you power to change.

### The Nice Guy's 'Real-Self' is 'Real Manipulation'

Self-image is incredibly powerful and yet many men are attached for no good reason to self-images that don't accomplish what they want.

A lot of guys say, "I don't want to change, I just want to be myself and

have a woman like me for who I am; I don't want to use any of these techniques because I don't want to be manipulative."

But get this... the "real" self-images to which these guys are usually clinging ARE STRONGLY BASED ON WHAT OTHERS THINK OF THEM, so they act like anything but 'themselves', buy gifts and meals, kiss up, and generally act manipulative any way they can.

I and many guys I know, have manipulated women all our lives without realizing it, but because we think being nice is socially acceptable, expected by the woman, or just "being ourselves". We didn't see what it really was.

The Wussy is a manipulator. Even when he's whipped and caving to her demands, he manipulatively pretends to be happy with "going along with her way" instead of taking into consideration his own needs. He hopes he can get closer to her and hold onto her by doing everything she wants.

A wuss does not act like himself. Actually it's the opposite: **A Wussy suppress himself and all his needs and desires, so he can fit whatever a woman happens to want in the moment.**

Even if it's only done subconsciously, women sense dishonesty in those who act nice in order to be liked and *instantly suspect that these guys either want something they don't deserve or don't like their real selves*. It repels hot women and at most attracts abusive or abused women who want to take advantage of the situation. In any case, this type of "nice guy manipulation" always backfires and overly nice Wussbags always lose.

Rather than attracting a woman to the 'real you' you love so much, nice guy manipulation gives her a bad opinion of the 'real you'. Maybe your 'real you' should try changing how it values itself, stop valuing its wants below anyone else's, and your 'real you' can take care of your 'real self' first next time. I know, it's just a crazy idea I had!

Although we use every kind of manipulation tactic in the book to get women to go out with us, sleep with us, marry us, etc., when I suggest changing to more attractive BEHAVIOR AND COMMUNICATION, some still say "Oh, I couldn't do that because I wouldn't be 'me' and therefore I'd be 'manipulative'."

WOMEN KNOW YOU'RE BEING MANIPULATIVE WHEN YOU GIVE THEM GIFTS, PAY FOR DINNER, AND PURSUE THEM! Deal with it.

As it happens, your moral code is probably much more in tune with the way attraction REALLY works than you think. LEARNING TO BE MORE ATTRACTIVE IS LESS "MANIPULATING" THAN TRYING TO BUY THEIR FAVOR!

In fact, WOMEN ACTUALLY WANT YOU TO USE THE NEW WAY!

Yep, you read that right. In general, WOMEN WANT A GUY WHO ACTS THIS WAY... EVEN IF HE TAUGHT HIMSELF RATHER THAN JUST HAPPENING TO BE THAT WAY; the fact is he's still more attractive than the rest.

Here's the profound part: if you learn to use your PERSONALITY to cause women to feel ATTRACTION for you, all of a sudden YOU will be the one who controls the outcome.

You will no longer feel you're lucky just because a woman agrees to "go out on a date with you," no longer have to buy food and gifts in order to get their attention. You'll have women calling you because they can't get you off of their mind for some mysterious reason. You can turn the tables from their attracting you to your attracting them just by being more honest about what you want.

## **You Meet Her Persona First**

If you're still in the ideal world where being nice has meaning and continuing to think, "This stuff just couldn't fit with the REAL me... I don't want to be manipulative," then consider this: WOMEN DON'T LIVE IN THE IDEAL WORLD AND THEIR ACTIONS AREN'T BASED ON IT EITHER. Women expect that guys, especially nice ones, are being manipulative rather than acting like their real selves, so women use manipulation in place of their real selves right back at us.

You don't experience the REAL her when you first meet! Her social mask handles anyone she deals with only on a surface level. Her persona is the first test of a man's worthiness.

There's nothing manipulative about being good at getting past a persona to the real person (as long as you don't deceive, hurt, take advantage, etc.). Women prefer to be 'real,' but guys who do anything to get what they want will pretend they're being real when they're not, so women don't trust the mere appearance of sincerity.

Improving your understanding and approach to attraction requires all three of these beliefs: you *can* be highly attractive to women, things *don't* work the way you think they should, and changing your fake "nice" behavior is *not being* manipulative.

The many new ideas about attraction we'll look at will help turn these core ideas from mere facts you understand into powerful beliefs you feel, and then everything will come more naturally. Adopt these empowering

beliefs about yourself as firmly as you can as we start exposing the limiting beliefs you need to get rid of.

## **We Think Women Are Attracted the Same Way We Are**

Attraction is a simple phenomenon for men; looks are clearly the most important factor to them when it comes to “attractiveness”. Though different guys have various preferences and political correctness may make us say otherwise in public, the thing that first attracts us to a woman is her physical appearance. Because this response happens so strongly with us, we assume that it happens the same way for women... a common error in thinking in that many people make in many areas of life.

In fact it’s the opposite; women are much more turned on by a strong personality than strong looks. Playgirl? Read more by gay men than by women. Which case is more likely, a hot girl with an ugly guy, or an attractive guy with an unattractive girl?

Despite how obvious it is that looks aren’t as important to women, we tend to judge ourselves by our own criteria. We still shoot ourselves down because we don’t think we’re physically attractive enough, instead of remembering that our personality, which is something that we can control, is what counts.

If you don’t consider yourself physically attractive enough, you probably won’t approach women. But the fact is I know some remarkably unattractive men who are extremely successful when approaching women. Form a new self-image with an attractive personality and then you can attain the same level of success as these people, regardless of your looks.

Stop thinking your looks are a limitation. Make the best of them and remember your personality can outweigh any flaws in physical appearance. We’re back to a key belief about ourselves: **we can be very attractive to women, no matter what our flaws, as long as we discover our attractive personality.**

## **Elusive Obvious: What They Actually Want Is Already In You**

If looks aren’t what matters and even though men everywhere puzzle about their lack of success with women, perhaps the answer is right in front of us but we just don’t see it. At some instinctual level we must possess the manly personality that attracted women for the entire history of our evolution.

I think we already have a part deep inside us which knows how to be very attractive, but we just haven't activated it yet. It's certainly present in all the hero icons, like James Bond, that women swoon for. If we haven't forgotten it, then why can't we tap into it?

We are too smart for our own good and have allowed social conditioning to override the instinctual strong man with the thoughtful, sensitive man—so sensitive he is afraid to approach women, afraid to bust on them, and afraid to demand that they live up to their potential for him. All of which they'd find attractive and would result in more satisfying relationships for both sexes.

Women aren't attracted to jerks because they like abuse - it's because they like something else - and it just so happens that jerks and bad boys tend to possess these other attractive qualities. You can learn to develop these other qualities without the abuse and attract women the way jerks do without being a jerk. Don't be a wuss or her little boy—be the MAN her unconscious wants.

## **REMEMBER... It's OK to Be a Man**

Being a man and having manly drives is not only fine, it's natural. Yet a lot of men feel guilty for these drives and try to suppress them. Reframe this thought in your mind and realize that there's nothing wrong with those drives. It's how you act on them that counts. As long as you're not forcing anything on anyone, there's nothing wrong with assuming a dominant role and letting others follow if they want.

I think the only reason we feel there's something wrong with manliness is that religions, social ideals, and women have conditioned us into thinking that what our DNA wants is EVIL. The truth is that those drives are absolutely essential and exist because they successfully help propagate the human race.

The social stigma of sex is a complex process, but it boils down to the fact that because reproduction is a competition no one wants you to have more sex than them. We hide sex from others, and only talk about it to warn them that it's bad. We try to keep them away from what we want to have ourselves by making it 'taboo'.

The invention of birth control means sex no longer has to lead to reproduction, but keeping sex hidden is such an old game it's buried deep in our psyche, biology, and our culture—especially our religion. I have absolutely nothing against organized religion, especially since it's full of wonderful insights, and I'm what I consider to be a spiritual person myself.

But I do think any negative or disgusting views on sex are outdated.

I think religion continues to condemn sex because it gains power over you by saying your natural drives are wrong. We're social animals, so we're naturally equipped to feel guilt and shame in order to keep the group stable by punishing us from acting against it.

Then there's women: After being repressed for a long time, women started to demand the chance to fulfill their potential, which I'm all for and which is making our society a better place in a lot of ways. But as humans tend to do, feminists swung from one extreme to the other and bash men for their natural desires so that they can make themselves look stronger.

But for all their demonizing of sex-obsessed males, women still enjoy sex for pleasure too. It's part of what's kept the human race here until now. Studies of the accidental birth-rate vary in their results, but I've heard numbers from 60 to 70 percent. **This means that the majority of the sex that resulted in a pregnancy wasn't sex for reproduction, it was sex for fun!**

When a man can approach a woman in the right way, bypass the barriers of her social persona, and turn on the inner switch of attraction, she will be grateful for his manliness and enjoy the fulfillment he offers.

If this attractive man is inside us, and if women WANT us to be him, why are we so distanced from him? We've seen some of the reasons why we were made to lose touch, now let's get in depth on what beliefs have been hidden inside us to limit us from him.

## Limiting Beliefs And Change

### Fear of Failure and Not Taking Action

One of the most basic mistakes men make in the world is simply not taking action — and I think that it's often because we're "mentally paralyzed" before we even begin. For example, there's a critical mental period between noticing a hot woman and thinking of approaching her and turning that thought into action or just letting the opportunity pass (probably to someone with more courage).

If you don't make your approach during that first brief moment, you probably never will. Jumping over this crucial hurdle is the most important and most difficult step to take in beginning to succeed in dating. Hesitate and the moment is undoubtedly lost. Subconscious doubts keep you

uncertain long enough for the brief rush of initial excitement to dissipate.

If your failure mechanism is wired backwards, the mere thought of failure may prevent you from even trying. Failure is not a permanent state... so stop acting like it!

**The way to eliminate failure is to learn from it.**

## Fearing Failure on the Approach

Here are a couple of rules of thumb for you:

- 1) If you're in a very HIGH-risk situation with a very LOW possibility of getting a good return, then use your creative mind to figure out how to avoid it.
- 2) If you're in a very LOW-risk situation with a very HIGH possibility of getting a good return, then use your creative mind to figure out how to take advantage of it.

Do these seem obvious to you? Do you say "duh" when you hear them?

Well then answer this for me...

Why does a guy not think twice about walking into a terrible-risk situation like Las Vegas where he's basically guaranteed to lose? Yet in an almost zero-risk situation like walking up to a woman and talking to her, he'll think of everything that could go wrong and avoid it?

We have an amazing ability to come up with reasons things won't work, but no matter how many justifications you make, the fact remains that in this situation TRYING CARRIES ALMOST ZERO RISK AND OFFERS A HUGE PAYOFF IN THE CASE OF SUCCESS.

You might say that thinking of what might go wrong is "being realistic". But is it? The more things you can think of that might go wrong, the more reasons you come up for not doing it. You become more certain that there's no point, so the less likely you are to take action.

But there is a chance that you WILL get somewhere if you talk to a particular girl. And in the beginning, when that chance may be lower because you're just starting to develop these skills, there's an overwhelming chance you can LEARN SOMETHING since there's still so many situations you have yet to experience.

The REAL problem is that once you've run through a failure fantasy like



the one I mentioned and generate fear, IT STARTS TO HAPPEN ALL BY ITSELF! Just like it's automatic for you to close a door that you just opened, fear can become automatic too. It's a process called 'conditioning', which means that you've done it repeatedly and trained to automatically react in this way every time you're in the same situation.

I remember a point in my life where I could spend all night looking at a woman in a bar and coming up with all the reasons why she probably wouldn't want to talk with me: she probably had a boyfriend, she was probably busy with friends, she was probably a lesbian (heh, wait a minute, that's cool Beavis!), etc.

I was just standing there asking myself what might go wrong, and I came up with ALL KINDS OF THINGS that could...

Our brains are excellent at coming up with almost instant answers to any questions we ask. If we ask what might go wrong, then we're going to get some answers... but they're all about what might go wrong.

But what if we ask a different type of question? What if we ask our brains what might go RIGHT?

For instance... What if you asked yourself, "What kinds of things would this girl really enjoy about me?"

When I ask myself these types of questions, I get answers like:

"She's bored, and she'd love talking to me."

"I'm funny, and she could use a laugh."

"She'll be flattered that a guy is talking to her."

"She's dressed that way to get attention, and she'll enjoy it."

Get over your imaginary failure scenarios and just DO SOMETHING!

Having a girl say, "Oh, no thanks, I'm in a relationship" isn't that bad, you know. Women are usually flattered when they pass, really! One of my friends who's absolutely killer with the ladies has a simple goal whenever he interacts with a woman: just make her smile. He's not trying for home base on his initial approach; all he wants is to add a bright moment to their day and get a smile. This guy has more fun approaching women than anyone I've ever seen... he's amazing.

And he always expects the woman to enjoy the interaction.

If you can take a light-hearted attitude towards the outcome, you'll find that instead of harsh rejection after harsh rejection, you'll end up with a mix of friendly conversations that lead to some sign of non-interest (the boyfriend or lesbian scenario you were so scared of) and friendly conversations that lead to your getting a name, e-mail, and number, and the potential for more.

So stop making up reasons why you should fail, and start asking yourself better questions. Things will start to work much better that way.

## **Fearing the Unknown**

Meeting new women in a romantic context *is* a situation involving a lot of unknowns, so it causes fear and anxiety. You don't know if she's got a boyfriend, if she's sick of being hit on already tonight, if she's a man-hating femi-nazi, etc. You also might not know what to expect from the interaction and not being able to anticipate the dynamics you will encounter makes the situation even more intimidating.

Unfortunately, if you allow this fear of the unknown to prevent you from making an approach, this inhibitor will never change. The only way to find out what level of receptivity you will encounter is to try, and the only way to get truly comfortable with how the dynamics tend to play out is to *experience* them.

Studying the theory in this book will help you know what to expect the dynamics to be and will help you realize that it doesn't matter if she turns out to be unreceptive. In the end though, it still comes down to your having the balls to go ahead and approach a woman you don't know. The more you do it, the easier it becomes, but you have to start doing it at some point.

If you don't *get* the subtle psychology I'm revealing behind attraction, or you understand but don't *believe* them, it's going to be hard to take action because these *are* the rules of the game. You're not going to get much improvement in your dating life until you absorb this material. If you can't learn it here theoretically, it's going to be much more difficult for you to learn it the hard-way.

## **Abundance and Scarcity**

I've noticed guys who aren't good with women usually make this common mistake: they think of a woman as a scarce commodity and thus put too much importance on her.

If you think women are scarce, you're going to treat whichever particular woman you're dealing with as if she's your only chance.

This will lead you to all sorts of bad risk decisions and leave you very unattractive to the woman with whom you're dealing.

You'll be more likely to act like a Wuss, put up with bad behavior from her, try to get her to lead, and all the other classic mistakes guys make.

To overcome this sabotaging thought-pattern, adopt the mindset of "There are plenty of women, so this time around I'm just practicing in order to learn the skill. I'm not going to worry about this particular outcome, as the worst that could happen is that I'll learn from it. This is a step towards eventual success, and my staircase only leads up."

The thing to remember whenever dealing with a woman who is behaving badly is that she is easily replaceable. You can quickly find a woman who either doesn't try and pull negative stuff on you, or who can accept it when you reject her little games. Having the mindset that *women are plentiful* is more true the earlier you are in the game.

And come to think of it, why worry about blowing an approach? There are plenty of hot women on the streets, in bars, in clubs, at your local grocery store, *every day!* If you rely merely on chance encounters, e.g. meeting women randomly through mutual friends, you're making women seem more scarce than they really are and giving them more value than they deserve.

By making an effort to go out and approach women, you're increasing the size of the pool of women from which you have to try, fail, and succeed. Thus, you reduce the importance of any one woman and \*increase\* your chance of success with each outcome because you are reducing the amount of power they wield over you.

Think about it in reverse for a moment: a hot babe can blow off most guys because they get approached so often they know they can replace most of their suitors with the next guy that comes along. If you steal her frame and start treating *her* as the over-abundant commodity with whom you can afford to blow off or fail, suddenly she'll realize that you're the type of guy who can't be mistreated or be given rude behavior. You and other guys like you *won't* be there if she behaves that way.

In Hollywood romances the girl wants to be treated as if she's the only girl in the world. The truth when you're trying to attract a girl is that making her feel she's the only one gives her the impression you're not very desirable

to other girls in general, which makes her feel less interested in you.

But if you're aware of the bountiful sea from which you have to fish, your words, body language and actions will show that you could be with any number of girls. Since they must think you're attractive, *she* should consider you attractive too. From the simple change in mindset from scarcity of women to plenty of women, negative signals from your subconscious will be reversed into more attractive ones.

So repeat to yourself ten times over, every time you start treating a woman like she's the only woman you'll ever have a chance with:

"There are THREE BILLION MORE women on this planet!"

Not letting her become too important in your life remains important even after the initial stages of dating. I get lots of emails from guys who've connected with a great girl, but screwed it up when things got difficult because they made her too important. Instead of taking the "NEXT!" attitude (which creates all kinds of attraction), they CLING and act NEEDY, generally doing EXACTLY WHAT CAUSES THE WOMAN TO HIT THE ROAD FOR GOOD.

It's much better to have the mental attitude of "I'll enjoy this woman's company as long as it's a good thing. The moment that she becomes a strain or a pain, I'm out of here. I don't need problems or drama in my life, and my happiness is more important than any woman."

The first response to this is usually "But this woman is SPECIAL. She's not like other women. She's the one." Blah blah blah... If she's the ONE, then all the more reason to take this attitude.

Well, "THE ONE" ISN'T LOOKING FOR A WUSS. Remember that.

The "NEXT!" attitude will do a lot of good things for your success with women. Use it.

## **Taking Rejection Personally**

Despite how quickly and easily a failure can be left behind, we allow rejection and even the mere idea of rejection to impact us emotionally. Rejection is *not* a judgment of your worth, as many people assume. Taking rejection personally is such a powerful negative it can cause neurosis and phobias around approaching women.

Let's say a woman "rejects" you after you've just started talking to her. Remember, the woman has gotten to know nothing about you, so if she

rejects you, it has to do with her internal state and your methods of approach, but it *can't* be about you as a person.

Even the most skilled, most buff, most wealthy guys will go down in flames if a woman's sick of being approached that night, is happily married, experiencing "that time of month," etc. If you can learn to pity her for the awesome time she's passing up by rejecting you, rather than letting her rejection bring your emotions down, you'll be well on your way to consistent success.

## Competing With Other Guys

Attracting a woman is about *you and her*. Whether you are attractive to her is determined solely by what goes on between the two of you, and yet many guys compare themselves to other guys and fail to act because they feel inferior to the others to whom they're comparing themselves.

There's no way you can fairly evaluate yourself against other guys; you've spent time examining yourself close-up in the bathroom mirror, scrutinizing every blemish and imperfection, whereas you only see them from a distance. You are privy to all your internal fears and insecurities, whereas you only know about the thoughts and feelings other guys choose to verbalize, which is usually their bravado (given the macho filter) rather than their fears and insecurities.

There's no race or competition between you; you should be dating women for what you are going to get out of it and not for others. The more you fail to make attempts because you think she'd prefer someone else to you, the less you'll learn, and the less successful you will become.

## Infinite Justice

I have a concept that I like to call "The Infinite Justice Mechanism".

We humans just don't like seeing others do better than us. When they do, we try to find something negative about them or what they've done. This brings them back down, making us feel we're on their level—but only in our minds.

We want JUSTICE! We want our fair share.

The truth is absolutely nothing about us has actually changed when we don't get justice or fairness. When we let it bother us, all it does is waste our energy thinking about them negatively for no positive effect on us.

In fact, spending attention on other guys distracts us from our concerns. If you go to a bar and there's a guy talking to all the hot women, the other guys will get so upset they'll focus on him instead of talking to the women themselves.

If you see someone doing well, don't let your desire for infinite justice waste energy by putting them down. Instead, get inspired and use that energy to do better for yourself.

## **Fear And The Kiss Test**

"How can I move into the kiss test smoothly without looking like a perv?" This question contains a horrendous limiting belief: "Women perceive men who move to kiss them as perverts." As long as you have the idea that women think of a man kissing them as "perverted", you're going to have a lot of trouble.

As a matter of fact, my experience is that if you DON'T kiss a girl, she'll see you as a WUSS. And that's definitely not what you want. Women are desperate for the passionate kiss, and the kiss test is a very non-invasive way to check whether this particular woman wants that passion from you yet.

The beauty of the kiss test is that it gives her an easy way to let you know where she's at without either of you saying a word and without any awkward acknowledgement of what's going on. So get over your idea that women will think of you as a "perv" and just do it. If she's out with you, then just do The Kiss Test. Do it.

## **The Sex Obligation**

Once they've had sex with a woman, a lot of guys feel a series of obligations to her, e.g. continuing to talk to, see, date and develop a serious relationship with her.

This happens unconsciously, and it's another socially programmed belief system. But if you're not looking for marriage or a life-partner just yet, it's a negative and unnecessary one.

Engaging in this sort of obliged thinking and behavior is only going to make her feel and act the same way.

You need to be totally able to enjoy a moment with a woman, be physical, whatever, without further expectation, and then be okay with expecting her to be able to just enjoy a moment as well.

## **Preparing for Change: Positive Mindsets Bring Improvement**

### **Lots of Preparation for a Few Key Moments**

As in martial arts, you are going to do a lot of preparation for just a few key moments of execution.

The posture, eye contact, facial gestures, tone of voice, mindset, etc., all come down to that moment when a stunning 10 walks by and you either properly execute on the situation, flub it because you don't know what to do, or just fail to make the approach.

You're preparing for that second, learning all the things you need to do, and practicing them so you can do them right for the instant when it counts.

### **You CAN "Get It"**

I have a friend who once said, "If you haven't figured it out by now, then you don't get it and never will." When I heard this attitude, I realized how strongly I disagreed with it.

Not understanding something causes a lot of people to just give up on it, and that means they have no chance of ever getting anywhere with it.

Just because something seems utterly incomprehensible to you does not mean there isn't a logical explanation behind it, or that you will never be able to reach an understanding of it. You have to believe that it's possible for you to completely not "get" things, and that it's likely that there are a lot of different areas that are counterintuitive, not obvious, etc., and yet still approach life, psychology, behavior, and other areas, with an inquisitive mind.

By being willing to accept that you may not have, or even be able to grasp all the answers just yet... but to know that they are out there... creates a mental frame that propels you forward instead of getting you stuck.

The people who do "get it" may be at a place in their mind where they think that what they know or do is obvious and that everyone should get it; that what they do or understand is nothing special, and therefore not worth explaining or trying to communicate to others. Or, maybe it's just too hard to explain, like gestures, voice tone, interactions, while naturally interpreted by those who can, are hard to explain with words. Or, they could be thinking, "I get something that no one else gets, and I might as well keep it as my secret." People are selfish and competitive this way, and this kind of thinking is common.

It seems to me that trying to help someone who “doesn’t get it” to a place where they “get it” is a challenge. I get a thrill out of writing these books and teaching these seminars because I have a chance to reveal a complex and mysterious area of life to people for whom it’s extremely important. Seeing the light bulb go on when a guy suddenly “gets it” is very rewarding, and it’s proof that just because you don’t “get it” now, doesn’t mean it’s impossible.

## **Default Behavior vs. Taking Charge**

Inside this book you’ll often hear me talk as if we humans are very close to robots, blindly responding to external and internal influences, as if we didn’t have a choice in the matter at all...

Even though I don’t believe this is actually the case 100% of the time, I believe that for *most* people it’s true *most* of the time.

Essentially, after years of studying human psychology and behavior, I think that given a random person in a random situation you can *usually* predict the outcome—if you understand the dynamics involved.

(I do believe that we can reprogram ourselves and learn new ways of thinking, feeling, and behaving... but this process requires much time, effort, and energy in most cases.)

Face it, humans act like sheep a lot more often than we’d like to admit.

The important question right now is: Are *you* going to act like a sheep?

Are you going to keep doing what you’ve been programmed to do by your genetic code, your social conditioning, your past, your friends and family?

Or are you going to take control of yourself and your life by learning how and why humans behave in ways that are self-defeating, self-sabotaging, and not useful? More importantly, do you want to learn how to change? It’s up to you to accept that there are default patterns in your behavior and to decide to change them.

## **Speed of Implementation**

I have a friend who used to talk about a Harvard study of sales people who made over \$250,000 a year from their sales. He told me that the researchers found that the most successful sales people had one trait in common.



They called this trait "Speed Of Implementation".

What this means is that when they got a new idea, something they thought would work better, they started using it *immediately*. They didn't sit around debating it, they just put it into action and it quickly became part of their behavior.

Speed of implementation is key because it takes effort to do something new... and the longer you wait to implement, the more the initial burst of energy and commitment that new idea brought will dissipate. We humans are also very prone to sticking with our old ways, the ways we know work even if they're not the best ones, so the faster you implement the change the less likely you are to just let your old patterns dominate.

When you get a good idea write it down, plan how you're going to use it, and then start using it *immediately*. The more quickly you use it and the more you keep using it, the more likely it is to become a habit. If you are constantly improving your repertoire with new techniques, you'll find your results rapidly improving too.

## Updating Patterns

*"At any time in the past people have had views of how the universe works which was for them definitive, whether it was based on myths or research, and at any time those views they held were altered by changes in the body of knowledge."* — "The Day the Universe Changed" by James Burke

Let's look at some specific subconscious patterns almost all guys at least started out with, and which most guys carry around their whole lives:

Freaking out and getting nervous when attracted to a woman

Feeling anxious at the idea of losing a woman (her leaving)

Feeling jealousy

These are adaptive strategies left over as "Strategies for Dummies". Nervousness, also known as fear, around uncertain situations in which we care about the outcome serves us in some areas, but it shoots us in the foot with women.

These pre-programmed defaults act unless they're replaced with better ones. Just like you can change fear of meeting new people, learn a new language or a faster route to work, you can update these strategies too.

The keys to "updating your strategies" are:

- Self-image. The clearer your self-image, the clearer you'll see what you can change. The simpler it will be to change because you have a good mental construct to go in and apply change to.
- Knowing what you really want. You need what is known as a Definite Major Purpose to guide your change.
- Believing that it's possible—belief in success is also a prerequisite.
- Commitment to your outcomes. You have to care deeply enough about what's at stake to make difficult choices, make a strong effort, and take the risks necessary to achieve eventual success.
- Understanding the dynamics and psychology of your mind. Remember that there's no logical reason for these feelings; they're simply subconscious associations affecting our conscious.
- Experience. You have to go through the events that the patterns are tied to so you can see the real data in order to start applying your changes.
- Reference group. Your reference group can bring you new ideas you couldn't see on your own and give you the fresh perspective you need to find change.

## **Updating Your Pattern for Talking to Attractive Women**

Let's take the example of how you talk to a beautiful woman. Most guys imagine that a beautiful woman would reject any advance they made, so they either say nothing or talk meekly. What you need to do is 'recondition' yourself to do something DIFFERENT. My favorite victims for "reconditioning practice" are waitresses, tellers, checkers, and other business employees.

Here's what to do: Decide that you're going to start a conversation, no matter how short, with EVERY SINGLE WOMAN THAT YOU MEET FROM NOW ON. (Bag ladies and Chelsea Clinton excluded).

I personally make it a habit to tease and have fun with EVERY woman that I meet just to keep myself CONDITIONED. I like humor, as you know... and I personally like to say things that are pretty far out. So let's say I'm sitting down for a bite to eat at a restaurant and I'm alone. When the hostess walks over to me and says "Just one?" I might say "Yes, unless of course you're joining me..."

Then I use whatever she says and play on it. So she might answer "I

would but I have to work" to which I'll say "Yea, well quit your job then join me. I'm more fun than work anyway." She laughs, and the encounter is over.

Just a few lines... and then I do it again next time I talk to a woman.

Let's say I'm at the market and I'm in the produce department and a woman bumps me with her cart. She says, "Oh, I'm sorry" and I turn and say "I'm going to have to ask you for your license and insurance information."

Are you with me? I'm teasing, flirting, and having fun ALL THE TIME. Now, this may seem like a simple idea. But that's the beauty of it. If you start three flirty conversations a day for at least 30 days, that's 90 short conversations you've had with women. What you won't realize is that your mind is slowly becoming CONDITIONED to think "Oh, there's a woman, I need to go start a conversation with her"... but it's happening. And that's a good thing.

## Fear

*"Security is mostly a superstition. It does not exist in nature, nor do the children of men as a whole experience it. Avoiding danger is no safer in the long run than outright exposure. Life is either a daring adventure or nothing."* —Helen Keller

Ask yourself "why do we fear rejection?" What could possibly happen that would be so devastating it's not worth even trying? The only response of any significant consequence is physical violence. Unless your idea of an approach is pinching her ass or squeezing her chest (which it is for some guys), you're not going to incite an extreme reaction with mere words. It's time to role-play through your fears. By working through things mentally you can visualize your fears and then reject them as invalid.

"What will happen when I ask for her number? What will happen when I call? What if I get a date?" etc. If your wiring is set to come up with all the ways these situations could go wrong, then these questions become various fears. Regardless of whether they become conscious or unconscious ones, they can sabotage success instantly. These fears can make you give up before you even start. It's easy to say, "Awww, it's not worth it. I'll just give up now because I don't know what to do anyway." By consciously considering these situations, you can completely turn things around:

1. First, you can consider the worst case scenario, realize that it's not so bad after all, and reject your fear of it; e.g. she will refuse

to give you her number in a rude way, but that says nothing about you, reveals that she's a bitch, and will just mean you have to try again to find someone you'd even want to talk to.

2. Second, you can consider the best case scenario and realize that it's pretty good and worth the effort and risk of trying; e.g. she will happen to be at home, sound really pleased to hear from you, you'll have a fascinating conversation (but remember to keep it brief and cut her off while she's highly interested!), and she herself will want to see you again in person.
3. Third, you can consider your actual approach, imagine the possible words and actions you could use, and select the stronger ones and know to avoid the weaker ones. This will both diminish the risk of a negative scenario turning out, and increase the chance a positive one will result.

For instance, you will consider bringing her flowers but realize that this makes you look like every other wuss who's done the same thing because he doesn't think he's good enough to please her on his own merits... so instead you think of a cocky and funny comment to make on her apartment and how you'd hoped she'd have a pool, so when she asks "Why?", you could say that you want to see whether she looked as good in a bikini as she does in that dress.

## **Expecting Instant Gratification**

Sometimes a guy will learn my theories, go out and try them on ONE girl and if it doesn't work out with that ONE girl, decide the techniques are no good.

Human interaction, attraction, and dating are incredibly complex systems that involve a huge number of variables. This complexity can be overwhelming.

I've learned something interesting: Chaos theory shows that in any such system, small changes in initial conditions can yield huge differences in outcome.

Remember in Jurassic Park where the Jeff Goldblum makes a comment about a butterfly flapping its wings and causing a tornado far away?

Well, if you learn how to get things STARTED the right way, it can lead to fantastic success in the future. But learning how to do this right takes time.

And don't forget, women have their ups and downs too.

If the first girl you try these theories on doesn't react favorably it might have less to do with the supposed failings of the approach and more to do with her being married, having just lost her job, it being 'that time of month,' etc.

If you apply this knowledge to more than one girl and compare the average results to your average results before (if you had any!), you'll see that IT'S TRUE AND IT WORKS. Furthermore, this is a complex skill and practice will improve the results.

You've got to remember how risk and return work. Consider the stock market theory of expectation: losing small on 9 trades and winning big on the 10<sup>th</sup> can be a big winner, while winning small on 9 and losing big on the 10<sup>th</sup> trade can be an overall loser.

Unfortunately, most people can't play theories where they lose that much. They can't step backwards, because they always want to move forward. A lot of guys get all freaked out if they think they're going to have to walk up to 3 women to get 1 number, and then ask 2 out to get 1 date.

If a \$1 lottery ticket had a 1 in 10 chance of paying off \$100, it would be worth trying right? Well, even if you're just starting out, and you've only got a 1 in 10 chance of success with a given woman, trying only costs you a moment of your time.

There's no reason to demand results from only one interaction. This also means there's no need to learn everything there is to know about dating (an impossible task to begin with) before you start to practice dating. It'll be easier to learn the more practical knowledge you've got under your belt (so to speak) and there are some things you'll only be able to understand once you've had the right experience.

Whether it's because they're afraid of failing with a woman or because this is the first woman who's been nice to them or gone out with them, guys often let one outcome become so vitally important to them they forget learning this material is about the inner game, inner growth, inner satisfaction, and long-term happiness in life. If you give up some of yourself to make this one attempt work out, **NOT ONLY ARE YOU GOING TO LOSE THIS ONE, YOU'RE ALSO GOING TO MISS THE BIG PICTURE TOO.**

## **Natural Variation And Success Patterns**

Successes come in groups, and uninterested women or unfortunate circumstances do too. If you flip a coin repeatedly it doesn't neatly alternate heads and then tails. There will be strings of each in a row. It's a phenomenon called natural variation which shouldn't affect your confidence.

When you have success, keep rolling with that energy, and when you have a string of uninterested women, keep going anyway because it's just random. The better you get, the more success you'll have.

## **Avoiding Averages**

Averages affect average people the most. A lot of guys say "well I'm short" or "I'm average looking" or "I'm not that good with women," average people come up with all kinds of reasons why they're not successful. They come up with excuses for their own failure: "I'm just average, that's just what's going to happen."

People who make the decision to become exceptional and then go do what it takes to be exceptional aren't affected by averages. Only the average guy who accepts that average women don't like short guys is affected by that preference. You can turn them in your favor otherwise.

Avoid being average.

Attractive women don't want average men.

## **Decision Leadership**

Most people walk through the world seeking permission and approval from other people in a million different ways.

They want to know what they're OK.

They want to know that what they're thinking is OK.

They want to know that what they're doing is OK.

They want to know that what they're wearing is OK.

So they look to others to figure out if these things are actually OK.

But the problem is that if you're always looking to others to decide for you, then you're always following... never leading.

Unusually successful people lead the way with their own decisions.

I call this trait "Decision Leadership".

If you see an attractive woman, don't look around to see if others are also interested in her, just walk over and start talking to her.

Lead.

Others will follow you.

And attractive women love it.

## Chapter 3: The Evolution and Biology of Attraction

Attraction isn't logical.

You can't understand it just by thinking about what should rationally make someone want to be with another person. Attraction only makes sense when put into evolutionary, biological, psychological, and cultural perspectives.

To better understand attraction, we need to learn how and why it works. I'm going to use this chapter to explore attraction from the evolutionary and biological perspectives.

You might think all this stuff is intellectual nonsense and doesn't really play a role in attraction. Well, the mind is an amazing and vastly complicated organ.

We each have literally hundreds of genetically determined drives, unconscious cycles, and patterns inside of us, most of which operate without our awareness. By studying twins reared apart, scientists have discovered genes for everything from addictive behavior to being overweight to homosexuality.

Although we would like to believe in having complete control of our own destiny, we have to recognize all the hidden factors lying beneath our rational mind so that we can truly understand our motivations and choices.

### 3.1 HOW ATTRACTION CAN BE ILLOGICAL

Since most of us think of ourselves as rational beings, we expect attraction to be a logical concept. Well, the truth is that there are some surprising and powerful non-rational forces at work here.

#### The Triune Brain

Dr. Paul McLean has an idea he calls "The Triune Brain Theory".

It goes a little something like this...

The brain has developed gradually, but through stages which the "Triune Brain" theory usefully separates into three distinct phases... each of which has been traced to a particular physical component of our brain. This theory also reveals the mechanisms by which the consciousness we usually think of as our whole mind is influenced by other parts of our mind which are hidden from our conscious.



The earliest stage is the 'reptile brain'. This part of the brain handles our physical activities, such as coordinating movement and directing responses to certain stimuli. Just like a lizard scampering away when it senses a threatening shadow, we automatically recoil from physical pain. This is the part of the brain that regulates all the unconscious physical processes continually at work in our bodies, such as heart beat, breathing, digestion, etc.

The middle stage is the 'mammal brain'. This part is responsible for our emotional responses. Our emotions are obvious to us, but you can also see them in Fido's energetic tail-wagging when you come back from vacation.

The emotional part of our brain is what associates good feelings to positive memories and bad feelings to negative ones. While the reptile brain pulls us away from negative stimuli and towards positive stimuli that are programmed instinctually, emotions give us the ability to develop quickly the appropriate response to new situations we encounter.

Emotions are a way to carry pain and pleasure inside of us. Instead of relying solely on physical responses, we also use related emotional responses to guide our reactions. We avoid people who hurt us, feel disgusted by foods that make us sick, express gratitude for those who help us, and feel confident about things we can do successfully.

The final stage of the brain is the thinking brain, which is where our consciousness and reasoning abilities are found. Extremely versatile, the thinking brain lets us evaluate in advance the desirability of an experience. We can learn to avoid electrocution by being warned about it or seeing someone else suffer this fate, and we can learn to hunt or cook from the explanation and examples shown by others.

The reptile, physical brain is responsible for what we commonly think of as "body". The mammal, emotional, brain we typically consider "heart", and the thinking brain is what we're really referring to by "mind".

Each level is just a more complex evolutionary reaction to dealing with stimuli. First we developed basic responses to current body sensations like hunger and touch, then we developed the more complex response to past sensations in emotions like happiness and sadness, and finally we developed the startling ability to respond to the possible future with thought. What's important about this hierarchy is that each level is built on the "lower one".

The three brains, according to this theory, are actually built around each other in our heads.

## Internal Mental Power Struggles

Unfortunately, these three levels or brains don't communicate with *each other* very well. Each stage of the brain evolved for its contribution to our reproduction, so each has its own purposes. Conflicts between the different drives of the parts of our brain often cause us inner conflict.

"I want to talk to that woman over there, and I know that there's really no risk... but I feel fear coming from somewhere and I can't control it."

Although Dorothy and her friends thought the Wizard of Oz was a powerful ruler, Toto revealed the little old man really pulling the strings from behind the curtain. The truth about consciousness is much the same; behind the curtain, our physical brain and especially our emotional brain are both doing a lot of manipulation... manipulation that is OUTSIDE THE CONTROL of our logical brains.

We would like to believe that the logical, thinking part of our brain is in control, but it's actually the older brains that control the newer brains for their own ends. Where there's no conflict, we can exert a fair amount of conscious control. When a more basic brain wants something contrary to a later one, however, it usually tries to get its way.

Consider how difficult it is to calm yourself once your reptilian brain has activated your flight or fight response. Consider how difficult it is to leave someone you've loved for a long time.

While we wield some control over the thinking brain, the others are slaves to their evolutionary history and the motives of their creators: our genes. Our thinking brain often finds a way to justify what the earlier brains want instead of objectively evaluating the situation.

Consider for example something as seemingly abstract as beauty. You probably know that the ideal female body shape has changed from the chubby Reubenesques to today's anorexic runway models.

But a study examining the different images of beauty throughout history found that a common hip-to-waste ratio of 0.7—a ratio which happens to be ideal for bearing children. This means that while our abstract ideas of beauty may be influenced by society, it is still rooted in primal, physical elements.

Realizing that the mind is being pushed and pulled by three different brains and their correspondingly different agendas is key to understanding the ways in which attraction differs based on you'd expect if the rational brain alone were involved. While we normally only think about attraction from the perspective of our thinking brain, our emotional and physical brains

both play direct and indirect roles in modifying our conscious' sense of attraction.

## **Attraction As A Complex "Chemical Reaction"**

Do this exercise with me:

Think about the last time you saw a woman that you were REALLY attracted to.

Think about your responses when seeing that woman.

What about her was fascinating to you?

What was it about her that was the focal point of your attraction?

Did you experience the attraction to her as something that you "mentally" had any control over?

As you felt more attracted to her, did you feel more and more in control of the situation? Or did you feel less and less in control of the situation?

Last night I was out with a friend, and I saw a REALLY hot woman. She was not only beautiful, but she also had a killer body. And to top it all off, she was an amazing dancer. I stood talking to a good friend and watching her dance for a loooooong time.

Now, as I think about that situation, I can tell you that there were things about the way she looked and things about the way she moved that somehow got and kept my attention.

But I wasn't CHOOSING these particular things or traits that she had. I was experiencing the attraction I had for her almost as if it were hard-wired into my system.

And the more attractive I found her, the less in-control of the situation I found myself feeling. As she became more attractive and desirable to me, I became less logical and less in touch with my own power.

Remember, attraction isn't logical.

As a matter of fact, it's almost like attraction is ANTI-logical.

Attraction scrambles your brain—it doesn't organize and structure it.

The truth is that attraction is a combination of a physical and an

emotional response—which triggers a state of mind rooted in the mammalian and reptilian brains... NOT the thinking brain!

Emotions are basically chemical reactions in the bloodstream and brain. Fear, for example, is the feeling that occurs when something triggers our sense of danger. We release adrenaline into our system to raise our alertness and to prepare us to face the situation.

In exactly the same way, we feel attraction when the appropriate signals trigger the release of little balls of chemicals waiting on the end of neural receptors to be released into synapses. Heightened, focused interest, and the beginnings of sexual arousal are a couple of examples from the many effects caused by attraction.

What triggers attraction? Simply consider what turns people on. For men, visuals are clearly important: the mere sight of a sexy woman can change a man's state of mind and generate strong sexual arousal. But it can also be done with sound— just think about how big the phone sex industry is.

Similarly, women can have their attraction mechanism triggered in many different ways. While it can be the sight of an attractive guy, I think it's more often a combination of things based on personality rather than looks.

It is VERY important that you remember that women experience strong, overwhelming feelings of attraction too.

And it's very important for you to learn how to TRIGGER these powerful physical and emotional responses... because you're not going to "talk her into" feeling them.

## **3.2 WHY ATTRACTION IS ILLOGICAL & WHAT DOES ATTRACT WOMEN**

### **Replicators**

I'm about to talk about the concept of "evolution". Don't freak on me. If you believe in the concept, great. If not, that's fine. Just pretend that you do for the sake of this argument... because it will help you become more successful with women.

To explore exactly what triggers attraction for women, let's go back to the beginning. In "The Selfish Gene", Richard Dawkins explains that billions of years ago a molecule randomly occurred among the chemical reactions of early earth that had the incredible property of replicating itself.

This incredible property meant that this molecule became more and more common, and as it replicated itself, inevitably there were errors in the replication process that created imperfect copies which differed from the original in some fashion. Most of these variants probably couldn't replicate themselves and were the only instance of their kind.

Some variants, however, not only could replicate, but also had some small advantage in doing so. They did it faster, more often, or did so with less energy. Whatever the case, they replicated better than their originators and over time the improved model outnumbered the originals.

Eventually, replicators developed into genes. To this day, genes do everything they do because it helps them make copies of themselves. Genes are the blueprint for your entire body, including your brain. This means they create both your body and your mind. Since they only do what helps them make more of themselves, this means even your mind is designed to make copies of your genes.

## **The "Mating Mind"**

Or to put it another way, your brain is designed to make sure you have as much sex as possible. Of course it helps you gather food, build shelter, avoid danger, etc., but everything it does to keep you alive is to allow you to live longer in order to have more chances to pass on your genes. There are two key implications to this idea:

1. Our minds, which we like to think of as mostly rational, only succeeded because they made us better at reproducing. We can't possibly have full conscious control over them because the self-replicating drive that created us still has many powerful forces on how and what we think.
2. There are millions of years of evolution driving us to reproduce by having sex. Since attraction is what leads us to have sex, attraction is firmly tied to the biology resulting from that evolutionary history.

Now that we can see how evolution could create attraction based on something more than rational thought, we can start to analyze some of the reasons that have developed for attraction. Discovering those reasons starts in understanding the different contributions men and women make in reproduction, and the conflicting strategies that have evolved as a result of those differing contributions.

By the way, Geoffrey Miller wrote a book called "The Mating Mind". If you like this stuff, read that book. It's mind-blowing.

## **The Economics of Sex**

Men and women have different biological roles in reproduction: women produce a single egg each month, whereas men produce millions of sperm every day.

This fact may not be news to you. However, this biological difference has led to men and women to evolve different reproductive strategies... and so it has a surprising influence on the sexual behavior of men and women. Examining our differing reproductive roles explains the important reasons for these behavioral differences.

A man has more sperm than he can get rid of and his goal from a biological standpoint is just to replicate his genes as much as possible. It would therefore make sense for him to impregnate every woman he could because if any one child didn't survive and didn't go on to reproduce, it hasn't cost him very much energy at all. The lost energy is more than made up for by the sheer volume he can achieve.

On the other hand, because women produce so few eggs (or "reproductive units"), they end up investing a lot more of their time and resources than that of the opposite sex. She must invest not only in the production of one egg, but also in the long term: pregnancy, child-birth, feeding, caring, etc. A woman has to value each egg very highly because of how much energy she puts into it.

With so much at stake in each attempt at reproduction, a woman must first choose her investment carefully. Secondly, she must also try to ensure the success of every child she has.

Women have developed biological methods to maximize both the quality of the men with whom she chooses to reproduce, and the odds that they will help stick around and help protect her investment.

To make sure she gets the best "reproductive value" possible, women have developed a number of barriers, twists, and turns designed to keep "weak" sperm out.

Only the healthiest sperm will make it past her barbs, pitfalls, and chemical blockades.

Though interesting, this is only one type of test women have developed

(a physical one). There are also the unconscious, *psychological* tests she uses to determine your genetic value. (In the later chapters of this book, I'll also show you how to handle these kinds of tests.)

Women need two things.

They need great genes, and they need a mate who will stick around to help raise the child. As we now know, these two goals aren't always achieved by the same man.

But keep these two drives in mind as we move forward.

### **The 'Keep-Him' Strategy**

To encourage a man to commit, women have developed an unusual strategy...

Humans are unique in the animal kingdom for having "lost estrus" and "hidden ovulation". While most animals outwardly signal they are sexually receptive, such as a chimpanzee's red and inflated butt, human females do not reveal (or even know themselves) when they are fertile.

How did this unusual state of affairs come about? Women who were able to keep a man around for the duration—rather than just during a brief fertile period—had more support raising their weak and burdensome human child and thus were more likely to successfully pass on their genes.

Since a man has no signs to tell when a woman is at her most fertile peak, and since she's willing to have sex at any point in her cycle, he feels compelled to mate with her throughout that cycle. Furthermore, if he is not around her all the time, another male might mate with her and distract her resources from his child.

This need to prevent others from impregnating a woman has even led to the evolution of "sperm warfare". As it turns out, only one percent of sperm are road worthy, while the other ninety-nine, once thought to be defective, have recently been discovered to be designed to fight other sperm that came from other men!

Men now have to balance the advantage of having sex with many different women with making sure that they are actually impregnating them and that their offspring receive her resources.

By the same token, women too must strike a reproductive balance.

## Why Women Cheat

What's interesting is that we are socially programmed by our families, religions, and schools that monogamy is the way to go. Commitment to one partner is in the interest of the safety and well being of the children, and for the most part we do a pretty good job of it. But our selfish genes have their own means to their own ends.

Women are always thought of as the "most monogamous" sex.

However, research has revealed that something like 10% of us on this planet have fathers *other* than the one we think is ours. This finding means that at LEAST 10% of mothers risked losing that support in order to have a child with someone other than their normal partner.

Furthermore, scientists have discovered that women are more likely to cheat on their partners during the sexually fertile portion of their menstrual cycle, *and* they're more likely to orgasm when CHEATING on their regular partner.

Why would this be the case? It doesn't seem to make sense, does it?

Well it does when you find out that *female orgasm greatly increases the odds of conception*.

These research results imply that women actively, if not subconsciously, try to conceive from their affairs rather than from their established relationships.

Some women sleep with the tall, strong, handsome guy... then let the nice, committed, successful guy raise the kids.

The man will cheat because it costs him very little to do so. The woman will cheat because she values the new genes higher than the risk of losing her established partner.

Women want both good genes and a supporting provider. And sometimes she'll get them from two different people.

I have read many books on this topic, but if you want to get a fantastic education and have your mind expanded, read "Sperm Wars" by Robin Baker.

While we're discussing infidelity, here are two brief points on how to keep a woman from cheating.



## Competition in Sexual Evolution

The better a woman is at selecting the man with the best genes, the more successfully she'll be in the mating game.

Likewise, the better a man is at presenting himself as if he has the best genes, the more successfully he'll reproduce.

This leads to a sort of evolutionary arms race in which both sides improve their strategies for selecting their mate and presenting themselves.

If it were easy to figure out what attracted a woman, any guy could mate with her. The more difficult a woman is to decipher, the more control she retains over her selection of a mate and the better the genes are of the men with whom she mates.

We have evolved our mating strategy over millions of years, so it makes sense that attraction is complex... and not just straight-forward.

## Attraction, at Last

Now we've finally got all the pieces we need to explain ATTRACTION and why women feel it for some men, but not others.

We've explored how her deeper investment in a given child makes a woman value a "provider" highly. But we also know that she values a man's genes highly too.

If a man has "great genes", a woman might be willing to mate with him even though he's not going to stick around to help raise the child.

If a man has money (or "means"), a woman might be willing to mate with him because he can provide best for her (and her future offspring).

As you can see all, men try to maximize their reproductive potential and investment by leveraging their "best assets".

Here's the bottom line:

If you LEAD with PROVIDER behavior – in other words, if you start out trying to show a woman that you can provide for her by giving her things, buying her dinners, and spending money – you are in one way saying, "Hey, I don't have the best genes and you probably wouldn't like me for who I am... so I'm going to try to buy your approval and affection."

This is WUSSY behavior, plain and simple.

Wussy behavior says, "I have bad genes" at one level.

There's nothing wrong with being nice and being generous, but if you're communicating that you're a WUSSY, it will hurt you.

On the other hand, when you don't lead with Wussy behavior... when you lead instead with challenging, cocky and funny, interesting behavior, you're communicating that you don't need her or anything else... that you're incredibly valuable "as-is".

This kind of behavior says that you know you have other options, you know your own value, and that your genes are "good" all by themselves.

Now we can see exactly why personality and communication is so important when it comes to ATTRACTION.

Personality is a key indicator of men's "genetic fitness"... and so evolution has driven women to be more attracted to it than anything else.

Now don't get me wrong... physically attractive guys do have an advantage in many cases because women respond different to them initially. This slight edge, in the bigger scheme of things, can lead to significant results.

Men who for whatever reason are seen as more desirable often naturally learn to act more dominant, etc. in keeping with their most advantageous mating strategy, and those men who are seen as less desirable learn to try and make up for their lesser desirability through compensating behavior (like buying dinners and giving gifts).

Women KNOW on a subconscious level why each type of man is behaving the way he is. It's obvious to them.

Since women know subconsciously why each type of man is acting the way he is, both of these patterns serve to reinforce the men's initial desirability ratings. The more attractive a woman is, the higher standards she'll typically have, and the more practice she'll have detecting how much strength is behind a personality.

Remember, simple rules can yield startlingly good statistical results. Women use simple things to disqualify men because there are so many from which to choose. It's simple time management!

Think about the learning curve for a moment and imagine how long it would take a beautiful woman to get a feel for whether or not a person would be a good match for them. Since they're presented options many

times a day, almost every day since puberty, they develop a sixth sense for weeding out the lesser prospects.

Since provider behavior does have some benefit to a woman, it *can* attract some of them—those who don't think they're good enough to attract a man with great genes!

Hot women know very well that they're attractive to men, and they know that they don't need to settle for a Wuss who wants to buy them dinner.

They want to find a dominant male who is exhibiting his good genes, and then get him to stay with them. THIS DOESN'T MEAN TURNING INTO A WUSS.

Once a man turns into a Wuss, he reveals that his genes aren't good enough to earn the woman on their own merit and that he feels he needs to offer her something more. So she'll soon be off to find someone whose genes do deserve her.

### **3.3 ATTRACTIVE MEN**

Now that we've explained the type of man women are attracted to and why, let's explore how to be the kind of man that triggers a woman's attraction mechanism.

We've seen that our brain evolved with a sexual function.

It isn't surprising that the triggers to attraction are hard-wired into it. Once again, we can learn some powerful surprises by going through a little more intellectual analysis...

To create attraction, you need to do the things that trigger the corresponding chemical release, just like what happens when you're in danger or really excited about something.

It's a process that has been carefully wired up for millions of years with simple rules, simple steps, and simple ways to create it.

Likewise, millions of years of evolution have also wired up built-in cheat detection systems.

### **Ethology and the Study of Animals**

Now what we humans do in the dating world seems like a far cry from anything you see in nature, but humans share many patterns displayed in

nature... and we can draw an insightful parallel.

If you've spent any time watching National Geographic or Discovery, then you've seen your fair share of animal mating dances.

These dances can sometimes be amazingly complex and time-consuming. These behaviors are not taught to animals in a classroom, learned from an older brother, or read about in magazines.

It's all built-in.

Hard wired.

Pre-installed.

Animals go through a very standard 3-stage process:

- 1) **Sign Stimulus:** The sign stimulus is the sensory input that starts the whole thing; e.g. a red belly signaling fertility.
- 2) **Innate mechanism:** The innate mechanism is the hard-wired series of internal events triggered by the sign stimulus, e.g. preparing the body to release sperm.
- 3) **Pattern of behavior:** The pattern of behavior is the actual external actions performed, e.g swimming back and forth in a zig-zag, which can in turn become a sign stimulus for the other animal involved.

The fascinating thing to notice is that when certain steps of a gesture or dance are not followed correctly, then it is all over because the female loses interest. If the male fish doesn't swim in the right zig-zag pattern, the female will move on to more skillful waters.

We have a lot more in common with animals and their behavior than we'd like to realize. We find mates, display to them, court them and mate with them in similar ways.

## You Must Trigger The Attraction

When a guy sees an attractive woman, his internal states change and a common pattern of behavior begins. Women can tell a lot about your sexual worthiness from the pattern you display, and one misstep can destroy their interest.

But if you can exhibit the right pattern of behavior and communication, you can trigger the physical and emotional response called ATTRACTION... and then *the logic will handle itself*.

As long as your behavior and communication has the right mood, tone, and emotions behind it, her attraction switch will flip on and stay on *no matter what thoughts she has against it*.

## **Tastes Good, Not Good For You**

Since women are not in control of their attraction or the mechanism that triggers it, sometimes they're attracted to things that aren't deemed 'sociably acceptable' and won't even admit when they know they're attracted to it.

Women are also attracted to things that aren't necessarily what they say they want. Women may say they want a nice, sensitive guy, and yet they often pursue uncaring jerks.

Think food.

Do you always eat the thing that's good for you? Or do you eat what tastes good to you? And are they always the same thing?

The woman chooses the man that she likes and that tastes good, but not necessarily the one that is good for her. Whenever it's a toss-up between what's in our best interest and long-term outlook and what gives us the most pleasure in the short-term, people generally won't select what's best for them.

Remember the triune brain theory. As a rule of thumb, the heart convinces mind, but the mind can't convince the heart.

## **The Animal Inside**

The animal inside you knows exactly what to do in every situation.

If it weren't hindered by all this social conditioning and B.S., you'd know exactly what to do when you came in contact with a female that you found attractive in order to engage her and to play the courting game.

In his book "Body Language" Julius Fast talks about a great pick-up artist named Mike, who does several unacceptable things when he picks up women. He invades their body space just slightly looks at them in very sexual ways when he talks, etc.

He does things to make the woman subtly uncomfortable, but it's all done in a way that doesn't offend the women but to get her sexually excited. If you were to TALK ABOUT IT instead of DOING IT, most women would get upset and say it's wrong. But it's real... and women respond to it powerfully if you understand how to communicate on that level.

So get in touch with the animal inside of you.

For example, let's look at eye contact.

When an attractive woman looks a man directly in the eye, the man usually looks away nervously.

But if you hold eye contact until *she* looks away, it establishes an unconscious level of power and control.

Which one do you think creates more ATTRACTION?

## **The Pre-Programmed Man Archetype Homing Mechanism**

We've seen that evolution has led women to come pre-wired with a "good genes" program and a corresponding attraction mechanism. Here are some characteristics that trigger it:

- Dominance
  - Over her
  - Over others
- Strength
  - Physical
  - Emotional
  - Intellectual
- Novelty-Seeking (Adventurous)
- Resources
  - Mental
    - Knowledge
    - Learning ability
    - Analytical ability
  - Physical
    - Money
    - Possessions
- Looks

Men have the potential to have all these attributes, but along the way we get discouraged and never develop into the man that is attractive to women.

Only the last one is beyond your control, and even it can be maximized to its full potential and bring most guys to at least average looks.

The bottom line is that most guys just have the wrong idea in general.

They think they have to do things for women to get them interested.

Actually, just being the best man you can be for *yourself* is the answer.

In fact, it's everything.

It triggers the attractive man program and the corresponding automatic attraction mechanism in a woman.

### **3.4 LET GO OF EVOLUTIONARY HANG-UPS**

#### **We Can Change and Reprogram Ourselves**

All this talk of evolution has revealed that we humans have many instinctive and unconsciously learned behaviors. But I'm not a "determinist" who thinks we have no control over our lives.

We can change our thinking and reprogram our behavior to some degree.

To do so, however, it's important to admit, recognize, and learn about these concepts... in order to take the most effective control of them and prevent more unwanted programming. It's even possible to reprogram others, even without them or us realizing it.

Let's look at some of the patterns that made sense at one time in our evolution but which are now limiting us from reaching our full potential.

#### **Competition**

Put aside any judgments about the "fairness" of how women think and act. Remember, a woman's constant game-playing is her way of testing for strength and integrity... and ensuring that you're really who you say you are.

If you take this natural drive personally, you're going to feel negativity, which will only reveal your weaknesses and block your strength. If you can see it as something women have no control over *and so use with all men regardless*, you won't be offended and won't be set back by it.

In fact, men have the same drive to find the best mate. Since women are normally the sexual selector, men express it differently. Why don't men settle? Why don't we just get a mail order bride who would consider any U.S. income "rich"? Our drive to compete for the best mate is what's behind this social stigma.

When a woman tests you, try this way of responding: Give her an amused smile that you recognize she's still being controlled by a pre-programmed drive that she just can't control.

## **Remembering and Fearing Failures Over Successes**

Another trait that kept us alive in the past was remembering and avoiding negative experiences from the past. We humans tend to remember problems, trauma, and things that didn't work.

If you nearly drowned trying to forge a river or got bitten hunting a wild beast, and remembered not to try doing so again, you were more likely to survive.

The worst-case result (death) was more important than the best-case result (finding more food). There were a number of ways to get food, but only one life to spare. So evolution has encouraged us to remember and fear our failures over our successes.

But in the modern world we have reduced the consequences of failure, and most of the things we try to do don't involve life-or-death situations. Nowadays, the risk-to-reward ratio is usually the reverse of what it was in our evolutionary past.

In particular, there's almost nothing to be lost by taking a chance in dating. Talking with a woman isn't likely to get you killed.

*Yet there's a lot to be gained by just talking to her.*

It's time to consciously recalibrate the risk-taking strategies with which evolution has left us. It's time to value success and stop caring about the failures, since they don't actually hurt us anyway.

We humans base our expectations for the future on our past experiences. When we think about what might happen, our evolutionary tendency is to imagine failure. Now when you look to the future, remember your successes over your failures and imagine a future filled with success instead.



# Part 2: Creating Attraction

## Chapter 4: The Hidden Languages Of Attraction

### Secret Languages And “The Matrix”

What if I were to tell you that during your entire life, all around you, other people were using a secret language?

What if I also told you that they were using this secret language in plain sight the entire time, and because you didn't even know that the language existed, you would have a very difficult time learning how to be more successful with women?

What if I told you that there was actually MORE than one language that fit this description?

Finally, what if I told you that in these secret languages things often worked differently or opposite to normal language... for instance, “no” often means “yes”, and not communicating says more than all the communication in the world?

Would you think I was crazy?

And since you'd never seen or heard of this secret language, how in the world could I convince you that it even existed... never mind convincing you to learn it...?

Well, as it turns out, this scenario isn't a fictional fantasy out of The Matrix...

It's reality.

*I'm* convinced that there are “secret languages” being used. But like I said, I know that if you've never seen or even heard of them, it could be quite a challenge to get *you* to believe in them.

And once I get you to actually believe in them, then I face the challenge of helping you learn how to communicate with them. But I'm going to try, because I believe that it will dramatically increase your success with women and dating.

### Finding Hidden Patterns

Our amazing brains create meaning by finding patterns to make connections and associations.

Just like Pavlov's dogs learning to connect the ringing of a bell with dinner time and drooling whenever hearing this sound, humans subconsciously learn to associate seemingly unconnected surface things with more important issues hidden underneath.

Communication occurs anytime one person obtains "meaning" from another individual. Whether or not it's the meaning the sender meant to express, something has been communicated.

Remember that point... *It doesn't matter whether or not you wanted to communicate the message. If the other person got meaning from it, then you've communicated something to them.*

Since our incredible brains are so good at making associations, we have a natural ability to interpret even unintentional communication.

This is why we talk about things like "body language".

Even though we don't usually mean to do so, we reveal a lot of information about ourselves through body language. While you might not consciously think that voice tone reveals anything about personality, your brain early on learns the pattern between voice tone and personality, and your subconscious makes the appropriate associations between the two.

When you talk to a woman, you're not just communicating with your words.

Communication happens on several levels simultaneously, and **only something like 7% of what you communicate is on the verbal level. The other 93% is in your body language and voice tone rather than in your words.**

**Realizing this concept is the first step in opening your mind to the awareness of the "hidden languages" of ATTRACTION.**

In addition to just body language and voice tone, there are many other hidden ways of communication, or "hidden languages," and to control attraction you need to be aware of and control every message you send.

## Unspoken Languages

I often make the mistake of assuming that most people understand body language well.

As it turns out, it's not true at all.

In fact, it's pretty funny that I make this mistake, because I used to be pretty bad at understanding body language myself!

It's amazing how something very powerful can remain unnoticed because it happens completely unconsciously.

I'm in an unusual situation when trying to teach these hidden languages. It's very hard to convince someone of the existence of something they've never seen... and ESPECIALLY when it's something that works on an UNCONSCIOUS instead of a conscious level.

Some who have never noticed subtle body language will see discussion of it almost like talking about voodoo. For them, it has never existed so they have a mental block accepting the fact that it could exist.

No one is born knowing why the sky is blue, and when they learn the reason, they think that it's an interesting fact and may tell their friends. Body language, on the other hand, is something that SOME men just learn about subconsciously at an early age, so it never occurs to them that it's something worth telling anyone else about and think "everyone must know this stuff already".

Those men who don't initially know about it, but do come to learn about it later also realize its power: if you know what's being said with body language and the guy next to you doesn't, you've got an advantage over him. There's a strong motive for someone not to tell anyone else, because they'd be giving up some of their power if they did. So body language is kept secret from those who don't already know. The men who know reap the rewards, and those who don't never will.

I was once one who didn't know. Then I decided to do whatever it took to get a handle on my dating life, and this concept is one of the things I learned through years of intensive study.

So, while it may be difficult for you to imagine that some of the hidden languages we're going to discuss in this chapter really exist, keep in mind that there are good reasons they've been kept hidden from you. Remember that if you really want to improve your chances with women, you need to be ready to change and be willing to accept new ideas.

## **The Universal Language**

Have you ever watched National Geographic or the Discovery channel? It always amazes me how supposedly "dumb" animals seem to be amazing at communicating with each other.

A bee can do a special dance in complete darkness and communicate the exact distance, direction, and location of food to others in the hive. An alpha male in a wolf pack uses certain cues to maintain his leadership position, causing other wolves to respond instantly by displaying more submissive behaviors.

But there's something else that happens, which really fascinates me. If you watch, you'll notice that animals from *entirely different species* also communicate with each other.

There are some ocean fishes that are known as "cleaners". Larger fish swim from the open ocean to "cleaning stations" to have these smaller fishes remove parasites from their mouths. As the larger fish comes closer, the smaller cleaner fish begins a special series of movements, which causes the larger fish to stop, open its mouth, and stay completely still. The smaller fish then enters and cleans the larger fish's gills.

Even a fish that has been raised its entire life in an aquarium will respond the same way when it encounters this special series of movements and coloring of the cleaner fish.

*It's as if the larger fish has comes pre-programmed with the response from birth... or maybe it's not "as if" at all...*

If you walk up to a dog, the dog might begin wagging its tail at you and acting happy. But if you start shouting to express anger, the dog will probably become afraid and cower. Your message is loud and clear.

Somehow, in all of these situations, there is a language being used that transcends the need for words. In fact, *words* would actually be the SLOW way to communicate in all of these situations. And they would be dangerously inefficient in most of the cases.

So here's my premise: along with many other animals, we humans come pre-programmed with a very efficient, very primal set of "languages".

It's interesting to note that WOMEN communicate with these languages *far* better than men. In fact, most men don't realize that communication is even taking place, and by the time they do, it's too late.

I want you to go try something so you can get a feel for what I'm talking about. I want you to go make friends with a cat. Yes, a cat.

Have you heard that women act like cats, and men act like dogs? Ever wondered what's going on? Have you ever tried to make friends with a cat, but gave up because the cat wanted nothing to do with you?

Go over to a friend's house with a cat that seems to avoid being petted.

But instead of going over to the cat and trying to pet it, I want you to *completely ignore* the cat.

Don't even look at it.

If you sit for long enough and pay NO attention to the cat, it will probably come over and rub up against you, or walk by to see what you do.

Now, at this point most guys will reach out and try to pet the cat, thinking "Oh, it's OK to pet it now that the cat is coming to me."

Don't do it!

Keep pretending that the cat doesn't exist.

Before you know it, the cat will be up on your lap. Guess what you should do now? Right! Gently push it away. After doing this a few times, you'll have a cat that probably won't leave you alone.

What's going on here?

Well hell if I know!

*I just know that it works!*

Whenever I meet a cat that I don't know, I always pretend like it doesn't exist and wait for it to come to me. Then I push it away a few times. The cat usually winds up on my lap purring to no end.

I often hear, "Wow, that cat doesn't make friends with *anyone* that fast" or "I've never seen that cat let someone pet her so soon", etc. The point is that this is the language of cats. And, interestingly enough, it's also a fantastic introduction to the language of women and attraction.

Women totally understand cats. Read the last section about how to make friends with a cat to a woman. The woman will nod and say, "Well, of course." She'll explain to you what's going on in the cat's mind that causes this behavior.

Try it.

You'll be shocked.

## The Language of Secret Societies

Now that you've been introduced to the concept of "secret languages of communication", let's talk about a few human examples.

You may never have heard of it, but there's a way of eating called the "Continental Style" of dining which originated in Europe. With your knife in your left hand, you hold your fork facing down in your right hand without ever switching hands. Sometimes you even scrape food onto the back of your fork. To some this custom looks unsophisticated – but it was a style of dining adopted hundreds of years ago...

*...with a very specific purpose in mind.*

Back then someone in the upper ranks of society arbitrarily decided it was the proper way to eat. Those around learned and accepted it because they wanted to be associated with that social status. Since only those who weren't part of this exclusive class didn't even know about this way of eating, social standing and background could be communicated simply through the way one held a knife and fork.

A "lower class" person would watch this style of eating and think to himself, "That's weird." But they'd never USE IT.

And guess what? It became a clear and instant way to know if you were dealing with someone of higher or lower social status.

Guess what again? Many people still use this style of dining to subtly say, "I'm a classy, high-status person." Watch for it when you're eating with sophisticated, intelligent people. And it still means the same thing to them.

You may not know it, but the exact same kind of hidden languages still communicate all sorts of things about us to the people "in the know."

Did you know you're supposed to hold your wine glass by the stem and not by the hollow that actually contains the liquid? Next time you go to a fine restaurant look around and notice how people are holding their glasses.

There are elite groups in many areas of society, such as in business or politics, which use subtle behavioral and linguistic distinctions to separate those who belong from the rest of the masses.

Does this stuff matter to you?

It should.

You might be thinking, "Yea, but I'm not interested in being a stuck-up snob who eats a certain way and holds their wine glass like a girl!"

I feel ya, dog.

But back here in reality where most of us live, these secret ways of communicating are NATURAL.

They've existed for many, many thousands of years... and they've proven to be more than just "occasional". These are now the STANDARD for how people of common group status identify and communicate with each other.

The hidden languages that concern us in this book, however, are those that directly involve women....

Even those who know these hidden "attraction" languages keep them secret for the same segregating purpose. The men who know about them don't want to share their advantage, and women want to keep in control and remain free to be the selectors in choosing the best genes. Luckily for you, however, I'm going to reveal them.

## **The Series of Key Languages and How to Approach Them**

There are a series of key hidden languages, which you're going to need to discover and learn. With each, first you need to 'get it', which means to recognize, understand, and believe it. Then you need to fix the way you're communicating through that language in order to send attractive signals instead of unattractive ones.

A tip for the first step is to look for the subtle hints that you would have ignored before you'd heard about the language's existence, but which now will reveal its existence to you. Open your mind and notice EVERYTHING. Observe what you didn't see in the past. Make note of things you thought were unimportant.

The second stage is forcing yourself to abandon your old habits and trying something new – like initiating conversation differently when meeting women by replacing the genuine "Hi, how are you?" with something sarcastic, funny, or sassy, just to see how it starts a different dynamic.

In time you'll learn to speak the hidden languages and express what you *really* want to say. Then these hidden languages are going to help you instead of hurting you through all the stages of approaching a woman: talking with a woman, going on a date with her, and "getting physical" with her.



## Body Language

I believe that the words you say actually don't matter much. What matters is HOW you say them with both your voice and your body language.

You can say a word and have it mean just about ANYTHING by shifting your voice tone and body language. You can be sarcastic, funny, serious, or whatever.

And remember this point:

**Women are as much as 10 times better able to read subtle body language than men.**

Women can see and then give meaning (and usually accurate meaning) from cues you never even knew existed. It's almost scary.

When I first started learning about how to meet women, I can remember thinking that I needed to learn pick-up lines and other tricks. I had no idea that this stuff was basically useless without the all-important understanding of how body language works.

After a lot of trial and error, I started to realize that when my body language and voice tone were correct, I could say ALMOST ANYTHING to women, and they would feel ATTRACTION.

A lot of my little practical tips are ways to say, "I'm confident and in control, I'm the selector" through body language: turning away first, walking away to give her space, squinting, pulling back further if she pulls back, etc. They're such small actions they may seem insignificant, but body language is so powerful they're actually huge signs about your inner-beliefs and self-confidence.

You can express power and understanding with subtle gestures, even when done only occasionally, such as touching the small of her back, cupping her face, pulling her hair slightly, or stroking her head in a "protective" way.

Let's say you're talking to a woman using confident body language, teasing, and building sexual tension. You have good eye contact, you're indifferent, and she's interested.

You can make a subtle little move like reaching with the back of one of your fingers and stroking her arm very slowly and gently, so she can just feel your fingers stroking her. Do it quickly – it might last only three seconds while you smile and look her in the eyes.

Now the average man would find this stupid and think it made no difference, but to a woman it communicates that you totally understand. You know how to touch a woman and are demonstrating this ability to her while teasing her at same time.

## **Posture**

Most men I see hold themselves in a way that says, "I am not very confident about myself, my beliefs, my direction in the world, or anything I'm saying"....

And most of the guys I know who are chick MAGNETS hold themselves in a way that says, "I'm the dominant male in this situation... I own this place."

Coincidence?

I think not.

Posture is one of the clues women use to determine instantly what kind of man you are, what you think of yourself, and whether or not to feel **ATTRACTION** for you. Really.

So suck in your stomach, hold your head up and back, pull your shoulders back, arch your back... and generally hold yourself like you're the most powerful person you've ever seen or heard of...

Yea, I know this sounds dorky, but do it anyway.

You'll probably feel strange and self-conscious at first, but not to worry. If you continue to practice your confident posture, you'll soon become comfortable with it. And more important, you'll attract attention from women.

## **...Slow and Calculated Movements and Gestures**

Watch a few James Bond films, and while you're at it, check out "Dirty Rotten Scoundrels." Have you ever noticed that James Bond never looks like he doesn't know how to act? And that he never fidgets or behaves nervously? Everything James does is a little slower than it should be. He's just too cool.

Try learning how to turn your head slowly, how to blink slowly, how to change facial expressions slowly, and how to gesture slowly. This makes a huge impact on how others perceive you. This kind of body language transmits the message: "I'm so comfortable in my own skin, it hurts."

## **The Most Powerful Secret Language: Innate Body Language**

There are two distinct levels of communication in human body language: the “innate” and the “learned”. The innate includes things like dilated pupils, licking lips, flushing cheeks, smiles, raising eyebrows, etc., while the learned includes vocabulary, dining styles, fashion, etc.

Pupil dilation is a fascinating example of innate body language. The more dilated your pupils are, the more light they allow into your eyes. If you’re staring close to something, you’ll see it much better.

In one article that I read, Russian psychologists found that the higher the interest level of a person had in something or someone, the more dilated their pupils became.

While these findings may not come as much of a surprise, the unexpected results came in their studies of how people reacted to the pupil dilation in *others*. The researchers consistently found that those with dilated pupils were more interested *and more interesting* than were those with contracted pupils. Not only do we subconsciously recognize someone’s dilated pupils indicating interest in us, but also we ourselves become more interested in them too!

That’s a powerful reaction for something we may never have considered, but innate body language is deeply rooted in the subconscious mind. We humans express ourselves through it without intending to do so and without ever even realizing that we have expressed it. This makes this form of communication very difficult to control.

This language also makes it the most powerful and convincing level of communication because others know, at least subconsciously, that it’s the most honest sign of how you really feel.

A “master” communicator who understands these concepts at all levels, who both understands and controls this innate level of body language, is unbelievably attractive to women.

His beliefs, including his self-confidence, are expressed powerfully through this unspoken language.

## **The Hidden Language of Eye Contact**

I believe that unconsciously, we humans use our eye contact for several purposes. We establish dominance, get attention, and show interest all

through our eye contact. If you use the wrong type of eye contact in a certain situation, you'll probably wind up with a result that you didn't want.

To establish dominance, you have to learn to hold eye contact for longer than her. If you see a woman that you find attractive, and she looks back at you, **DON'T LOOK AWAY**. Most guys become self-conscious and look away as soon as a woman notices them looking. This is a **HUGE** mistake.

If you want to communicate all the right things, you need to show **IMMEDIATELY** that you're not afraid and that you're not at all self-conscious about the fact that you are checking her out.

A good exercise is to walk through a mall for a few hours and look **DIRECTLY** at every woman you see. Walk into every store, and look directly into the eyes of every single woman you encounter... and **DON'T LOOK AWAY UNTIL AFTER SHE DOES**.

To manage attention and interest when I first meet a new woman, my eye contact communicates, "I'm interested in talking to you, but I'm not **OVERPOWERED** by your presence." Here's how:

1) I'll look directly at them at the beginning of the conversation and only glance away a few times (so I don't look like a psycho...). This shows that I'm not **AFRAID** of them and that they have my attention for the moment.

2) If the conversation progresses, I'll break the eye contact by looking away, talking to other people, allowing myself to be distracted, etc. and then coming back to look directly at them. This shows that I am not needy (again, not looking at them like a psycho).

3) When I get together with a girl for the first time for tea or whatever, I actually won't look at them very much, but instead prefer to act like more of a "best friend." I'll joke around and have fun, but not act too serious. By doing this, it creates a question in her mind: "Does he like me?"

Use enough eye contact so that it's clear to her that you're not **AFRAID** of her, but not so much that you intrude on her space. As the conversation progresses, use less and turn up the humor to create tension.

Eye contact can say a lot of different things, and it says them strongly, so make sure you're saying the right things with it.

## **Communicating with Tone of Voice**

Most people speak with weak, squeaky voices that convey the message,

"I'm not confident... I have no self-esteem."

This turns women off... BIG TIME.

If you want to attract beautiful women, you're going to need to take a few lessons from Barry White. Learn how to speak with a deeper voice. Learn to speak from down in your chest and stomach. Add more bass to your voice.

Also, learn how to speak slower... and how to articulate every word better. Become comfortable pausing... it creates anticipation. Most guys talk too much, too fast, and feel like they need to talk because they're nervous. Don't do it! Learn to lean back, relax, and become comfortable with the tension that comes from silence.

If you work on communicating with your BODY AND VOICE that you're a confident, sexually aware, then all the techniques you're learning from me will work TEN times better. Really.

## **The Secret Language of Cocky Comedy**

Cocky comedy is actually a sort of secret language itself. The power of cocky and funny is not in the actual words you say when you talk that way, but it's in the beliefs you're suggesting you possess by exhibiting that sort of attitude.

The average guy is intimidated by an attractive woman and feels that she is the one wielding the power in their conversation.

He'll agree with her and try hard to please because he feels he has to provide something in order to hold her attention.

Unfortunately for him, hidden communication reveals the weakness underneath his positive words and causes them to do exactly the opposite of what he wants.

Along with the eager-to-please attitude, wusses expose themselves by being easily impressed by the other person and making nervous, uncomfortable, insecure comments of their own.

One of the worst is asking "Do you like me?" If she did before you asked, she certainly doesn't now! Asked sincerely, this question reveals the deadly combination that you both care whether or not she likes you *and* that you're not certain she likes you because you're unsure about being good enough for her.

Just assume she likes you. She'll let you know one way or the other.

An arrogant attitude combined with humor distinguishes a guy from the average because it reveals that he neither thinks he needs to earn a woman's attention through flattery nor that he even needs her attention in the first place.

The problem with straight arrogance is that it is *negative* and thus unwanted.

Cocky Comedy manages to express the same meaning but by adding the funny component to the arrogance, it avoids being unwelcome. If your comments are funny, they're enjoyable, even when you're giving the person a hard time about something.

Furthermore, humor obscures the negativity in whatever you're pointing out and makes less of an issue of whether it's actually important. Although there might be a kernel of truth to what you're saying, you could just be playing around and having fun. Ball-busting is especially powerful when she doesn't know if you're serious or not because there is the tension of uncertainty excites her.

What's implied by Cocky Comedy is a secret signal to women that you are desirable. You don't need to please her with your words because you are worth being around for your own merits. The point of cocky and funny is not to put her down or to be a constant stand-up comic... it's to show that you value yourself.

## **You Can't Always Spell It Out For Her**

One key that's very important to women is that what's going on subconsciously shouldn't always be made *explicit*.

In other words, you shouldn't always talk about it.

If you have to say, "Oh, you're used to getting everything you want and having men kiss your ass, compliment you, and take you out everywhere. I'm not like that, I'm a real man that you should feel attracted to," it's not going to work.

Since the power of the combination of cocky and funny is in what it SAYS about you, it only works when there's mystery attached to it. If you acknowledge that not trying to please her distinguishes you from other guys, the suggestion behind your actions is lost.

From her perspective, if you don't consciously realize that's how it works, then you must be acting cocky because you really think you're that good. But if you do know how it works, then you might be acting cocky because you want it to look like you think you're that good.

Women value inspiration, naturalness, the romance of chance and fantasy, etc. Women have romantic stories in their head that, when played out in real life, are very powerful: going to the beach and getting on a swing, chivalry, a man who is dominant, etc.

It doesn't really matter whether or not you do both know what's going on. As long as a woman can pretend to herself that it's all happening magically, she's very happy to have found the man that can make it happen.

### **The Tension and Energy of Two Magnets Wrapped by a Rubber Band**

Remember science class where you learned about magnetism?

Remember how much more fun it was to play with the magnets arranged so that they would repel each other and you had to force them to sit next to each other, than it was to play with them when they were arranged so that they'd just snap together?

Imagine taking two magnets with the same polarities aligned so that they're pushing away from each other and then wrapping them in a rubber band so that they can't get away from each other.

On the one hand there's the constant force of the poles pushing them apart, and on the other there's the constant force of the band pulling them together.

There's a lot of energy in that image.

This is the kind of electric energy you want to create with a woman through Cocky Comedy.

Women are constantly reading hidden subtexts into communication and are searching for a man who "Gets It" and sends the right signals back. The ball-busting put-downs may push her away a little, but the fun and suggestion of strength lying behind the verbal sparring will keep pulling her towards you.

When you've mastered generating this sort of energy you'll create a sense of attraction far, far, stronger than reason.

## The Secret Language of Sex

Despite the loosening of taboos since the 1950s, sex remains a taboo conversation subject. We don't talk about it in front of children, yet it's *the* main topic for stand-up comedy. For average guys, it's also an uncomfortable topic to discuss with women.

The truth about this last point is that there's hidden communication involved in discussing sex with women. Nervousness or reluctance to discuss sex with a woman does not come across as gentlemanly or sensitive.

It reveals a lack of experience with both women and sex. Lack of experience suggests undesirability because if you were more desirable, previous women would have 'experienced' you in these matters.

More subtly, but equally powerfully, avoiding the topic of sex reveals important subconscious beliefs about yourself. When you talk to a girl and something in the conversation comes up that could be related to sex, there's an almost instantaneous chain of associations that occur.

The topic of sex connects to the idea of the girl you are talking to, and creates the possibility of your having sex with her. If you don't think she would want to have sex with you—which means that you don't think you are worthy of her—you will not want to create this idea in her mind. So you will avoid talking about sex, because we often try to avoid negatives, especially rejection.

It doesn't matter though, because even though you don't say anything out loud, hidden communication still expresses two big negatives about you to her.

First of all, avoiding the topic of sex reveals that when you think of it, you automatically think of sex with her. Secondly, not talking about it reveals that when you do think of sex with her, you think she would find that undesirable.

This is an incredibly important concept to grasp.

**NOT TALKING ABOUT SEX BECAUSE YOU DON'T WANT HER TO KNOW YOU'RE THINKING ABOUT IT IS EXACTLY WHAT TELLS HER YOU **ARE** THINKING ABOUT IT **AND THAT YOU'RE NOT WORTHY OF IT!****

On the other hand, if you do feel comfortable bringing up sex in conversation, you reveal the opposite two things.



First, you reveal that in your brain, the idea of sex is not so strongly tied to the idea that talking about it to her necessarily means that you have to think about having sex with her.

Second, you reveal that if SHE associates the idea of sex with you and therefore thinks of having sex with you, you're comfortable with it because you believe you are sexually deserving.

All of these thought processes are subconscious for a woman. I'm not saying they sit there and pay attention to what you don't talk about and then figure out what negative thought is connected to the thing you didn't discuss. Women have just learned to intuitively recognize that the 'regular' guys who don't talk about sex are the perverts whose minds are obsessed with it. By the same token, they've learned that the sexually aware guys who can talk about it are the ones who have sex under control.

The best evidence I can give you for this theory is my experience talking to dancers in go-go bars. They aren't strippers, but they are girls who are paid just to dance, fully if not sexily clothed, and chat with the patrons. I can approach the hottest girl there and have extremely direct conversations about sex and discuss the details of their sexual preferences—and they will end up *giving me their number and saying they want to hang out sometime*.

They will also talk very honestly about the perverts they usually have to talk to. These are usually guys who come by regularly to chat with them, and who never bring up sex. They're real 'NICE' to the girl, but because they can't talk about sex calmly and openly, they're revealing that sex is what's on their mind and their niceness is just manipulation towards that goal.

Another powerful way that the topic of sex is used when it comes to attraction is when WOMEN bring it up to see how you respond.

Attractive women often use the topic of sex as a TEST.

If an attractive woman is talking to you, and she feels like she's losing control of the conversation, she might bring up sex to see if she can "zing" you... to see if she can distract you and take control back.

You've probably had it happen.

You're having a conversation, teasing a girl, having fun... and all of a sudden she mentions that she has had sex with another woman, or that she masturbates a lot... or that she loves sex.

Most guys have no idea what to do with this, so they "buckle".

They get that “wow” look on their face and lose control of the conversation.

The woman sees this happening and realizes that she can own the conversation (and you) by talking about sex. And you lose your status with her. And she loses her attraction.

If a woman tries this move (or one like it), just casually blow it off and make her look stupid.

Let’s say she says, “I’ve had sex with more than one woman.”

Shoot back, “Wow, can’t find a guy who wants you, huh? You must be quite a pain...”

That will take the momentum she was trying to create and turn it around on her! It says all the right things.

## **The Secret Language of Flirting and Sexual Chemistry**

Most of what people refer to as ‘chemistry’ lies in the *communication* between two people. You’ll notice that if a man starts a conversation in a completely serious and proper manner, i.e. there’s nothing unusual about the way he communicates, there’s unlikely to be chemistry between him and the woman he’s boring.

When we say “there’s chemistry” between people, what we’re really saying is that they’re *both flirting with each other*. It only takes one person to flirt, but it takes two to have chemistry.

To have chemistry with a woman, you need to flirt with her—she can’t create chemistry by herself and is even socially conditioned not to start flirting unless you do.

Flirting is obvious to some people, while others even if they can feel it when someone does it to them, have no idea what it really is or how to do it themselves. To learn what’s behind it, let’s list some examples:

- Teasing or busting balls
- Sarcasm
- Being a little *too* serious for the situation
- Breaking the socially-acceptable limits on physical space

- Interpreting communication through a sexual subtext or making sexual innuendo

These are some of the most common forms of flirting. I don't mean that every time someone acts in one of these manners they're necessarily flirting... it's just that when someone *does* flirt, these are the likely ways for them to do it.

What do they all have in common? They're typically "non-standard" and they're typically *unexpected*. None of these styles of behavior produce the normal communication that the other person expects.

We discussed Broca's region of the brain in the last chapter and how it directs our attention to new stimuli. What flirting does is provide new stimuli instead of the expected ones, and by doing so it accomplishes its goal of *getting attention*. When the other person can do the same back, there's a mutual feedback loop of "heightened interest"... we call this "chemistry".

What's different about the kinds of non-standard communication that we consider flirting from the rest of the kinds of non-standard communication is that *they generate a very special kind of attention from the person with whom you're flirting*. Making fun of them, being *slightly* too intense towards them, alluding to sex, etc., all not only generate attention because they're unexpected, but focus that attention specifically on the chemistry between the two of you.

Unpredictability leads to an atmosphere where both people want to know what's coming *next, especially the woman*. Even if you're doing it on purpose, she'll want to know what's coming next... she may laugh, she may not be able to think of how to respond, and she may even get upset, but this is not necessarily a bad reaction.

In fact, if you turn it up a notch instead of backing it down when she's "fakes being upset", she'll usually just be more attracted to you because you're displaying even more strength and unpredictability.

A woman wants someone that can make her *feel*. Feeling both good and bad is much more rewarding than feeling nothing, which is what she normally feels in reaction to the boring and meaningless praise she normally receives from most guys.

Being unpredictable makes you more fun and interesting to be around.

Being unusual in a flirtatious way typically increases attraction.

## The Usual And The Unusual

To explain what you show by being unusual first we need to examine the usual...

Think about this question for a minute:

Where does what's considered normal come from?

While "hard-wiring" and instincts are still behind a lot of our behaviors, we also instinctively *look to others* to learn how to express or to pursue those instincts. For example, while we may have an instinct to talk, the particular language or languages we use are whatever we heard around us when we were learning to speak.

We remain very conscious of how others do things our whole lives. Even as adults, when we're in a situation we've rarely encountered, we first look for an example either from people around us or by imagining what people we know would do. Only if we can't find one do we try to figure a way to respond on our own.

Think of all the times someone has asked you how to do something you thought was obvious, e.g. giving driving directions, programming an electronic device, cooking a certain recipe, etc. You yourself have probably asked for instructions in situations which you could have worked out on your own if you'd wanted. It's human nature to look for an existing 'proper' way of doing something new rather than simply applying our minds and creating our own way.

That it's human nature to seek approval from others also means it's our nature to crave "conformity". This drive is so powerful that even if we're not involved in an activity ourselves but see someone else doing something differently than the way we think proper, we often suggest our way. Even if we're annoyed when others tell us how to do things, we often end up doing the same—when we think ours is the "right" way.

As a result, most people just follow the patterns established by *others*. Even if we identify and follow the standards of a specific sub-group rather than the majority, we are still following someone else's lead.

This idea is obvious in areas like fashion—there are very specific looks that people adopt to 'fit' with the group with which they identify. However, it also carries across all areas of life, from large abstract ideas like political beliefs to small concrete actions like how we make eye contact.

## **The Strength To Be Yourself**

Our natural pull to “conform” may seem obvious, and the explanation is so simple it may *also* seem obvious... but even so, we don’t even notice most of the ways we conform. And the impulses behind it are buried in our subconscious... conforming is so natural that it goes by unnoticed.

But the real magic is what you can do if you can OVERCOME it.

When you act in a “non-conformist” way, you are acting based on YOUR beliefs. As long as you appear to know what the ‘normal’ way is but have actively chosen to be different, you’re expressing self-confidence on a very subtle level. To act differently than what’s normally expected means that you are strong and value your own beliefs.

The pressure to conform is usually subconscious, so most people don’t even think of questioning whether following the norm is really best for them. Even when someone does notice this external pressure, very few are able to overcome it. Understanding the reasons behind conformity, however, makes it a lot easier to leave it behind.

People who aren’t part of the “in crowd” usually try to ACT like the people who are in the “in crowd”. They think that acting cool will make them cool... and then lead to them being accepted by the cool people that they admire.

But not the guy who GETS IT. A guy who lives in his own reality doesn’t care what others think of him, and he doesn’t take it as a personal reflection of himself if others don’t like him. He doesn’t care. He is the leader in his own life.

Now that you know why we conform and what you’ve got to gain by not being a slave to it, you can be yourself and earn the respect you hoped to earn by conforming just by being yourself...

## **The Hidden Language of Self-Confidence**

Just as being “Cocky & Funny” communicates that you value yourself at least as much you value a woman, not conforming reveals that you value yourself at least as much as you value society.

There are lots of ways to challenge others’ assumptions and show your self-confidence in every communication you make. All the forms of flirting we’ve already discussed do this, but there are other forms of non-standard communication that don’t aim directly at assumptions about the two of you

but still challenge normal expectations:

Dry humor

Unflappability

Indifference

Seriousness

Mystery

Tension

Challenge

Total confidence & comfort

When you intentionally use these things and don't avoid them because you're afraid a woman won't like you, you use that "hidden language" to communicate something even MORE powerful... that YOU are the man. You're in control. You get it.

## **You Don't Have to Agree with Rejection**

OK, so not conforming suggests strength.

Not conforming to a WOMAN'S expectations of you can be very powerful.

Put differently, you neither have to agree with a woman's perception about you nor her reactions to you.

A few years ago, I did some work with a guy that had a particularly interesting technique for hiring people. Here's what he did: after interviewing people for the position, he'd call back the one he liked BEST, and say: "I wanted to call and thank you for applying for this job, but I just don't think you're the right person for the position"... and then he'd listen.

If the person said, "OK, well thank you", he'd just hang up and call the next favorite candidate. On the other hand, if the interviewee said, "Wait a minute, I am the best person for the position, I'm sure of it", he'd say, "Well, tell me more. Why do you think so?"

I actually listened to him do this live on the speakerphone one day in his office with a woman that he had interviewed. Sure enough, when he said, "Well, I just don't think you're the right person...", she answered with

"Why not? I am the best..." and she went on to explain why she thought she was the best. And, sure enough, he hired her.

The point here is that in a hiring situation, there are usually many people applying. An interviewer needs to have ways of quickly filtering through and disqualifying the unacceptable candidates. And a SAVVY interviewer will have ways of quickly finding the EXCEPTIONAL candidates. This was a great technique for reaching that goal.

People who thought of themselves as normal accepted his rejection and perhaps resignedly agreed with the situation. People who thought they were exceptional had the self-confidence to disagree with him and challenged the situation.

Attractive women have the same need for a screening process.

I can remember when I first started "walking up" to women and trying to get their phone numbers. If I had a dollar for every woman that said:

"Why don't you give me yours, and I'll call you instead" or... "I don't give out my number" or... "I'll give you my pager number" or... "I lost my phone and my number is disconnected and the dog ate my homework and there was an accident..." I think you get the picture.

Well, one fateful day, probably out of frustration, when a woman started to give me an excuse, I just looked at her, pointed to the piece of paper I had and said: "Just write it down, it's going to be OK." And, lo and behold, she wrote down her number. I thought, "No way, it must have been an accident." So I tried it again the next time I got resistance. Sure enough, it worked again. As a matter of fact, it's worked so well, and so many times that it's my "standard line" whenever I get resistance from a woman. Really.

The long and the short of it is that ATTRACTIVE WOMEN ARE APPROACHED ALL THE TIME. THEY NEED QUICK, EASY WAYS TO FIGURE OUT IF YOU'RE EITHER THE REAL DEAL OR A WUSS THAT GIVES UP AT THE FIRST SIGN OF RESISTANCE.

Polite men that say "Oh, OK, sorry for bothering you..." or "OK, here's my number, call me..." are not SEXY or ATTRACTIVE. On the other hand, men that say "Oh, it's OK... you don't have a phone? That's nothing to be embarrassed about" or "And you expect me to believe that?" in a cocky, funny way are VERY ATTRACTIVE because they instantly telegraph the message, "I'm not a girly-man that gives up easily, and I see through your games. I don't buy it."

If you were a woman who was getting asked for your phone number forty seven times a day, you'd probably make excuses yourself. The excuses and "Why don't you give me yours" type responses weed out about 95% of the losers that have no spine and no persistence.

If you're READY for this situation, and you KNOW what you're going to say and do when it happens, AND you don't answer with a lame, needy, wuss response, you increase your chances of getting the number DRAMATICALLY. Confident, cocky, funny responses are a great way to power through these situations.

## **Beliefs to Express Through Hidden Languages**

I want to share something with you that took me YEARS to figure out.

Burn this one in your mind.

Remember it.

Think about it the next twenty times you meet a new person.

Here it is...

*When two people meet, the first thing they're unconsciously searching for who's going to be in control.*

We look to see who shakes hands harder, who holds eye contact longer, who accepts what the other person is saying quicker, or who uses submissive body language.

There's a deeply unconscious part of the brain which looks for social order, and humans always live in hierarchies.

People who are naturally "dominant" and naturally "submissive" both become used to it, and these strategies quickly become automatic. Attractive women are used to being in control, so a man who uses submissive body language, doesn't hold eye contact, allows them to control the direction of the conversation, and acts apologetic has no chance.

As soon as a woman perceives at an unconscious level that *she's the one in control* (which, by the way, can be as soon as a guy has just walked up to them) all interest is lost and it's nearly impossible to recover.

We want to know who's in control. First.



If a woman thinks that it's her, she's VERY unlikely to feel ATTRACTION for you.

The mindset and belief system that leads to naturally being in control contains the following "affirmations":

I'm confident, comfortable in my own skin (posture, breath, movements).

I'm a good communicator—especially of what I want.

I'm in control and don't let outside events destabilize me.

I'm not needy... I keep my power for me.

I think sex is great and have no hang-ups.

I'm comfortable around women.

I can control myself and can wait patiently.

I don't tolerate disrespect of myself, my time, or my property.

I'm a catch.

I'm not impressed by outward symbols, such as money or status.

I may be smitten by a woman, but I don't tell her early on, and I don't let it 'slip' indirectly.

I don't let women use their looks or sexual power to take advantage. I give them no special privileges.

I'm not self-conscious and could care less what others think about me.

I put myself and my life first.

I deserve and can hold an exceptional woman.

I am indifferent to the outcome.

I understand the culture, and I 'get it' - cosmo, MTV, style, food, music, humor, etc.

I can deal with any test a woman throws at me... in fact, it's usually kind of cute.

I live in my reality, and you're a guest.

I'm at cause in the world, not an effect. I make things happen.

These are beliefs you need to possess, not beliefs you need to talk about. If you actually internalize these ideas, you will express them far more powerfully through hidden language than you could possibly do by merely saying them.

## Chapter 5: Building Attraction

The “alpha-male” is the kind of man women are instinctively attracted to because he embodies the traits they look for in a man. To learn how to create this kind of attraction, we first need to learn more about social proof and how people figure out their values.

### Social Proof

Back in our cave-dwelling days, it paid to wait for someone else to try something first, e.g. eat a new plant, so that we wouldn't be the one who got hurt if it was a bad idea. Once we were even doing something, we still looked for the approval from others to confirm that we were right.

Now we come pre-programmed to look to other people to see if what we are doing is right. We look for others' approval, and if we don't get it from them, we automatically think that we're wrong in a lot of cases.

If a guy goes up to a girl and starts talking and it seems like she disapproves, or it looks like her friends or his friends might disapprove, the guy will allow these thoughts to slow him down. Once you can realize that this reaction is just a natural process you can overcome, you can free yourself up to do something different and stick with a theory that works.

So remember... other people are constantly watching you for cues on how to behave. Think about a coach's enthusiasm for his team, and the way people feel when they are around a strong leader. Emotions are contagious, and women will feed off of your emotional state when you approach them and when you're out together. Lead the way with a calm and comfortable emotional state, and people will be naturally relaxed and at ease around you.

### The Value of Social Proof

Our sense of self-worth, our self-esteem, is important... but it's abstract. It's not quantifiable. You can't touch it.

If “abstract values” like self-esteem are just arbitrarily agreed on by groups of people, then how is this sense of our own value determined?

Because most people never realize that abstract societal values are arbitrary, they spend their whole lives following everyone else's opinion of them and what they should do.

It's kind of a bummer.

The average person has a lot of self-doubt. Because they're not confident of themselves, they want a lot of approval from other people. We often decide what we want from subtle cues we picked up from others, and there are a lot of specific wants that get built out of this basic want for approval.

Status-based wants, like brand name clothes, flashy cars, etc. are wants people have because they want the approval that comes with having what *others* agree is valuable.

Most of these wants for approval are still justified by appeals to the physical basics: it rides faster and smoother or has better speakers, etc. Some of these factors may genuinely count, but SOCIAL APPROVAL IS A HUGE IMPORTANT FACTOR IN WHAT WE WANT.

An abstract value is whatever it is.

Mercedes equals classy. Fanny pack equals dork (this one is true, by the way).

And it's that way simply because we've agreed to it. The greater the number of people who agree on a value, the stronger the value becomes.

If you are "taking the role of the attractive man", it's the social approval of seeing others think of you in that way that will seal the deal in her mind.

If you believe in an arbitrary concept like your own attractiveness strong enough to convince others it's true, their belief becomes evidence of your truth.

Demand one hot girl... and once you get her the others also become easier to get.

## **Connecting to Social Proof**

OK, but what good does it do you if you know all this stuff in your head, but attractive women don't feel attracted to you because you don't perfectly fit the "socially accepted model of what's attractive"?

Well, the FIRST thing you can do is avoid the things that are the NEGATIVES.

Work to present a clean appearance, having good breath, no body odor, and a healthy weight. In other words, make sure you don't get DISQUALIFIED because of something you CAN change.

But to make yourself *wanted*, you have to either trigger her attraction for you *or connect to something she values*.

Since she values other people's opinions, if other people value you highly, she will too.

Put simply, a woman will want you more if other women want you or if you've been with exceptional women. By wanting you, other women give you that social proof. This raises your value to her.

Now, you can't expect to have the same social proof a celebrity does, but it still works powerfully anyway.

This idea is especially effective if there are women who want you who she perceives to be more attractive than her. Since looks are the value women are rated on the most, hot girls carry a lot of social approval. Being wanted by one says good things about a guy's value. The less good-looking girl wants to feel she's at the same level as the hot babe, so she'll be very attracted to the guy that they both want.

Some guys avoid talking about any other women in their lives, romantic or not, because they're afraid of giving a girl the wrong impression. If they do mention another woman, they're often sure to make clear that it's just a platonic friendship.

#### THIS IS ALL A HUGE MISTAKE!

You can mention an interesting fact about one of your female friends that's relevant to the conversation, but just don't go on and on for hours or bring it up all the time. It backfires if it seems like you're trying too hard or that she's not at all important compared to them.

This can be great with little things like having a friend whose homemade cheesecake is better than hers. You can make a funny comment that challenges her abilities, enhances your value by showing the approval of others, and also gives her a potential competitor for your attention to consider.

Relationships can still carry approval value even if they're in the past. The fact that an exceptional woman was involved with you means you were good enough to attract her and gives you a lot of approval. You fill subsequent women's existing wants for approval more strongly, so you become more wanted and more attractive.

#### THIS REVEALS ANOTHER BIG MISTAKE!

A lot of guys usually talk negatively about past girlfriends.

The worse you make your ex-girlfriends look, the lower you reveal your standards are, and the worse you make yourself look. Since the better your past girlfriends were the better you seem, you'll be more attractive the more positively you talk about them.

Sometimes even talking about bad break-ups can be a sign of flaws on your part. Relationships are all about the saying, "It Takes Two to Tango", and women know you probably caused your share of the problem. Even if you successfully blamed it all on your ex, you have put yourself down too.

FOCUS on the positive parts of your past girlfriends, not the negative ones. Some guys think that they need to give a good enough reason for not still being with their exes so they put the exes down to explain what went wrong. It's much better to have high standards of comparison between your exes and a current woman because then she feels that your interest shows she meets those high standards.

That they value social proof means women's attraction can be increased by increasing the attention, attraction, and social proof they know you get from other women. To fully maximize attraction, or making someone want something, you also need to learn restraint.

## **How Do You Make Someone Want Something?**

Let me ask you a question.

How do you make someone want something?

Interesting question, isn't it?

Do you offer it to them?

Do you tell them how great it is?

Do you try to convince them first?

How do you do it?

You might think that diamonds and gold are precious and expensive because they're 'beautiful', but in fact *their value comes from their scarcity...* What originally made them interesting, what originally made them beautiful, and what originally made people WANT them was that there was nothing else like them.

Coal and diamonds are both made of carbon, but the former is cheap and latter is expensive because one is harder to find than the other.

Of course, most guys immediately telegraph to a woman that they would crawl naked over a mile of thumbtacks just to lick her boots... which tells the woman that they're not rare at all.

To keep yourself valued and attractive, keep yourself rare. What's most "precious" to us is what we both *value and think is rare... and therefore think that it might not always be available.*

And, interestingly enough, we humans don't seem to become more attracted to what we desired *once we actually get it.*

In fact, we become less attracted.

Before we get something we want, it is going to make us better than we are now so we're attracted to it. After we have it, it becomes a part of us and no longer better than us. We get used to it and don't value it as much—unless something goes wrong.

Getting KILLS wanting.

In fact, we are MORE attracted to the wants that come closer and closer, so close we can almost smell them... but somehow stay just out of our reach. This concept takes form in a lot of practical ways.

If you want to create attraction inside of a woman, you have to get used to the idea of never being tamed, caught, "gotten", or owned. This entire concept requires that you do things exactly opposite of what your emotions may tell you. You may be having a great conversation on the telephone and every fiber of your being wants to keep talking, but to increase the attraction you need to hang up and leave her on a high note, wanting more.

This can be tough, but it's necessary.

## **Becoming an Addiction**

I'm fascinated by the concept of "addiction". I'm always interested in topics like this that are thought of as "bad" things, but that also happen so often that you have to wonder if they're pre-programmed into us humans.

Humans easily become addicted to things, and those things that cause the most emotions tend to create stronger addictions. Again, this all has a history in evolution.

Addiction was originally positive because it made us repeat good things, especially when they weren't always available.

The most powerful reinforcement of behavioral addiction is intermittent reward, e.g. gambling. If you only get the reward sometimes, you think about it ALL the time.

This makes evolutionary sense because it's more important to repeatedly pursue something that's not certain to always be there than something that can be had whenever it's wanted.

We're now in an environment that's very different from 100,000 years ago when things like yummy berries were limited. In a prepackaged world where we can isolate, synthesize, and refine the most pleasurable things, addiction can cause a lot of damage... as we all can see.

Still, understanding that addiction once served to keep us pursuing uncertain valuable rewards shows us a way to intensify women's attraction to us: Don't constantly do overly-nice things!

If you want a woman to be "addicted" to you, then you need to mix it up.

Don't buy her things, write her notes, and give her flowers every single time you see her when you first meet her.

Wait.

Do it when it's least expected and then wait until she doesn't expect it again.

This is the way to not only make her think about you more, but also the way to make her want and appreciate the nice things you do for her... rather than expecting them and thinking of them as you trying to manipulate her.

## **The Obsession Formula**

In a part of the brain called 'Broca's Region', there's a mechanism that basically says "once something has become predictable it should be pushed into our mental background" – since it doesn't require our attention anymore.

When you wear a sweater, your body might notice it at first, but if your brain didn't quickly start ignoring it you wouldn't be able to concentrate on anything else... and you would eventually suffer stimulus overload. The same thing happens for background noise at a cocktail party, or all of the "unimportant" things you can see at any given time.



What this implies is that to keep someone interested in you, and even to make them obsessed with you, you must stay unpredictable.

Wusses are boring because they're always nice.

There's no mystery, no fun, nothing interesting.

As a man, you must be strong and reliable... and you must have integrity. But you also must balance this set of characteristics with unpredictable, interesting communication and actions. It's the magic spice that makes the whole dish work.

But beware the dark side...

CONSTANT AND EXTREME unpredictability in itself becomes predictable—and annoying! You don't have to make it so that they are constantly in fear of what craziness will come next, but you also don't want her to *ever* be 100% sure of what you're going to do next.

I've had several women say to me "I never know what you're going to do next". That tells me that they WANT to know... which means they're thinking about me. Good thing.

## **Playing Hard to Get**

Playing hard to get is a classic pattern of behavior that works for a number of reasons. Like being Cocky & Funny, it's a way of saying that you value yourself at least as much as you value her.

Some men don't like the idea of "playing hard to get" because it seems manipulative. It seems insincere. It seems like a game.

Well guess what? Women WANT YOU TO BE INTERESTING. Women want a challenge. It's fun for them.

Beautiful women are used to men accepting any sign of interest from them. If you have the balls to hesitate on returning such a sign, you send a powerful message about how self-confident you are and how little you need.

Being "hard to get" automatically implies scarcity, so it also increases the rarity factor enhancing your attraction.

Some guys have trouble playing hard to get because they don't even have her attention in the first place. All it takes is a little push though. You can start with anything, so it really doesn't matter what you say. The key is in holding back a detail at the first opportunity, whether it's your age,

profession, or name.

If a woman is relating to you through a puzzle or mystery, she's hooked. You have reversed the roles, taken the power and now she is the one wanting something you have.

Once you've primed the pump and caused one splash of interest, it's all over for her. You can take a tiny spark of interest from her, play hard to get, and use it to build that small attention into a big attraction.

## **Two Steps Forward, One Step Back**

We don't realize how much we want the things we have... until we lose them, that is. How about making someone want something new, by giving it to them and then taking it away?

Sometimes a woman will be open and warm and other times, she'll be closed and cold. This can be because of all kinds of different factors... how you're acting, how she's feeling, the setting you're in, what's on her mind, or what kinds of hormones are running through her body.

I want to talk about a technique that I've found works in almost ALL of these situations. A natural extension of my ideas about teasing and playing hard to get is what I call, "TAKING TWO STEPS FORWARD AND ONE STEP BACK."

Now, when most people hear this phrase, they think of problems arising that cause a loss of ground that has to be reclaimed before moving on, or a setback that has to be overcome before proceeding further. What I'm talking about is DELIBERATELY stopping when things are WORKING in order to ACCELERATE the process.

What? Did I just say to stop something that's working in order to be successful? I sure did. And if you pay attention to what I'm about to share with you, you'll learn one of the most profound and important lessons about how to be more successful with women and dating.

Here it is in a nutshell:

If you're doing something that you can tell she likes, stop doing it, then wait a while and start doing it again. This on/off/on/off sequence is ULTRA powerful in creating a magnetic ATTRACTION inside of her.

I personally believe that two factors that AMPLIFY a woman's ATTRACTING to a man are the concepts of TENSION and ANTICIPATION.

Tension is that feeling inside that makes you sit on the edge of your seat, and anticipation is that feeling in your chest that you get when you know something exciting could happen at any minute.

If you can learn how to take control of these feelings and help her experience them as a result of being around you, then you will **DRAMATICALLY** improve your success with women. If you want to see a great example of this principle at work, go rent the movie **TOP GUN**.

Watch how Tom Cruise handles the situations with Kelly McGillis... they're **PERFECT** examples of how to do what I'm teaching.

Here are two of my favorites:

1) They've just finished eating dinner, and they're talking. She looks at him and says, "This is going to be complicated", implying that she's falling for him. What would most guys do if they were getting a green light like this one? They'd probably make a pass at her and kiss her.

Not Tom. He looks at her, then gets up and says, "I'm going to take a shower." At first, it would seem that he was going to walk into **HER** shower and take it, but no... he walks out, gets on his motorcycle and rides off.

2) In the elevator scene... Tom stops the elevator and leans in close to her. You can see that she's feeling shy and anxious... but does he kiss her? No. He leans back after that moment, makes a cute remark and leaves. What's going on here? The first time I saw these scenes many years ago, I just thought that he was too shy to make a move.

Now I understand what's going on here. He is **VERY DELIBERATELY** creating **TENSION** and **ANTICIPATION** inside of her. He is, in effect, saying to her, "I know that I could make a move right now, but I **CHOOSE** not. I'm going to keep you guessing... make no mistake about it, **I'M IN CONTROL OF MYSELF** here." By the way, when you watch these scenes, watch his body language and facial expressions. Notice that he doesn't smile too much, and he plays the part perfectly. Watch and learn.

So how can you use this if you don't happen to be one of the top movie stars of all time and have a \$40 million aircraft to enhance your image? Simple. Just notice when she likes something that you're doing, and then stop. Lean back. Tease a little bit.

If you've started holding her hand and you can tell that she likes it, **STOP**. Take your hand away for a few minutes, then talk about something else. Just when she doesn't know if you're going to do it again, take her hand again.

If you've started kissing, STOP. Lean back. Look at her with a "I know you want to kiss me" look and give her a slight, sly smile. If you learn how to take two steps forward and one step back, it will ACCELERATE your success with women.

## **Give Her Just a Taste**

When you give her anything, give her just a taste.

A taste is like taking half a step forward and then half a step back again.

If you're touching her in a new way, whether casual or intimate, just do it enough for her to tell how good it is and then stop for a bit. If you're going to be romantic, pick a poem, give flowers, or prepare a home-cooked dinner, but don't use them all at once or any of them very frequently.

A taste tantalizes by giving us a moment of the flavor but not the whole experience. If the taste was good, it makes us want more. It also keeps the taste good by preventing it from getting boring. Tastes are rare.

A taste can be mysterious, only providing a suggestion of what the full flavor is like. We're programmed to pay more attention to the new and unknown. We think more about mysterious things because we can't figure them out, and we can't reduce them to what we already know. Even something as unimportant as your age becomes interesting once you keep it secret. I've had girls spend hours begging me to tell them my age, offering me all sorts of incentives to do so.

## **Give Her the Gift of Missing You**

Once you start spending time together, make sure you leave her alone from time to time to do something by yourself. This concept can be as simple as walking away from her in a store to look at other items for a few minutes. It could also be as major as not being available on a night you normally hang out with her.

Attraction requires space. You aren't attracted to things that you either have or know you can have at any time. Why don't most people who live in New York visit the Statue Of Liberty often? Because they know they can anytime they want. Attraction grows and thrives in the "presence of absence."

## Chapter 6: Attitude and Composure

"The past doesn't equal the future." -*Tony Robbins*

To start, let me give you a principle to follow:

Make the best of your looks and money, but *your personality is the most powerful quality you can improve*. Make the most of it.

### The Attitude

Just like any other complex skill, "The Attitude" can't be beamed into your head. It has to be learned and only experience is the teacher.

As a hint, remember "The Attitude" is the charm, balls, and cool confidence to have a woman get annoyed and frustrated when first meeting you and for you to just smile and say, "I think she likes me."

Where is your frame of reference? Whose reality do you live in? Yours or hers? Her reality is the place where her needs dominate and Wussbags try to please her by kissing up to her. In her reality, she has the power, and she decides whether she wants you around.

In your reality, your needs come first and you may decide to let her spend some time in your reality—but ultimately you have control. In your reality, you have the burden of making the decisions but this is one thing you can do for her which she'll appreciate without making it look like you need her more than she needs you.

I think it's important to let girls know that you have a life, that you're busy, and that you put yourself before them. This makes them want to be around you. It makes them want to do things to make you happy and please you.

### Why Women Date Bartenders and Other Players

Why do attractive women date bartenders and other high profile player types? Because such men have an "untouchable" attitude that challenges women to see if *they* can be that special girl to capture his attention. Secretly, the woman wants to be worth so much to him that the bad boy is tamed to stay with her.

Humans tend to mate with partners who they perceive as being "on their level" in one way or another. We learn what our level is based on how others treat us and then settle for the best we think we deserve. But it's possible to

attract women that are FAR ABOVE your typical "level" with an exceptional personality or attitude.

## **The Attitude Is Behind the Words**

You want the most powerful pick-up line ever? How about a simple "Hi."

I get dozens of emails asking, "What's a good pick up line?"

Typically, guys want the quick fix, the words, the magic bullet.

But the issue isn't the words!

The key to starting a conversation with a woman is your body language, facial expression, and voice tone. No magic pickup line is going to work if you're shaking so badly that you need to sit down to deliver the line.

All guys want an approach that seems natural and friendly, gets her attention, but doesn't make her think they're coming on to her. Well, get over it. If you're in a BAR and walk over and start talking to a WOMAN, she's going to know what you're doing. Even if you're not interested in her, she's going to think you are.

There's nothing you can do to change that fact. So what's the answer?

Easy. Don't worry about being different from the rest of the guys. Just worry about whether or not she's still talking to you!

My perspective is that you can start a conversation with a nice compliment, or a throw-away question like, "What are you drinking?" And as soon as the conversation starts, GO INTO COCKY AND FUNNY MODE AND START TEASING HER LIKE THERE'S NO TOMORROW.

Use your body language, voice tone, and humor to get her to wonder if you're interested in her—whether she's at your "level" or not.

You can have the best lines in the world, but if you come across as a weak, scared person, NOTHING will work for you. On the other hand, if you have confident, calm body language, then almost ANYTHING works. Practice in front of a mirror if you have to.

Then just walk over and say, "Hi... you look like someone I want to meet." If you say it with the right body language and voice tone, and you talk to several women, you'll get some positive responses.

Trust me.

## **James Bond Never Whines**

REAL MEN don't whine about ANYTHING, EVER. They're extremely secure.

Don't say "I'm tired", "I don't feel good", or "I'm worried about the future" in a whiny, unmotivated, "I need sympathy" way.

Attractive men take the attitude "Whatever it is, I can deal with it." And they don't like being around whining or whiners—unmotivated victims. Think about this... if you don't want a woman who whines, you must never act that way yourself.

No hemming and hawing.

Save it for when you're married. And even then, keep the WussBag behavior to a minimum. It's just plain not attractive.

## **Be the Leader**

Consider this excerpt from the book, "13 Fatal Errors Managers Make and How You Can Avoid Them":

"People fail in direct proportion to their willingness to accept socially acceptable excuses for failure. Being a victim gives you a claim on the sympathy of others, and it means you're not responsible for what happens, and therefore escapes responsibility for his own failure."

Be your own leader through life.

People are generally unsure of themselves, so if you lead, they are likely to follow. Believe your way is worth pursuing. Believe you can do whatever is needed to turn a challenge into success.

Leaders establish themselves because they communicate confidence in themselves and their decisions. They do it in a lot of ways.

They're not followers, so they don't hesitate because of differences in other people's opinions. When they express their ideas, they're not seeking approval but describing their reality. They make direct eye contact, stand tall, offer a firm handshake, and speak in an authoritative tone of voice.

If you're too 'shy' to make a move during a date with a woman, she knows exactly what's going on. There are a lot of random moments where some small response—or failure to respond—exposes what you really expect her to think of you.

Automatically withdrawing from an accidental touch, instead of proving you're okay with it by prolonging it for a moment, *screams* of insecurity. She'll see your shyness as nervousness about yourself.

Unfortunately for you, she won't do anything about it. She might pity you, but she'll let this familiar scene play out and just let you sit there squirming while the chance of anything romantic or sexual disappears.

## **Being Focused on your Goals is Attractive**

Leaders need a direction to pursue. All the great men in history have had massive beliefs that motivated amazing feats. Think of the passion behind Mel Gibson characters, Virgin Records and Airline billionaire Richard Branson, and Hugh Hefner.

Knowing what you want and actually making an effort to get it is very strong and sexy to women.

Making genuine effort towards your goals demonstrate that you're a cause and a power in life, which is unlike submissive wussboys. Trying not to move forward or just following others reeks of unattractiveness.

You don't have to accomplish anything "huge" or "great," but find something to pursue about which you do care. The key to genuine motivation is to find what's meaningful to you regardless of others, whether it's your devoting time to your career, enjoying the great outdoors, dancing, art, or volunteering.

Don't worry about other people's judgment. When you get somewhere with something you care about, you'll have the last laugh.

Having a goal and being focused on achieving it will make you FAR more attractive to women.

Find your path, get on it, and stay on it.

## **Do but Don't Care**

While it's attractive to have passion in your life, getting too emotional too early about a woman or sex can backfire. Being obsessive or overly romantic can lead to being taken for granted as a needy wuss.

The attractive male type acts that way for the fun of it, not because he has a need to attract women. The power of simply enjoying women's reactions to your Cocky and Funny lets you keep your cool whatever



response they give.

## **James Bond Doesn't Get Upset**

Total composure brings amazing results.

Though 'women are the emotional ones,' most men cannot keep their composure when a woman starts pushing their buttons.

Women will always test, because they must. How else can they know for sure if you're really, really, really the real man you appear to be? They're subconsciously programmed to test their self-importance against their importance to you.

So, losing your composure is one of the fastest ways to lose a woman. Being upset or angry is unpleasant to be around and reveals insecurity in you.

Instead, welcome her test. Be charmed by it. Never lose your composure over her games.

See through them. Disarm them. Enjoy them.

Always take the "I don't need this and I can walk away at any time" attitude of zero-clinginess. This is a philosophy of yours worth mentioning early on to her. It attracts the quality women you deserve and filters the negative ones you wouldn't want anyway.

Never give her approval or ego-strokes for her job, income, or fame. Just be quiet and act like "Mm hmm... tell me something interesting, something that doesn't sound insecure."

Have the total indifference to disconnect instantly. If she uses it too, beat her to it by going further: if she says her friends are coming and she'll have to go when they arrive, just reply "OK, bye" and break away immediately.

## **Dealing with Tests and Challenges**

Women tend to have pictures in their minds of what they want. And when you don't fit the frame, they take a hammer to your head, not the picture!

Women always test and challenge with questions and behavior to see if you'll let them control you. Knowing they often will try, you must stop responding like she's a boss from whom you need approval! It may not seem

logical to bust her balls when these things happen, but that's exactly what you need to do. *At all costs, don't be a wuss and kiss up to her.*

I always like to put women getting upset into this perspective: "Awww, isn't she cute getting all upset like that?" If teasing her only causes her emotions to escalate, then I'll say something like, "Wow, you've really got this getting upset thing down. Does it usually work to get other people to get upset with you and do what you want them to do? Because I'm just not into that much drama in my life...."

The idea is to clearly communicate that you are not going to take part in her drama. The idea of saying, "You know, you're kind of cute when you're mad," or laughing in a charmed way, works like MAGIC to diffuse drama while keeping control of the situation.

In a "traditional" boy-meets-girl situation, the girl makes a decision early on whether you're the type of guy that she should get physically involved with quickly (spelled A-T-T-R-A-C-T-I-V-E) or if you're the "nicer" type that wants to "prove" yourself by paying for expensive dinners, flowers, and gifts. (spelled W-U-S-S-Y).

I realize that I'm generalizing here and that I'm being a bit extreme, but I'm trying to make a point so go with me.

There's a distinction between being treating a woman like she's "a princess who's a guest in your reality" and acting like she's "the queen in the center of this reality." The first way increases attraction and keeps you in control, while the other way of kissing up to her and seeking her approval does not.

I have more than one friend that likes to take women out to dinners... and they are very successful with women. But you must understand that they are SO AWESOME when it comes to being attractive to women that IT DOESN'T MATTER THAT THEY BUY DINNER.

Most guys buy dinner because they DON'T KNOW WHAT ELSE TO DO, and they think they need to bribe a woman for her attention. I'm saying you should never ACT LIKE A WUSS so she doesn't think of you as one.

Rule of thumb: If you find yourself surrounded by women who won't leave you alone, and you just don't have time to see all of them, then you'll know that it's OK to take a woman out to dinner when you first meet her. On the other hand, if you don't know what you're doing with women, then chill on the dinner and gift program. *It isn't helping.*

## **James Bond Doesn't Rush Things**

Most men act too anxious and want to go from coffee to bed.

Women are not as direct, and they gradually respond while attraction keeps building. They're uncertain about what they want—they feel both a sexual urge and a social restraint. Teasing women a little heightens their tension.

Find ways to move forwards and then step back again a little.

Demonstrate complete control over yourself... you can take it or leave it. It's easy to use this in situations when nothing could really happen anyway, such as on dates in public or at dinner.

Be OK with sex and project the balance of thinking that sex is perfectly okay and yet not *needing* to have it. Amplify attraction during the date, but keep an uncertain energy alive by never showing desire too seriously.

You maintain your composure by making her want what's next more than you do. A powerful male who doesn't give out physical affection right away and takes it back when he does, is a man women want to have because they're not sure they can have it.

For the moment, switch the final result with just getting to the next step. Make sure each step along the way feeds her desire and leaves her wanting something more. If she's asking, even begging for you to go further, that's a good sign. Each step will then lead to the next and maximize the possibility of getting to the next one.

## **The Attitude Has Mystery, Tension**

Again, give her the gift of being able to miss you.

Let her have the experience of missing, wondering, and thinking about you, perhaps even feeling uncertainty. "I just caught myself thinking about him... I wonder what he's doing... Maybe I should call him."

The opposite is that predictable, boring feeling of her knowing exactly what's going on and that she can have you if she wants... which leads to her not wanting you.

Think about when you've met a girl you really liked. Remember sitting at home and wondering what she was doing, wondering if she was with someone else... and not being able to think about other things?

We are attracted to those we can't quite understand or control, and those that somehow challenge our reach. We're actually naturally programmed to go through these sequences for genetic and social reasons. A lot of guys let uncertainty about where they stand or other general insecurities take over and undermine the relationship by trying to force it or clinging needily.

Here's a good rule of thumb: Don't even THINK about a relationship until date 10. This frame makes things much easier. Your position of, "I always wait at least 10 dates to see if this is something that I might consider taking to a deeper level" is extremely powerful.

This attitude is an important example of actively selecting the frame in which *both* of you operate. It puts your control upfront and makes you a challenge. I say all this at the beginning, so a woman knows exactly what kind of situation with which she's dealing. It also makes you think along the right lines, which is to be a little bit skeptical and frees you from the "If we sleep together, then I'm committed" mental obligation.

Most women *are* looking for the leader, who is the impenetrable decision maker. Nothing she says has or CAN have any effect on him. A challenge, one she can keep testing. Her genes are looking for this NATURAL disposition because this kind of guy is more likely to have offspring that will also have dominant qualities.

Believing "I'm the man, others do what I want. I'm in control of reality and this situation. I'm a cause in the world and GET WHAT I WANT," but at the same time *not* making it obvious you want *her* creates a subtle tension that's almost magnetic.

Some guys write to me "This stuff sounds like you think that being an a\*\*hole is a good idea. I don't want to be a jerk... I'm a nice guy..."

I'm glad this is a concern since I don't believe in hurting anyone, but these guys are missing the point.

The point is not to be mean, but to maintain a high level of self-respect while having fun. There's a big difference between mean and funny... women enjoy teasing but not verbal abuse.

Guys are too wrapped up in a taught-by-mom "be nice to women" mentality. We're too used to women who were also taught by mom and heard her saying, "You're the honey and they're the bees." Most guys are so conditioned to see the world this way they'll probably never break through—and never really fulfill a woman.

But that's OK—it just means more for the rest of us!

## Women in Demand are Demanding

Beautiful women are the thing men want most... so men devote incredible energy and attention to attract them. These women can afford to be choosy, and they're good at spotting good prospects. And, more importantly, they're good at disqualifying bad ones.

To compete in their arena you have to know how the rules work, do the right things, and take 100% responsibility. You can make no excuses for failure.

Improve your looks to their best, *adopt* a cocky & funny indifferent attitude of self-confidence, and incorporate the related body language. Your voice tone needs to be naturally suspicious, cool, slow, and deep when dealing with these women.

The more beautiful the woman, the stronger you have to believe and act upon a high opinion of your own self-worth, because they're not attracted to people who feel less than them.

Revere yourself. Put a very high value on yourself, your time, your attention, and your approval of things: "If you're nice you'll get my attention and approval. If you're not, then I have no time for you."

## The Attitude May Sometimes Be a Burden

...but it's worth the small sacrifice. And she'll thank you for it.

A lot of guys tell me that they don't want to be in control all the time because it's too much of a hassle! There's a difference between being dominant and being domineering.

Staying in control means always knowing what to do or where to go next. It doesn't mean insisting she agree with you. It just means not caring if she doesn't.

It is okay to let her decide what to do *once in a while*, but she will resent you either consciously or subconsciously if you utter these words of wussiness: "*I don't know, what do you want to do?*"

## Summary of the Attitude

- Be cool, calm, and collected.

- Don't be weak and tentative.
- Make your own decisions and then act on them confidently.
- Don't seek approval and treat difficult attitudes with indifference.
- Don't let things impress you easily.
- Don't get all self-conscious about your mistakes. Acknowledge them with light humor but don't try to hide or excuse them.
- Never excuse your behavior and don't say, "Oh, I'm sorry." Instead, have fun and blame mistakes on her.
- Don't be always checking whether or not she's happy. Allow her to take care of herself or come to you when she wants help.
- Adopt a "so, entertain me" attitude and ask her to make an effort for you.

Remember... stability comes from staying laid back and being unaffected by dramatics. Deal with her throwing a fit or getting upset with a smile, point out that "you like it", and turn her game around.

## Chapter 7: Most Guys Do Exactly the Wrong Thing When They Date Attractive Women

### The Way Of The Wuss

Here's the all-too-common dating pattern:

- 1) Boy meets girl.
- 2) Girl happens to be particularly attractive.
- 3) At first, the novelty keeps the relationship interesting and the sexual energy high.
- 4) Boy starts to feel lucky he's "got" the girl and acts in a PREDICTABLE way that reveals this feeling.
- 5) Girl starts doing things that make NO SENSE AT ALL TO BOY, like "she complains because we always do what she wants to do." (I mean, it makes NO sense that a woman would complain if you're doing everything she wants, right?)
- 6) Boy begins losing control and turns into a fine young Girly-Man.
- 7) Girl becomes more and more annoyed at her new Wuss Boy because he's just acting more and more whipped... and she finally hits the road.
- 8) Boy puts his head in his hands, saying "What did I do wrong? I gave her everything she wanted..."

I think that just about every man alive can identify with this progression. It's happened to many of us at least a few times in our lives. But what the heck is going on here? Why do women become less interested in sex? Why do they start being more bossy and demanding? Why do they get annoyed when we try to please them?

### Why This Pattern Happens the Way It Does

The answer is actually very simple. But unfortunately for most of us guys, it's not OBVIOUS. Basically, it's that WOMEN AREN'T ATTRACTED TO GUYS THAT STOP ACTING ATTRACTIVE. Duh.

Constantly treating her like you're lucky to have her *isn't* ATTRACTIVE,

but it's NICE. And I don't think I need to say anything about where nice guys finish, do I?

If you've read my previous book and any of my newsletters, you probably learned a few things that helped you get her attention in the first place. But when this pattern happens you probably STOPPED doing the things that you did originally and started trying to "please" her...

**STOP IT!** Let's go back to **ATTRACTION 101. ATTRACTION ISN'T A CHOICE—IT'S A RESPONSE.** In other words, women don't choose who they're attracted to. They respond to behaviors, communication, confidence, and other triggers.

We've talked a lot about attraction not being a choice—that also means that **WOMEN CAN'T STOP THEIR ATTRACTION FROM TURNING OFF.**

A woman doesn't want a guy who acts like one of her girlfriends! She doesn't need another friend! So what do most guys do when they meet attractive women? Of course.

They act like a girlfriend! They ask how her day was and what she wants to do tonight, listen to her problems, offer to help, and kiss her ass until she finally says: "Will you act like a man already?" Women resent men that they can control. But the paradox is that they'll keep trying **JUST TO MAKE SURE THEY CAN'T.**

You will always be tested. Get used to it.

## **Why Women Run Once the Submissive "Nice Guy" Appears**

Why do women like their male friends? Because they give her what she wants and put up with her BS.

Why do attractive women feel attraction for challenging men? Because they don't just give her what she wants—she has to earn what she gets, and because they don't put up with her BS—they're focused on enjoying their own life and not sympathizing with whining.

Once the average guy's got a girl, he wants to show he's happy with her and so acts generously. This idea seems logical. But the problem with this logic is the series of subconscious thoughts it leads her to think:

This guy is happy with her.

This guy's not perfect (no one's perfect).



She's not perfect.

But if this guy is happy with her despite her bad points, maybe she could find a better guy who'd also be happy with her.

And so she has nothing to lose when she tests the current guy by *increasing* her demands and *decreasing* her generosity. If he tries to stop her testing, she may comply because she thinks he's good enough for her or she can continue it and be ready to move on to someone else when he finally gives up..

On the other hand, if he doesn't stop her then she *gets more from him* while *giving less to him*. Once the pattern has started, she'll keep increasing her testing. Eventually she'll get so disgusted by how little he thinks of himself, she'll leave. Or he might try to make her stop before then—but by that point it'll probably be too late anyway. If he tries to put an end to her behavior and she won't, he might even just leave too.

BUT SHE DOESN'T CARE EITHER WAY. She thinks she has the potential to be with someone better so there's no downside for her—except letting go of the memories of the guy she used to be with before he turned into a wuss.

Don't let this pattern start. Don't be an asshole and not give anything, but don't let her walk all over you just because you want to show you care. If you really cared, you'd want her to be with a strong man, so you'd be one yourself.

## ***Mistaking Affection for Attraction***

### **Attraction and Being Nice**

So if women leave when our inner nice-guy is revealed, why do so many guys eventually start showing their 'super-wuss nice side' all the time?

Well, I often think that us guys were given some bad wiring at birth when it comes to dealing with women.

Let me explain.

A few years ago, when I first started learning how to really be more successful with women and dating, I really thought that the best way to make a woman like me would be to treat her nice. Be a nice guy. This way only makes sense, of course. You be nice, and she'll be nice.

Nope.

Now, I'm not suggesting here that you should treat women *bad*, but I am saying that you have to do things that are more interesting and attractive.

Have you ever known a guy that has a lot of women as "friends" but none of them want to be with him in a romantic way? Well, I get emails all the time from guys who say things like, "I really like this girl, but she says that she just likes me as a friend." They want to know what to do in order to make the woman feel attracted to them as a lover.

Since most of us can probably relate, I'm going to tell you a different way to approach this topic ... I believe that there are certain things that make women feel ATTRACTED to men and other things that make them feel only AFFECTION toward men.

### **Affection vs. Attraction**

You see, most guys have a big misconception—they don't realize there's a difference between affection and ATTRACTION, and they're creating affection when they want ATTRACTION. Guys who often get 'friended' read signs of affection as possible attraction, get full of hope, and think she'll realize she's got exactly what she wants in them as her 'friend'.

Attraction is what women feel for bad boys. Affection is what women feel for male friends and guys who take them out for so long that they "fall for him".

You can't get to attraction through the affection of being a "nice" guy who buys gifts and dinner. Women say, "I like him as a friend," even about guys who would be a perfect match for what they say they want from a man.

There are two types of relationships: Friends and Lovers. Friend relationships are nice, but predictable, have no spark, and are sexually blah. Lover relationships are emotional and passionate with lots of attraction and sexual chemistry.

The truth is that they want something more exciting than what they say they want. If you ask a woman who has a history of dating jerks and abusive guys, all you have to do is say, "Yea, but I'll bet the sex was great, wasn't it?" and you'll see the knowing smile.

### **Affection's EXPECTED, Attraction's EXCITING**

My discovering and mastering this material eventually led to my dating

the most beautiful, intelligent, emotionally stable, and *fun* girl I've ever met. As a model, she gets hit on all the time, and she once revealed an unexpected insight to me:

She and all attractive women in general, are constantly predicting what a guy's going to do from moment to moment. They're thinking, "OK, he's probably going to call right away." And as a result, they discount predictable behavior as boring, such as guys saying, 'Ohhh, I reallllly like you...' and calling all the time.

You have to buy into this idea that attraction doesn't abide by any of the rules for correct social behavior, and it doesn't care if you're a nice guy who's honest and loves his mom. Attraction needs to be viewed as a process that keeps you from screwing up your choice of mate. It gets you to mate with genes that will produce offspring that will survive well-enough to mate themselves.

So you have to get past the ideas of good, right, nice, socially acceptable, should, and ought in order to get into what actually gets results in the real world.

## **Remember: Attraction Isn't a Choice**

Let me ask you... when you see an attractive woman, do you say to yourself "Hmm, she looks like an intelligent, beautiful woman. I think I'm going to turn on my attraction mechanism and feel attracted to her"???

Heck no.

You feel attracted to her in your gut... you feel the attraction, THEN think about it. And even if you have known someone for awhile, and you begin to feel that attraction after knowing her for awhile, it always happens before you "realize" that you're attracted. Well, the same thing happens inside of women. And they don't control it.

It's VERY important to create ATTRACTION from the beginning and don't concern yourself with the things that lead to affection.

## **Adapting Wuss Behavior Into Attractive Behavior**

### **Translating Between Affection and Attraction**

Here's 7 behaviors that create affection, and their attraction-creating counter-parts:

Affection-Behavior

- Buying Gifts (Dinner, Flowers)
- Seeking Approval
- Showing Off
- Listening to Problems
- Doing Favors
- Accepting Flaky Behavior
- Changing to Please Her

Attraction-Behavior

- Surprise Romance
- Indifference
- Being Vague, Elusive, Mysterious
- Teasing
- Acting with Self-Respect
- Having High Expectations
- Maintaining Self-Confidence

See how each pair is connected by the value placed on your self-worth versus your value of her? It's not that attraction lowers her value, but it's that attraction comes from a self-value that's NOT below hers.

Acting as if she's more important than you leads to affection.

Acting as if she *is* important—but that YOU'RE AT LEAST AS IMPORTANT— creates attraction.

This important distinction between how you value yourself relative to an attractive woman is at the root of a lot of wuss behavior that could be attractive behavior. Gift giving and romance are a great example, so let's get into detail on them.

## **Romance**

### **Buying Gifts Is Formulaic, Not Romantic**

To illustrate this idea, let's compare buying gifts to surprise romance, such as taking her out to restaurants all the time with cooking a great meal yourself.

When a guy buys dinner for a girl, he's trying to say that she's valuable to him and wants to be valuable to her. But the impact of both these messages is watered-down because every guy does this—especially with attractive women.

She can always find another wuss to buy her dinner. She can always get ego-boosts from wusses. The problem is that having her ego boosted by a

wuss doesn't say much.

Cooking a romantic dinner instead achieves two effects spending money doesn't. First, you've directly spent time on her instead of paying someone else. Second, you've displayed a desirable ability—cooking. Occasional romance is much more personal and thus a more powerful way to show how you value her.

A real man doesn't give free hand-outs, so when she earns romance it says a lot. Gifts and occasional romance are both intended to tell her she's valuable. Since gifts require less effort than romance, romance will have more significance.

Average gift-giving just says, "I want to please you, so I'm taking away from myself to give you something." Romance says, "Because you've pleased me, I want to please you and I've found a way to connect my true-self to something that you like."

### **Don't Misuse Romance**

I think that most guys use romance in completely the wrong way and in the process screw up their chances with the woman they are interested in.

So I'm going to take some time here to talk about how romance is misused, and how to use it to really make a woman feel attracted to you.

Most guys make one of two main mistakes when trying to be "romantic":

They try to use romance to CREATE attraction.

They do too much, thinking that more must be better.

Let me ask you this... What does romance mean to you?

Does romance mean gifts and flower? Does it mean fancy dinners? Does it mean candles and soft music?

To me, romance is about showing a softer side of yourself in a way that increases a woman's attraction for you. Like I just mentioned, most guys either try to use romance to create attraction, or they do too many things and the effect is lost.

Here's a quiz:

In general, would a woman think you were more romantic if you: 1) Brought her red roses every time you saw her, or 2) Brought her one flower

the fourth time you saw her, but it was her favorite flower in her favorite color???

Here's another one...

In general, would a woman think you were more romantic if you: 1) Took her to a fancy dinner every time you saw her, or 2) Didn't take her to dinner, but one night cooked her a favorite dish that mom taught you and told her the story of how it came to be a family favorite?

Do you see where I'm going with these examples?

"Romance" is all about the context of the situation. In other words, little things that are thoughtful, used once in awhile will be FAR more of an impact than trying to do everything you possibly can all the time.

Have you ever seen a T.V. show or movie with a girl holding a flower, pulling off each petal one at a time, and saying, "He loves me, he loves me not?"

This quote is a famous cliché... even Madonna does it in her "Truth or Dare" movie!

What's going on here? And why is it now such a famous idea that it is almost universally known?

Because it strikes a chord inside of women everywhere! Every woman can relate to the idea of thinking about a man and wondering if he's thinking about her.

Pulling petals off of a flower and saying, "He loves me, he loves me not" is just another way of saying, "I can't stop thinking about this guy and I'm going to keep thinking about him until I know how he feels."

As you may know if you've read my past newsletters or my book, I think that it's important to CREATE this kind of situation as much as humanly possible.

Now, here's where romance fits into the puzzle... If you're doing things that you consider to be "romantic" all the time, then she has nothing to wonder about... nothing to think about... there is no challenge or mystery at all.

On the other hand, if you use romance more carefully and keep her on the edge of her seat, then a small romantic gesture will cause her to feel GREAT feelings of attraction inside... and cause her to work even harder to

get and keep your attention - BECAUSE SHE'LL TRY ALL THE HARDER TO GET MORE OF THIS ROMANTIC SIDE OF YOU!

Done properly, romance is really powerful stuff, so that's why YOU HAVE TO USE IT SPARINGLY. Sprinkle it like the seeds of a delicious fruit—leave space for growth. If she can go out and harvest five at once, she won't grow hungry for a while. If they're not around all the time, her desire will grow and she'll wait expectantly for each fruit.

So remember, use romance as the spice and not the main dish. Use it to amplify attraction, not as your main strategy.

### **Romance Doesn't Create Attraction, It Amplifies Existing Attraction**

Look, if you've gone out with a woman 47 times, and you don't know if she likes you, and now you think "Oh, hey... great idea! I'll buy her flowers and she'll feel attracted to me..." then get a new idea. Romance isn't a way to make a woman feel attracted to you. Romance is a way to AMPLIFY attraction that is already happening.

Read that last part again... DON'T TRY TO MAKE A WOMAN FEEL ATTRACTED TO YOU WITH ROMANCE!

Attraction is created by factors other than gifts, dinners, or flowers.

If she's not feeling attracted to you, then showing her that you're attracted to her probably isn't going to change it... in fact, it may just push her away.

I know, I know... you once heard about a guy who pursued a woman for 9 years until she finally gave in and married him. Well, that might work, but I really wouldn't want to be spending that long on one person (unless it's Christy Turlington).

### ***Attracting vs. Impressing***

#### **Attract, Don't Impress**

We really screw it up when we act like we're trying to impress.

Many guys think that they have to impress a woman when they first meet her. So they ask women on dates and take them to expensive dinners, buy them gifts, and generally try to win the woman's affection and attention with money. I believe that it's better to give a woman a GOOD TIME than it

is to give her an EXPENSIVE TIME.

Let me explain. If you ask a woman out to dinner, then take her to an expensive restaurant, you are communicating something that you may not realize... In effect, you're saying "I'm attracted to you, and I'm going to play the dating game with you. My role is chasing you and buying you dinners and gifts, and your role is to play hard to get and maybe get affectionate with me after 5 or 6 dates..."

I know that I'm generalizing, but when you start off by doing all the things that are part of her idea of courtship, you're probably going to wind up spending a LOT of money, and putting her in the frame of mind that she's going to get a lot of free food (and to not be affectionate with you too soon, because the food supply might stop). I mean, if you take a woman out to nice dinners the first three times that you see her, what is she going to expect for the rest of the relationship? A hired chef and a limousine?

So what's the answer? I think the answer is to NEVER play that game in the first place. This way you'll never have to deal with this social game, the high expectations, and the expense.

### **Trying to Impress Her Reveals You're Attracted To Her**

I think that humans have a peculiar quirk: Once a person gets what they want, they stop wanting it. Another variation: Once a woman knows that you are really into her, she stops being as interested in you.

When you take a woman to expensive dinners and on fancy dates, you've let the cat out of the bag. She has nothing to wonder. You've taken all the fun out of the game.

This is why YOU SHOULD NEVER, EVER, ASK "Do you like me?" or "Am I your type?" or any other insecure question that women see as PATHETIC NEEDINESS and a huge turn-off. The exact same effect you create by overusing romance.

### ***The Right Conflict Can Create Attraction***

#### **Women LIKE Drama, It Keeps Them Attracted**

"Nice" guys avoid drama because they're afraid a woman will leave...

But in fact, if a woman is prone to drama once in awhile, you should actually look for opportunities to use what she does to create a little drama



yourself... If she's distracted trying to get your approval, she won't have time to create drama for you.

In fact, A WOMAN DOESN'T EVEN HAVE TO LIKE YOU TO FEEL ATTRACTED TO YOU. Women sometimes feel a 'strange attraction' to guys that kind of annoy them, even guys that upset them a little. Only the really freaky girls feel attraction for the guys that actually make them angry, so be careful with this idea...

But the point is that the nice guy's goal of 'being liked' is so far from 'being attractive' that sometimes 'being disliked' gets closer to it!

## Turn Regular Conversation Into Flirtation

Because average guys are scared of drama and confrontation, all their conversations with women that they're attracted to are safe, agreeable, and BORING!

Conversation is another way that being willing to risk conflict sets apart Real Men from Wusses: Real men aren't scared of flirting with a girl or teasing her.

So heat up normal conversation into exciting edginess:

### In Polite Conversation You:

- Talk Like You Just Met
- Give Common Responses
- Discuss Boring Typical Topics
- Speak In a Stilted, Nervous Voice

### In Attractive Conversation You:

- Talk Like You're Old Friends
- Tease and Use Cocky Comedy
- Use Sexual/Suggestive Subtexts
- Have A Secure and Relaxed Tone

## Never Give Women Exactly What They Want

Now I'm going to teach you one of my favorite ways to generate attraction with women. First of all, let me teach you a principle from psychology: people want what they don't or can't have. One of my favorite ways to make a woman feel attracted to me is to play hard to get! I just use the old female technique on them!

I know this may sound far out, but stay with me here. As you've probably noticed, I really like the idea of doing things to make a woman feel naturally attracted to you on a gut level. Before I say more, let me remind you:

Attraction isn't a choice.

The things that make people feel attracted to each other don't usually 'make sense'.

If you know how, you can make a woman feel more attracted to you at every contact.

I want to talk about one of my favorite ways to make women feel this "gut level" attraction.

And since this idea also doesn't "make sense" to most people, I'm going to ask you to put your judgments aside and just try it.

Try what I'm about to teach you in a few different situations and see how it works before you make up your mind about it... you just might find that this way is the key that opens all doors for you. One of my rules of thumb for dealing with women is: "NEVER GIVE A WOMAN EXACTLY WHAT SHE WANTS." I've mentioned in the past that I love to study people and their behavior, and I've found something that really kind of startled me....

When people get what they want, they often stop wanting it. Now, do I mean that if you get a new car, that as soon as you get it, you don't want it anymore? No, not quite. What I mean is, when you get a new car, you'll probably start wanting a NICER one. I personally think that nature has given to us this mechanism for us humans to be motivated in order to do and achieve more in life.

I've taken this idea and adapted it to dealing with women and dating. My idea is that if you never give a woman exactly what she wants, she'll stay very interested and become even more attracted to you.

Before I continue, let me mention that I'm not saying, "Don't give a woman what she wants." I'm saying not to give women EXACTLY what they want.

For instance, if a woman says, "Pick me up at 7", you can say "I'll pick you up at 7:30." If a woman wants you to buy her some flowers, don't buy them right then, but surprise her sometime when YOU feel like it. If a woman wants a kiss, say "What am I going to get in return? ...Hmmm... no, I'm going to think about it..." The key is to stay cool and calm and just decide to do something a little different than what she wants.

Make sure you don't come off like a cold jerk that is just trying to be argumentative. Don't ever get emotional when you're using this idea! You're just doing things a little bit more your way... and in the process being very

unpredictable and interesting.

Are you with me?

Here's the interesting part: If you go and ask ten female friends about this idea, they're going to say, "That wouldn't work on me." But if you try this with a woman that you're dating, you'll find something completely different.

We humans are attracted to things that frustrate us a little bit. And when we come across another person that seems interested, but doesn't give us exactly what we want, we start thinking about it all the time. It almost becomes a challenge to see if we can get the other person who's resisting us to give in to us.

Now, most guys will try this idea and have the woman say "Ohhh, please... cummon... let me have it..." and then they go along with what wants. DON'T DO IT! Keep up the challenges, and you'll keep up the interest and ATTRACTION. If you start giving in, she'll start to lose the interest and attraction.

How do I know that this works? Because this week I've had three different women with whom I haven't seen or talked in over 6 months ago call or email to see what I'm doing and if I want to get together sometime soon. What do they all have in common? You guessed it... I used my ATTRACTION attitude and ideas with all of them originally.

## ***Summing It All Up***

### **Women Aren't Attracted to Guys They Perceive as Average**

Remember, ATTRACTION doesn't make logical sense... Women don't say "Oh, he's a kind, honest, loyal type of guy from a good family... AND THAT REALLY TURNS ME ON." Nope. Women say things like: "He's sexy", "There's chemistry between us", or "I really feel something for him"...

And also remember: If a woman feels a strong ATTRACTION for you, then the rest of the equation isn't as important. If she feels it, she'll go out of her way to find good reasons to be with you... even if you're not her "physical type."

On the other hand, no amount of gifts, favors, dinners, kindness, or having a good family will make her feel ATTRACTION... at best these things can only make her feel a more "loyal" kind of love.

So if women don't like "average" guys, and the most important thing is to make her feel **ATTRACTION** towards you, then how do you do it?

I thought you'd never ask... First, let's talk about the word "average" and what it **REALLY** means.

As far as women are concerned, and especially the **ATTRACTIVE** ones, men are **EVERYWHERE**. They're like cars. Every once in awhile one stands out and makes you say, "Oh, that one is nice."

A lot of guys take this concept too far and say, "Well, I'm not rich, and I'm not famous... so no really hot woman is going to find me attractive."

My experience and research has shown me that women are far more **ATTRACTED** to things like attitude, confidence, body language, and humor than looks or money. Sure, those things might **INITIALLY** get a woman's attention, and there are those women that will only settle for a rich or unusually handsome guy... but these types are an extreme minority.

In fact, it's very easy to be seen as "above average" if you know what women are looking for, and you know how to deliver.

Remember the danger: If you are perceived as "average" early on, then a switch goes off in her mind, and the game will be over before it's even begun.

So let's do a little exercise... Let's figure out two things: 1) What most guys do that women see as "average", and... 2) What you can do to instantly be seen as "**ABOVE** average" and most importantly, **ATTRACTIVE**.

First, let's talk about what most guys do in most situations (more specifically, what most guys do **WRONG**. Here are some of the things that I've seen...

If the setting is a bar or a club, most guys will either say "Can I buy you a drink?", "Wanna dance?", or "Hey baby, how **YOU** doin'?"... or they do crass things like stare at women with wanting eyes or grab them as they walk by.

If the setting is a public place, like maybe a woman working at a clothing store, a waitress, or some other similar high-traffic situation, most guys will ask a lame question like, "Do you have a boyfriend?" or "Can I take you out sometime?" Ugh. These kinds of approaches can only result in you being seen as another lame, average guy.....

**NOTE:** My experience is that many of the things that us guys do to try to

attract a woman, such as buying gifts, or doing favors actually lead to the woman finding us UN-attractive, because she sees these as needy behaviors performed by a weak man that hide ulterior motives.

As I've mentioned earlier, I think that long-term relationships are great. I just don't like the idea of investing a lot of time, energy, and money if I have no idea whether a girl even likes me! No thanks.

How much better it is to know how to make a woman feel that excitement, tension, and attraction at the VERY BEGINNING. This way you're not out-of-control and wondering where you stand. Then, if you decide that this is someone that you'd like to spend more time with in the future, you can start doing more traditional "relationship" things (if YOU choose).

A relationship based on two people enjoying each other's company and personalities is FAR stronger, in my opinion, than one based on gifts, money, and favors.

Take a moment right now and think about the difference between ATTRACTION and COMMITMENT. Think about the things that make you feel ATTRACTED to a woman, and then think about the things that make you feel COMMITTED to a woman.

Big difference, isn't it?

Here's one for you. Do nice women stay with jerks because they feel committed to them? In most cases I'd doubt it. It's because the jerk is ATTRACTIVE in one way or another.

What I've done is take the parts of the 'jerk' personality... the parts that are ATTRACTIVE to women and use just those without the ABUSIVE components.

Teasing, busting her balls, creating tension, playing hard to get, not giving her what she wants, being unpredictable, using cocky comedy are all ways to push the "attraction buttons" without being abusive or mean.

Then, it's up to YOU whether you'd like to buy gifts, pay for dinners, and do favors. When gifts and favors are presented in the context of being an already attractive, cocky and funny man, then they take on a whole new meaning. They lead to a stronger feeling of devotion and commitment...

WARNING: Don't turn into a wuss just because you decide that you really like a girl. Don't start calling her 47 times a day and saying, "Ohh, baby I really miss you."

REMEMBER: She's attracted to you because you're strong and not needy, so don't stop doing what she likes about you because you're feeling sappy. Learn how to show you care like a Real Man and not a Wussy Boy.

# Part 3: Turning It UP

## Chapter 8: Don't Bore Her!

### Boring Men Aren't Attractive

Here are some examples of problems that result from boring a woman:

- "I just want a girl who will like me for who I am, and I was a perfect gentleman on our date but she didn't call me back and now I can't reach her..."
- "I give her everything she wants, take her out, buy her things, and I don't understand why she doesn't feel the same way towards me that I feel towards her..."
- "She tells me that she only likes me as a friend, then she goes out with these guys who treat her like crap instead of going out with a guy like me that would treat her wonderfully and give her everything she wants..."

The list goes on and on, and the common denominator is:

**YOU'RE NOT BEHAVING IN A WAY THAT IS PUSHING HER ATTRACTION BUTTONS. IN MOST OF THESE CASES, YOU'RE TRYING TO BORE HER INTO FEELING ATTRACTED TO YOU.**

### Why Wusses Bore Women

I've mentioned that there's an area of the human brain called "Broca's Region" that is constantly anticipating what's about to happen and telling the rest of the brain to pay less attention to what's predictable. In other words, the more predictable your words are, the faster your conversation will be considered BORING.

To get yourself pumped up to talking to her, try walking in her shoes first.

I'd like you to think about the last time you saw a really attractive woman and wanted to go over and talk to her, but for whatever reason you just didn't do it. I'm talking about a REALLY hot one. Take all the time you need. I'm not going anywhere.

Good. Now, let me ask you something:



Did you ever stop after one of these situations to think about what the rest of her day was like after she walked by you? She probably had about ten or twenty other men who saw her that day but didn't have the nerve to talk with her... and maybe there were two or three who actually did.

Did you ever consider that it might be useful to take a little time out and consider what it might be like to be an attractive woman, walking through life having almost every man you see light up with the "Whoa" look and using the same-old, "Wow, you're beautiful" line to talk with her?

Hmmm...

What do you think we might be able to figure out if we just took a few minutes to explore what an attractive woman's PRIVATE life is like?

Here are a few things that I've come up with:

1) Most attractive women are BORED OUT OF THEIR MINDS by most men. One of the reasons is that guys have NO IDEA what to do when they run into an attractive woman, so they do the same default thing: With a dumb look on their face, they offer her a compliment she's already heard tons of times.

2) As I've said before, and as I'm sure I'll say many more times in the future: You can't BORE a woman into feeling attracted to you. If she's most likely got a boring life like everyone else, and you do something that every one of the other 499 guys she's going to walk by this month did, then you're probably not going to attract any special attention.

3) If you just start with the idea of NOT DOING WHAT OTHER GUYS DO, you will be WAAAAYYYY ahead of the game.

Wow, this is fun, isn't it? Bet you never thought I'd have you thinking like a woman, did ya?

## **Don't Be Predictable**

We all know what Reverse Psychology is, right? I once read that the surgeon general's warning on cigarette packages may be one of the reasons why cigarettes are so POPULAR.

Here's the logic: When a person sees that warning that is telling them that it's dangerous to smoke, they think to themselves "Hey, I'm living in the fast lane and I can handle the danger... I'll show everyone how cool I am by smoking these dangerous cigarettes..." Interesting idea, isn't it?

Well, it doesn't really matter if you believe that particular example. What does matter is that you learn how to use the idea of Reverse Psychology when it comes to your success with women. Reverse Psychology is powerful because it GOES AGAINST COMMON LOGIC AND REASONING. Because of this, it's not usually obvious.

I love to use Reverse Psychology when it comes to attractive women. Most guys don't really think about the fact that most attractive women are being told ALL THE TIME that they are beautiful, attractive, stunning, etc. And they don't realize that when they give an attractive woman a compliment, it often backfires on them because they are INSTANTLY seen as being the SAME as all the other guys out there. We humans like unique, interesting things, and we don't like the same old same old.

Let me ask you: Would you like to eat the same thing every day for breakfast, lunch, and dinner? I mean, even if you got to have your very favorite food for all three meals, it would get old very fast. The same goes for attractive women who get idolized by guys all the time.

Let me explain.

Let's say you're standing in line at the bank next to a stunning woman. What would be the best approach to use to open a conversation and get an email address, phone number or a date?

Well, what most guys do is either:

- 1) Do nothing, because they don't know what to do.
- 2) Say "You're beautiful" just like all the other guys.

## **Be Different Instead**

Bad, bad, bad. It would be MUCH better to say, "Your shoe is untied" or even "What time is it?" You probably realize by now that most of your communication is not the words, but the body language and voice tone that you use.

Well, it's important when you're meeting a woman for the first time to stay cool, calm, and collected... and EVEN TO DO THINGS THAT SUGGEST THAT YOU'RE NOT INTERESTED. This will make her think, "Hey, this guy isn't trying to horn in on me... he seems DIFFERENT."

You can then continue to do one of my favorite things of all time, and say "Hey, you seem nice... like you might make a nice FRIEND. Give me

your number and I'll call you next week and maybe we can be FRIENDS."

I hope you understand what I'm saying here. By being unusual and challenging, you immediately separate yourself from the 'average' guy who just acts all star-struck.

Now, this is just one example, and there are many exceptions to this idea. If you look like Brad Pitt, you can say anything you want. And this type of approach works best on VERY ATTRACTIVE women. Now that you have the idea, how can you adapt it to your particular situation? Take some time to think about it, and I think that you'll realize that you can use reverse psychology in many different situations to separate yourself from the crowd....

## **To Get From Affection to Attraction, Play Hard To Get**

I want to talk about the idea of playing hard to get and how you can do it to help you become more successful in the dating world. First, I have a question for you: What do you think turns women OFF?

I really want you to take a moment and think about this one. Aside from the obvious things like smelling bad and being dirty, what do you think makes women feel that "Not if you were the last man on earth" feeling?

Now think about this question: What do you think makes a woman decide that you're the kind of guy with whom she only wants to be "friends"?

What is it that presses the "friendship" button? Let me give you a list of some of the things that turn women off:

- 1) Smothering them with attention.
- 2) Acting needy and emotional.
- 3) Calling too often and asking them out too often.
- 4) Acting insecure.

And here are some of the things that I believe cause women to only feel "friendship" feeling towards a man and never ATTRACTION:

- 1) Never taking the lead and making decisions.
- 2) Acting nervous because you're attracted to her.
- 3) Never taking the initiative to hold hands or kiss her.

4) Acting like a female friend that wants to be her "therapist".

Are you seeing a pattern here? Do you get where I'm going?

Now, the things I mentioned above aren't ALWAYS true. If you're a super rich, handsome guy... and you're going out with an average woman with low self-esteem, then you can probably do everything above and she'll still like you.

But if you're a regular guy like me, and you want to go out with attractive women, then you need to start paying more attention to these things. Remember, an attractive woman has more options she knows what to do with. A man who wants to pay attention to her is nothing new. In fact, it's probably the same old same old.

Here's an idea for you to remember: Things and people that aren't predictable keep our attention. If you act like every other PREDICTABLE guy, then you're going to get the same thing that they all get.

## **Avoid Boring Conversation**

I got one letter recently where a guy was telling me that he had taken a girl out on a date, but that there wasn't any "spark"... but he still felt attracted to the girl. He seemed to think that just because nothing obvious was BAD about the date that this girl should also feel attracted to him. (Maybe he thought that a few more uninteresting, boring dates would cause her to open her eyes and see the light.)

These guys don't realize that you can't bore a woman into feeling attracted to you. You must learn to have a conversation about anything and be entertaining. Learn a little bit about history, romance, story telling, music, fashion, pop culture, etc.

Stay away from the same old boring topics: Family, school, work, etc!

Having the idea that you need to "impress" her with everything you say leads to stilted self-conscious behaviors, conversations, and silences. Since she'll interpret your words through a subtext of her own anyway, trying to be impressive won't have the effect you want.

Just watch some comedies, learn some cool phrases, and keep up with the times, so you can speak in an entertaining way about anything.

NEVER ask if you're her type, how she likes you so far, etc. and NEVER tell her that you like her, have feelings for her, etc. Get over the idea that

you have to be “nice” and tell her what she wants to hear to get her approval.

Don’t argue just to get attention or be right. If you argue, do it in a charming or funny way. And try to actually be right about the issue, okay?

There’s an important distinction between arguing because you have to be right all the time and arguing because it’s kind of charming when you’re just plain right but she inevitably gets upset anyway.

Never let an argument escalate into an ego battle. Just don’t do it. If it starts escalating, bust her balls a little... but always be the bigger person. Otherwise you look insecure, and she’ll go from being annoyed yet attracted to becoming angry and hostile.

## **So What Do You Say?**

As far as what you're saying when you walk up, of course you should talk about something that’s interesting to her...

Ask about a current topic like the average weight of women, silly fashion trends, celebrity scandals, gender issues or differences, etc. Another great one is to ask where a good place to eat or shop is, and how you can't find places you like. Women love to make recommendations on things like this.

The topic doesn’t need to matter for very long at all. In fact, it’s a good sign when it doesn’t... We’ll fully examine Cocky Comedy in detail in the next chapter, but as soon as you bust into Cocky Comedy, her attention will be fully focused on reacting to your wisecracks either defending herself and what she’s said or playing along with you.

## **Humor Technique: Fake Drama**

You have to be able to produce “fake mad” and “fake surprised” so it looks convincingly dramatic, but also so there are still clues that it’s not serious. Learn to shift your mood along the entire range from real to fake.

You could, for example, flirt with a waitress by saying, “What, you’re out of the special?!” and dropping your fork in shock and anger—all while maintaining a sly smile that suggests you’re just joking and making a big deal about something that’s not actually important to you.

Sometimes a woman will react harshly to fake drama, just as they may do with ball-busting. Giving an amused chuckle followed by, “It’s a joke” in a somewhat condescending tone should diffuse the situation while avoiding

your emotional state to be affected by her.

## **Responding Correctly to Real Drama From a Woman**

You can comply with her complaints sometimes, but just never give a concession without first getting a bigger one in return! This idea I learned through studying business negotiation tactics, but it applies perfectly to the dating world too though....

If she asks you a serious, tough question—the kind that tests for some personality trait or compatibility issue—don't give her the answer you know would please her.

Give her the wrong answer or a bad answer that she might use to disqualify you, but incorporate a slapstick remark so that she still can't tell if you're serious or not. This way she can't make any definite judgments about you and most importantly, can't hold some negative difference against you.

"What do you do for a living?"

"I'm the guy who scrapes the gum from under the seats in the movie theater... why do you ask?"

"What kind of car do you drive?"

"I drive a razor scooter. It only fits one, so you can't have a ride."

## **Reframe Ass Kissers**

Whenever you notice a guy interacting with a girl like he's a true wuss-boy, shake your head in pity for him. Then, she'll ask "What?" and you can say something like "Isn't that sad?" or "That's just pathetic."

When she asks you what you mean, you can tell her, "When a guy does something like that you can tell that he's probably a really nice guy with good intentions, and he'd like nothing more than to be with you... but then he goes and kisses your ass like that.... What a shame. He doesn't get it. He has no idea what's attractive to a woman."

## **Talk About Sex**

As I've mentioned, discussing sex is not only OK, but in fact it's good. You need to have a very comfortable, casual attitude on this subject. You must be able to remain aloof and detached from any awkwardness about sex, or else you'll look like the wimpy wuss who's afraid of it.

One great way to reveal that you're at ease with sex is to turn the conversation to that topic but blame her for being the one who did it.

Whenever she says anything that could be misinterpreted sexually, accuse her of having a dirty mind. There are lots of common words that work, such as "feeling excited", "wet", "suck", etc.

This is especially powerful if you interpret her as though she's trying to pick you up, even if she's only being sly about it. And it's also very powerful to respond to her as if she were aiming sexual suggestiveness directly at you. Any mention she makes of "time to go home," "time to go to bed," etc., is an opportunity to express amused surprise at her being so forward with you.

You can also interpret any sexual comments she makes, especially sexual judgments or moralizing, as really just sexual frustration on her part. Or let's say that she says something negative about guys thinking about sex too much or about guys only being interested in sex. You can respond in an amused tone, "Those sound like words of frustration, haven't had any luck in a while, huh?" while shooting her a knowing look.

Through this understanding you'll develop a level of comfort discussing sex and gather clues about her real views on sex, as well as build the level of sexual tension between you two.

Yup, just by starting with some innocent humor you can lead her to reveal info about her sexual nature... and if she gets too serious, just bust her balls by saying, "I was just kidding—now why were you taking me so seriously, I wonder?" and follow up with a wink.

Similarly, if she displays a prudish attitude, blow it off immediately the very first time she shows such a lame belief with a dismissive reply like, "Oh, please..." or "Come on! Be honest now..."

## **Read Clues**

Talking openly about sex can gain you insights that you couldn't get by asking direct questions. Look for clues in how enthusiastically or shyly she responds, in whether she changes topics uncomfortably or pursues it energetically in her body language as she talks, etc.

Directly asking a woman if she wants to sleep with you both makes you look insecure and openly acknowledges your desire for her. By joking around, on the other hand, you can 'ping' her for information with humorous test questions.

Because she's responding to a joke, a woman can answer without directly admitting her feelings. You'll quickly notice clues about them through the subtexts she uses. Asking directly not only lays out all your cards on the table but also creates a high pressure situation for her to which she has to respond. Now she's forced to jump to a decision, and if she has any uncertainty about the situation, it's probably going to be a negative decision.

Instead of verifying the facts of how she feels about you, just look for clues in the subtle messages behind her words and actions that paint a picture of her inner feelings. Things like calling you often, offering to do favors for you, buying you gifts, etc., are more honest indicators than any verbal promises she might offer.

The flip-side, of course, is to not give off clues like this yourself. The wuss blows it by trying to buy a woman's affection with gifts and attention, revealing how interested he is in her and how easily she could have him. The less clues you display, the less sure a woman is of having earned your attention. The more she'll want it, the more she'll be attracted to you.

## **Be Mysterious**

So this means you should answer questions that would reveal your approval ambiguously. , e.g. if she asks, "Will you be my valentine?" you answer, "We'll see who offers to pay me the most..." All questions about your feelings for her, e.g. "Did you miss me?" or "Who was the most beautiful girl you dated?", are tests to see if she's won you yet and at the same time are also opportunities for you to create mystery and curiosity.

Curiosity is great... It will really amplify a woman's attraction to you, and can easily turn a situation around so that she's pursuing you—even if her curiosity is about something unimportant like your age... Withholding that trivial information not only keeps her attention on you while she tries to find the answer, but also signals that you're a real man who doesn't have to give in to a woman's demands.

So be mysterious. Avoiding questions is usually better than answering them.

And if she gets frustrated because she wants to know something that you won't tell her, all the better. Frustration is OK when it comes to this situation!

The more frustrated she gets, the more you know she likes you. If she didn't like you, she wouldn't care very much at all. Her frustration means



you're a challenge to her and that makes you even more attractive than any answer to the secret you're keeping would make you.

Coming up next... We're going to explore an *excellent* way to keep mysterious despite a woman's direct questions—Cocky Comedy...

## Chapter 9: Cocky Comedy In Detail

### Cocky Comedy

After years of studying this stuff, I can tell you that the most powerful way you can communicate with a woman is to use the magical formula I call 'cocky comedy'.

Cocky comedy is one of the most important pieces in the attraction puzzle. Used correctly, it instantly communicates all the right things about you and attracts women like a magnet all by itself. It's something that almost EVERY "naturally successful" guy does to attract women.

Now, it just doesn't make sense to some guys that teasing women, busting their balls, being slightly arrogant, not kissing up to them, etc. could or should make them feel attraction.

I can understand, because I was exactly the same way the first few times I heard it and saw it.

I kept thinking to myself, "If I do this cocky and funny thing, I'm only going to come across as arrogant... and that can't make women like me more."

Well, was I ever wrong.

The key is to use both Comedy and Cockiness together at once. Cocky alone comes across as insecure, and comedy alone usually comes across as goofy and dumb. Combine both, however, and you get magic.

The right combination of cocky comedy communicates to a woman that you're intelligent, witty, dominant, and challenging... and that you must be a catch.

It creates tension, attraction, mystery, and rapport. There's no more efficient way of dealing with attractive women, period. It's the best way I've been able to find for a regular guy to communicate in a way that makes an attractive woman feel that gut level ATTRACTION.

The process of Attraction is a difficult concept to understand. Most guys don't get it. So, if you want to be able to create it, you have to understand things that most guys don't.

Cocky comedy is one of those things. And this is good news. Because when you use it properly, it INSTANTLY communicates to women that you are a guy who "gets it".

## **What Cocky Comedy Communicates**

1) That you're an "alpha" type male. Even though you're making jokes and being funny, you're talking in a way that only confident men would talk. This is attractive.

2) Humor requires intelligence and creativity. And when you use humor with a little bit of cockiness, it comes across as "superiority". It's also attractive.

3) It says "I get it" in a very subtle way. Attractive women are approached all the time by men... in one way or another. When you're acting cocky and funny, it's a very DETACHED kind of attitude. An attractive woman who is used to being approached all the time and worshipped by men will find the attitude VERY interesting and refreshing.

4) It's UNBELIEVABLY easy and low-risk. It beats the hell out of fighting to show off that you're a dominant male.

## **Why Does Cocky Comedy Attract Women?**

Well, the short answer is: Cocky Comedy ATTRACTS WOMEN BECAUSE IT QUICKLY AND DIRECTLY SAYS ALL THE RIGHT THINGS ABOUT YOU.

Women are attracted to "alpha male" types. We all know that. Women are attracted to a sense of humor. We all know that one too.

Women AREN'T attracted to men who give away their power, kiss up to them, smother them with attention, act like whipped puppies, and get nervous just being in the same room.

If you meet an attractive woman, and IMMEDIATELY start giving her a hard time about something, busting on her, and have fun, it basically says:

"You are interesting enough to talk to, but you're going to have to do a lot more than just look good to impress me. Your beauty doesn't make me nervous in the slightest, I'm perfectly calm, and in fact, I'm so comfortable

that I just noticed something about you that I'm going to make fun of..."

There is no faster way on earth to communicate the right attitudes, beliefs, self-image, comfort, confidence, and power than to use Cocky Comedy.

## **It's Cocky BALANCED With Comedy**

First of all, you have to remember that the formula is Cocky PLUS Comedy. Always both.

If you act too cocky, you'll only come off as arrogant and insecure.

If you're just funny, always telling jokes, and making people laugh, you will probably come across as "too goofy".

Cocky Comedy is like sparring... it's sport... it's fun... it's challenging... it's interesting when used with skill.

## **How to Create Cocky Comedy**

The Formula? Just think of an arrogant comment, then make it funny.

For example, let's say you're meeting for tea and the color of something she's wearing clashes with the rest of her outfit. The arrogant comment is that she doesn't know how to dress stylishly. The funny version would be: "I like the look you're going for except... well... the color combinations... I guess my grandmother might have liked them."

Cocky Comedy is about being a little too confident while at the same time making people laugh. I'm not suggesting arrogance as a way to attract women... what I'm saying is that it's very attractive to be cocky and funny at the same time. For instance: It's not cool to say "that guy over there is ugly"... but it might be cool to say "that guy over there looks like he fell off the ugly tree, hit every branch on the way down, then gnawed on the root..."

See the difference?

Women can detect when you're being an "attractive ball buster" as opposed to being an insecure, abusive loser, and it's important to realize the difference.

You want to hear/see the pinnacle of cocky comedy: The nervous laughter of "Is he serious?" combined with "Cummon, be serious" of her

really wanting to know.

Think of busting her balls like sparring... like "play fighting". She wants to do it. But when you're a kid, you don't say to your friends, "Hey, let's PLAY wrestle". That would be stupid! You say "Let's wrestle!" and you actually kind of mean it!

And even though you don't say it explicitly, what you both know is that you're not REALLY going to wrestle... you're going to play. Women know when you're sparring, when you're busting their balls as a cocky/funny guy... and when you're being serious and mean. And you know what? Sometimes, even when you're play wrestling, you get a little hurt. So don't worry about it. Just keep your intentions good. And don't let things escalate!

And remember, if you embody the qualities that are naturally attractive to women, then THE CONTENT DOESN'T MATTER. You can talk about anything, and it will work. I've found that I can make women feel attracted to me now just by teasing them and busting on them. I have women ask me out without them knowing ANYTHING about me... You see, if you have an agenda, other people can usually sense it. They pick it up in your subtle body language.

When you're teasing and busting her balls, a woman says to herself, "This guy obviously isn't just trying to pick up on me, because he'd never say some of these things if he were..." And the more you do it, the more fun it becomes, and the more you don't have an agenda... and the more attractive you become. So remember: Be ATTRACTIVE, NOT JUST INTERESTING.

## Examples Of Cocky Comedy

Here are some great random ideas:

- One of my favorite ways to bust on a woman is to take any attribute of hers and disqualify relationship status because of it. For instance, it's always fun to ask a woman if she's rich or famous, then if she answers that she's not, tell her that she's just messed up her chances with you and that you're not interested anymore.
- A universal way to open by flirting is to say, "You know what they say about women who..." and then DON'T TELL HER. Just look at her in a knowing way.
- "So what's with the big purse? Are you carrying a gun in there?"

- If she says that she likes something, say "You would."
- If she's wearing tall heels, say: "Those are some pretty tall shoes, what are you, like 4 feet, without them?"
- If she gives you compliments:
  - "Look, I'm not like other guys. This compliment thing isn't going to get you anywhere."
  - "Already starting with the compliments, huh? Look, let's just get this over with... go buy me the drink already."
  - "I'm not giving you my phone number, so just quit."
  - "Cummon, can't you at least think of something original to compliment me on?"
- Mimic something that she's doing in a funny way. For instance, if she has really rigid posture, pull your shoulders back, sit up extra straight, and say, "I really think you should work on your posture."
- Say "Get!" and push her away.
- Using backhanded compliments, if any: "Those shoes are beautiful... I'll bet they looked great when they were new."

...the idea is to always be arrogantly funny... and to practice until you can improvise with any situation, and turn anything around.

## **My Personal Favorite Cocky Comedy Standards**

Here are some of my favorite Cocky Comedy lines. You can use all of them in all kinds of situations. Have some fun with them.

"Guess..."

"Why doesn't that surprise me?"

"That's not what I asked you / said."

"Don't tell me what to do."

"I don't think this is going to work."

"We fight all the time."

"You would."

"Cummon..."

"Gimmie a break..."

"You know what they say about girls who..."

"Any other random comments about/for me?"

"What kind of trouble have you been getting into?"

"What's with you? / wrong with you?"

"What part of \_\_\_\_\_ don't you understand?"

"Are you always this difficult?"

"Are you retarded?"

"Do speak English?"

"Don't touch me..."

You can also use Cocky Comedy non-verbally as a great response for something she does or says. For instance, if she says something you don't agree with, give her a look of exasperation, then shake your head and roll your eyes at her. If she touches you, slowly turn and look down at her hand, then look her in the eye look she's just crossed the line.

Use it!

## **Using Cocky Comedy To Beat Tests**

Cocky Comedy is one of the best ways to beat the tests women constantly throw at you. The idea is to build suspense by acting serious while joking. For instance, if she asks, "How long has it been since you've been on a date?" pause, look serious, and say "Does my mom count?"

## **Exercise: Cocky Comedy**

Come up with five common situations with attractive women that currently make you uncomfortable. Next, come up with an arrogant statement to diffuse the situation. Finally, add humor to come up with Cocky+Funny lines to use in these situations. Find partners if you can and do this exercise together.

## **Remember That Cocky Comedy Is Desired When Unacknowledged But Irritating When Explicit**

Remember not to let her in on what you're doing. If you explain to her that you are being cocky and funny because you are different than other guys, it will COMPLETELY kill the effect.

## **Don't Cave In and Collapse—Continue Building with Cocky Comedy**

This is a crucial component to make Cocky Comedy work, so listen up:

Even if a woman reacts negatively at first, KEEP APPLYING YOUR COCKY COMEDY. Whether she gives you an insulting response or an angry stare, you mustn't retreat.

Wusses show their weakness by instantly apologizing: "I didn't mean to upset you, I was just trying to be funny." They squeak as they try to hide their blushing faces.

Surrendering your power at the first challenge is fatal. It's almost as bad as even not approaching her in the first place.

Sometimes seeing this mistake makes me so sad I want to coach these guys directly! Well, almost... There's a whole lot they could learn simply from starting to read my free newsletters.

Powerful Cocky Comedy makes most women react surprised and even shocked. At least initially... If you're going to give up as soon as you feel any resistance, you're only wasting energy.

So don't wuss-out; make the effort!

Instead of acting intimidated, just stick with it. She will get confused at first, because you're not apologetic or defensive about having upset her. But her mood will quickly change once she sees you're not really trying to offend her... You're only teasing.

And since she'll look insecure if she can't take a joke, she'll start to smile and laugh... And then the strength of your self-confidence will spark the magic feeling of ATTRACTION.

Your goal is not to upset a woman, but to get under her skin enough by teasing, busting on her, and acting cocky and funny that it ignites the magical attraction mechanism.

## Overdoing It

In short... yes, it is possible to tease a girl too much. But if this happens, you're probably either: 1) Crossing the line of INSULTING instead of teasing... or 2) Dealing with a woman who has no sense of humor, in which case you're better off saying "thank you and good night" as soon as possible... and saving yourself from the most boring evening of your life. Remember: The objective of teasing is to INCREASE THE ATTRACTION that she's feeling for you.

## Balancing Ball Busting With Regular Conversation

It's important to balance Cocky Comedy with regular conversation. Keep in mind that Cocky Comedy and ball busting is actually teasing. It's supposed to be fun.

Remember to use it as a spice and not the substance. Women don't want a guy who is sarcastic ALL THE TIME. If you rely on Cocky Comedy too much, you will come off insecure and immature.

Let's sum it all up:

1. Use the magic formula of COCKY+FUNNY. Arrogance by itself is a turn-off to women. But arrogant humor that MAKES THEM LAUGH is a HUGE turn on. Make jokes about her trying to pick up on you, tease her about something she is insecure about, make fun of others... just make sure it's making her laugh.
2. Give her a hard time and tease her about something as soon as you possibly can. Now, I'm not talking about being MEAN here. I'm talking about teasing a woman just like you might do with a family member. This communicates total confidence and comfort in your own skin.
3. Hold yourself in a way that communicates confidence, leadership, and dominance. Use good posture, move very slowly and confidently. Don't laugh or smile very often.
4. Don't do "nice guy" stuff like buying drinks, giving compliments about beauty, or acting needy. In the beginning you must keep your cool and act as if YOU are the catch and she is the lucky one.

## Flirting

***Chemistry or Attraction MUST be SPARKED right at the beginning, and it must be sparked by YOU.***



It's important to realize that if you just want to get a woman's number or email, you don't have to do anything fancy... you can usually get it in a minute or two just by asking in a cool, confident way.

But if you're going to be talking to a woman for a while, or you're meeting for tea, or whatever... you need to SPARK the chemistry and then keep it going. Pulling away from her and teasing her are great ways to amplify the chemistry once it's present, but the bottom line is **YOU MUST SPARK THE CHEMISTRY.**

One of the best ways to create that initial spark is by "flirting".

First I want to talk about the concept of flirting and why it's SO important that you understand exactly what it is and how to do it with women.

To begin with, women know what flirting is, and they respond VERY differently to flirtatious communication than they do to typical social communication.

Again, if you understand flirting and sexual tension, you can begin conversations with women and have them INSTANTLY feeling ATTRACTION for you.

If you DON'T understand how flirting and sexual tension work, then you're either going to have to become famous or make a LOT of money to be successful with women.

I'm going to suggest that you learn how to flirt well, so you can do it RIGHT FROM THE BEGINNING in your interactions with women and SET THE RIGHT TONE.

If you start talking to a woman and say, "Hi, you're very pretty. You probably have a boyfriend, right?" in a normal tone of voice, you're NOT flirting. You're just hitting on her and just showing you're attracted to her.

On the other hand, if you say, "Hi, I realize that you're probably shy because you get no attention from men... so I thought I'd come over here and pay attention to you..." it's OBVIOUS that you're not being serious. This is flirting. You're showing that you might be attracted to her.

By the way, flirting IS NOT simply telling jokes or trying to be "cute".

It's so funny to me how some guys write to me saying that they can't see themselves flirting because they don't want to come across as jerks.

This really cracks me up... because it's obvious to me that these guys JUST DON'T GET IT.

So let me explain this whole thing a different way...

## **Flirt From The Very Start**

If you know how to communicate the right way, women will respond to you RIGHT FROM THE BEGINNING with a HIGH LEVEL of sexual interest and ATTRACTION.

When you know how to incorporate flirting as a form of "adult verbal play," you tune in to a certain frequency in a woman's mind and cause her to go into a very special kind of emotional state.

One of the keys to effective flirting is to "get it". In other words, you have to actually get out there and practice so you get a "feel" for how it works.

I think a lot of guys give up when they try a cute line or technique and a woman responds negatively. Instead of just realizing that they need more practice or that the woman might have just been in a bad mood or even one of those horrible "I don't have a sense of humor" cases, they take it personally and decide that it means they're a failure.

But take my word for it... once you learn how to flirt effectively and communicate in the language of "adult play", you WILL SIMPLY NOT BELIEVE how women will respond to you.

## **An Example**

Here's an example of some of one of my favorite topics to "riff on" when flirting... the topic of getting married and our being in a relationship... and I'll give it to you in the form of a sample dialogue. Keep in mind, I might have a conversation like this one with a woman that I've just met for five minutes....

"You're in real estate? Excellent... There's a lot of money in that, and I need a girl who makes enough to support me."

"Support you? Come on!"

"Definitely. We could get married, and I would be the 'house husband'. And you could bring home the bacon."

"Are you kidding me? I wouldn't support you!"

"Fine. Then it's over. I'm going to have no choice now but to ask for a divorce."

....Do you get what's going on here?

I'm taking a normal conversation topic (her job and income) and redirecting the conversation in a flirtatious way to create a fun mood and sexual tension (by suggesting marriage, divorce, and breaking up over her not supporting me, etc.).

## Practicing

Here's another example. Let's say I'm out at a restaurant, and the waitress makes a verbal slip and then corrects herself. I would say to her, "How are you and I supposed to have a relationship without honesty?"

If the above example doesn't make any sense to you, then take that as a sign that you need to get out and practice more. Try it on a waitress or two.

In fact, you can say this in just about ANY situation with ANY woman where she's saying something that you don't like, and it's funny.

When you communicate like this, you're FLIRTING, you're TEASING, and you're initiating a DIFFERENT KIND OF COMMUNICATION than most men initiate.

And as soon as the woman you're talking to "engages" you in this kind of dialogue, THE GAME IS ON.

### FIVE WAYS TO SPARK THE CHEMISTRY BY FLIRTING

1. Giving her a hard time about something in a flirty way, in person, when responding to her personal ad, etc.
2. Mentioning how the relationship just doesn't seem to be working.
3. Overly dramatic complaints about her job performance, behavior, difficulty, etc.
4. Behaving like you could take her or leave her... and like she's just a good friend (too comfortable)... unlike all the other men who communicate that they're awed and in wussville because they're INTERESTED.



## From The Mailbag

David,

I recently just bought your e book. I am an entrepreneur and took the day off to study your book(s).

I was laughing in amazement through the entire book. Before I had bought your book, i had taken my sister out to dinner to interview her about some of your ideas (from the newsletter) and to also get insight into women "players". I used her ideas and yours to approach and get, two numbers from two attractive women. Thank you! On to my question, I had set up a date with my younger sisters friend that we hadn't talked to in 10+ years. After contacting her, she was very flirtatious and sent some semi-sexy pics on line. She lived in [another state]. So when I flew in for business, I had set up a night for us to go out. So when we met, I was kind of weird (the last time i had seen her was when she was 11 yrs old). I started teasing her and she looked at me like "What the hell did you just say?". So I kept on teasing and kept getting those looks (like she was confused and shocked and did NOT like it). She didn't respond to the teasing very well, like I had anticipated. So it was an weird situation. I wanted to know is there any kind of a "back up" plan if the teasing doesn't work? Also does this work in certain parts of the country and not others? This girl was from the east coast and east coast girls are a little more uptight than southern girls.

I also wanted to Thank you because I have been in relationships all my life as the "Regular-Successful Guy" and this is the first time for me to be out dating and picking up girls on the single scene. The look(s) are a great guide and insight to women and secrets to what women want. I have read portions of your book to several women and they agreed with 95% of what you said. So, THANK YOU! I have only had your book for 7 days and been reading some of your newsletters for about 21 days and already SUCCESS!! Thank you.

D.

P.S. the book is worth every penny!!

\*\*\*MY COMMENTS: First of all, thank you for the compliments. I really enjoy hearing success stories from guys who jump in, use the materials, and make them work. Hats off to you. The reason I chose this question is it give me an opportunity to point out a useful distinction to keep in mind about teasing women.

As you know, I think that it's a great idea to tease women. It shows them that you're not afraid of them, and it levels the playing field very quickly. It also suggests that you have the kind of relationship that makes it OK to tease her. A great thing all the way around. But like every idea or technique, there are a few exceptions and things to keep in mind... Here are a couple of semi-common situations that you need to keep your eye out for, and what to do about them:

1) Watch for women who don't have very sharp senses of humor. Every once in awhile, you'll run across a woman who just doesn't get it. Sarcasm just plain doesn't make sense to some people (I know... how is this possible, right?... lol). Some women will take everything you say literally... it's almost like they're humor-impaired. My favorite way to deal with the Humor Impaired is to wait for those moments when they say "that was rude" or they look at you with that confused look that people who don't get funny comments get... you know the one where they're trying to smile like they think it's funny, but you know they just don't get it?... and they say "It was a joke" or "I'm teasing you." I know, kind of lame, huh? But sometimes you just have to spell it out. Just keep teasing, and keep on saying "It was a joke" and "I was teasing." This says, in effect "I'm having fun, and I'm going to keep on with it, even if I have to explain it to you every time."

If a woman gets uptight when you first tease her, accuse her of being no fun, and a cold fish.

I'm serious about this one.

Let's say you make a funny joke about her, and she gives you that "I don't like that you made fun of me" look. You now have about two different basic choices. You can 1) Back down and do the "Oh, I'm sorry... I didn't mean to upset you" thing, or 2) You can say, "What, you don't have a sense of humor?" or "Are you trying to tell me that you can't take a little joke?" I do it this way because I want to find out as SOON AS POSSIBLE if I'm dealing with someone who is just plain no fun at all.

The fact is that there are a lot of women (and men too) who

are just plain boring to be around.

They're too uptight, and they just don't get it.

And yes, even some beautiful women fall into this category. You'd be better off calling it a night early on if you discover that the woman you're in front of fits into this category... No amount of beauty can make up for a boring personality.

2) Pay attention, because if a woman is sending you semi-nude pictures online, etc. you might just want to skip the small talk and say "hey, I have an idea- why don't we go back to my hotel room so I can show you my new stamp collection." If a woman is telegraphing "I'm ready, take me" then you probably just want to bypass the formalities and move on to more, shall we say, physical expressions of your teasing personality.

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## Chapter 10: Frequently Asked Questions

### I Just Got My First Email Address... What Do I Do Now?"

Here's my advice...

First of all, do yourself a HUGE favor and go out this weekend and get about 5 or 10 more email addresses (and make sure to say "And write down your number too..." when you get them).

Here's why:

I've had guys go out and get phone numbers and email addresses, then have the women not respond... and then the guy feels bad, discouraged, etc.

It's important for you to remember that in the beginning, IT'S A NUMBERS GAME. You need to spend time practicing and working on your skills.

You need to master getting email addresses... then getting them to agree to meet you... then knowing what to do at the first meeting... then what to do when they're at your house... or what to do to make them want to be in a relationship with you... etc.

Do you understand?

Most guys want to have that first experience be perfect and go all the way without a hitch. The real world is that it probably won't go perfectly (Expect everything to go well!)... but if you go get more emails and phone numbers this weekend, and this one doesn't respond to you, then it won't matter!

### How Long Should I Wait?

You know, I've heard all the same "wait a few days to call her..." raps from various places. My personal experience is that if I email her sooner, I'll be fresher in her mind and more likely to get together with her again. I know it goes against the general guy rule, but this is what has worked best for me (and believe me, I've tried everything).

OK, so now that I've said that, here's what to do:

Send her an email that says:

"It was fun talking to you last night. You sound like you might be more than just a pretty face (which is refreshing). Let's get together this week for a cup of something delicious and some stimulating conversation. I'm thinking Tuesday afternoon or Wednesday early evening. Let me know..."

Again, the key here is to sound kind of like "Yea, it was nice meeting you... and you SOUND like you MIGHT be more than just a cute girl (but you have to prove it). And I'm not too interested, but I'm interested enough to give you a chance."

Remember, hot women are always approached by men who want to kiss their ass and buy them things. You have to be different. You have to say, "Prove that you're more than just another woman who uses looks to get what she wants... because that's boring to me."

Understand the perspective?

If she doesn't email you within 2 days, send her email #2 that says:

"What, are you trying to play hard to get already? Talk to me."

This is a tease, and it's fun.

Then, ask her for her phone number and a good time to call... and call her.

On the phone say "Yea, why don't we get together for a cup of tea. Tea is safe... if you're scary, I can always make an excuse like 'I need to run home and floss my cat...' And if nothing else, we can be friends..."

Remember from the book? From the beginning talk about making friends, how you like her as a friend, etc.

Now, I would suggest meeting somewhere near your house (the closer the better).

If you have an interesting house, apartment, whatever and your coffee meeting is going well, say "Hey, I'm glad we met. You're a nice friend.... you're fun to talk to... you want to come over and let me show you my tropical fish collection?" or whatever interesting thing you have.

## **What Should I Do If She Doesn't Call Back?**

If you're interested in a woman, there may come a time when she gets busy, doesn't call you back, blows you off, flakes out, or whatever.



This is the real world, and these things happen. A lot of guys make the mistake of **TAKING THIS PERSONALLY**, letting it upset them, and then not doing **ANYTHING** to get back on track.

Some guys even have a rule: "If she won't return my phone call, then I don't want to talk to her again."

I think that this is noble, but probably a little bit extreme in this day and age. If you're interested in seeing a woman again, then a better idea is to **NEVER LET THE LINE GO SLACK**. If she starts to drift away, don't just stand around and let it happen. Do something!

In your case, this girl might have just gotten off of work an hour or two late and didn't want to call you too late... or maybe she got off late and she was tired... or whatever. In her mind she's probably thinking, "I wonder why he hasn't called me... maybe he doesn't like me".

She probably thinks that she was being sweet and considerate by not calling you. If you take the principle of "Never let the line go slack" and apply it here, you'd probably want to give her a call a day or two later to ask her to do something again.

Use the fact that she didn't call you back as a theme to tease her. Bust on her and tell her that she now owes you big time because she flaked out. Get her to beg for forgiveness, then say "I'll think about it... and while I'm thinking, come over here and give me a two hour full body massage".

The moral here is to stop expecting women to call you, and start **DOING THE RIGHT THINGS**. If you feel like the line is going slack, then pick up the phone and get things moving again!

## **Should I Take Her Out To Dinner?**

I went through a phase a couple of years ago where I **NEVER** took women out on dates. I was single, and I met a whole bunch of different women, and **NOT ONCE** did I take them to dinner, buy them meals, or any of the traditional stuff. I proved to myself that it was not necessary to do this stuff in order to have a woman feel attracted to you (as a matter of fact, I've learned that this stuff can hurt in certain contexts).

With that said, I have a wonderful girl in my life right now who I take out all the time... and it's great. Do what works for you. I personally think that "dating" usually gives off the wrong kinds of vibes and creates a bad situation. Dating often makes a woman go into "hard to get" mode.

A few things to think about:

- 1) People in general, MALE OR FEMALE intuitively know when they are being "pursued". As soon as we know that we have something that someone else wants, the price starts to go up. Economics 101.
- 2) When the price starts going up (translation: she realizes that you really like her and she starts playing hard to get, making you "prove" yourself, etc.) you start to LOSE CONTROL RAPIDLY.
- 3) When you lose control, you have a couple of basic ways you can respond: A) Pursue her harder, giving her even MORE control OR B) Giving up. (Neither of these options sound very good to me.)
- 4) An alternative is to NEVER START GIVING UP CONTROL IN THE FIRST PLACE.
- 5) One way to do that is to stay away from things that put a woman into the "courting" mode of thinking and behavior.
- 6) Asking a woman to dinner and then buying that is probably the absolute most certain way to put a woman in the state of mind that she is being "pursued" (with the possible exception of stalking her, which I strongly discourage).

By the way, I'm not opposed to the idea of buying dinner for a woman. I'm opposed to the mindset that you put her into when you buy it. Make sense? Before I tell you what to do instead, let me share what I'm thinking when I first meet an attractive woman (I like unusually attractive women personally, so this might reflect a bit of a bias): "She seems nice, but in my experience you never know what a person is like until you get to know them better. I'm willing to take the time to have a cup of tea with her to find out more."

Get it? I'M GOING TO GIVE HER THE OPPORTUNITY TO PROVE TO ME THAT SHE'S MORE THAN JUST A PRETTY FACE. I never think EVEN FOR A SECOND that I need to buy her dinner so she'll sit and talk to me. No way.

Incidentally, or not so incidentally, having an attitude that you need something other than yourself in order for a woman to like you is UNATTRACTIVE to women. They can smell this kind of attitude and lack of self-worth. Bad, bad, bad. OK, so you get that I'm not real big on the idea of starting off paying for dinners and gifts.

**I Have This Girl That's Been A Friend For 47 Years... How Do I Get Her**

## To Feel Attracted To Me?

This is by far the most common question I get from men!

Here's the deal. Start making fun of her more, tease her about things, and let her know the details about the women that you're dating. Call her less often, and MOST IMPORTANTLY... if you're planning on getting together with a friend, be ready to risk the relationship forever, as involvement often leads to problems which damage relationships for life. Much better in most cases to find someone new.

## How Do I Handle Competition From Other Guys?

Here's what to do when you're actually IN this kind of situation...

- 1) EXPECT IT. If you start dating hot women, other men will hit on them, GUARANTEED. It's part of life, man. You must expect that it's going to happen, and not be surprised when it does.
- 2) Learn how to have FUN with it. Most guys have no game at all... and it's kind of funny to watch and listen to them. I enjoy watching guys try to meet women, because they FAIL miserably in most cases. I like to wait until a guy is finished trying to pick up on the girl I'm with, and then get her to share the details so I can laugh.
- 3) Suggest that she date the guy. One of my favorite things to do is say "Hey, you guys would make a cute couple... I think you should go for him." Of course, this is all said in a light, fun way.

If you suspect that the girl you're with is actually TRYING to make you jealous, talk to other women. If you actually think that a woman is deliberately trying to make you jealous, you must do some thinking as well. Some women enjoy making men compete over them, and you probably don't want to be with one of these women. They're a pain. But if you think it's just a typical situation and the girl is trying to figure out if you "really" like her (because you'll get jealous if you do), then just turn around and start a conversation with a group of girls... and wait for her to come and find you.

The point I'm making is that you MUST get over that fear / insecurity / jealousy issue, and realize that there is nothing to be afraid of.

The only power that other guys will have with your date is the power that you GIVE them... so don't give them any power by acting like a WUSS. Keep your power for yourself. The main reason that other guys try to hit on your

girl is because they don't have one themselves. Remember that.

### **Should I Date More Than One Woman?**

I personally don't promote "serial dating". You're right... it's really a waste of time.

If you're going to get out there and REALLY make a go of it, you should use "parallel dating"... or dating several women AT THE SAME TIME.

And what are you talking about when you say that "Many think serial dating will bring them closer to "The One" when it's the exact opposite that is true?

Do you mean that not dating at all will help you find "The One" faster?

The only "One" that I can imagine you referring to is MY CHICKEN.

### **"How Do I Come Off As The Most Romantic Guy In The World, But Only Have Chicks Be Interested In Me For Short Term Sex?"**

Ahhh, the age-old question...

I have a friend who has a solution that goes something like this...

At the beginning he says, "I'm a VERY busy person. I have so many things going on in my life that I don't think I have the time for a long-term relationship. I'm not saying that I wouldn't have one, I just don't think that now is the right time. So here's the deal: You can have a little of my time, or you can have none."

I also think that it's important to not see a woman more than about once a week, twice at the most (and only do twice every third or fourth week).

Women take hints very well. If you act romantic in a way that communicates that she's the only woman in your life (flowers, gifts, poetry, etc.) then you're pushing her love and relationship buttons.

If you act romantic in other ways (gentle touching, chivalry, eye contact) you can keep to the "I'm a seducer" identity.

I'd say the key has to be how often you see her, though. That's the big one. If you see a woman too often, she'll start making relationship noises.

## The End

Well, it's been a great ride writing this book. Make sure you read and review it on a regular basis. It's a tool. It's a reference guide. It's not something you can read once and "get it all".

You've got some work to do.

The ball is in your court.

Now get out there and make me proud!

## Further Education

When you're ready to take your skills to the next level, and learn the secrets of how to attract women that most men will NEVER learn in their entire lives, I highly recommend you check out my "Advanced Dating Techniques" program.

In it, I take the time to explain everything from the ground up.

Starting with the basics of evolution and animal behavior, I reveal how and why women act the way they do, and detail the critical mistakes that most men make with women... and what to do about it.

Later, I go into dozens and dozens of my personal favorite techniques for approaching, meeting, and dating women... everything from exact words to use to introduce yourself, all the way to what to do to take things to a "physical" level, all smoothly and easily.

This program is over 12 full hours of either CD Audio or DVD Video, and it's full of information that you won't find in ANY other single course on how to be successful with women and dating.

The best part? I'll send it to you at zero risk.

Try it out for yourself... if it doesn't get you more dates IMMEDIATELY, just send it back, and pay nothing. I'll even send it to you without you paying ANYTHING up front. Only pay me if it really works for you...

And, of course, I will send my program to you in a plain box... no big logo or "This guy needs help with chicks!" message on the outside... really. Go here to get it:

[www.doubleyourdating.com/advancedseries](http://www.doubleyourdating.com/advancedseries)

When I was first starting out with this stuff, one of the things I did that REALLY helped me understand attraction was to meet guys who were masters with women and dating, and learn all I could from them.

Since then, I've made it my goal to track down as many of these masters as possible, and I'll tell ya... many of the guys I've met are *just incredible* with women.

I've seen some of these guys do things *with my own eyes* that I still can't believe.

For instance, I watched one of these guys (with my jaw on the floor) get *25 phone numbers in one weekend*.

In my "Interviews With Dating Gurus" Series, you can listen in while I pick their brains and get them to reveal the exact techniques they use to get more women than any one guy deserves. Go here to check it out:

[www.doublingyourdating.com/interviewseries](http://www.doublingyourdating.com/interviewseries)

I also highly recommend you check out my newest program, "Sexual Communication".

In it, I describe in detail a PRIMAL way of communicating using body language, voice tone, and abstract patterns of behavior that triggers an instant physical and emotional response in a woman.

I'm sure at some point in your life you've witnessed a scenario in which a woman was absolutely crazy over a guy...

You probably wondered what in the world he was doing that created these passionate, irrational emotions in her.

Well this is exactly what this program is all about.

I designed this program to help you develop that mysterious power and charm that women just can't resist.

I'm really looking forward to sharing this with you. Go here to check it out:

[www.doublingyourdating.com/sexualcommunication](http://www.doublingyourdating.com/sexualcommunication)

I really hope you've enjoyed the information I've shared with you in this book. I've put a lot of hard work into it, and I'd really appreciate it if you dropped me a line to let me know what you think. I can be reached at

[attractionfeedback@doubleyourdating.com](mailto:attractionfeedback@doubleyourdating.com).

I wish you well, and I hope you commit yourself to reaching your goals to success with women.