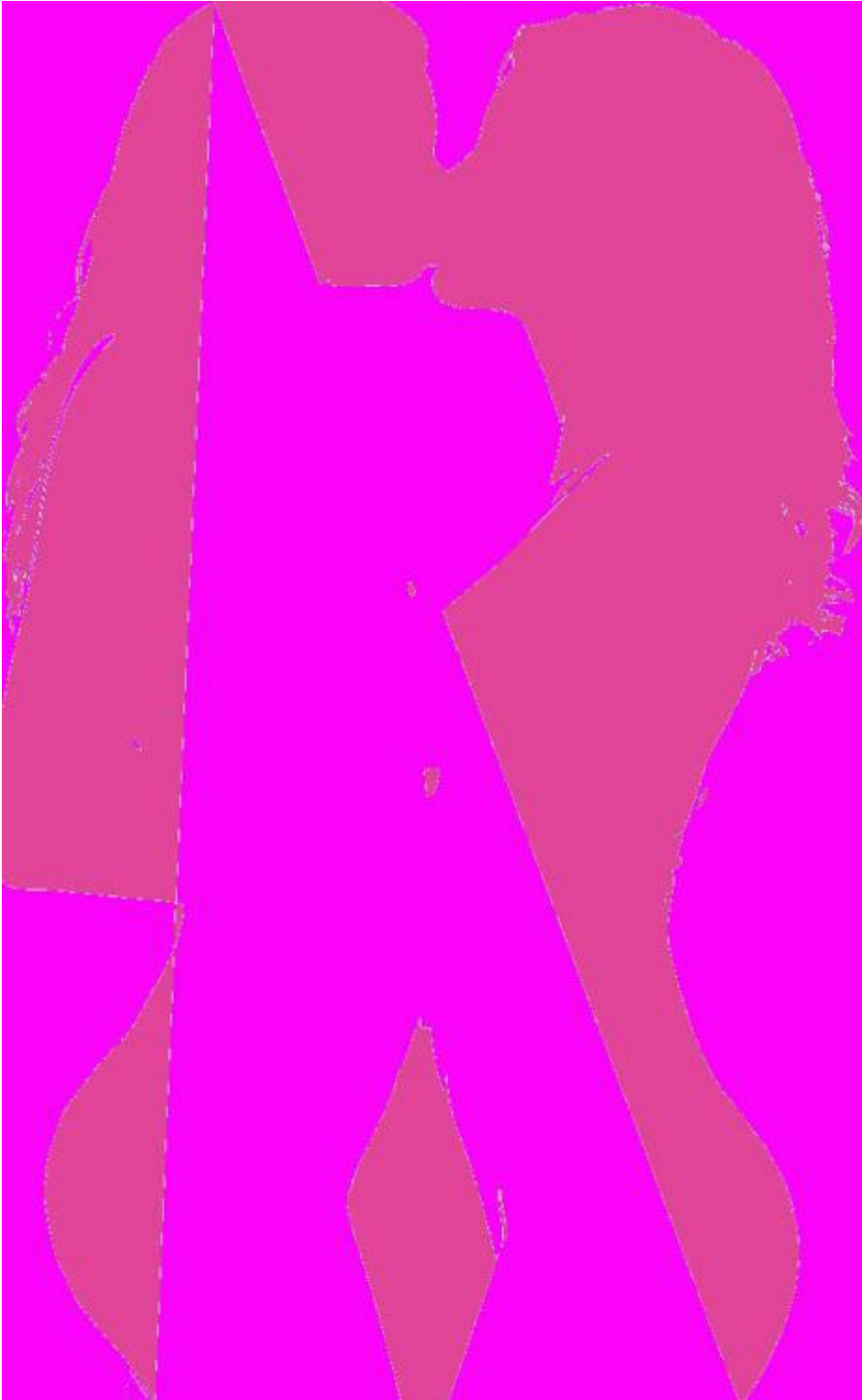


Chapter 5: Approaching

5

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What is Approaching?

It's not normal to start conversations with strangers. It can even be intimidating. However, everything that follows in Magic Bullets is based on you being able to approach attractive women without awkwardness and smoothly start a conversation. We call this process "Approaching" and the ways we start conversations "Openers."

You might be wondering why you need to have specific ways to start talking to someone. Can't you just walk up to a woman and say "Hi, I'm Joe" and start a conversation? Yes, you can, and it might even work. We discuss this type of opener later in this chapter in the section entitled "No Opener." In general, however, we find that most attractive women are hit on so often by so many different men.

"Success," in the context of opening, means getting to a normal conversation with a woman. A normal conversation is one that can range freely over a variety of topics, including personal ones. As you will see, some openers will get you all the way to a normal conversation, while others will require a Transition (Chapter 6). Neither approach is inherently better than the other, and we routinely use both.

When you approach, you usually start a conversation about one specific topic. Getting to your Transition or to a normal conversation should take anywhere from ten seconds to two minutes. If you take much longer, both the single topic and the interaction as a whole risks becoming stale and it can become awkward to transition to other topics and develop the conversation.

Throughout this chapter – indeed, throughout the Emotional Progression Model – we talk about meeting women. However, women do not tend to be alone in social situations. So when we talk about approaching a woman, we

usually mean approaching her group. In the Approaching phase, engage the entire group and don't pay particular attention to the woman in whom you are interested.

By the way, if you are introduced to a woman through someone you already know, you can usually assume that you have the freedom to have a normal conversation. We call these sorts of introductions "meeting through your Social Circle" (see Chapter 12 for more details). In these situations, you don't really need to use the opening techniques from this chapter (or the Transitioning techniques from the following chapter); you can skip straight to the Attraction phase (Chapter 7).

What follows are six broad types of openers and a discussion of non-verbal elements in opening. In general, it's your non-verbal elements that will make your opener succeed or fail, so if you're new to this sort of material, I'd pick an easy kind of opener to begin with (such as opinion openers) and then focus heavily on the non-verbal elements.

Types of openers

You can classify openers along a risk-reward continuum. A low risk-reward opener is more likely to get a woman to respond (requires less compliance), but is less likely to lead to a normal conversation. For example, if you ask a woman for the time, the social rules of modern society more or less require her to answer. However, it can be awkward to move from discussing the time (the opener) to discussing subjects that can engage her emotionally (a normal conversation). This makes asking for the time a generally poor choice of opener. Many low risk-reward openers tend to focus on topics that do not relate to you or her.

In contrast, high risk-reward openers tend to be unequivocally about the two of you. The risk is that you will not successfully open – that is to say, that she will not want to talk to you. The potential reward is that you will move forward much quicker to a normal conversation. For example, you can open with: “Why don’t we go sit over there and get to know each other?” Most desirable women would say no to such an approach from a stranger – but if the answer is yes, you will already be in a normal conversation. We will discuss better high risk-reward openers toward the end of this chapter.

There are six major types of openers. We will look at these in order of their risk-reward profiles, from the lowest to the highest:

The Opener Risk/Reward Continuum					
Functional	Opinion	Situational	No Opener	Screening	Direct

Functional Openers

The Opener Risk/Reward Continuum					
Functional	Opinion	Situational	No Opener	Screening	Direct

Functional openers carry the lowest risk-reward profile. They relate to conversational subjects (usually questions) that most people feel socially

obligated to answer. For example: “Do you have a light?” or “Do you know how to get to X Street / X Restaurant / X Place?”

It is quite possible to use these and succeed, especially if you are approaching a woman who is alone and there is very little else to distract her attention (waiting in line, on an airplane, etc.). For this reason, functional openers are most often used in Day Game (Chapter 13). See the “A successful functional opener” sidebar on the following page.

The trouble with functional openers is that they can make Transitioning difficult. Men who have success with Functional openers usually plan to move directly to another type of opener immediately afterward; they’re difficult to succeed with on their own. However, if you are too shy to start conversations with women you don’t know, you can start building up your confidence (and enjoy the occasional success) with them.

Opinion Openers

The Opener Risk/Reward Continuum					
Functional	Opinion	Situational	No Opener	Screening	Direct

An opinion opener is exactly what it sounds like. You ask someone’s opinion about something. For example:

- My friend Eddie over there in the green shirt just broke up with his girlfriend. How long do you think he has to wait before dating her friend?
- I’m planning my friend’s birthday party next Friday and I’m trying to decide between an 80s theme and a jungle theme. What do you think?

- My friend keeps getting anonymous emails from a secret admirer but he thinks he knows who it is. Should he say something?

Do not use these! I literally made them up in the last five minutes. They came from my imagination, not your life. Why use an opener that others might be using and risk getting “caught” using a “pickup line?” Especially when there is no point – you will come across as a lot more genuine and in the moment if your opinion openers have genuine relevance to your life.

Start by thinking of a subject with broad interest that has happened to you or someone you know, and ask for an opinion on it. Good subjects for opinion openers are ones that generate emotional involvement, such as:

- Dating and relationships (but not about you)
- Gender differences or male-female issues
- Friendships
- Music and popular culture

Opinion openers should not have an obvious answer. If the opener can be answered with a simple “yes” or “no” (such as the “secret admirer” example above), ensure that the topic has sufficient depth that anyone answering the question would naturally want to explain their answer. The content of their answer or the explanation is usually irrelevant; the point is to start a conversation that interests her.

Opinion openers should also be neutral. This means that the opener does not imply that you like or dislike the people you are talking to, nor is your

question obviously designed to get them to like or dislike you. Neutrality is important because you want to avoid her consciously having to decide whether she is attracted to you so early in your interaction.

Delaying a woman's decision can be important. As soon as a man says or does anything that a woman associates with being hit on, she needs to make a yes/no decision about whether she is curious about him. She has to. A desirable woman is approached so often that spending time getting to know every well-meaning man who starts talking to her would mean that she would have no time for herself.

Much of Part IV of this book ("Skills") will help you project yourself immediately as a man who most attractive women would be curious about. Opinion openers further increase your chances by delaying her decision about whether she is interested in you for a couple of minutes to give you that time to convey attractive qualities of your personality.

An opinion opener – unlike some of the higher risk-reward openers covered later in this chapter – will not generally help you in and of itself. Its primary purpose is to buy time. As such, you want to get through the opener and through the next phase (Transitioning) as quickly as possible, so you can get into the Attraction phase.

A Successful Functional Opener

It is possible to succeed with a functional opener. The following is an edited version of a field report by Harlequin, a member of The Attraction Forums, in February 2006. I've given the woman the arbitrary name of Julia and inserted Harlequin's commentary into square brackets [like this]. It's not necessarily an example of an ideal interaction, but it shows a functional opener that worked, and that's the point. The full post can be found at:

www.TheAttractionForums.com/forum/showthread.php?t=5334

Harlequin: "Excuse me, do you have the time?" Julia: "2:20..."

Harlequin: "Damn, I'm late... do you know the

way to the sports centre? I got a game starting in 10 minutes..."

[She either knows or she doesn't...]

Harlequin: "It's just over there, huh? Damn what a trek... can I get a piggy back?"

[I was on the way to Leeds Olympic Pool – which had to be renamed Leeds International Pool because the builders messed up and made it one inch short of 50 meters. I was full of energy and enthusiasm and saw this woman. I approached her less than 500 yards from the pool and asked her for directions and she didn't know... so I teased her about this and then directed her to the pool. It was zany, but she loved it. Before I approached her, she was standing alone at the bus stop and then some nutter (me) approaches and makes her laugh. That made her happy that I was there; it's better than being alone. She ended up ignoring her bus when it came by.]

Harlequin: "What? That was yours? You just missed your bus?"

Julia: "Yeah... I'm supposed to signal" Harlequin: "Wow... not only do you not know where the world's greatest non-Olympic pool is, but you suck with public transport..."

Julia: "Well I was kind of distracted..."

Harlequin: "Are you one of those women that stands on the street at night... waiting for taxis, or are you the sort that books one in advance?"

...and off Harlequin and Julia go into a normal conversation.

Opinion openers often turn into scripts as you get used to the likely range of responses and develop natural follow-on questions. You want to end the opener and get to the Transitioning phase as quickly as possible, but sometimes you need an extra moment or two of dialogue before the moment is right. In these situations, use follow-on statements or questions. See the “Breast Enlargement” sidebar on the following page as an example.

There are three other important elements that improve any opinion opener:

5. Time Constraints: Somewhere in the first 30 seconds you should say something like “I can only stay a second; I have my friends here.” This will stop the group from feeling uncomfortable and wondering how long you’ll be staying. A time constraint implies that you are not hitting on anyone and also sets you up as a bit of a challenge. But make sure you phrase your time constraint in positive terms. For example, consider the difference in what is communicated by “I can only stay a second; my friends are here” compared to “I will only stay a second, then I’ll stop bothering you.”

6. Rooting: If a woman does not believe that your opinion opener reflects a real situation that is relevant to you, then she may think you are hitting on her in an amateurish way. Adding specific details to the opener to make the situation feel more real to her is known as rooting. Consider the difference between “My friend Eddie over there in the green shirt just broke up with his girlfriend. How long do you think he has to wait before dating her friend?” and “How long should someone wait after breaking up with their girlfriend to date her friend?” The rooting of the former opener in specific details gives it credibility. If a woman responds to an opinion opener with something like “are you taking a survey?” it often means you did not convincingly root your question.

7. Attention... Pause: Opinion openers are usually longer than other types of openers, so make sure you have a group’s full

attention before you start. We have found opening with “hey guys” in a loud tone of voice to be successful at getting a group’s attention. Pause after you say this. If the group does not stop their conversation to look at you, repeat yourself, a bit louder. If you routinely need a second attempt to get their attention, you are not being loud and authoritative enough. By the way, we use “guys” instead of “girls” or “ladies” even when addressing an all-female group, because using a gender-neutral term [“guys” can be gender-neutral at least in North America] implies that it is irrelevant that they are women, which further implies that you are not hitting on them.

We love opinion openers. Their ability to start a conversation without communicating interest is invaluable, especially when meeting very attractive women. They can also reduce approach anxiety (see the end of this chapter) because they are scripted and neutral. Because they are scripted, they are also great for practicing and improving your tonality and your non-verbal communication, since you already know what you’re going to say.

On the other hand, opinion openers have some disadvantages. They tend to be longer, which makes them harder to use in loud nightclubs. You will also need a good transition to move from the specific subject of the opener to a normal conversation.

An opinion opener must appear to be spontaneous to be successful. If you walk across a room to ask a woman’s opinion, she’ll know that you picked her for a reason and she will start screening you. If you want to use an opinion opener on her, you will need to first maneuver yourself to an adjacent space before “spontaneously” turning to her and using it. This can be a somewhat advanced tactic; save this for when you already feel comfortable using opinion openers on people around you.

Opinion Opener Example: Breast Enlargement

Opener: My friend's girlfriend is planning to have breast enlargement surgery as her birthday present to him. He doesn't know about this and I don't think he'll be happy. Should I say something to her? Or to him?

Typical Responses: Don't say anything / say something to her / say something to him [The content of her answer is irrelevant. Transition or continue with either or both follow-ons.]

Follow-on 1: Here's the thing, I think her real motivation might be that her sister just got her breasts done and they've always been really competitive. But would someone really change their body like that just out of jealousy?

Follow-on 2: I wonder if it's even my place to say something because I used to hook up with her sometimes – she's really beautiful but not my type, so I introduced her to my friend. I've tried to stay out of their relationship, but I don't want either of them to be unhappy.

Situational Openers

The Opener Risk/Reward Continuum					
Functional	Opinion	Situational	No Opener	Screening	Direct

A situational opener relates to something relevant to the environment in which you and a woman find yourselves. For example:

- What drink is that?
- Is that [celebrity name] over there?
- I love this music.

Most men who do not have access to the type of material you have in Magic Bullets use situational openers. Therefore, most attractive women have heard them literally hundreds, if not thousands, of times. Moreover, there are only a finite number of interesting conversational subjects that are likely to arise in standard places to meet women. Your odds of coming up with something that she has not heard before are pretty low.

For example, you may think that the situational opener, “where did you get that necklace/bracelet/ purse/ring/etc.?” could be original or interesting. However, most women will have heard this before and will think that it’s far more likely that you are hitting on her than it is that you really care where she buys her jewelry. When was the last time you went up to a woman you didn’t know and weren’t attracted to and asked her about what she was wearing?

Guidelines for situational openers:

- If it isn’t something that you would say to someone who you weren’t attracted to, then don’t say it to her. By definition, doing so would communicate interest.
- Hesitation is always bad when opening. It’s especially damaging for situational openers, which rely on spontaneity. If you see a woman and plan to open situationally, do so right away.
- If you think of a situational opener once you have already chosen who to approach, then it likely won’t come across as spontaneous. Save the opener for the next time the situation comes along.
- Like opinion openers, you can’t walk across a room to open situationally; she will know that you did so to hit on her. If you’re

going to communicate your interest right away, you are better off using a direct opener (see below).

The primary advantage of a situational opener over an opinion opener is that your Transition (see Chapter 6) to other subjects will be easier. If a situational opener feels spontaneous and appropriate to her, you are much closer to a normal conversation than if you had opened her with a pretext, like with functional or opinion openers.

If you are generally good at improvisation, you can use these regularly. If not, use the other, more prepared, openers.

No Opener

The Opener Risk/Reward Continuum					
Functional	Opinion	Situational	No Opener	Screening	Direct

You actually don't have to use an opener. You can simply start talking to people. For example:

- You look just like my friend/little sister/cousin/niece/etc.
- Hi.

Or you can open in mid-conversation as if you already know them. Just start telling people a story as if they were your friends, without any explicit pretext for talking to them. Of course, this is risky because the group's natural reaction may be: "Why are you talking to us / telling us this?"

If you're going to try this type of "opener" – don't get tempted to try to communicate good qualities about yourself within the story (this is called

embedding and is a valuable tool in other situations; see Chapter 18 on Storytelling). When a woman is actively wondering why you are talking to her, she will be more likely to interpret such a story as an amateurish and boastful attempt to hit on her.

I use a “no opener” opener if, and only if:

- I am in a high-energy environment.
- People are mingling freely.
- I am surrounded by other people and clearly being social.

The initial awkwardness and the difficulty of managing your credibility and keeping strangers’ attention when they have no idea why you are talking to them make this a risky type of opener. At the same time, it’s a high-reward opener if you pull it off because it displays a tremendous amount of confidence and social agility. If successfully executed, no transition will be necessary and you skip straight to the Attraction phase.

Screening Openers

The Opener Risk/Reward Continuum					
Functional	Opinion	Situational	No Opener	Screening	Direct

In a screening opener, you are making your intentions fairly clear. However, instead of forcing her to decide whether she is curious about you as in a direct opener, you imply that you are trying to decide whether you are interested in her. For example:

- Are you friendly?

- Is there more to you than meets the eye?
- I saw you from over there and wanted to see what you were like.

You can use these anytime, but they are best used in nighttime environments where flirting is on everybody's mind, such as bars and nightclubs. They work best with small groups, since many women will be reluctant to qualify themselves to you in front of their friends. Qualification is explained in Chapter 8; in this context, a woman qualifying herself to you means that she is telling you why you should be interested in her.

Despite the pretense that you are screening her, women know that most men would not approach them with this sort of challenge unless they were interested. So, screening openers are likely to communicate your intentions; however, if executed properly and in a playful tone, you will have a much better chance of winning her interest because you demonstrated confidence by approaching her in this way.

If you succeed with this kind of opener then you will find yourself in the Qualification phase. At this point it is safe to assume that attraction already exists. Later you will have to go back and fill in the blanks in her mind about who you are and why she is interested in you; however, it is easier to help

someone who is already attracted to you figure out why she is attracted to you than it is to attract someone who is not already interested in you.

Direct Openers

The Opener Risk/Reward Continuum					
Functional	Opinion	Situational	No Opener	Screening	Direct

Direct openers are the highest-risk and offer the greatest reward. Such openers, popularized by Badboy Lifestyles (www.BadboyLifestyles.com), are especially useful when approaching a woman who is by herself. They are also popular in continental Europe and in other cultures where talking to strangers is not common. In such cultures, approaching a group of strangers will carry a high risk of failure whatever type of opener you use, so you may as well use a direct opener since it has the highest reward. The Badboy Lifestyles crew usually uses direct openers, even for women in groups.

These work, but only if your body language and tonality are very strong.

Examples of Direct Openers

- I like you. I want to get to know you.
- You're cute / attractive.
- You're the woman here I most want to meet.

Direct openers usually force a woman to decide whether she is interested in getting to know you.

However, she may know nothing about you except how you look, dress, and carry yourself, as well as the opener you just gave her. Thus, your initial verbal and your non-verbal communication must be very strong.

Your chances of quickly winning a woman's interest are better if you deliberately state your interest in her with a direct opener than if you clumsily betray your interest by delivering an opinion opener improperly. Most women will at least give you credit for your confidence if you "go direct." As we'll see in Chapter 7 (Attraction), confidence is one of the

eight key “attraction switches” that make a woman interested. If you are successful, you move straight to a normal conversation without needing to Transition.

Still, I wouldn’t recommend direct openers unless one of these three factors are present:

- Your skills are particularly advanced.
- You have taken a Badboy Lifestyles workshop (or something similar).
- You are approaching a woman who is by herself during the day and you could reasonably expect her to be attracted to you by your looks and non-verbal communication alone. If she’s a supermodel and you’re an average Joe, then you’ll usually need time to make her interested in you based on your personality, and this time is best won with a more neutral opener such as an opinion opener.

Non-verbal elements in Approaching

It is a truism that non-verbal communication carries more weight than verbal communication. This is especially true in Approaching since a woman does not know much about you other than what you communicate by your non-verbal cues.

A key to success with all of these openers is to act as if you are simply a friendly, outgoing person, to whom talking to complete strangers is a normal everyday occurrence. If you set this sort of frame, people you talk to will be more likely to respond positively.

Before you Approach

Watch what you do before you Approach. Many women will notice you, consciously or subconsciously, before you start talking to them. Use this to your advantage. For example:

Before You Approach Checklist

- Be laughing, smiling, and having a good time.
- Display confident body language.
- Be the leader of whatever social group you are in (be making the biggest gestures, get the attention focused on you, etc.).
- Have women already around you. Having a couple of even average-looking women around you – even ones you met that night – will do wonders for your ability to interest a beautiful one. This is “pre-selection,” another of the eight attraction triggers, explained in Chapter 7 (Attraction).
- Don’t move around too much. The party is where you are.
- Don’t look around too much. The party is where you are.
- Don’t be obviously picking up women. Having them around and interested is great. Observably hitting on every woman in the bar is not.
- Being with cool people (even if you met them that night) also conveys high social value. Being the cool guy in a group of losers just makes you King of the Losers.
- Be social, not predatory. If you are staring around like a shark, looking for women to approach, they will notice and be

defensive.

Watch for women already interested in you: Very little of what women do in social gatherings is random. When a group of women stops in a specific place, there's often a reason. And that reason is often a nearby man doing some of the things listed in the Before You Open Checklist. They want you to approach them. Similarly, a woman who makes repeated eye contact with you is likely inviting you to start a conversation with her. In this situation, use a higher risk/reward opener like No Opener, Screening, or Direct, since there is less need to try to fly "under the radar."

The First Few Seconds

When you see someone you are interested in, approach them right away. This has also been called the "3 second rule." Doing so will make your opener appear more spontaneous, she will not notice you hesitate, and you won't have time to make yourself more nervous. If you approach right away, you also don't have to worry about the group moving or becoming engaged in something else.

Women like confidence and spontaneity. They don't like to be stalked. Wandering around, circling her, looking at her, and trying to figure out what to say to her will just turn her off and creep her out. Get into the habit of seeing an attractive woman and approaching her group. You've already got a couple of openers ready, right?

Smile for the first few seconds. Don't grin like an eccentric goblin throughout the entire interaction, but smile as you approach the group and during the first few seconds of the opener. Smile with your eyes, not just your mouth.

Body Language and Tonality

Your opener should be loud enough that it cuts across whatever conversations the group is already having and gets their attention. Don't shout, but make it socially awkward for people not to pay attention to your opener. Practice speaking - loudly - from your chest, not your throat. If you put your hand on your chest, you should be able to talk in two ways: one in which you can feel the vibrations on your hand, and one where you can't. Train yourself to speak in the way where you can feel the vibrations. This will be a deeper, powerful, and more resonant voice.

Don't lean in. It makes you seem like you have lower status than the person you're talking to. Raise and project your voice enough that a woman can hear you from a normal standing position.

For opinion openers: Do not walk straight up to the group. Approach at an angle, tilt your head over your shoulders, and deliver your opener. Turn to face them within the first minute. Done correctly you can raise your value significantly by demonstrating that you do not need their attention or approval.

Approach Anxiety

Starting a conversation with a woman you don't know can be very scary. We call this fear "Approach Anxiety." Almost every man has it. We've learned how to deal with it and so will you.

If approach anxiety did not exist, bars and nightclubs would make a lot less money from liquor sales. Some men refer to alcohol as "liquid courage" and drink to lower their inhibitions and increase their confidence to approach women. Unfortunately, you cannot just send alcohol to the part of your brain that governs your inhibitions; it also goes to the parts of your brain that stop you from slurring, knocking things over, and remembering what just happened. Furthermore, if you depend on alcohol to get over approach anxiety, you will be restricting your opportunities for meeting women to those times and places where alcohol is easily accessible. Theoretically, you could walk around drunk all day meeting women. This might even be fun for a day or two. Actually it is fun. At my college, we called this "Spring Break." However, in normal life, if you're not going to constantly alter your brain chemistry with alcohol or other drugs, then you'll need to get over approach anxiety psychologically. This is hard, but necessary. Here are some ideas that may help:

Realize that rejection isn't bad

Approaching is a skill, not a personality test.

Before I learned to approach, I remember one night at a popular nightclub in San Diego when I approached 15 groups, and none of the conversations lasted for more than 2 minutes. I did not successfully approach a single group.

A few weeks later, I was out with someone who had learned from someone who knew what he was doing (he is currently an instructor with Love Systems). I saw how to approach effectively, and got a little bit better. With practice, I became proficient. Did I become a different person? No. I just

learned to approach. No one was rejecting me during the awful 0 for 15 night. They were rejecting my approach, and rightly so since it was terrible. They could not possibly have been rejecting me, since no woman knew me for more than two minutes. They did not know anything about me. You as a person can no more be rejected by a woman after your opener than the game of basketball could reject you because you missed a shot. Practice the shot – or the opener – and you will succeed.

Go out somewhere where people don't know you and use a ridiculous opener – one that you expect would not work. Do it 10 times. You will not die. Instead, you should become less stressed and have more fun with the process. Keep that attitude when you use a “real” opener.

Get warmed up

Think of your first couple approaches as “warm ups.” Most people generally need to ease into the process of being social with strangers. Before you go out, do things to get your social energy up. Call friends. Listen to high-energy music. Interact with random people. It's very difficult to go directly from being alone with your computer to being the life of the party.

Use opinion openers

Opinion openers are great for getting over approach anxiety because, after all, you're just asking a question. You're not hitting on anyone (yet). And because they are scripted, you can focus on their delivery. Good or bad delivery is usually what will make an opener work, so giving yourself a chance to focus on this – knowing that the content of your opener is fine – can only benefit you in the long run.

Create incentives

Very few people like approaching strangers. Some people set targets of a certain number of approaches per day or per week. Others take it a step further and create systems to reward themselves if they succeed or punish themselves if they fail. For example, the Venusian Arts Handbook suggests that you go out with a friend and give him \$200 and have him give you \$20

back every time you open someone new. Or you can tell your friend not to drive you home until you've opened 8 new groups.

Dealing with other men

Don't be afraid of mixed groups (groups with men and women in them). Mixed groups are actually easier than all-female groups if you are using an opinion opener, since you can (and usually should) direct your opening conversation at the men in a group. If you are sufficiently interesting, the women will want to also get your attention. By playfully ignoring or teasing the woman you're interested in, you may start to create the type of emotional tension that often leads to attraction. See Chapter 7.

You can and should approach mixed groups even when such groups include more men than women. The relationships between the men and women in such groups will become obvious early in your interaction with them (or will become so when you ask how everyone knows each other), and you will earn credit with the women in the group for having the guts to approach when most other men would be too timid.

Do not initiate conflict with the other men in the group. A woman will be less interested in you if she senses that you cannot get along with the men in her life. If you appear to disrespect a woman's brother, sister's boyfriend, coworker, platonic male friend, or any other man in her social circle, you will demonstrate poor social skills. You will also end up making enemies within her social circle, who will try to convince her not to date you.

Befriending other men does not mean kissing up to them – neither they, nor the women in the group, will be interested in you if you do – but it does mean treating them with respect. Imagine that you are at the park with your younger sister. What would a man have to do for you to want her to date him, or at least for you to be neutral about it? One technique for bonding with someone is to act as if he is already your friend. Act toward other men in her group as you would act around your own friends.

Sports, gadgets (comparing cell phones often works), cars, alcohol, and movies are often good sources of conversation with other men.

Now, that being said, how does approaching a mixed group differ from approaching an all-female group?

- Address the men in the group primarily, at least at first.
- Quickly find out how they all know each other (so you know which women in the group are single and which have their boyfriends or husbands in the group).
- Use an opener that is more about events and actions and less about emotions and “getting a woman’s opinion.”

If the other men in the group have just met the women that night, then they are your potential rivals. If they are competing with you for the woman you want, ignore them. If they are hitting on her friends and doing so competently, then befriend them. They are now your “wingmen” and you will likely sink or swim together. See Chapter 21 on Winging for advanced strategies on how to work with other men so you all succeed.

CHAPTER 3

THE PERFECT APPROACH

A STEP-BY-STEP GUIDE

One thing all hot women have in common is – they're busy! They're always on the move, they're always going somewhere, they're out in public often, they have all the same errands everyone else does, and guess what? A lot of them like men and wouldn't mind being approached by one every once in a while.

You can choose to be a guy who will stop them in the middle of their day and give them that gift. They want it.

Women love a guy who goes after what he wants – especially if what he wants is her. The further you go out of your way to meet a woman, the more impressive. Situations where you have to really put yourself out there give you a special opportunity to show what kind of a man you are.

Example: There's a girl in line in a busy supermarket. You wink at her, then loudly proclaim, "I have a huge crush on this girl right here. Does anybody mind if I flirt with her?"

Crazy right? But guess what – if that girl has any kind of sense of humor, sense of adventure, or self-confidence – she will LOVE IT.

You're also showing her qualities that women find intrinsically attractive, such as:

- You don't care what people think
- You know what you want in a woman
- You're fearless
- You go for what you want in life
- You're not afraid to take chances
- You have a sense of humor

Say she's standing on a street corner and you walk up and state your

intent? OK, it's more than most guys would do, but it's not that big a deal. Now if you're in a taxi and you pull over the taxi, jump out, cross the street, almost get hit by a car and then say, "You know what? You're so fucking gorgeous I had to stop the taxi and come talk to you." Now that's impressive! (That's what my UK instructor *Ryan* did a few months after his course with me ;)

If you want to go big, the ultimate move would be being in a plane where you're about to go skydiving, you're looking through the binoculars, you see a girl, you jump out of the plane, you land in front of her, and you say, "You're fucking gorgeous. We weren't supposed to land here but I saw you." That would be like the most amazing approach EVER!

I call this *The Baller Effect* because she knows you have a set of balls. The further you go out of your way, the more powerful The Baller Effect becomes. Always keep this in mind when you see a beautiful girl.

Every scenario you can think of offers you an opportunity to demonstrate you have balls. I'll start with my personal favorite. Why anybody would meet women any other way astonishes me to this day.

HOW TO APPROACH A WOMAN ON A STREET

This is where you're walking one way and she's walking toward you.

This is where you're walking one way and she's walking toward you. If a girl is walking towards you:

- Let her pass you first, then
- Run after her, and
- Then stop her by getting directly in front of her.

The primary reason is that if she's already seen you and then you go back, get in front of her and go direct on her, she realizes you had the balls to stop her because you want her.

There are other things we can do to make this type of approach even more effective. When a girl is coming towards you, try and make eye contact with her. What I'll do in this situation is actually slow down my pace, maximizing my chances of making eye contact with her. Then, I'll hold eye contact as long as I can. I'll do this because I'm looking for signs as to

whether she's interested. If a girl looks away and then looks back at you, looks away very fast, or stares at you a little bit too long, that usually means she's interested. Only if you get a really average amount like there's nothing to it does it usually mean she's not interested.

PRO TIP:

A lot of guys miss out on fantastic opportunities with women because they are too scared to make eye contact. If you get the eye contact, and you're not fully satisfied with your sex life – you'd be a fool not to approach. Also, women who give you signals are more likely to respond positively, so if you have limited time or energy you should focus on those! Personally, I don't need to have any of these types of signals to approach a woman. If I really like a woman I'll talk to her no matter what – I'm not going to miss out on an opportunity just because I didn't get a signal. However, it makes life easier if you pay attention. If I'm very busy on a certain day or even during a certain time period, I'll limit my approaches to women that show me signals or are very approachable. It saves time, effort, and energy.

BASIC “RUN AND STOP” STRUCTURE

How you open is important. Mess it up and you've blown your first impression. It's tricky in book form, but I will explain to the best of my abilities the most effective way to stop a woman.

There are four key steps when it comes to approaching a stranger:

(If it helps, use the mnemonic A-PAC-IT like “a packet.”)

Step 1. **A**pproach and get her attention.

Step 2. Use a **P**re-Frame

Step 3. Give an **A**uthentic, Specific **C**ompliment

Step 4. State your **I**ntention and **T**ransition to conversation

Let's break those down...

Step 1: Approach and Get Attention

Get in front of her! Not a 45-degree angle, your body is IN FRONT of her body. Your face is directly in front of hers. If you were to step forward, your nose would touch her nose. THAT means in front. This is by far the most important thing to execute if you're to successfully approach a woman on the street. If you go anywhere else, women will simply walk around you.

In any of these cases, you massively, massively, massively (yes, I said it three times, so pay attention here) increase your chances of her stopping by being 100% exactly, directly IN FRONT OF HER. There are a couple of reasons for this:

1. It's such a powerful, alpha move, it blows their mind and they stop to find out what the hell you want.
2. You're physically in front of her, and it becomes more of an effort to go around you then to stop and find out what the hell you want.

This concept is in my *Rules* chapter later on. It's so crucial, it just may be one of THE most important rules to follow while doing daygame.

So you'll see that back there this section was called "Approach and get attention." If you're approaching a woman on the move, and you GET IN FRONT of her – you've already got her attention. Believe me

You cannot be any more direct than this. You are literally stopping a woman because you want to express your desires. BAM! Like a boss.

That being said, being a boss is great – but you must stand a comfortable distance away from her too. Get too close in that first moment and you may scare her away. When you're starting out, shoot for three or four feet and gradually close the gap as you're talking. Once you get comfortable with this you will get used to finding a good conversational distance automatically.

Q: *"Won't a woman trip over or bump into me if I get in front of her?"*

No! But a lot of guys worry about that. You want to run up beside her and take two big steps in an arc so you end up right in front of her.

Step 2: Pre-Frame

Imagine a guy just running up to a woman and saying, “Hey you’re so sexy!” out of nowhere. If he’s a good-looking guy and extremely socially calibrated it might work. However, the majority of the time women will give you a weird look, ignore you, or panic – then walk away from you. That’s just how it is. They don’t know you, nor do they know what your intention is. The world is a scary place. You could be a robber, crazy, drug dealer, or selling something. Who knows?

If you’ve watched my videos, you already know I always say something before I give a woman my first compliment. Those are called pre-frames. My friend Marcus taught me this concept and I shall pass it onto you. Pre-frames were invented to stop girls from panicking and cutting a conversation short.

For example, if you approach a girl and she’s really nervous, a great pre-frame is, “Don’t panic. This is not a robbery.” This works because you’re defusing her anxiety about that specific thing. You could have said a million things, but the undertone of what you’re saying is, “Hey, it’s OK. Relax – I’m not a threat.” You’re assuring her that you’re not going to do anything bad. Once she realizes you’re not a threat, her defenses go down and you’ve got a chance to actually connect with her.

If you deliver this well and the girl reacts badly, this is more a reflection of her issues than yours. It is quite possible she has psychological problems, or is just Austrian. Maybe she had a bad day and in which case you can just say, “Oops, sorry. Wrong person” and then walk away. It’s no big deal.

Pre-frame variation

Different pre-frames work better in different situations and areas.

In London, where I got most of my experience, “Don’t panic. This is not a robbery,” worked really well because there were a lot of robberies and girls were a little bit worried about that.

However, in New York City, the best pre-frame is, “Don’t panic. I’m not crazy,” because there are a lot of nutjobs in NYC!

In essence, pre-frames showcase the fact you are socially calibrated.

You recognize that approaching a total stranger is awkward and you understand you are putting her into a high-pressure situation. So really the message you are putting across is “Hey, listen. I’m a socially calibrated guy. I understand you’re worried and I’m letting you know, I’m a cool guy.” That is what a pre-frame does and it really makes life a lot easier.

Here are some examples of pre-frames:

“Hey, don’t panic, I’m not a drug dealer”

“Excuse me, don’t worry, I’m not selling anything”

“Hey, relax, this isn’t a robbery”

“Hi, I know this is a bit random”

“Hey listen, you’re not under arrest or anything”

“Excuse me, don’t take this the wrong way”

Start out by trying some of these but, over time, make up your own and experiment and see what works best for you in your own situation. The best pre-frame is the one you JUST came up with, because it’s spontaneous and relevant to the situation you’re in.

Having fun with pre-frames

One of the first funny lines Marcus told me was, “Excuse me, I’m not chatting you up or anything, but do you want to be my girlfriend?” I thought this was hilarious and super fun. Only later on did I realize it was actually a pre-frame. You’re setting up an expectation that you’re not about to flirt with her, and then you flirt! It’s fun and gets you vibing straight away. It’s magic.

Another example, I like to come up to bouncers and say, “Hey man, I’m not looking to get into a fight or anything...” So they’re totally looking at me with “Uh oh, this isn’t going to be good” written across their faces. And I’ll then say, “You know what? You’re the hugest bouncer I’ve ever seen. I mean seriously dude, you are massive! Can I hire you as my personal trainer?” So suddenly, he just will laugh and be like, “Oh yeah haha, I work out.” So you’re totally fucking with him thinking you’re going to say something bad, but instead you say something good.

Pre-frames help make all your interactions more fun and spontaneous and give you more time to get your intention across.

Step 3: Give an Authentic, Specific Compliment

The key to giving a girl a genuine compliment is to tell her exactly what you're feeling in that moment. If you look at a girl and think she's absolutely the most beautiful girl you ever seen, tell her nothing less than that. I would go up to her and say, "You know what? This is going to sound really cheesy," (pre-frame) "but I think you're absolutely the most beautiful girl I've ever seen." That's the pre-frame I would do because what I'm saying is a little bit cheesy, but the fact I'm being HONEST about a) the compliment and b) how cheesy it is, makes it totally real.

If, for example, you see a girl's ass and you think it's the sexiest ass you've ever seen, run up and say, "Hey, you know what? Don't take this the wrong way," (pre-frame) "but you've got the sexiest ass I've ever seen." Fantastic. Whatever you think is absolutely the correct thing to say. Direct just means saying what's on your mind. It doesn't necessarily have to be sexually forward or explicit at all if that's not what you're thinking in that moment. But if it is about her body, then it's genuine and authentic to be sexual!

So if you see a girl and she's cute but what strikes you about her is that she's got an amazingly confident walk, you could say, "Hey, you know what? You just have such an amazing, confident walk. Just wondering where you got that confidence. Have you done Alexander technique? Where do you get this great posture?" Or, I could open a conversation by saying, "You know what? I just saw you there and you have this amazing energy. I have to come meet you." That's totally cool because it's exactly what I was thinking.

Step 4: State your Intention and Transition to Conversation

Once you've told her what was on your mind, you can just state your intention. This could mean asking for her number, asking her out on a date, or, if you're Alan Roger Currie, making it quite clear you'd like to "hook up" with her in the near future. It's really as simple as that. So the whole interaction would look like:

"Excuse me.... (eye contact) I've got to tell you, you are the sexiest girl I've seen walk down this street...EVER. I would love to get to know you better. How about I take you out for a green juice some time?"

DONE. You've opened honestly. Any man that does anything like this has

my respect. She may agree, she may decline, or she may want to get to know you better first – in which case a conversation ensues. (Refer to the later chapters on “What to say next” and “Deep connection” for more on that.)

However, most of the time, you'll probably want to find out something about the girl first before you decide if you want to take her out sometime. So your intention is something like “so I had to come meet you” or “I had to stop you and find out more about you.” And then you'll want to...

Transition to Conversation

Often, I'll simply ask a question. “You're sexy, but I have a question” or “You're sexy, but I need to know one thing” and then I'll ask her. Sometimes I'll make a statement or guess something about her. “You're beautiful and... you've got a great energy. You're a yoga teacher, right?” It makes sense if the question or statement relates to your opener, but it doesn't have to. Try “Hey, you have an amazing walk...Are you an actress?” or “You've got an amazing smile...Are you a really happy person?” and see how they work.

If you're really curious about women though, you really could ask whatever is on your mind. Anything from “Do you like charming white guys?” to “Do you want to be my girlfriend?” There are absolutely no limitations. It's just important to know that you have to say something after your opener. Otherwise you're going to just stand there looking like an idiot. A quick cheat is just to use “But I have a question...” This buys you a few seconds to come up with something in the moment.

For example:

“Excuse me miss, you look amazing!! But I have a question...do you always dress us this fancy to go to the laundromat, or did someone tell you it was my birthday?”

“Wow, you have GREAT posture, but I was wondering...are you an actor?”

“Excuse me, you have an AMAZING energy. Are you a yoga teacher? *You must have a lot of fun in the bedroom!

(*advanced players only)

In a grocery store:

“Excuse me, don't take this the wrong way – but you are THE most beautiful

woman I've ever seen in a grocery store. But I have a question... I thought a woman of your beauty would just boss her boyfriend around and make him cook dinner. What's up with that?"

In a mall:

"Excuse me, your style is AMAZING! But I have a question...are you a professional fashionista or, you just dress up to the attention from all the cute guys in the shopping mall?"

You dig? It's that easy. Just find something that strikes you, put it out there, and setup a question right after.

It's as easy as that!

Step 1. **A**pproach and get her **A**ttention.

Step 2. **P**re-Frame

Step 3. **A**uthentic **C**ompliment

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TO SMILE OR NOT TO SMILE?

The single most important thing in the first few moments is to make sure the girl doesn't feel threatened or unsafe in any way. You need to create a friendly vibe so she knows that you're OK. So, the first thing she needs to see is you smiling. You **MUST** be able to smile – even just for a second so she thinks "OK. This guy is not a threat," and feels comfortable. If you mess up that first moment, you are done! This is super important.

If you're one of these guys who "can't smile," that's bullshit. Get in front of the mirror and practice smiling. It has to be a real smile. Not just with the lips but with eyes. Think of something funny, think of something good, read a funny book, do whatever you have but practice that smile until you have it mastered. If you still cannot do this, you're either from Austria or you have psychological problems. If the latter is true, one recommendation is seeing a psychologist. You're probably depressed! Seriously – if you can't smile there's a good chance you need professional help. Otherwise, you've got **NO EXCUSE** not to smile!

I had a client once who was doing everything technically right and, yet, he was like babe repellent. Girls would just run away from him. I took him aside and had a chat and sure enough – he was depressed and on medication. I told him he needed to work this stuff out before pursuing the seductive arts. If you don't feel good enough about yourself to smile for a moment when approaching a lovely lady – work on being happy before worrying about getting women into your life. No depressed guy is going to be able to hold on to a woman. Even if you hooked up with a girl in this state – you'd never be able to hold onto her! How can you make a girl happy if you can't make yourself happy? You can't!

That aside, positioning yourself directly in front of the girl, smiling, and maintaining eye contact are absolutely critical if you would like to approach women anywhere. (Especially the street!)

Her Energy = (Your Energy)²

Any woman that you approach will feel exactly the emotion you are feeling when you approach her. If you're feeling happy and have a positive energy, she's going to feel that right away. Women are very empathic.

On the other hand, if you're approaching them and you're scared shitless, they're going to feel it, they're not going to like it, and they will slowly back away. So it's very important that you put yourself in a positive state. Don't approach girls unless you feel good.

Using the depressed client I mentioned earlier, yes, he was approaching in a technically sound manner, but every single girl that he approached recoiled in terror. He was like girl Kryptonite. They weren't having any of it. It turned out he really was depressed. When I learned he was also taking medications, my suggestion to him was getting his life in order, hitting the gym, doing yoga, eating better, and getting to a happier place before worrying about seduction.

You simply cannot seduce women if you are not OK inside. They know!

This is fairly common sense, but if you're in a state of mind where you can't project a positive vibe, you need to deal with that part of your life before pursuing the seductive arts.

Q: What can I do to make sure women don't walk away at the start of the conversation?

The first ten seconds of an interaction are the most important because that's really when girls are sizing you up and deciding whether they want to talk to you. So, if you get really good at making your first impression for those first ten seconds, you got a really good chance of actually having a conversation and getting to know her and having her get to know you.

Work on your first ten seconds by practicing it over and over again. This is why pre-frames are so great. They give you time for the girl to calm down a bit. If I come up to a girl and I just say, "Excuse me. I just want to say, you're totally fucking gorgeous and I want to come and meet you." That took maybe three or four seconds, right? But I find it takes ten seconds for a girl to become a little bit comfortable in a conversation or at least enough so for her to stick around for another minute and see what's up.

So if you come up to her and go, "Hey, you're really hot. Oh my God!" she hasn't had time yet to take in your essence and energy and figure out your intention. Because she hasn't had that time and you're putting her on the spot in a yes or no situation like, "Hey, I really like you. Do you want to talk to me?" A lot of girls will just go, "No, I don't want to talk to you" and they'll walk away. It's nothing to do with you. They're walking away because they don't know what your intention is. They're worried it's something bad, so it's easier to walk off and not risk it.

Now – another reason a woman will walk past is that she's in SHOCK that you're actually hitting on her. Again – she can't believe it and doesn't know how to react, so the easiest solution for her is to keep walking.

Interestingly: Some women that are actually attracted to you will walk away because they're nervous (because they like you) and/or because it's kind of scary and/or because they don't know how to behave in the situation. Realize that, however nervous you might be, the average woman (even a really hot one) is 10 times more worried, especially about an interaction with a strange man!

OTHER SCENARIOS

Q: What If I can't run to catch a woman who's walking?

Technique #2: The Jedi Stop

On occasion you'll be standing still and a girl will be coming towards you. An easy way to meet her is to simply step out in front of the girl, put your hand in front of her and say, "Excuse me" until you've got her attention. It's important to wait for eye contact until you start talking. The golden rule is – a conversation hasn't really started until you've got eye contact. This works really well when you're standing and they're coming towards you. However, my preference would still be to let her pass, then run after her. I actually like running after girls because it shows a lot of dominance. But if you're more of a lower energy type of guy – totally cool doing the Jedi Stop in those situations. But, by no means do I think it will ever replace the run and stop.

Q: What if a girl isn't on the move?

If a woman is standing next to you, a simple "Hello" will do. If she's sitting at a bus stop, you'd sit down next to her and – say just about anything. If she looks over at you, phase one is complete. You've got her attention. But here's the thing: Sometimes they won't look at you, and here's where we need to be specific on "get their attention."

An interaction hasn't really begun until you've made eye contact with a woman. So if you say "Hi" and she says "Hey" but keeps reading – that interaction HASN'T STARTED. In this case, it would be slightly awkward to say hi again to get eye contact, so it's better to make eye contact initially if possible. If I say "Hi" And she doesn't look at me, I'll say "Hi" even louder. If that's not heard, I will get my head in front of her head, or even move my hand in front of her face to get her attention. When she looks at me, I'll say "Hi!"

Some women really won't hear you (earphones, focused on reading, etc.) while some women will pretend not to hear you because they don't want to get involved. In those cases – yes – I will still get their attention if I want to talk to them. This goes with my internal belief that I'm adding value to any woman I speak to. Just because some other douchebag (or a few dozen) she met on a park bench had no game, that has little to do with me.

I'm made of TIGER BLOOD, motherfuckers! ;)

Sometimes I've done silly or outrageous things to get a woman's attention. Farting, falling over, or faking a heart attack are all in the repertoire. I'll do whatever it takes if I really want to meet a girl!

In summation: For walking girls, get the directly in front of them. For all other scenarios, get eye contact, and then speak

NATURALLY OCCURRING CONVERSATIONS

Let's say a girl is at a bus stop, she's there by herself and just behind her sitting outside on a wall are a couple of homeless guys and they're fighting over a beer. The obvious thing to go with is, "Hey, look at that. There's like a homeless war going on over there! I bet you a dollar, the little one wins. He looks more fierce." That makes sense and shows social awareness and lets her know you're a fun guy. That makes much more sense than a direct compliment, because that's what's happening in the *moment*.

So I would start the conversation with that. Get into a conversation and then later say, "But you know what? I have to say, you're the most beautiful girl at this bus stop, so I thought to chat you up." And she'd be like, "Well, I'm the only one at the bus stop." And you'll say, "Yeah, that's true. But nevertheless you're the hottest one here." But it would just make sense to open with the homeless guys first, before making your intention clear.

Say whatever is on your mind and *don't censor yourself, no matter what!* And if it is something that is quite forward like she's got a great ass or she's got the most amazing tits you've ever seen, just pre-frame it with something like, "Hey look, I don't want to offend you or anything, but..." And then say it. It really will blow girls away because again, it shows a lot of balls. It shows a lot of creativity and authenticity and *nobody else is doing that*.

You need to let her know that you're interested in her. Otherwise, she'll just think you're this friendly guy who's talking to her because you're social. You need to just make it clear at some point what your intentions are.

Even worse: she may know you're interested but will think you just don't have the courage to let her know your true intentions. This is the mark of death for any potential romance! Once she realizes you don't have the

nerve to make a move – it's all over. It's very hard to get out of the pussy/friendzone category once she's put you there.

You must convey your sexual intentions or you are relegating yourself to future full of masturbation.

Express yourself and get in the habit of doing so. Get comfortable with it. You should try to get to the point where you can go and say whatever the hell you want to girls and be OK with it. That's the end goal. You may have to work up to it – but if you get there I guarantee you will thank me!

SEDUCTION – THE THREE KEYS

Generally speaking, there are three main behaviors, or characteristics you must exhibit in order to be successful with women. You need to be playful, curious, and sexual. Not one, not two, but a mixture of all three. You may naturally lean towards one of these, which is normal, but it's important to go with whichever of these you naturally are and work on the others if they are weak. For myself, I was always naturally playful. I would joke and laugh and have a great time. But was I getting laid a lot? No.

Why not?

Because I wasn't being sexual and I was too busy having fun to really stop and be curious about other people. So I would only hook up with the small percentage of women who were attracted to the funny/crazy guy. It wasn't a frequent occurrence! However, once I started shutting up and listening to women I got a lot better at being curious. I started to connect. Finally, I realized I needed to joke less and have more eye contact to get sexual and...that was that! I started having way more powerful interactions, and way fewer flakes.

For me, because I'm naturally playful, being sexual is always a bit unnatural for me. It's not my core, natural personality and because of that I'll never be the super seductive guy – it's just not who I am. However, I've taken in enough of that where I can now get the job done much more consistently. So whichever type you (mainly) are, work on the rest until you are consistently doing well.

You'll find that as you bring out these other characteristics, it will actually enhance whichever one you naturally excel at too.

It's not about masking who you really are – it's about bringing out those other traits too so you are a more balanced, fun, interesting guy.

On the other hand, you might have read this and thought your personality is not dominated by any of these. Or, you could read one and find that it fits you exactly! Or, maybe just a little bit. The most important thing is that you behave in a way that is YOU and not anybody else. These character types are just about recognizing what kind of guy you are and then building on that. So if you are naturally playful, you could work on game that revolves around being playful, but if you're being too playful, you need to balance that with being more curious and sexual.

The main character Archetypes

Fun guy

Shy Guy

Serious/Seductive Guy

Mysterious guy

Confident guy

Geeky Guy

Rock guy

Intellectual guy

Spiritual/New Age guy

That's a lot of choices, right? As I just explained, in order to have success with women you really need to have a mixture of playful, curious, and sexual. That can be accomplished by you being the Friendly Guy, the Social Guy, the Shy Guy, the Rock Guy, or any guy and still accomplish the goal. It may be very useful for you to identify which type you are and then use that in such a manner that works best for you. All of these types can employ playfulness, curiosity, and seduction in their arsenal.

Typically, I've been the fun guy. Just walking up and having fun, exploring girls and doing silly shit. And for me that works really well because I'm naturally a fun, creative guy and I am naturally drawn to women with a sense of humor who can just let loose and just have a laugh. I mean I have a deep side too, but I just like having fun. So that being the case for me, it works really well going up there and just being a little bit silly initially to see if they connect with that energy. If so, I can quickly transition to "connection" and move things forward. Sometimes I will say "That's enough joking

around. Seriously now, I really want to get to know you." And then go a little bit deeper.

You can be the seductive guy. You can walk up and be like, "Excuse me. I just have to tell you this. You're absolutely gorgeous." Be serious and just try and connect with them on that sexual level. That's totally fine too. Or you could just be curious about them. You could just be, "Hey, you know what? I just noticed this about you and I was really curious. I want to come and ask you – are you a yoga teacher? Or you look like more like a dancer actually..." And then from there, you can always shift into another type of guy. That's the interesting thing.

So for me, generally these days, I'll come in as being fun or being curious. Then, I might shift into the more seductive, deeper sort of dude. But sometimes, I go super fucking sexy. I'll just walk up and be like, "Holy fuck! You're fucking sexy." Now I could go for a fast seduction and go somewhere with the girl right away or go for the number. Or, after making my intent clear, I might go quite deep and connect with her and then I might for a minute turn into the fun guy and have a bit of a laugh and then go back to being serious just to show her that fun side and have a bit of fun with her and then go back. After a while you can feel where you're at and where you need to be for the conversation to move forward. You get a sixth sense for it.

PRO TIP: The more sides of your personality you show her, the more magnetic you will come off.

Everyone should at least have a think about what their natural style is. If you're a geek – hey that's cool. Play it up. Wear a shirt that says "Talk geek to me!" Have jokes about you being a nerd. Embrace it, and you'll soon find yourself a cute nerd girlfriend to watch TNG with ;)

If you're a rocker – be a rocker. Get that Led Zeppelin T-shirt, wear your hair long, and go hang around metal clubs. You'll likely find a girl there pretty fast!

If you're naturally shy, that's fine, too. You don't have to do crazy Sasha Daygame stuff. You can simply approach a girl and say "Hi! I'm shy but I really wanted to meet you." Girls will appreciate your honesty and how

much of an effort you must have made to approach her.

I'm not going to go through every type, but you get the idea. Embrace who you are and go with it. Don't fight it. But just know this: you must be **playful, curious, and sexual**.

It doesn't mean you need to be Richard Pryor funny or possess Don Juan-level seduction skill, but you must have at least a bit of these going on if you want to hold on to a woman for longer than one night.

If you're naturally super serious you will bore women to death; therefore, my advice is attending an improv comedy class or write some jokes and get into performing stand-up comedy.

If you're don't care much about getting to know other people – go and talk to five new people a day, just ask them questions about themselves, and LISTEN, until you start to enjoy learning from others.

If you're not sexual, work on your eye contact, touch, slowing down your speech and practice your physical escalation skills. Watch movies with Marlon Brando and other famous ladies men.

Ultimately these skills will determine your level of success with women.

EMOTIONAL SPIKES

Many guys lack an 'oomph' in their conversations with women. Their conversations are monotone and girls get bored very quickly. Guys play it safe. In reality it's not actually bad to scare women a little bit. I've had a lot of interactions where I scared the girl and then recovered. I've had girls think "What the fuck this guy doing jumping in front of me?" and later she'll recall to her friends I was a "Crazy fun guy," but...that's just me. The important thing is that women feel something when you approach them. Giving a woman a very honest and direct compliment is one way to achieve this. Using a pre-frame to setup one expectation and then saying something totally different is another. You could sneak up behind her and go "PSST!" But if she feels something, you've already separated yourself from droves of boring dudes that have approached her before.

Most guys are walking up to girls just being lame. It usually sounds like:

"Hey, what's up?"
"How's it going?"
"What's your name?"
"Where you from?"
"Have I seen you somewhere before?"

Or at night:

"Can I buy you a drink?"
"I'm a doctor!"
"Do you like cars? I just got a Ferrari!"

Who gives a shit!?

But if you come to a girl and spike her emotions right away – she'll never forget you. Being a comedian, I learned you need to open with your best joke and end with your second best joke. Same goes for human interactions. You want to *open strong and close strong*. One of my favorite things to do right at the end of a date (after I've said goodbye) is to run up behind them and scare them and just go, "Bwah!" And they'd go, "AAAh!" They'd freak out. And that's great. They love that. They always love that. They always turn around and like, "You're such an asshole." And they punch me but they always love it because I've just given them the *emotional spike* that they crave.

It's a beautiful thing. And while it's totally fine to throw in an emotional spike here and there, in general I just want to open strong and have a normal chat for the rest. If it's a date I may do something crazy at the end, or not – it just depends on the energy of the date and how it's going. If things have gone great there's no need to end strong. If it was kind of okay I may give her a little jolt at the end.

The point is this: Always remember that the emotion she feels at the beginning dictates the first impression she will *always* have about you. Make it count!

AVOID BECOMING A 'DAYGAME ROUTINE MONKEY'

People have a tendency to copy others that seem to be successful with women. Unfortunately things are not always what they appear to be and copying anyone or anything turns you into an automaton, no matter how good it may have worked for the person you're mimicking. Not only does this make you less in the moment and therefore less attractive, it stops you from being genuine. It stops you from developing your own style and getting comfortable in your own skin. It ruins your game.

UGHHHH

You've become a robot!

So the key here is: don't get into the habit of repeating ANYTHING. A habit of approaching women? Great. A habit of being authentic? Fantastic. But repeating some line over and over and over? You're in for a shitty ride. In all areas of self-improvement, it's important to understand the overall concepts and ideas as to why things work. What is a pre-frame? Why would it be used? What is being direct mean? Why do women appreciate authentic men? Why is being needy not attractive? Why is being in that moment attractive? Are you working on all these areas in your life? And that's it. But you don't want to find a line that "works" and repeat it over and over. That's the opposite of being authentic. It's totally fake and it will halt your development.

If you've seen my videos, you may be thinking "But Sasha, you make the same jokes in many of your interactions!" Sure. But I created those jokes, they go with my personality, I find them funny, and I use them in the moments where I feel like using them. But you'll also notice that when I approach women the vast majority of the time I am telling her some genuine compliment. And that keeps it real!

A great rule is this: *Never approach any girl the same way in one day.*

Make it a challenge. You're forced to say something original and yet a little bit different every time. It's a beautiful thing. You'll watch yourself growing and getting more creative very fast. So try and stay away from the same

type of stuff. The more original, creative, and ballsy you get, the better. And women really appreciate it when you say something genuine. That really makes a huge impact. "You have really sexy lips" is better than "You're sexy." "You have amazing style" is better than "You're amazing!"

If you want to make it even harder on yourself: Make it PER WEEK or even PER MONTH and see how you go! If you want to be really hardcore, try a game where you try and last as long as possible without ever repeating the same opening line. It's fun, and will force you to come up with ORIGINAL conversation starters all the time. You will train your brain and your instincts to act quickly together...making you one smooth talkin' son of a bitch.

This chapter should have given you a strong foundation in how to open a conversation, how to transition, and how to make a strong impression in your first minutes of conversation.

If you just get good at this – you will have a lot of women in your life. But of course....there's still chapter four!

EXERCISE MOTHERFUCKERS

Your Opener

Get out your iPhone, Android, or Nokia 2130 if you're old school ... and open the timer function. Now, speaking in a relaxed pace, I want you to see how long it takes you to say,

"Excuse me. I don't want to alarm you, (A)

And I can assure you this is not a robbery, (P)

But I just wanted to say...

You are absolutely the most beautiful girl I have ever seen, (AC)

And I've got to know one thing...what's your name?" (I T)

Now, if you're reading that sentence at a conversational pace, and you had pauses where I put commas, it should have taken about ten seconds. And it's in those ten seconds where you begin disarming her. That time period is long enough for the girl's brain to process "Ok he's smiling, it's not a robbery. He's dressed OK. He's not a

psychopath. He doesn't smell bad. Oh, it's normal guy. Oh, he's hitting on me! OK, I can deal with that..."

By the time you get to "You're beautiful," she's all right with it, because she's been in front of you long enough to realize you're OK. Women are way better at making first judgments and feeling someone's intention than men. Men are nowhere near as good. Men are terrible judges of character. Women are not. So ten seconds in front of a girl, she can probably tell you half of your life story. That's how good they are at this stuff. In a way, it's kind of scary!

Now you know about pre-frames and why they're so important. It's a super easy tool to add in, but will get you crazy results. This alone I'd say at least doubles the odds of a girl stopping to talk to you. Pre-frames may be funny, but doubling your interactions with women is no joke!

Quick background: I was always good looking and athletic, and always terrible with the ladies. That's a frustrating situation man! I finally went indirect hard for a couple years. Made somewhere around 1500 approaches with very limited success.

Next I had a monogamous girlfriend for a couple years. I am now recently back in the game.

All I can say is thank God my friend recommended you, Sasha Daygame! I started going direct a couple weeks ago now and holy shit it has changed my life already!

-Dave

Sasha thanks very much for all the help. I have only seen your videos on YouTube but I must say they are fucking incredible. I'm 19 and I live in California. I no longer have approach anxiety. I approach girls in their 20's and 30's. I'm currently dating a 24 year old woman. Indirect is for pussies!

-Francisco

Booked a bootcamp with Sasha in Edinburgh. Not only did he have me approaching women with without ANY fear by the end of day one - he was getting me results too! Phone numbers that turned into dates, that turned into sex!

-Adam B.

CHAPTER 4

GROUP DYNAMICS

Most guys' fear of social pressure leaves them even more terrified by the idea of approaching a girl who is with other people. In a lot of ways, it's actually easier to approach women who are in groups or with a friend. She is less likely to be intimidated by a random man talking to her if she isn't alone. If you're socially calibrated and you know a few techniques, approaching a girl in a group is easy! With the correct mindset and belief system you can approach a woman in almost any situation.

Your Mindset

"I am a man. I know what I like. I know what type of girls I like and I'm totally comfortable expressing my desires to a group of people in any situation." That's pretty much it! This is the opposite of the 'indirect' mindset where you're trying to hide your intentions and not let girls know that you're attracted to them. Get used to saying "I like this girl, I want to meet her."

Let's start with this very common scenario:

Two Girls

A girl you like is with a friend? It's very simple:

- Walk up to the girls
- Get in front of them
- Say, "Excuse me..."
- Preframe (e.g. "Don't panic, this isn't a robbery")
- Look at the girl you're interested in, and say, "You are absolutely gorgeous. I just had to come over and meet you. My name is..."
(Replace "absolutely gorgeous" with whatever you're actually feeling in that moment.)

- Then, turn to her friend and say, "Hey, do you mind if I talk to your friend for a minute?" but don't wait for the answer. If you wait she might say "no" and then you're an asshole if you disregard that. Immediately shake her hand and then continue the conversation.

It's very important that you don't ignore the friend. Neglect her and she'll feel that you just want to talk to the hot one, think you're a dick, and blow you out. She'll drag her friend off and you're done. You want to show the friend some respect without actually seeking her permission.

If you want you can also say, "Hey, you know what? You're cute too but I saw your friend first." Or, "You know what? You're cute too but I just go for short girls." Or, "I just go for tall girls." This gives her some kind of logical reason as to why you're talking to her friend and not her. You can't be like, "Hey, your friend is hotter than you and that's why I'm talking to her." That's not going to go down well!

The more comfortable you get with yourself, the more you'll realize that you don't need to give a girl a reason why you're talking to her friend. You like her. That's



enough. Be respectful to the friend and just keep her in the conversation a little bit.

When the girl you like says something interesting or funny, turn to the friend and go, "Hey, you know what? She's really funny, isn't she? That's awesome. I love funny girls." When she says something else interesting, turn to the friend again, "You know what? I hope you have a wedding dress because Sarah and I are getting married. That's it. We're starting a family. You're invited. You can be the maid of honor!"

Focus about 90% on the girl you like and 10% on the friend, always keeping her in the conversation somehow. She will see that you're socially calibrated, friendly, and not some asshole who just wants to get in her pants.

A girl is not going to date you if her friends don't like you, so it's very important to win them over. No way around this.

Mixed Groups

So what if a girl you like is in a big group with other girls and guys? It's almost the same thing. The key is that you're being really open about why you're there and that you like the girl. That's all there is to it.

- Walk up in this situation and just say, "Excuse me guys."
- Preframe (e.g. put your hands up in the air and say, "Don't panic. I'm not selling anything.")
- Say "I have a confession to make. I have an absolutely huge crush on this girl right here" and point to the girl. At this point, she's probably going to blush and everyone is going to giggle.
- Then say, "Look, if she's married or has a boyfriend, just tell me now and I'll leave and go cry. That's fine."

If she has a boyfriend the group will usually bring this up. You can say, "OK. Cool. Fair enough," then you might have a little bit of a chat. You're never going to get her number if she has a boyfriend in that situation because she doesn't want her friends to think she's a 'slut.' Generally, I don't bother with girls who have boyfriends anyway...but that is best left for discussion elsewhere.

If she's single and willing to talk to you, say to them, "Hey, do you guys mind if I just talk to her for a minute? I only have a minute or two," and then focus 100% attention on her. In this situation, placating the group is optional because they can just talk amongst themselves. You don't need to say "Hey, this girl is really awesome" every five seconds. That would come off as a bit try-hard.

You can just pull her off to the side and chat with her for a few minutes. Sometimes I'll try and position my body so that she's facing away from her group, sort of on the outside so we have a bit of privacy.

Groups are actually easier than two girls because her friends can entertain each other and you're less likely to get cock-blocked (unless she has a boyfriend).

Always calibrate how much time you think you have. If everybody looks a little bored, keep it short – maybe 2-3 minutes. Learn a little bit about her, get her number, and get out. If they're all having fun, you might be able to talk to her for 15-20 minutes and develop a solid connection. Bouncing her from the group rarely works, so get the number and try to arrange a date from there. (Preferably later that evening!)

Mother and Daughter

Most guys think this is impossible, but mother-daughter situations are actually really easy.

- Just approach the girl, same way as two girls, and say, "Hey, you're absolutely gorgeous. I have to talk to you."
- Turn into the mother and ask, "Do you mind if I talk to your sister for a second?" The mom will laugh and say, "Ha ha, that's my daughter!" You can reply, "You've got to be kidding me! Listen, you've got to give me a couple of minutes – she's amazing!"

This works way more often than not. Obviously you know it's her daughter and they know you're kidding, but they love it anyway!

Mothers are great because they don't cock-block! Unlike friends, the mom isn't competing for you and wants her daughter to be happy. If the daughter is smiling and enjoying it mothers will walk off and make a phone

call or something. I've seen mothers literally just leave their daughters with students of mine and go shopping!

So if you see a hot 21-year-old girl walking with her mom, go and talk to her. It's fine and they love it. Especially if you say, "You know what? Your daughter is so beautiful. I just had to come and talk to her." That's the biggest compliment you could ever give the mom and believe it or not they aren't hearing that very much. The only people saying "Oh your daughter is so beautiful," are other old people. Unlikely a young, lovely man who's actually a potential candidate to go out with her daughter is approaching her in a direct and charming way. It's fucking awesome! Do it.

Guy and Girl

Another seemingly tricky situation is: a woman who is with another man, but you're not sure if he's her boyfriend.

If you see a guy and a girl together for a minute or two who aren't touching each other, smiling, holding hands, or cuddling – either they're in a fucked up dead relationship or just friends.

So here's the way to deal with this:

Just assume that they're boyfriend and girlfriend and give a really big compliment to the guy. Walk up to the dude and say "Dude, I have to shake your hand. Your girlfriend is the hottest girl I've ever seen in my life. I mean what is your secret, bro? You've got to teach me. I'll hire you. You have to teach me what you know. I'll pay you whatever you want."

If they are friends, the girl will immediately say, "Oh no, we're just friends," and then you can turn to the guy and go, "Oh sorry, man. You have to excuse me but I've got to meet this girl." Then turn to her and say "Hey, my name is..." Boom! That's it. Very simple.

Don't worry if he might be interested in her. What are the chances that he'll suddenly go "Hey man, you know what? I've had a secret crush on her for years and I was going to ask her on a date next week so you just fuck off!" That's never going to happen because if he was ballsy enough to actually pull the trigger and ask her on a date he would have done it by now!

If they're really close friends they might pretend to be a couple as a joke on

you, but you can tell because they'll be laughing and smiling. Pay attention and you'll know.

You'll be able to tell from her body language if she is interested, often girls will start giggling and smiling once you come up and say "Hey man, your girlfriend is so hot" whether they are with the guy or not.

If the guy actually is the boyfriend he's going to take what you've said as a massive compliment. He's just going to be like, "Oh, thanks bro," and shake your hand. Oftentimes I get guys inviting me out for drinks when I do this because you're playing up to their ego so much they love you. You become their favorite person in that moment.

Imagine you are with a really, really hot girl and some dude comes to you on the street and says, "Bro, your girlfriend is so fucking hot." You'd be like, "Hey, thanks man!" You're not going to kick his ass.

There's no reason to be afraid of this scenario.

Family

If the father and mother are there and you're very, very charming you can say, "Excuse me. I know you guys are having some family time. I just have to say that your daughter is absolutely stunning and had to come over and meet her. Do you guys mind if I say hi to her?"

If you ask permission from the parents and then go for the handshake, similar to when there are two girls, her dad is not going to flip out when mom is there and you'll probably get away with this.

The only situation where I 100% won't approach is if it's a daughter and a father. I just don't do it because men know what you're up to. You'd have to spend more time and really get to know the father before you could really chat with the daughter. It's very risky. There are enough girls out there that I just don't bother with fathers.

It's possible though. If I was going to do it I would be absolutely honest and say, "Excuse me, sir. Don't beat me up. No disrespect is intended but I just have to say your daughter is absolutely lovely and I'd really love to introduce myself. Would that be OK with you?" In that case, he's not going to freak out because you're being super respectful, but you've been warned!

Girl Is Working

I came up with a fantastic pre-frame for this: "Excuse me. I probably shouldn't be doing this. However, you're absolutely so gorgeous. I had to come meet you." Or, "Excuse me. I know this is inappropriate. But ..."

If you acknowledge the awkwardness of the situation that diffuses a lot of the tension. You're also showing that you realize this is uncommon. Use a time constraint like, "Look, I know this is awkward. I have only got 60 seconds. I think you're absolutely gorgeous. What time do you finish work? I'd love to take you for coffee." Boom! Just go for it. If she says, "No, no, I can't do that." You say, "OK. Well, tell me your number. I'll memorize it." And that's it. And she says, "No, I'm not sure." I'll just say, "Hey, tell me your number. If I memorize it that means I really like you but if I don't, then you'll never hear from me again." That's it.

PRO TIP:

Learn how to memorize phone numbers! It's not that hard. I do it all the time. It's great because then girls in awkward situations will just say the number to you and you'll memorize it. You don't have to get your phone out and make it really obvious that you're getting her number. It opens up a whole new realm of opportunities. You absolutely must learn this skill if you really want to get good with women, especially women that are hired for their looks. She doesn't want to risk her job because her boss saw you jotting down her number!

A simple trick is this: You will probably know your local area code for mobile phones (e.g. in the UK they always start 077/8/9, in NYC it's usually 917, etc.) so you can forget those first 2-3 numbers. That leaves something like XXX – XXXX. Now, all you have to do is make the first set of 3 numbers into a shape and just remember the first number. For example, a triangle starting at 2, or an L starting with 4. Finally, the last 4 can be a date, so it could be some time in the past (1537) or sometime way in the future (5249). So just imagine some past or future scene or

world, and stamp that date on it. Either way, you can take a string of digits, and turn it into a shape and a date, making it much more manageable! And as soon as you walk away you can get your phone out and be saving it, so you only have to remember for 30 seconds to a minute.

Preframe appropriately, let her know that you aren't going to stand there and flirt with her all day, and just ask her on a date. Keep it short - 30 seconds. In, out, that's it. There's no time to chit-chat.

If it's a really slow day and she's the only girl working in a shop or her manager is off in the corner and there's really nobody around you might be able to sneak in a few minutes.

Again, with a sound mindset there's no situation you can't approach in.

MISSION

Approach 2 girls together. Tell one of them she is ridiculously beautiful and then propose marriage.

If she says no, get down on one knee, and yell "NOOOOOOOOOO!"

Afterwards, continue the conversation as per normal.

I used to believe a regular guy like me couldn't get with good looking high value women. After taking one of Sasha's bootcamps he had me talking and interacting with the HOTTEST women I'd ever seen! I got a date that night and have had even better results since!! Some of them quite X-rated! ;)

-John T

CHAPTER 3

THE APPROACH, PRE-FRAMES & SMILING

MISSION 1: EYE CONTACT

A simple exercise for eye contact would be to lock eye contact with everybody that you can and hold it for as long as you can in order to try and make everyone look away first. That's it.

Be careful with men. Some guys will get aggressive and ask "What are you looking at?" If you keep staring after this you can get into a fight. That's how much pressure eye contact causes.

It's different with women. Eye contact with a female creates sexual tension. Keep eye contact until the woman looks away to diffuse that sexual tension. When she does the game is over. Go over and say hello!

Try it: Lock eyes with everyone and watch the magic happen.

Go out and try this RIGHT NOW! (Without getting beaten up...)

"Oh, what if this girl notices me staring at her and she's thinks I'm weird?"

"What if she finds out I was staring at her tits?!"

"What if she finds out I want to have sex with her then judges me??!"

All of these are horrible, oppressive mindsets that will keep you single for the rest of your life. In fact, I would say one of the unhealthiest beliefs that will keep you from success in this area of life is thinking that you're a creep for being caught looking at a woman's eyes. Nothing could be further from the truth. A creeper gets a set of binoculars and works from his window...or tries to sneak under a woman's dress and get a peek. A REAL MAN isn't scared to look a woman in the eyes – and he certainly isn't scared to lock eyes until she looks away, either.

KILLER CONCEPT:

Women are always testing you. The test that come before all others: Are you man enough to hold eye contact? If not – you've struck out – even before the game has begun.

MISSION 2: YOUR THREE KEYS OF SEDUCTION

Pick the quality that you need to work on the most, and do these exercises:

A. If you lack playfulness, add in some fun flirting to your conversations. Next time you talk to a woman, you **MUST** say one of these sentences:

"You just checked me out, didn't you?"

"I have a question. Do you want to be my girlfriend?"

"Ok, that's enough flirting. When are we going on a date?"

Then, I want you to get physically playful – do each of these things once time:

Find a reason to give her a high five

Find a reason to punch her in the shoulder

Find a reason to hug her

Find a reason and PICK HER UP OFF THE GROUND!

B. If you lack curiosity, next time you talk to a woman, you MUST say:

“Wait, there is one thing I MUST know about you...” (Then ask something!)

“I have a feeling about you... I think that you really love [something]...am I right?”

Hey, I'm curious about something. If you were in charge of the world, what would you do?

C. If you lack sexuality, next time you talk to a woman, you MUST say one of these 3 things:

“I've got to tell you, you have THE sexiest [ass / tits / legs] I've ever seen.”

“Don't take this the wrong way, but I keep trying to stop picturing you naked.”

“If I say anything stupid blame yourself. You're just too beautiful – I can't focus!”

And to be physical, next time you talk to a woman, you MUST do one of these 3 things:

Put your arm around her lower back, pull her in close to you, give her a compliment about how sexy/beautiful she is

Tell her you have to tell her a secret and to come closer. Kiss her when she gets near enough

Tell her she looks tense, move slowly towards her and start massaging her shoulders

Ask her if she believes in vampires. If she says yes, say “good” and bite her neck. If she says no say “You should” and bite her neck.

Note: That last one is gold. It's so good, I've only ever taught it to my clients because I didn't want it getting out there! What makes it great is that it's playful, and sexual. Do you see why? Can you think of anything else that's

both? What about all three?

If you actually go and do these exercises, you will be amazed how quickly you could get more comfortable adopting these other behavior types.

CHAPTER 4

GROUP DYNAMICS

MISSION 1:

APPROACH A MIXED GROUP (THE BIGGER THE BETTER!)

MISSION 2:

APPROACH A GIRL WITH HER MOTHER

MISSION 3:

APPROACH A GUY AND A GIRL TOGETHER

MISSION 4:

APPROACH A GIRL WORKING IN A SHOP

Write down what happened after each approach. What went well? What could you do even better next time you try to same situation? Make sure to implement that by going out and attempting the situation at least one more time!

CHAPTER 3

APPROACHING

“What should I say to her?”

This is the question all men -- including Love Systems instructors -- ask themselves when they're about to approach a beautiful woman. While there is an infinite amount of things to say to a woman once in a conversation (hence this book), you can't say any of them unless you can break the ice.

When you approach a woman or a group of people, you have to evaluate what type of opener is best for the situation: indirect, direct, situational, screening, functional, no opener or humorous. All of them have pros and cons.

Indirect openers give you the highest chance of approaching successfully because they shield your romantic interest and let you come in “under the radar.” They do require you to work harder during the transition phase though and they can come across as awkward during daytime dating (aka “Day Game”). Direct openers work less often, but when they do, your value starts off high because the woman has accepted your initial frame. Situational openers can be used successfully during daytime dating or in your social circle, but can come across as a cliché in a nightclub if you aren't prepared to quickly follow with a good transition. Sometimes, such as when you are introduced to a woman by someone you know, you won't need an opener at all.

Keep in mind that you aren't trying to seduce or even attract a woman with your opener (although she may be attracted to your confidence when you use direct openers). You're simply starting a conversation. The Love Systems model is a step-by-step approach. The opener is just the first step so don't go overboard trying to accomplish too many things with it. Take it one step at a time. Remember that approaching is really not that big of a deal. People talk to strangers all the time, and you should never feel guilt or shame about wanting to talk to a new woman.

If you have women in your life, it should be natural for you to talk to attractive women when the mood strikes you. If you don't have women in your life, it will help give the impression that you do through your confident behavior.

If you find yourself freezing with approach anxiety, this is usually because you fear rejection. Rejection isn't a big deal either. The more you are rejected, the less it will affect you and the better your approach skills will become. A woman isn't rejecting your worth as a human being; she is rejecting your approach. One of the best ways to reduce approach anxiety (and the chance of rejection) is to put yourself in a social mood by doing warm ups. Go make small talk with other people in the room, befriend one of the employees of the venue, or even pick up your cell phone and have a fake conversation with someone named "sweetie." These warm ups can even serve double-duty by triggering the female attraction switch of "pre-selection" before you even begin your opener. Pre-selection plays on the fact that women are attracted to men who are attractive to other women.

Once you get good at approaching, you'll realize it doesn't make a difference how you start the conversation, as long as you actually start one and follow up with good transition and attraction material.

Direct and Humorous Openers

Direct openers express overt interest in the women you are talking to and don't hide that you are hitting on them.

Humorous openers don't try to hide that you are hitting on them but use humor, and not just romantic interest, as a reason to approach.

MY FRIEND LIKES YOU

This is a cute, fun way to approach that allows you and a friend to open at the same time. Be fairly high-energy and playful with this one and the women will play along since it's a bit of a role-play harkening back to third grade. Role-plays conjure up a fun imaginary situation and project you and the woman into it.

(Tap her on the shoulder and point to your friend.)

“Hey, my friend likes you. He's kind of shy. I was going to pass you a note, but I figured it would be good practice for him to talk to you.”

Then have your wing pretend to be really shy and terrible with girls in an obviously tongue-in-cheek way. A great way to follow up is the “I'm a Virgin” routine about how your mom sent you out tonight to meet women. This “disqualifies” you, demonstrating a lack of romantic interest and softening the directness of the opener.

SCALE OF 1-10

This is a fun, direct opener good for loud clubs and high energy venues where opinion openers would lower the energy too much. Women's attention spans are shorter in louder and crazier venues. Keep them short in clubs.

“What’s up? So, are you guys having fun?”

(They answer.)

“Scale of one to ten, how much fun are we having?”

(They answer. Then take the target’s hand and spin her around with a spin move.)

“Good. Now you’re a ten.”

(Whatever number she says, they become a ten. If she said ten, she becomes a twelve.)

It seems a little silly but that’s the point. Have fun with it and they will too. This one is all about the energy level. When you bring energy to the interaction, it works amazingly well. This is a great club opener.

NO XYZ IN HERE

A playful and somewhat direct way to approach is to take whatever she’s doing and say it isn’t allowed in the venue.

Delivered in a deadpan, smart-ass tone, it usually gets a laugh for the absurdity.

For example, dancing:

“Excuse me, but there’s no dancing in here.”

Drinking:

“Excuse me, but there’s no drinking allowed in here. Not sure if you got the memo.”

Talking loud and laughing:

“Sorry, but you guys are being way too loud in here. There are people trying to relax and study and stuff.”

MIRROR OPENER

This is a daytime opener that has to be done in front of or very close to a mirror. Have an item in hand or just be staring into a shop window at some products.

Get a woman's attention and say to her:

“Hey... What do you think?”

(Holding the item and facing the mirror, or just staring into a store-front window.)

Or say instead:

“Excuse me... Can you give me an opinion on something?”

(Bring her to the mirror or window.)

“What do you think?”

(She'll respond, likely confused and not knowing what you mean.)

“No silly... I mean about you and me! Look how fucking hot we are!”

(Put your arm around her and test for attraction.)

“We'd make awesome babies... We should have a few little ones and sell them to Brad and Angelina... They're buying kids like hotcakes nowadays... I'm a little concerned though...”

(She'll ask why.)

“I’m still not sure who would get more attention walking down the street... I’m not used to a woman stealing the spotlight from me. We’re gonna have to share it or we’re just not gonna hang out! Deal?!”

(High five or pinky swear with her and launch into a role-play about your future marriage or relationship like “Let’s Get Married” from Routines Manual Vol. 1.)

SILENT OPENER

In venues where it’s too loud to talk, this one is great. It’s playful and original and something she probably hasn’t seen before.

Simply type into your phone:

“I lost my voice but you are adorable.”

Start a physical progression routine, or try adding:

“Do you speak text?”

And then start trading messages.

Neocorp, Attractions Forum Member

BACHELORETTE PARTY OPENER

This is a great way to enter a bachelorette party and become part of the group. It relies on making fun of other guys on the outside who don’t “get it” in order to show that you do “get it” and can be a fun part of their conspiracy.

Open with:

“I love bachelorette parties. You guys are so much fun to hang out with. A guy would have to be crazy to even try to approach you guys.”

(They will often ask why.)

“Because you guys always run them through a gauntlet, making them do crazy and embarrassing shit like getting spanked or doing exotic dances. It’s so funny how you turn them into dancing monkeys.”

(Invariably, they will still ask you to perform one of their tasks. You must avoid this at all costs. Use the following to get out of it.)

“Sorry, I’m here with my boyfriend and he is really big and scary and very jealous. I like you guys and I would hate to see him beat you up. I’ll tell you what though. I will help you get guys to come over and run through your gauntlet. I love watching you humiliate them.”

Take the girl you are interested in and teach her how to properly get a guy to perform their tasks by being sexy and persuasive. Be very sexually flirtatious in your demonstration and send her on her mission. Because you’ve implied that you’re gay, even though you were obviously joking, you can take more liberties when touching her. Continue working the group and being the life of the party until you can isolate the girl you are interested in.

This routine can also be modified and used for girls’ night out or birthday parties.

Prestige, Love Systems Instructor

TEASES

Teasing women in a fun way can make for a great approach. It shocks them into reacting and can create a playful vibe from the start.

For example:

Parking Validation

- Use this on hot women who DON'T work at the club.
- “Could you please validate my parking?”

Drink Order

- Again, for hot women who DON'T work at the club.
- “Can I place my drink order with you?”

Fake Purse

- “Wow, that purse is a very realistic-looking fake!”

If they fess up to it being a fake, they will most likely ask how you knew. Then, you can say: “One of my girlfriends is in fashion and she taught me to look for certain signs...for example, the stitching here is slightly crooked.” Improvise off of what you see on the purse.

Indirect Openers

Indirect openers use a pretext to approach: you are interested in an answer to a question or you noticed something and are commenting on it. They are safer and easier because they don't force you to completely acknowledge your romantic interest from the start.

FORCE FRAME OPENER

The idea behind this is “cognitive dissonance” which means that it's hard for people to hold contradictory views at the same time. You imply something positive and it's hard for someone to contradict it without labeling herself a bad, negative person. A positive, genuine-sounding delivery helps ensure a positive response. It's all about delivery. It can come off cheesy if you don't sound spontaneous and genuine.

This is particularly good for especially hot women who have a large social circle that makes them less accessible, or women who have blown off several guys before you.

It's also good in a venue that's actually fun and high energy.

Turn to her and simply say:

“I love this place! Everyone here is having so much fun and everyone I've met has been so nice... This is really an awesome night. Are you having fun?”

Her reaction will generally be that she is having fun and that the place is awesome. If she doesn't, she's lame.

Move onto something else and keep the positive momentum rolling. You will be in good shape right out of the gate.

Mr. M, Love Systems Instructor

LOOKS OR PERSONALITY

This allows you to hit the pre-selection attraction switch while telling a playful story and showing you have fun with the women you date.

“What’s more important, looks or personality?”

(They answer.)

“If an evil witch came along and said she’s taking either your looks or your personality, which one would you want to keep? Honestly now, don’t get all PC on me!”

(She answers.)

“Interesting...there was this survey on AOL today that said 79 percent of women they asked said that they’d keep their personalities but...then you’d be stuck... Let’s be honest, looks are important.

For instance, me and my ex used to play this game when we went out to the clubs: “See who can get the most free shit.” Needless to say, I got my ass kicked; she was gorgeous so she had all the chumps spending their week’s wages on her. But imagine if she was a complete and utter Troll, not one of those dudes would’ve forked out! Because, although personality is the thing that most high-value men truly fall for, it’s the looks that attract us in the first place.”

With that sentence you’ve established you’re a high-value man and displayed understanding of relationship dynamics.

Continue with:

“How would you get a guy’s attention if you didn’t have looks?”

(Then bust on their answers.)

“Oh my god, she’s such a seductress! I’m staying away from Mrs. Cleopatra over here...I’ll need iron boxer shorts. Behave!”

LONG DISTANCE RELATIONSHIP

Many good opinion openers have humor built in. Simply asking a question is fine but sometimes they can fall flat if they come across too heavy, literal and serious. This is a good example of a casual opener that has a better chance of flowing into further conversation. A small joke is built in, showing that you have a sense of humor which makes them more apt to want to continue the conversation. Humor is always attractive.

“A long-distance relationship is a super bad idea, right?”

(They respond.)

“It seems to be the “in” thing lately. I have three friends in long-distance relationships right now. Two are in the US, but I’ve got one friend who’s seeing a girl who lives in the Philippines, which is ridiculous. If you’re only awake for an hour at the same time each day, then that’s too far away. Sorry to rain on the parade. And meanwhile I’m the friend who gets all his weepy phone calls about how much he misses and cares about her... Because he can’t call her because she’s always asleep when he’s awake.”

PORN OPENER

This one is great to use if you’re alone in the venue because it opens and simultaneously explains why you’re alone.

It has some shock value to it, but most women laugh and have a completely

down-to-earth reaction. They almost always answer that they wouldn't mind, so play along like you know that is the sane and obvious answer.

“So, would you care if you found out that your boyfriend looks at porn?”

(They answer.)

“I mean, most girls know that guys look at porn, right? My buddy Mike was coming to meet me here tonight and his girlfriend was digging around on his computer and found a folder with porn in it and completely flipped out. She said it's the same as cheating, which is ridiculous, I think... What's funny is she takes a pole-dancing class to “stay in shape.” That's so weird, right? People are full of contradictions...”

BREAKUP WITH A FRIEND

This is a cute opener that gets a laugh at the end and subtly implies you are not the needy type. Humor is built in and delivered with an awareness of the funny side of the situation.

“Can you break up with someone who's just a friend?”

(They respond.)

“We've got this friend who's cool but he's one of those guys who calls and texts like 15 times a day. It's like having a bad girlfriend or stalker or something. It's gotten to the point where I don't want to hang out with him anymore, but how do you really 'break up' with a guy friend? You can't be, like, 'Let's just be friends' because that's exactly what I don't want anymore. Any ideas?”

MECHANICAL BULL

Being assumptive is a good quality to have on an indirect opener. Assume your topic is interesting and that the women will care even if it is inconsequential. It sets the frame that you are a talkative social person, you don't have an agenda, and you are used to people listening to what you have to say.

In this opener there's nothing "important" going on but if you see it delivered right, women jump into the conversation with a sense of (illusory) familiarity.

“How much is too much to spend on a mechanical bull ride?”

(They respond.)

“I was at this white trash bar a few nights ago, and I wanted to ride the mechanical bull, but it was like \$20! I think a bar that specializes in 25-cent beers shouldn't be selling anything for twenty bucks. It's not a millionaire bar; it's a white trash bar. But then my friend said he could go longer, so I had to take him on. \$20 is definitely a good investment if it means I'm buying bragging rights for the next 10 years of our friendship.”

RETARDED KID

This is a good routine for learning calibration, which means adjusting your behavior to the women's reactions. Some women will love you right away just for asking this, some women will be disgusted. Try to adjust your performance based on the reactions and make it work.

“Hey guys! Do you think retards are funny?”

(Watch their reactions.)

“Okay, so I was in the elevator this afternoon back at my hotel, and there was this little retarded kid, like with a helmet and everything. And he totally said the most retarded thing!” He says...”

(Say this in a retarded voice.)

“I tawt if I was good, I would get some puuuding!”

At this point, about two thirds of the women will think you’re a jerk, or will feel kind of awkward. The next line is REALLY important to winning over those awkward groups. It suddenly takes away the “meanness” from the opener and gives the women permission to laugh.

“And I started to laugh, but tried to hide it, and I looked at the mother... and she just started laughing at her kid! I mean, think about it... if you had retarded kids, you’d probably have to laugh at them too.”

Then change the subject to something less controversial that will make you seem more down-to-earth.

CELEBRITY LOOKALIKE OPENER

Almost everybody has been told that they look like somebody, and you can use their answer to this question in a variety of ways. Ask:

“Who do people tell you that you look like?”

If they need clarification, you can say:

“Like which celebrity?”

If you want to let your interest be known right away (akin to a direct opener) you can not only agree with what the woman says but also tell her that she looks much sexier than the woman she just mentioned.

Or you can disqualify by disagreeing with whomever they name, and then say you think they look like someone else. You can even mention someone less attractive or less famous than the person she named.

You can even tease her by saying, “No, no, I was thinking that you looked more like the woman at the deli counter on 3rd Street.”

No matter how she responds -- or if she says that nobody has ever told her she looks like anybody -- use this opener to immediately transition into the Attraction phase with a story about who people think you look like and how you only get interrupted by people at the most inopportune times, like when you're on dates and in the middle of a very deep conversation. You could then tell a story of something crazy that happened to you as a result of someone mistaking you for that person.

For example:

“Every time I travel to London, somebody there thinks I look like Nicolas Cage. I think they must be obsessed with Nicolas Cage over there or something. One night, I had just gotten off stage in Russell Square and I was walking with my girlfriend to the local pub, when some drunk girl thought I was Nicolas Cage. I told her no, but she insisted that I was him and asked me for his autograph. I started laughing and told her that I would sign his name, but it's not really me.”