

## *Chapter 9: Comfort*



# 9

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## What is Comfort?

You enter the Comfort phase as soon as you finish the Qualification phase. This is where you usually:

- Build an emotional connection and get to know each other.
- Tone down any dismissive attitude from previous phases.
- Solidify and sustain attraction and qualification levels.
- Increase physical intimacy (touching) with appropriate pacing: neither too fast or too slow.
- Get her phone number and go on dates if appropriate.
- Manage the whole process so that she feels genuinely comfortable being in a sexual situation with you.

The last of these – comfort in a sexual situation – represents the end point of the Comfort phase. A sexual situation is one in which a woman is engaging in sexual behavior (touching that goes beyond kissing) in a place where sex could realistically happen. When you have established that level of comfort together, you have finished Comfort and entered Seduction. (Just in case there is any confusion – this is not to imply that you should stop making her feel comfortable when in Seduction or that the only purpose of building comfort is to get her ready for sex).

While some women can reach this level of comfort quite easily, given the right man and the right situation, most women present more of a challenge. Indeed, some follow “rules” like the Third Date Rule or the One Month Rule to govern their sexual behavior. A woman who follows such rules will be less likely to make a sexual decision “in the moment” that she may later regret. Sleeping with too many people, or sleeping with someone “too early” carries greater consequences for women than for men. We examine the impact of these consequences in the following chapter, on Seduction.

The good news about these rules is that you do not need to directly challenge them. All you have to do is solve the underlying comfort issues. Your interest is to move quickly through the Comfort phase because there are many variables in a woman’s life that you cannot control. Women become busy or meet other men all the time. The more comfort you have built in the time available to you, the greater the chance that she will see you as a priority in her life and see you again. If you moved too slowly, you may get lost in the shuffle.

Still, the Comfort phase will usually take at least a couple hours. Most women need this time to build a feeling of mutual connection. It also allows her to see whether you remain congruent with the way in which you initially presented yourself. Women do this to avoid being deceived or sleeping with someone based on an inaccurate first impression.

Not all time is equal. You build more of a connection with a woman the more you see her over a shorter period of time. Seeing her once a week builds more comfort than once a month, even if you spend the same total amount of time with her. Seeing her more frequently, even for shorter periods of time, has the additional benefit of helping with women who follow rules like the Third Date Rule.

Of course, proper application of the techniques in this chapter should usually get you through the Comfort phase in the first or second (or occasionally the third) meeting.

That being said, the whole concept of seeing her repeatedly implies some sharing of contact information and arranging future plans. We cover this process in extensive detail in Chapters 16 (Dates) and 22 (Phone Game). In this chapter, we talk about the process and the end goal of Comfort, as well as how to build comfort in the first meeting.

# The Basic Comfort List

Maximize the value of your time together. The Basic Comfort List below goes over some of the more universal activities and processes that help in doing so:

## Basic Comfort List

- Learning about each others' life, job, friends, hobbies, family, etc.
- Finding commonalities: similar interests, similar experiences.
- Discovering shared values.
- Sharing vulnerabilities.
- Winning peer approval (her friends and/or family like you).
- Doing activities together.
- Making future plans.
- Projecting future adventures (more complex; discussed below).
- Leading her through a range of emotions, including some strong ones.

- Being trustworthy, especially in situations in which she has to rely on her trust in you (e.g., being in your house alone with you).
- Not pressuring her for sex.

Some items on this list probably feel very familiar. You have likely seen men – men who do not have access to the type of material revealed in Magic Bullets – start conversations with women with questions like “what do you do?” and “where are you from?” While this is usually painful to watch, I understand what they are trying to do: they are attempting to learn about a given woman’s life and are hoping to find commonalities. They are doing the right kind of thing, but at the wrong time.

Building comfort does not interest most women until and unless a man has already created attraction (Attraction phase) and a sense of a challenge (Qualification phase).

It is vitally important to build comfort during your first interaction with a woman: the one in which you Open, Transition, Attract, and Qualify her. If you do not do so, your odds of seeing her again are pretty low, even if you do get her phone number or arrange a date. See Chapter 22 on Phone Game for a detailed explanation of why this is. The major exception to this rule is if there is some external reason why you will meet again, like if you are both always at the gym at the same time. This is more of a Social Circle type of situation (Chapter 12).

You have two major hurdles to building Comfort during your first interaction:

- When you initially meet a woman, she will usually be with a group of people. It can be difficult to build comfort between two virtual strangers when other people are around, observing or participating in the conversation.

- You might be constrained by the social situation in which you find yourself, either in terms of the amount of time available to you or in terms of the appropriateness of different activities. Unfortunately, some items on the Basic Comfort List are not useful in your first interaction with a woman.

We will deal with each of these hurdles (Comfort and Group Dynamics in the First Meeting & Comfort and Logistics in the First Meeting) in turn.



# Comfort and Group Dynamics in the First Meeting

Solving the first of these challenges generally requires you to create a situation whereby you can have a private conversation with her, away from her friends. This is not a cultish attempt to deprive her of her peer network; such a conversation will be temporary and usually where her friends can see you. It is simply a mechanism for getting to know each other on the kind of personal level that is much more difficult if other people are present.

The easiest way to engender a private conversation is to start slowly, and only move her a few feet away. For example, you might motion for her to move slightly to the side as if you wanted to show her something or she were in someone else's way. Then you might move between her and her group. Now you're in a private conversation. You can accomplish the same thing by slowly moving in a certain direction during your conversation and motioning for her to follow you.

When you want to move her further away, for example to an empty table, it's important to have a pretext. Saying "let's talk in private" can feel socially awkward and almost sinister, as well as unnecessarily exclusionary to her group. The actual pretext is not very important, and there are thousands of possibilities, such as:

- Going inside or outside where it is cooler or warmer.
- Going somewhere quieter so you can hear each other.
- Going where you can show her some pictures from your camera.

- Going to meet your friends.
- Going where you can tell her a long and involved story.
- Going over to the bar to get a drink.

Obviously, not all of these will be appropriate in every situation.

Don't try to move her too far from her friends, at least at first, as this might make her feel uncomfortable. Her friends will want to make sure that she is safe and that she is having a good time. Make the first move to somewhere where her friends can see her. Later, you can move her to somewhere more private, for example to kiss her (see Chapter 19).

When you move her, it's important to implicitly acknowledge her and her group's potential concerns, but don't abandon your dominant frame. In other words, deal with potential objections without making the private conversation a big deal. Two examples should serve to illustrate this point:

- Point at a nearby empty table that is in easy view of the group and tell her: "come with me to that table over there and I'll show you that video clip on my cell phone."
- Say to her group "Do you guys mind if I borrow your friend for a few minutes? We'll be right over there and we'll leave a few chairs empty for you if you want to join us in a few moments." (This example also has the added benefit of presupposing that she will come with you.)

If you act as if something is a big deal, it will become one. Don't say something silly like "I know you'd be worried about your friend. Don't be

worried. I'm only taking her over to that table. I'm harmless, see? If you want to come over every few minutes and check up on her, that's ok." You will not only come off as weak and submissive, but you will also fail to accomplish anything, since now you've made her safety a central issue. On the other hand, saying "follow me somewhere else" sounds ominous and will make people think about where you are taking her and why.

Starting private conversations is vastly easier if you have a friend (wingman) out with you. We discuss this in Chapter 21 on "Winging."

## Alternatives to Isolation

Most men who are experts with women, including most Love Systems instructors, actively try to create the circumstances for private conversations. They are very successful at doing so and enjoy excellent results. While I also do this, I also let these conversations come about naturally or induce them subtly, and have developed a series of techniques to make this happen.

One of my good friends suggests that I call it the lazy method. It's true. I'm quite lazy sometimes. I still have a \$50 coupon to The Gap from a year ago that I'm too lazy to go to the mall and use. (Plus, I hate their clothes.) Starting private conversations takes work, and managing them takes work too. I like meeting lots of people, especially when I can just hang out. When I go out, I'll see Love Systems' instructors like Braddock, Cajun, The Don, Sheriff, Mr. M, or Tenmagnet in various parts of a bar, making out with various beautiful women and it's great to see. I'm usually in the same group the whole night. We all usually end up going home or making plans with beautiful women at the end of the night, but I like my way because it's a lot less work. So, yes, I can be lazy. Now I've admitted it to the world.

One caveat: while this works for me and a small number of others, it has not been tested by large numbers of people in different situations. This is in contrast to the strategies to actively create private conversations from the previous section. Treat this approach as experimental. If you are curious to try something new, go for it and let me know how it works. If not, our standard methodology will serve you very well. As always, no one single theory is a magic bullet for success with women, which is why we present multiple options in situations like these.

**In one sentence:**

*This approach relies on winning the approval of a woman's group to create opportunities for spontaneous isolation and for deep comfort-building even within a group setting.*

## **Peer Group Approval**

Winning the approval of her group (neutrality can be enough to make this approach work, but peer group approval is what allows it to be so powerful) does not happen by chance. I pro-actively find ways to bring value to her friends, through such things as making them laugh, talking about their areas of interest and expertise, or implying that I will introduce them to people they would like to meet. For example, to a single man in a group, I might talk about a female friend who might be joining me later who I'd love to introduce him to, because he seems "cool" based on specific qualities, which I mention, that I've noticed about him. You can nearly always bond with men over sports, cars, or certain television shows or movies. You can bond with most women over popular culture, fashion, celebrity gossip, or by using a toned-down version of the techniques from earlier chapters of this book.

Once there is mutual attraction and some comfort with a woman I'm interested in, I usually look for an opportunity to state my interest in her to her friends. I don't want to do this right in front of her, so I'll wait until she goes to the restroom or to get a drink or is otherwise removed from the conversation. I will usually say something like "So tell me about [woman's name]?" or "[Woman's name] seems pretty interesting; what's the catch?" This makes my interest in her unambiguous.

What happens next is very important. If her friends tell me good things about her, it is as if they are encouraging me to pursue her. By doing so in a conversation in which she is not present, they become somewhat complicit in the developing courtship, as long as she remains interested in me. It would not be psychologically consistent to see their friend interested in me,

to encourage me to pursue her by telling me good things about her, and then discourage us from getting to know each other later.

The downside risk of making my interest explicit to her friends at this stage is very small. By the time I am in Comfort, her friends will know that I am interested in her anyway. I am also sure to find out how they all know each other early on in the interaction, to be able to assess the situation. If people in her group do object to my interest and I have somehow not noticed this up to this point, then I would rather learn about this sooner than later. Perhaps one of her friends objects to me on grounds that I can deal with (e.g., “no, that wasn’t me kissing the brunette by the bar”), in which case it’s better to address the issue than to leave him as an unknown but hostile element within the group. Or, if I can’t deal with a friend’s objections – usually a frustrated orbiter who wants her for himself – at least I know about them and can plan my strategy for the rest of the night accordingly. Usually, however, a single woman’s friends will be encouraging. Obviously, this will not work if the woman is not single (unless her friends don’t care). I tend to focus on single women, but if you don’t feel this way, you’re better off trying to create private conversations... and get a bodyguard.

## **Spontaneous Isolation**

Social groups do not usually stay perfectly still over the course of the night. People go the bathroom, they get drinks, they dance, they look for their friends, they get more drinks, they go to have a cigarette, and they do dozens of other things that entail moving. (Not everyone is as lazy as I am.) Any time this happens is an opportunity for me to be in isolation with the woman I’m interested in, since she will always have a choice between going with her friends and waiting for them to come back.

Her friends’ approval of me is important because it will govern how they frame this choice. If they don’t like me, they won’t make the situation sound like a choice at all. For example, they may say “Come on, we need a drink, let’s go.” Of course, she still has a choice, and women can and do tell

their friends in these situations to go ahead without them and that they will wait for them to come back, but this is awkward and requires a woman to be deeply attracted and to have a strong personality.

In contrast, if her friends do like me, they may instead say something like “we’re going to get a drink, do you want to come or do you want to wait for us here?” or even “we’re going to get a drink, do you want anything?” They may also do this even if they are neutral toward me, but she has already indicated to them that she is interested in me, either explicitly or through focusing the conversation on her and me. One caveat: if a woman appears to be all over a man, especially if she’s drunk, her friends may not want to leave her alone with him.

## **Deep Comfort in a group setting**

Even if her friends don’t or can’t leave her, this should not hold me back. Once I already have some comfort with her and have befriended her friends, my favorite position in which to advance the relationship in a group setting is to have my arm around her or have her curled into me (depending on everyone’s comfort level), while I primarily address conversation to her friends. I can still focus the conversation on comfort-building topics and allow her to get to know me; after all, she will still be listening and interjecting. In this situation, I build comfort both by what I am saying and by demonstrating that I get along with her friends and that they approve of me.

Of course, this scenario does not provide obvious opportunities to allow her to “open up” to me in intimate personal conversation if her friends are all listening. However, conversations in groups of four or more people tend to ebb and flow, sometimes breaking apart into several side conversations and sometimes coming together to one conversation in which everyone participates. At some point there will be an opportunity for me to have a private conversation with her when her friends are all talking to each other. It is a rare circumstance in which her friends never leave, even temporarily,

and never allow a side conversation. If this happens, and I am alone and I need a private conversation with her, then I will get over my laziness and induce one.

Usually, of course, I will have friends with me who can help. Or on Love Systems' workshops, I will have some of the top men in the world: men like The Don, Sheriff, Tenmagnet, Mr. M, Braddock, and others. They can easily engage her friends, and I do the same for them.

If I don't happen to have friends available to help, and opportunities for an intimate conversation aren't coming with this as quickly as I would like, and for whatever reason I don't want to try to induce a private conversation, then I can improvise with some more advanced tactics, such as involving her friends in conversation with nearby attractive people of the opposite sex.

For example, let's say I approached, transitioned, attracted, and qualified a woman who is at a restaurant with two male friends. During Comfort, we might all be sitting together. As soon as I see two attractive women nearby, I will shift the conversation to an opinion opener. I won't run it as an opener, of course, but I will bring up the topic and create discussion. Within 30-60 seconds, I can then say "let's get another opinion" and engage the two women in this conversation. From that point, it's simply a matter of leading the group to a normal conversation, with no need to create attraction, and gradually letting the two men take over. If they have chemistry, the large group conversation should then break into many smaller conversations. At this point, the woman I'm interested in will be impressed with my Social Intuition and her friends will love me for setting them up. Moreover, they will likely not be at all worried about what I'm doing with their friend; they will probably be grateful that I'm keeping her out of their way!



## Quick Comfort

Whichever approach you use to deal with a woman's group dynamics, some comfort-building activities require more time or different logistics than you are likely to have the first time you meet someone. For example, it may be midnight and you, your friends, and her friends are all at the restaurant where you met a few hours ago. The two of you are not likely to run off and shop together for a picnic in the park, no matter how much comfort this would build.

Therefore, it is highly advisable to modify comfort-building techniques and dating ideas to first-meeting situations. Here are some of my favorites:

- Get to another venue (even if you take all her friends). You instantly go from being “the guy I met at Restaurant X” to “the guy we are hanging out with.” If you met her and her group at a coffee shop, you can invite them to the mall, or to dinner. If you met at a restaurant, you can go to a bar for a drink or to a dessert place. If you met at a bar or nightclub, you can go to a different bar or nightclub, or to a late-night restaurant, or to an after-party. Oversell where you are going, but make sure it's at least moderately fun. Have a positive reason for going somewhere. Also, make it seem like somewhere you are going anyway. Combining all three of these elements could make such an invitation sound like this: “Hey, we were just on our way to Café Gideon, they have the best music and the best drinks ever... have you ever been? No? You HAVE to go. Anyway, some of my very good friends are there, really great people. I'd love to introduce you. You guys should come along for a little bit and check it out.” Then act like they said yes, continue the conversation normally, and get ready to go there.

- Use specific conversational tactics to direct the conversation toward personal intimacy and secrets, as you may not have enough one-on-one time to get there for the conversation to get there naturally. I recommend using the technique known as the question game. Performed only in isolation other people can be there, as in the Whole Group Method, but they can't be listening, the point is to ask each other questions, back and forth, about very personal subjects.

- This clearly will lead to sharing secrets, learning about each other, and heightening the sexual element of your conversation; however, it will usually sound contrived to most women. Thus, we present it as a "game" with somewhat arbitrary rules such as "you can only ask questions in ten words or less" or "you can't ask questions that have already been asked." I also do not let a woman ask questions – at least initially – questions such as "how many brothers do you have" or "what is your favorite food?" There is no point playing a game to share this sort of information; it can be done in the presence of a larger group. I prefer to set the tone for these sorts of games with very personal questions such as "have you ever kissed your friend's boyfriend?"; "what were you like in high school?"; or "what's the one thing you'd least want your parents to know about you?". Check out the Love Systems Routines Manual under: [\[www.LoveSystems.com/Routines\]](http://www.LoveSystems.com/Routines) for a fuller treatment of the question game and similar routines.

The question game provides a great opportunity to kiss her. See Chapter 19.

- Future plans can build comfort. These are often kept vague. When you and a woman realize you have an interest in common, you can suggest specific plans but without necessarily including a specific timeframe or making firm plans. For example, if you and she have a shared interest in art museums, you can say "oh, we

should go check out the Cezanne exhibit at the National Gallery.” You can add “next weekend” onto the end of this, but don’t try to turn it into a date, unless she does. If you create a few future plans like this, she may start to think of you as a potential continuing presence in her life. You can also frame future plans as activities you are going to do anyway. For example: “I’m going to check out the Cezanne exhibit at the National Gallery next weekend; you’re welcome to come along.” This places you more in the role of the leader, and is useful for Breakthrough Comfort (see below). However, you will have to deal with small hurdles if she does want to join you, since you will have to bring your friends or she may wonder why they cancelled on you and whether you really did have plans to do something like you said. If you say that you planned to go alone, this might also appear odd. These hurdles are all extremely minor and solvable; I list them here only so you can keep them in mind.

- Future projections are closely related to this. Future projections are related to future plans but with a time shift. Instead of talking about what you will do together, you talk about what you will have done. For example, you could talk about what you and she will do after you have spent the next six months seeing every gallery in the city. Describe the emotions and events that you both will encounter on this journey – all in a somewhat playful and not serious tone, but in the past tense, so she imagines knowing you for six months and having these adventures with you. Imagining herself being closer to you at some point in the future will often make her feel closer to you in the present moment.

- You can also build comfort through the use of conspiracy and inside jokes. Giving her a nickname early on in the Attraction phase, and then calling it back can build comfort. As can making comments about other people outside of her group in the bar or club. Anything you can do to establish an “us vs. the world” dynamic is massively helpful.

## Breakthrough Comfort

Breakthrough Comfort describes the advanced comfort-building processes first publicized by former Love Systems' instructors Sinn and Future in January 2007. Start by mastering the techniques from the Basic Comfort List above, as well as learning to smoothly get phone numbers, practice phone game, and go on dates (see Chapter 22). When you're enjoying consistent success, try some of the elements of Breakthrough Comfort for major acceleration:

- Show your passion and purpose. You must be able to convey to her convincingly that you are a man of a greater purpose. Set the frame that you are going places where she will want to be and that you are driven to pursue your life goals and do so without any hesitation. Be specific as to what you want your life to be defined by and what you are doing to accomplish it.
- See her passion and purpose. Most women have a purpose that they secretly strive to achieve. Learn what it is. You need this to compliment her deeply and to relate your worlds to each other (the following two elements). You must be able to find out her core value, the reason that she is pursuing the life path she is on.
- Compliment deeply... then release. Use your knowledge of her passion and purpose to compliment her intensely on her qualities that will help her achieve them. This communicates that you see her as the woman that the little girl inside her yearns to be. Add small (I stress small) releases at the end to avoid deep compliments from "hanging" in the conversation and creating potential awkwardness. For example: "You are absolutely amazing and whatever you want to be I can see you doing that because of X, Y, and Z. Too bad you're a bit of a dork." The

release is there to avoid awkwardness, but it is small enough that you do not take away her validation from the compliment.

- Relate your worlds to each other, and to the greatness of your passion and purpose. You want her to have the feeling that both of you are bound for greatness and are on the same general path, even if in different fields. You just happen to be further along, but can nudge her in the right direction, in the same way as someone did for you earlier.

- Make your vague plans real. In Breakthrough Comfort, your credibility is both crucial and extremely sensitive. Use the alternative approach to future plans – where you say that you are going to do something, and she can come along. In Breakthrough Comfort, you must ensure that these plans must actually happen when you say that they will (at least for you, if the woman in question does not join you) in order to support your credibility in other elements of your interaction with her. This extends to the things you are doing without her.

- Create the feeling of a “whirlwind courtship.” Breakthrough Comfort works best the more you see her over a shorter period of time. See her every day or every couple days or call her more than once in a day. For this reason, Breakthrough Comfort is best suited if you want to pursue some kind of long-term relationship with a woman. Otherwise, you may leave her hurt or resentful. This approach can make you seem needy if not pursued in the right frame, which is one reason why Breakthrough Comfort is an advanced tactic.

Even with all of these tools at your disposal, building comfort is not as easy as it looks. This is because you have other processes to manage at the same time while you are in the Comfort phase. The two most important of these

are: sustaining attraction and qualification levels, and increasing physical intimacy (touching).

## Sustaining attraction and qualification

It's in the nature of things for the excitement, interest, and tension you built during the Attraction and the Qualification phases to dissipate over time. Even while building comfort, make sure you periodically refresh her attraction to you and re-introduce the "screening" frame from Qualification. If you do not, you risk losing your sex appeal to her and being put in the dreaded Let's-Just-Be-Friends Zone (LJBF). Qualification even extends to the Relationship phase, as women need to constantly be reassured as to why you like them.

Many women get great psychological satisfaction from having men in their social circle who consistently desire them. We call these men "orbiters". In addition to friendship, these men provide attention, protection, companionship, and ego-validation. If a woman realizes that she can sustain your interest for a long period of time without letting you develop the relationship, she might be tempted to LJBF you. We discussed above why you don't want to try to push a woman too quickly through Comfort. The LJBF Zone is why you don't want to push her too slowly either.

# CHAPTER 8

## DEEP CONNECTION

So you stopped a girl like a boss. You used a playful preframe before telling her how sexy her legs look in those little shorts. You found out that she's single and doesn't have anything important going on for the next few hours. She was happy to talk to you and was flattered that you're so curious about her. You pulled the trigger for an instant date and now you're sitting next to her in a park drinking green juice. BAM! So how do you go from being a random guy with balls to being someone special to her?

*The key to forming a strong connection with a girl is to make her feel appreciated for the qualities that make her a unique and amazing person to you.*

What are these qualities? This will be different for every guy and it is very important that you think about exactly what you want in a woman. You absolutely must know this. If you don't know what kind of girl you really like then you won't be able to make her feel appreciated for being that special girl.

Now, before you continue any further into this book, get a pen and paper and list the top twenty qualities you love for someone to have. It's list time! For example, I like a girl who has a sense of humor, is adventurous, sexually open-minded, and loyal to her friends. Think about the characteristics a girl needs to have for you to really want her in your life. Nothing physical, so don't put "nice ass, big tits." I'm talking about personality traits. Do this homework right now. Daddy wants twenty!

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Welcome back. You have your list of twenty things, right? Some of you may have struggled to come up with even seven or eight. If that's the case this means that you really don't know what the fuck you want and you need to figure this out. Some of you may have come up with a massive list with way



more than twenty. This is really good and shows that you know precisely what you're looking for.

Now take that list and narrow it down to the three most important traits that are non-negotiable to you. The top three traits that a girl absolutely must have in order for you to be interested in making her a part of your life. Yup, pause the book again and come back when you've figured these out :P

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Okay, so you should have two lists in front of you. Your twenty qualities and your three non-negotiables. From now on when you're talking to a girl your job is to find out whether or not she passes your test. You need to be looking for those non-negotiables you require for a girl to have a chance with you - and if she doesn't, you must be willing to walk away. Being willing to let her go shows her you are a high quality guy with high standards, you're not just looking to bang some random chick, and you're serious about finding an amazing girl.

A non-negotiable for me is I won't date smokers. No exceptions. If she smokes I will not date her. Doesn't matter how hot she is. I'll say "Call me when you're done smoking." If a girl doesn't have a sense of humor, I'm not interested. If she doesn't find me funny and laugh at my silly jokes, there's no way I'm dating her. If a girl isn't loyal, doesn't stick to her words, and her friends aren't important to her then I'm going to pass.

Now other things are important to me, but aren't essential. For example, I like for a girl to be adventurous. That's really cool to me, but say a girl is really intelligent, we're having amazing sex, and she would just rather stay at home and hang out than go travel to South America. I can work with that. I also like for a girl to be physically active with things like running, working out, sports, or yoga. However, if a girl looks good I'm not going to reject her just because she doesn't exercise. Although these things aren't mandatory, if a girl has them I will certainly let her know how cool I think she is for it.

Again, you need to let her know why you think she's awesome. As you're talking and getting to know her, pay attention for things about her that you really like. For example, if you have her laughing a lot you can say "Hey, you know what? I love that you actually have a sense of humor. That's

awesome. Every other person in this town is so uptight! I really like girls who are a little goofy. They're so much more fun to hang out with."

Say a girl tells you that she once traveled to Africa volunteering to help a poor village full of starving people with AIDS. Fucking awesome, right? How many people have you met who have done something like that? And what is that telling us about her? A lot! She's adventurous and brave to go far away to a dangerous world. She cares for other people and she's compassionate.

If a girl tells me that she went and volunteered to help African kids, I'm going to be like "Holy fucking shit! That's fantastic. That's amazing that you're a compassionate person and you actually care about other people. That's super important to me. I love women who are good people. I'm a good dude myself. I care about people and it's super important to me to meet a girl that's like that as well." I'm always on the lookout for those characteristics.

And let's pretend for a second that I'm not quite sure if a girl has a certain quality. I simply ask. "Hey, are you adventurous?" If she says "Yeah." "Cool. Where have you travelled?" or "Cool. What's the craziest thing you've ever done?" You can directly seek out those qualities. If there's something you're hoping she has, this may not come up in a normal conversation so just bring it up.

Example:

"Hey, do you cook?"

And if she tells you she's an awesome cook, loves cooking, and can make this amazing dish, I would say "Well that's a relief. I love to eat and it's important to me that a girl I'm hanging out with can cook. I'm a pretty good cook myself."

On a simple level, what I'm doing is finding the things that are special about her, letting her know that these make her special because other people don't have these qualities, and then I relate it back to myself. Let's look at the example of a good sense of humor. I would tell her "Look, I think it's really important that you can laugh at life because tragedies happen and if you can't take things lightly then life just isn't very fun. Most people are

lacking this and suck to hang out with, so it's great that we have this thing in common."

Or the example of a girl who traveled to Africa. "Hey, that's awesome. You know what? You care about other people. That's really important to me. I've never gone to Africa before, but I used to volunteer with homeless people in a shelter and it made me feel really good. Doing kind things for people is important because it really reflects who you are and reflects your love for yourself. That's really cool that we've got that in common. Most people are really selfish and would never go out there and help others."

Again, I'm looking for things about her that I admire and when I find something I let her know that she's awesome for having that and why it's important to me.

You want to be able to find five things in a conversation, five qualities that she has that are awesome and then tell her she's awesome because of these characteristics. She should at least know those same five things about you. If I can't tell you five things about what makes a particular girl amazing, I don't think I've done my job and I'm not going to try and get her number. In fact, if a girl tries to leave the conversation and I've only found out one cool thing about her, that's basically telling me she's not that interested. That's my rule: five things, otherwise I haven't done my job.

**PRO TIP:** After you get a girl's number, as you walk away save your 5 things in your phone either as her last name or in the contact notes section. That way, you'll remember what you guys talked about and what was cool about her when you see her again on your date. The fact that you remember those things will mean a huge amount to her, and show her that you are genuinely interested and curious about her, and you're a guy who actually listens!

## Going Deep

There's one other major thing that I'm doing in conversation that is very, very important. I'm trying to find out this girl's passion. I'm trying to find out why she's on this planet. Everyone has been asked "Hey, what do you do for fun?" It's a very basic level question, but getting a little more creative with your questions can make you stand out from everyone else she talks to. Some much more fun questions are:

*"Hey, what are you all about?" or*

*"What do you love?" or*

*"What are you addicted to?"*

I'll say "Hey, what are you addicted to? Because I'm addicted to really fun stuff. I'm addicted to travel. I'm addicted to helping people. I'm addicted to stand-up comedy. I'm addicted to eating healthy. I'm addicted to yoga."

If a girl tells me that she's a dancer, she loves it, and she's been able to make a full-time job out of it, fantastic. It's really easy to connect with her. I'll tell her she's really fucking lucky and it's amazing that she's actually doing something she loves and that I want to know more about it.

Be aware that a lot of people are doing a job that is not their passion and some girls you talk to might be working in a job that they don't like. If a girl tells me that she works at Burger King, I'll say "OK. Cool. I understand you're doing that because we all need to eat, but what's your ideal job?" Or "What do you do with your free time?" Or "What do you love doing the most?" Or "What do you fantasize about doing when you're in Burger King?" Or "If you won \$10 million, what would you do with your time?" She might respond to that last one with "Well, I'd buy a horse and go riding around." "Oh, so you love horseback riding. Cool"

Some girls won't know what their passion is. They'll say, "Well, I'm not sure. I don't know yet." And we'll have an interesting conversation about "Hey, here's what you can do to find your passion. You should go and travel. Take some time off. Go and meditate. Go and do yoga to find yourself." And then that can lead to some other interesting conversations.

Generally, most people do know what their passion is and once you find

out what it is you want to get them to open up about that. Ask "What is it about that you like? Tell me more." You just want to get them to tell you about why they love it so much. What is so fun about it? What do they love about it? And potentially stuff like how they got into it, their first experience, their best experience with it, etc. Another great question is "How does doing that make you feel? Does it make you feel excited and free? What's the emotion behind it?"

A girl may say "I love ballet dancing because it makes me feel free." I don't know anything about ballet dancing but I can say "Well, you know what? I've never done that before. However, I'm a stand-up comic. And so for me, I feel really free when I'm on stage and all those people are looking at me and liking my jokes. I like people laughing at me and that's really fun. So for me, freedom is being up on stage and being funny." Just like freedom for her is being up on stage, dancing around, and having everybody enjoy her show. So we have that in common and I can connect to her emotion of freedom. I can say "Well, I totally get that because I do comedy and comedy makes me feel free too." Yippee!

Whatever the emotion is, try and connect to that emotion. You don't necessarily have to do what she does. Some girl might be a fucking shopaholic. "I love shopping. I love spending money. It makes me feel happy." I don't really like shopping. I don't like it at all, but I'd say "Well OK, so you're addicted to shopping and that makes you happy. I'm addicted to eating really healthy foods. It makes me feel good. I don't know why. I love eating healthy foods. I like making salads and shit. I think I like making salad as much as you like shopping. We both have different addictions."

Get them to open up about whatever it is that they love and what is it they love about it. If you can do that, you've actually learned the most important thing about her - what she loves the most.

\*\*\*\*

Alright, so next time you're talking to a girl, make sure she passes your non-negotiables test. If she doesn't, move on! But if she does, then see what other bonus qualities she has by having a real conversation with her. Be sure to let her know why she's awesome and, most importantly, find out what she loves.

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*Last night I had the most amazing night of my life with a Colombian dancer. These girls really know how to move :P - I was just totally direct and honest when I met her. Within 20 minutes we were on the way back to my place, and that was that! Can't praise you enough man!*

*-Geoff G*

*Hey Sasha,*

*I know you're a busy guy but just wanted to say that I love your stuff and to keep up the good work! Your whole philosophy about self improvement, knowing your value, having fun and having the balls to go after what you want really appeal to me and go beyond "pick up" into all areas of life.*

*I used to think that the only way to meet girls was to get retardedly drunk and grind against them on the dance floor (like every other douchebag) and MAYBE I would get lucky. Girls are sick to death of it! Its not natural and its not original. I know this now. Getting better every day.*

*Cheers*

*-Will*

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# CHAPTER 8

## DEEP CONNECTION

### MISSION 1: FIND HER PASSIONS

After each conversation with a woman, write down the following...

- What is her passion in life?
- How did she discover this passion?
- What does she love about it so much?
- How does doing this make her feel?
- What excites her the most about it?
- If she were to tell someone ONE thing that would make you want to give it a try, what would it be?

This mission can be tricky, depending on where you're at. First, you must have a passion in life, or at least something you love doing very much.

### MISSION 2: FIND YOUR PASSIONS

Then, I want you to sit down under a tree somewhere, and really think about the answers to these questions:

- What is your passion in life?
- How did you discover this passion?
- What do you love about it so much?
- How does doing this make you feel?
- What excites you the most about it?
- If you had to tell someone ONE thing that would make them want to give it a try, what would it be?

Next, I want you to take an hour out of your life (yes, 1 whole hour) and

go somewhere QUIET. Get comfortable. Then, I want you to construct a fun or interesting story either about how you discovered your passion, or something that happened once while you were partaking in it. You can exaggerate, as long as the story is based on something that actually happened. Some things to think about: What's funny about this? How can you bring the humour out more? What's different about this incident that what normally happens when you "do your thing?" Why is it noteworthy? Remember, short and punchy is the winner. You don't want it to be a 5 minute story. One minute is more than enough - less than 30 seconds is better. Often my hilarious stories can be ultra short, less than 5 seconds. I.E "I had a dog once. I loved it, and it ran away. Now I'm dead inside."

## PRO TIP:

After sharing a story, always insist she shares one with you back.

## MISSION 3: SECRETS

Tell a girl a secret about you, that you normally wouldn't share with anyone. Then, insist she has to tell you one.

If she's shy, here's some fun things I like to say

"Don't be a party pooper! We're having fun here!"

"I won't judge you, I swear. Even if you killed an innocent animal. Still won't judge"

"Okay I'm going to count backwards from 5. If you don't tell me one by then time I get to 0, I'm going to kill a cat, and it will be all your fault. 5, 4, 3, 2, 1..... here kitty kitty kitty....."



## CHAPTER 8

# COMFORT

A fundamental objective to achieve in comfort is to create contrast in your personality. By contrast I mean showing a wide range of positive characteristics and not coming off as one-dimensional and predictable.

Many guys have a sort of default setting in terms of the persona they display to women. For some guys it's wacky and funny, for others it's cocky and arrogant and for others it's being the intelligent, wise, "svengali" type. We choose identities that play to our strengths but this can be limiting and boring over a long period.

To create contrast and be more interesting and dynamic in your interactions, pay attention to what you are doing repeatedly and consciously. Add other dimensions in the Comfort phase to create new layers that build curiosity and deeper levels of attraction.

You may be really funny and entertaining but that can lead to you coming off as a clown. If you pepper the interaction with deep, sincere and thoughtful conversation, it creates a whole new picture of you. Now you are an intelligent, interesting person with a great sense of humor and not just a clown out for laughs. It's unpredictable and more enticing for a woman to be around you. She no longer can be sure what's coming next and the jokes land better because you're not wearing them out.

If you tend to be reserved and thoughtful in your interactions, throwing out a goofy role-play or the occasional dry arrogant tease can mix things up. It jolts her back to a flirtatious, playful state and out of a strictly heady, intellectual one.

THE MAIN POINT IS -- Don't be typecast in your interactions.

When you create contrast and you are a combination of funny, thoughtful, cocky, playful, intelligent, sincere, flirtatious, wise, etc., you are not just a "type" any more.



You are now the total package a woman fantasizes about and she'll never be sure what's coming next.

### THE 80-20 RULE

This is subtle in creating a sort of “seize the day” mindset in a girl and frames you as a person who creates possibilities, not limitations.

“You know there’s a thing called the Pareto Principle or the 80/20 rule that’s a really useful way to look at your life. It’s a statistical phenomenon that comes from economics but it’s something that’s found in a ton of different areas. The idea is that, in many cases, 80 percent of results come from 20 percent of events. Like in a business, usually 80 percent of a company’s profits come from 20 percent of its customers. And 20 percent of the population makes 80 percent of the national income. The average person wears 20 percent of his or her clothes 80 percent of the time.”

(Most girls will nod and totally agree with that one.)

“So, where this is useful is to look at areas of your life that are important to you and figure out how to do more of the 20 percent. If you look closely, you’ll see a lot of times where you’re wasting energy on the 80 percent. In 10 years, it’s the 20 percent stuff that you will remember. 20 percent of your experiences and the people you meet will probably bring you 80 percent of the pleasure and excitement you have in life. The idea is to be conscious of which is which and do more of the 20 percent when you can and you’ll lead a happier life.”



## RELATIONSHIP ZEN

This routine demonstrates to a woman that you have a good level of experience with relationships and social dynamics. It also shows her you're neither misogynistic nor feministic – you retain your masculinity yet can appreciate relationships from a balanced perspective.

It stems from a belief in a universal balance. The concept can be a little tricky to explain with words only, so a graph is included below. You can just trace with your hands as you explain the concept to a woman.

“You know some people say that women have it easier when it comes to dating, others say that men have it easier? I think that's bullshit. I think there's a very Zen-like balance to the universe that applies to relationships as well.

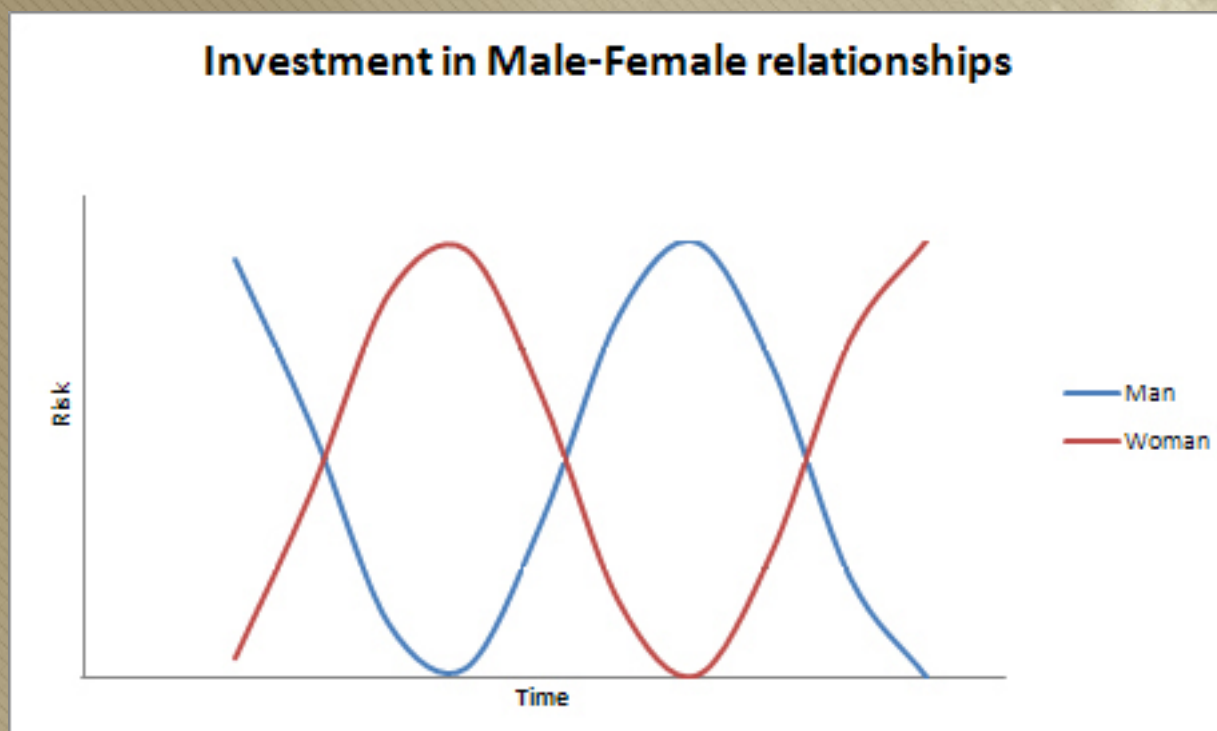
“Think about it. When a man first goes to approach a woman, he's taking all the risk. He's investing the most in the interaction. The woman is chilling. She's kicking back, saying “Okay, let's see what this guy's got.” Her risk level at that stage is minimal.

“As they talk more, she starts to get invested in the interaction. Guess when her investment and risk overtakes the guy's risk? That's right, when they have sex. At that point, the woman is heavily invested in the interaction and taking all the risk, ‘Is this going to be a one-night stand? Is he going to call me after? Are all my friends going to find out?’ Now, the guy is chilling, he's kicking back and relaxing.

“After that, what actually makes a successful relationship is not two constant and stable levels of investment (which is boring, and basically like a friendship), but alternating periods of investment from each person, like a sine wave.



“So you see, no one actually has it easier -- we go through alternating periods of risk. Men and women both invest equally in relationships, just on two distinct time frames but it all balances out in the end.”



## SUNK COSTS

This is a great response for when a woman brings up an old relationship or one she's stuck in. It reframes it without sounding overtly like you're giving her direct advice. It sends a strong message through a metaphor.

“In business there's a concept called the sunk cost fallacy which says basically when you have, say, a million dollars sunk into an investment and it's turning bad, often we'll justify putting another million into it to try and 'save' the initial million even though things are looking bad. What happens is people stop being objective and stop having a realistic view of the future to avoid feeling like they 'wasted' the first million... We do the same thing with relationships. Because we have two years invested in a relationship, we try to make something bad work even though in our hearts we know the prospects are bad. The point is that often it's better to accept the million-dollar loss and use the next million to



find better opportunities than to throw good money after bad... And in relationships it's better to accept the two years we spent in a bad relationship as a learning experience and use our time now to find better opportunities."

The key point is that we know in our hearts it's bad and we do it anyway because we're afraid to let go. Take this on a carpe diem theme in general and talk about dreams and things she wants to do in the future. Odds are her bad relationship is an obstacle to these things and it further cements that she's trapped in something unproductive.

### BEING INTERESTING

If the connection is coming along nicely and the girl compliments you for being interesting, this is a good way to cement and define your connection. You can even tell her she's interesting and if she returns the compliment use the routine.

"You know, it really takes two people to be interesting. It's not that I'm interesting or that you're interesting... It's that we're interesting. There are probably girls who didn't think I was interesting because they weren't. And I'm sure there have been guys who didn't appreciate how interesting you are. Let's face it, most people you meet aren't terribly interesting... But in this case, we're two interesting people so it works, which is nice..."

### BEAUTIFUL STRANGER ON A BEACH

This actually happened to Soul while he was in Thailand. The facts are straightforward – he met a girl and had sex on the beach with her – but his retelling of the story is a great example of using emotional language to build comfort.



The routine includes lots of positive sentiment and sets a tone of adventure, spontaneity, romance and sexuality. For these reasons, it's a great routine to follow up with some serious physical progression.

“Have you ever been to Thailand? It's incredible there. Honestly, I don't think I've ever felt as free in my entire life as I have when I was there.

“I remember one night, I was travelling alone on one of the islands, Ko Pha Ngan [pronounced 'Ko-Pang-Yang'] – I had just left my friends on the last island, so I didn't know anyone there. I went to this huge Full Moon Party. There were people everywhere, drinking and dancing on the beach. It was crazy.

“I chatted with a few people, but the crowd got too crazy for me, so I went for a walk. On the side of the beach I saw this absolutely beautiful girl sitting by herself. I don't think I've ever seen someone look so at peace with herself.

“I asked her if I could join her and we started talking. About two hours later, we were both drunk on buckets of cocktails and staring out at the ocean. Something clicked between us, and between the alcohol, the sun setting and the soft, warm sand beneath us, it was like we were perfectly in sync with each other.

“I'm not normally one for al fresco sex, but in that moment with her it was like everything else disappeared. It was just her and me in this beautiful little bubble, while the outside world partied and kept spinning without us. It was crazy.

“I think sometimes it takes a feeling of freedom to be able to have a connection like that. Too often in the big city people lose sight of that freedom. Do you know what I mean?”

Take this on a tangent to something about places she's travelled and talk about where she would be anywhere in the world right now if she could snap her fingers and go.



Create positive emotions and keep them rolling along.

### LET'S HAVE A MOMENT

When you are mutually attracted and want to establish a deep connection and introduce a frame of sexuality into the conversation, try the following routine.

It's most effective on girls you think have an artsy creative side and believe in the importance of intangibles like energy and vibing, as in making a connection.

Just stop suddenly and say:

“You talk a lot. Shhh ... let's have a moment.”

(Pause and smile.)

“Let me see your left hand, place it here on my heart. I want you to visualize purple light coming from your heart, down your arm and coming out your palm into my heart.”

As you place her hand over your heart, place your right hand on top of it. Place your left hand over her heart, indicating she should place her right hand over yours. This should take 10 to 15 seconds.

“Okay, now look into my left eye and let your vision blur slightly.”

At this point, take a deep breath and imagine energy flowing in an infinity shape between your hands/hearts and another infinity loop between your two eyes. Let your eyes go slightly out of focus.

“Good, now we've had a moment that's just ours.”



You can use all sorts of variations on this and it can often lead to great makeouts. She may actually initiate kissing.

You can also lead into it by talking about energy and spirituality and then saying something like:

“Yeah, where I’m from in California energy work is huge... Here, I’ll show you something crazy my buddy’s girlfriend showed me.”

Then go into it.

Starlight, Love Systems Instructor

### MORE QUESTION-GAME MATERIAL

The basics of the Question Game were included in Routines Manual Vol. I. and are included here as well along with more specific questions and tactics for this great comfort-building routine.

Use the Question Game to build a connection and exchange information with a woman and as a springboard for stimulating conversation. Don’t be so caught up with “playing” the game as with sharing information. This fits perfectly at the beginning of the Comfort phase just after you have qualified her.

“I have a fun way to get to know new people... It’s called the Question Game. But there are rules...”

“Rule 1: You ask a question, then me, then you, and so on, back and forth.

“Rule 2: You have to tell the truth, the whole truth, and nothing but the truth.

Like truth or dare but without the dare because I don’t know how weird you really are.” (Notice the tease.)



“Rule 3: You can’t ask a question that’s already been asked.

“Rule 4: You have to ask interesting questions...Take advantage of our anonymity. Oh, and... Rule 5, I ask you a question first.”

Then ask the first question...

A great thing about the Question Game is that it can stretch through the night. Don’t be afraid to go on tangents based on the answers and then randomly switch back to playing the game again by asking another question. Actually, the fewer questions asked, the better it’s going, because the game sparks interesting conversational topics you are exploring. Four hours in, if the conversation hits a lull, simply ask whose turn it was and jump back into the Question Game.

Some good first questions are:

“So what was your first impression of me?”

Followed up by:

“At what point did you realize you were attracted to me?”

It’s also a good idea to mix the tone up so it isn’t too serious or shallow.

SOME GOOD FUNNY QUESTIONS ARE:

“So, if you had your mom, your grandma and Jesus... And you had to punch one of them in the face as hard as you could or they all would die, which would you punch?”



“If you could meet anyone alive or dead, who would it be?”

“What do you secretly want to brag about?”

Also use it to escalate sexually. After a while, you can steer the game in this direction with questions like:

“What is the craziest place you’ve ever had sex?”

“You’re loud in bed aren’t you?”

“What’s your favorite place to be touched?”

“What’s your favorite sexual position?”

### INTEGRATED KISS CLOSE:

A good kiss close you can integrate into the game is asking:

“When was your first kiss?”

Then on your next question:

“When was your most recent kiss?”

After she answers, lean in and say, “No it wasn’t...” And kiss her.