

Chapter 8: Qualification

8



IN

THIS CHAPTER

Qualification within the model

Why Qualify?

Finding attractive qualities (other than her looks)

Helping her qualify herself

Rewarding her

Qualification within the model

The Qualification phase starts when a woman is attracted to you, and ends when she has attracted you to her. Let's review where Qualification fits into the Emotional Progression Model:

- **Approaching:** Starting a one-topic conversation; neither of you is attracted to the other.
- **Transition:** Starting a normal conversation; neither of you are attracted to the other.
- **Attraction:** She becomes attracted to you or curious about you as a man.
- **Qualification:** You become attracted to her or curious about her as a woman.
- **Comfort:** You build emotional and physical intimacy with each other.

Qualification is the inverse of Attraction. When you were getting a woman's attention during Attraction, she can be said to have been qualifying you. Now, she needs to win your interest, so you qualify her. Put another way, Qualification is when a woman is hitting on you and winning your interest. And you do need to let her win, eventually.

Qualification is the first phase in which you should give a woman real compliments.

Don't get hung up on the apparent linear nature of the Model. It's generally easier to attract a woman before qualifying her, but there can be some overlap. Both Attraction and Qualification levels need to be maintained into the Comfort phase (Chapter 9) and beyond, anyway.

Now, life isn't fair, and one such place in which life is exceedingly not fair is in the differences between the Attraction and the Qualification phases. When you are attracting a woman, she will generally not help you do so. However, when it is her turn to attract you, you will often still have to do much of the work. You may need to prompt her that she still has to win your interest (even though you've already flirting with her), and may even have to help her. And you must do this while making the conversation feel "natural."

Why Qualify?

Qualification can be a counter-intuitive process. After all, you approached a woman because you were interested in her. Why make her win you over once the interaction has already begun?

- The Qualification process gives you reasons to be attracted to her other than her looks. You need these reasons. If you are Pre-selected (see Chapter 3), you wouldn't jump at the first attractive woman who shows interest. And if you only like her for her looks, she'll likely think that you'll leave her when you get what you want or when someone more beautiful comes along.
- Attractive women find it validating but ultimately boring to have men interested in them based on their looks alone.
- Most women enjoy the process of working for the attention of a desirable man. Flirting is a fun game for most women, and she wants to play too.
- If you do not qualify her, she may realize that you were interested in her all along. It's a good thing to be open about your interest in her once you have established sufficient value, but you need her to have earned it. If she realizes that she never did anything to win your interest, her psychology will want her to continue screening you. In contrast, if you've both already screened and won each other over, the Comfort phase can focus on building a connection with each other on a level playing field.
- Qualification solidifies her attraction to you. This relates to the psychological principles of investment and of cognitive

dissonance. The more someone invests to gain a result, the more that person wants to achieve it. Cognitive dissonance accounts for most peoples' dislike of holding two contradictory ideas in their head. Thus, if a woman worked hard to win your interest, she will want to believe that your interest was worth winning⁵.

Finding Attractive Qualities (other than her looks)

I've said it before, but it's important enough to repeat: her attractive qualities that "win you over" should not be based on her physical appearance. Not even if you think you've seen something new or non-obvious. If she's an attractive woman, she's heard it before.

So what qualities are we looking for? Personally, I think you may as well screen for the same qualities that are genuinely important to you in a woman. This would be a novel idea if you've been buying into influences telling you to do whatever it takes to sleep with any attractive woman who crosses your path. But you bought this book because you're someone who thinks for himself and doesn't follow the herd, so consider giving this approach a try. Figure out what you really want in a woman, and then take this a step further by asking yourself how a woman who possesses those characteristics would present herself. Now, spend your Qualification phase looking for precisely that. For example, among other things I value intelligence and education. I screen for this in Qualification, by asking her about books she has read and movies she has seen.

The more real the qualification process, the less time you will spend with women who do not meet your standards, and the more genuine and welcome your interest will be for the women who do.

Now, if you are only attracted to someone because of her looks or are only interested in a one-night stand, then go ahead and pick some arbitrary characteristics that you can imply you are looking for in a woman. For example, you can ask her about her taste in music, her career or career goals, and her hobbies. She can then "win you over" through what she has to say on these subjects. But still don't make it too easy for her.

Helping her qualify herself

Once you have decided what qualities you are looking for, or are going to appear to be looking for, you need her to convince you that she has them. Surprisingly, many highly-desirable women aren't especially good at this. That's not to say that such women aren't good at seducing men; many are, but these men are usually ones who they see on multiple occasions, at different events connected to their social circle. Even then, many women's strategy is no more sophisticated than going to events where they know that a given man will be present, ensuring that they consistently look good at such events, and taking advantage of opportunities to flirt with him once there. Eventually, he may realize that they are interested in each other.

If you just met her, she probably doesn't know what to do to win your interest. All that most women usually want out of most men who approach them is the validation of knowing that men find them beautiful. Remember, most other men don't have the knowledge or skills that you do from reading this book. Sure, women will occasionally flirt with, date, or hook up with men they just met, but this happens most often when the man is particularly good-looking, high-status, or a "natural" (he naturally employs many of the techniques described in this book), or she is specifically in the mood to meet someone new.

Our techniques are designed to work even when these factors are not present. But this is an unfamiliar situation for many women. Since a woman may not always know what to do to solidify your interest in her, you may need to help.

Qualifiers

A Qualifier is anything that encourages or helps a woman to convey her good qualities to you. A "hard" Qualifier is like a job interview – you make

it obvious that you're looking for something, and evaluate what she says accordingly. A "soft" Qualifier should be subtle or imperceptible, making the process feel more "natural." Your Qualifiers should be as soft as possible as long as she is able to demonstrate attractive qualities and feel that she is working for your interest. After all, no one likes job interviews.

A soft Qualifier can be as easy as bringing up topics that are likely to let her express her personality and give you reasons to be attracted to her. Examples include:

- Travel.
- Career.
- Education.
- Hobbies.
- Pets.
- Cooking.
- What-if questions ("if you could be any animal, what would you be?" etc.).

Any of these can be introduced as a question or a statement. With travel, for example, you can ask "Do you like to travel?" and follow up with questions like "where have you been?" "where did you like most?" or "where do you most want to go?" Don't ask all of these, of course, or she'll feel like she's being interviewed. Using statements, you can say something like, "I love to

travel” and wait for her reaction. If she is attracted to you, she will want to talk about interests you have in common.

Mix statements and questions. Don't rely only on one or the other.

You can make the Qualifier a bit harder by asking her open-ended questions about herself such as “so, what’s your story?” or “so who are you?” or “and you are...?” When she starts to talk, use clarifying questions and your own anecdotes to guide her into revealing positive qualities. I prefer these types of Qualifiers for a couple of reasons. First, you can find out a lot more about someone than if you direct the conversation to a specific topic, like one of the topics listed above. Second, this approach requires her to think. If I’m interested in a woman, I don’t want her to get through the Qualification phase with responses that she might be able to give off the top of her head. The extra investment on her part strengthens her connection to me.

The hardest Qualifiers risk coming across as arrogant or socially awkward. However, they can be useful when you feel a woman is interested in you but needs to work harder. This could happen if, for example, I meet a very physically attractive woman at a trendy nightclub who is excitable and in “party mode.” I would assume that a woman with her looks, personality and social habits meets and flirts with a lot of men. One way to make sure I stand out (especially if we’re not going to leave together and I’ll have to follow up with a phone call) is to get her deeply invested in the process of qualifying herself.

Here are a couple of very hard Qualifiers:

- So what do you have going for you?

- Why should I take your number / call you / be interested in you?

Some women will naturally and easily address the hardest Qualifiers. Others take a bit of coaxing and warming up. It’s a good practice to start the

Qualification phase with something softer first, to get her used to the idea of trying to win your approval, and doing so through her personality instead of her looks.

Rewarding her

Reward a woman when she tells you something about herself that makes you more interested in her.

After all, this is what we want her to be doing. Compliments make good rewards. But they must feel authentic. Show that the subject is genuinely important to you by talking about it. For example, if she says she loves sailing, compliment her and then talk about a time when you went sailing, or why you'd like to learn. This is where Qualification leads into Comfort, as you can use her responses to your Qualifiers as a catalyst to explore commonalities.

You can and should reward her if she makes a genuine effort to address a harder Qualifier, even if she fails to give much of an answer. Keep in mind that it can be tough to be put on the spot like this, especially in a high-energy social environment like a nightclub. If she's trying, be nice to her, switch to another subject, and try a softer Qualifier in a minute. Her putting in the effort is what is important.

However, you don't want to make it too easy. In the same way that a desirable woman is not likely to be deeply interested in you based on one aspect of your personality, you should not be won over after learning just one attractive thing about her. You'll want to qualify her on a few different subjects.

Take your time and space these out. Weave some general conversation between Qualifiers. The more natural this feels, the better. Women won't take you seriously if they don't feel you are sincere, or if they get the impression that you are working off of a checklist.

So a successful Qualification process should look something like this:

5. Qualifier
2. Her response
3. Explore the topic
4. Compliment
5. Pull back (optional)
6. New topic
7. Next Qualifier

Pulling Back

What does pulling back mean? Too many compliments can make her feel uncomfortable, lessen her feeling that you're a challenge, or put her back into the frame that she is screening you. A pullback cuts the compliment off and changes the frame of the conversation away from you expressing interest in her.

Pullbacks should be light and playful. Your pullback should never imply anything seriously negative about her, though it can include some mildly dismissive body language (e.g., turning slightly away). Most of the time they start with "too bad you are" followed by some childlike teasing. "Too bad you're such a dork" is a classic. I also like to use characteristics that are

true but can't possibly be reasons why I wouldn't be interested in her. For example:

- Too bad you come to [wherever you both are].
- Too bad about our age difference [if we're about the same age].
- Too bad you are [astrological sign].
- Too bad I don't like you [smiling and playful tonality are especially important here].

When she has done enough work to win you over, let her know. Give her an overall compliment, as opposed to one based on one specific element of her personality. Or just come out and tell her you are interested in her or curious about her. Make such a statement consistent with how you've been interacting with her up until this point. For example, if you've previously been teasing her, such a statement could be: "you know, I wasn't really sure about you when I first met you, but we've got a lot in common. Cool." Or the simpler "you are amazing." Now you're in the Comfort phase.

Sample one-subject qualification

I have deliberately made the woman in this example more difficult than most, to help illustrate the process. Anything in square brackets [like this] represents things that I wouldn't actually say, but can help guide you through my thought process. Assume that I have already Approached, Transitioned, and Attracted this woman.

Me: So, what's your story?

Her: What do you mean?

Me: Tell me about yourself. [Sometimes, “what’s your story” doesn’t work. No big deal. Just rephrase it. You could also say “What do you do for fun?” if you sense that she’s not willing or able to deal with unstructured questions. Or go to a softer Qualifier.]

Her: Well, I’m a photographer, I like to dance, I work in a gallery... [None of these three things seem to lead easily to anything that I am attracted to. So I will use her interest in photography to explore other aspects of her personality.]

Me: Photography. Really? You don’t seem like someone who would be interested in photography... that’s cool... I like taking pictures because I travel so much. I have a couple of shots that I took when I was camping and whitewater rafting in Colorado last year that make me really happy when I look at them. [I’ve given her a hint of a reward by saying “that’s cool.” On the other hand, since I don’t actually care about photography, I’ve given her four potential conversation-starters here: travel, Colorado, camping, and whitewater rafting. If she is interested in any of these, then we have something in common that is important to me, and this could give me one reason to be interested in her. If she ignores all four of these and sticks with photography, then at least I’m talking about how photography makes me feel as opposed to the technical details. Feelings are always better than facts for making a connection. Notice, by the way, that I’m still throwing DHVs into the conversation where appropriate in order to maintain attraction levels, even after the Attraction phase is over.]

Her: Yeah, I have one from this trip to New York that I really love; it’s of the sun setting behind the Empire State Building. [It looks like we might have a mutual interest in travel.]

Me: It's amazing how you notice little things more when you're traveling, isn't it? Her: Yeah, for sure.

Me: I love to travel. Especially in Europe. I want to go to Australia. [Everyone likes traveling in Europe and Australia. This is a safe bet. Obviously, modify this if you are currently in Europe or Australia.]

Her: Me too!

Me: [Now I'm getting somewhere.] Really? I always seem to get along better with people who are adventurous and curious and want to get out and see the world. [Notice how she has started to win my approval.] Some friends of mine just got back from Australia and they said it's so beautiful... great beaches... great diving... good hiking... really interesting cities with lots to do. I have a friend who just opened this super-hot restaurant in Sydney and I'm going to go visit him soon [DHV].

Her: That sounds fun. I want to go snorkeling and see that big coral reef.

Me: That's awesome! [She's winning more of my approval now.] I've always wanted to learn to dive, and I just got my certification. Ever since I was a kid I used to watch those nature shows on the oceans and always thought that stuff was so beautiful.

CHAPTER 6

DISQUALIFICATION

Disqualification exists to accentuate the attraction you are building with your demonstrations of higher value (or DHVs). It's not an end in itself.

A problem we see over and over with new students is that they over-disqualify and get caught up on trying to “get one over” on women via disqualification. They use disqualification as a blunt instrument to push the women down and then, not surprisingly, don't get them.

In simple terms, attraction is built of two parts:

- Demonstrations of Higher Value
- Disqualification

Of the two, disqualification is the less important. It is peppered in among DHVs to create a sense of ambiguity as to whether you are romantically interested in the woman. It creates the push/pull dynamic that leads to attraction. Disqualification does not generally create lasting attraction by itself without DHVs mixed in.

The much more important part of the equation is the DHV/pull aspect. If you simply push women away they will leave. They have no reason to stay related to your value.

So, you should use disqualifiers to increase the value of your DHVs but if you worry about disqualifying more than pulling them in with DHVs you will lose most of the women you meet. Focus more attention on making yourself look good and bringing value to the interaction than on disqualifying. Think of it as 70 to 80 percent pulling with DHVs and 20 to 30 percent pushing with disqualifiers.

I'M A VIRGIN

This is a great playful disqualifier that can be done early to turn things in a sexual direction without being overtly direct or obvious.

“I should probably let you know, I’m a virgin... My mom actually sent me out tonight to fix it. She’s been doing that for the past ten years, actually... But you know what? I feel like tonight’s the night... I’m feeling lucky.”

You can use it as a running joke throughout the night when you physically escalate to lighten things up as well.

“Did you just touch my leg? Wow, that made me excited. No girl has ever touched my leg before. Can I hold your hand? I promise not to make my erection obvious...”

Like any good role-play, take it to its furthest logical conclusion. The trick here is to introduce sexual talk and sexual topics under the guise of humor so the taboo is broken but you aren’t being aggressive or sleazy.

WORLD’S SMALLEST PENIS

Same concept as the Virgin Routine above in that it humorously moves things in a sexual direction while remaining non-threatening.

Turning the topic to sex while simultaneously disqualifying yourself broaches the subject in a non-creepy way.

“I should probably let you know I have the world’s smallest penis. Maybe you recognized me? No? I’m kind of a big deal... well not really... bad choice of

words... kind of famous. I'm in a few medical books. I'm posed naked, on my side, like seventies Burt Reynolds in Playgirl. You can't really see it through the hair though, but it's a sexy shot."

Later, when you are escalating with her romantically, you can bring it up again for a laugh:

"I can't wait to get you home and give you one point three inches of hot loving, baby."

Sinn and The Don, Love Systems Instructor

TOO BAD I'M NOT INTO X

A good way to offset a compliment is with a "fake" disqualifier that is actually an off-handed compliment. Take some aspect of the woman that is really obvious and imply that she is the opposite and that's why you aren't into her.

For example if she is really tall:

"That's cool you do that... I like you. Too bad I don't date really short girls. Otherwise it might have worked out."

For a woman who's obviously in amazing shape:

"You're awesome. Too bad I can't get into fat girls."

If she has unavoidably huge boobs:

"That's awesome... I really like you. It's too bad I'm not attracted to flat-chested girls."

It's actually an offhanded way to give a funny compliment while breaking the tension of a statement of interest.

THIRD BEST

Take something about her and give her an ambiguous compliment by rating it third best. You're actually giving her a compliment and disqualifying yourself by teasing her at the same time.

“You have the third best smile I’ve seen tonight.”

“You have the third cutest laugh I’ve heard tonight.”

“You’re adorable. You’re like the third cutest girl I’ve seen tonight.”

TEASING LINES

“I’ll take irrelevant shit for a thousand Alex.”

“Bad girl...Go to my room.”

“Your boyfriend really needs to spank you more.”

“I always yawn when I’m interested.”

“Stop staring at my tits. I have a brain too, you know...”

(Pointing to her.) “This is my ex-wife. You remember the one I told you about? We broke up because I couldn’t get an erection. I kept trying to explain that it wasn’t my fault. It’s hers.”

(If she touches you too much.) “Help I’m being molested, someone call my parent or guardian!”

Xander

“I’m not some trophy husband you can just use to show off to your friends. I have feelings too.”

“It’s a good thing you’re pretty, because once the looks go you’ll be in trouble.”

(If she spills something.) “This is why we can’t have nice things.”

(If she’s hazing you.) “Just to warn you, I don’t hit girls... But I will tickle you until you pee your pants.”

“Do you treat all guys like this, or just the ones you’re attracted to?”

“I wanted to talk to the most beautiful girls in the bar but I was really nervous so I thought I would warm up with you.”

Various Sources

CHAPTER 7

QUALIFICATION

Many students on a Love Systems live bootcamp (where we teach our strategies live on real women) get completely caught up on approaching and attracting girls. While these are crucial steps, understanding qualification and the value of setting a qualifying frame is crucial to not only successfully getting a woman – but getting better with women generally. All very successful guys I know use qualification extremely well.

WHY IS QUALIFICATION SO IMPORTANT?

Qualification is surprisingly easy to apply but few people actually understand why it's so powerful. On the surface, qualifying a woman allows her to feel you like her for reasons deeper than just her looks. She thus feels validated and more strongly connected to you. However, the effect of qualifying goes far deeper than this.

Almost all dating science replicates techniques and mindsets that “naturals” adopt. A “natural” is a man who has the lifestyle, social status, ability and/or characteristics of a sexual selector – i.e. a man who can get beautiful women and is thus pre-selected. If you are this type of man - a sexual selector - then you naturally qualify women because looks become a mere prerequisite. It would take something more than tits and an ass to impress you. Interestingly, if you are in this frame of mind where you are inherently judging the person, you immediately assume higher value on your own part.

Qualifying someone properly is therefore a very powerful signaling mechanism that show you are a high-value sexual selector. It signifies to women that beauty is common in your world and you expect far more than just looks. Qualifying a woman, if done correctly, challenges her to meet your standards, thus flipping the frame and making you the selector. This is the power of qualification -- if applied correctly it validates her but also gets her chasing you. You are the one being sought after and the woman has to prove herself to you.

I can't tell you how many times a woman has been falling all over herself to qualify to me. It's a beautiful feeling.

HOW TO QUALIFY

Try to approach this from a natural perspective. Ask yourself what you want in a woman besides looks? Does this woman meet your standards as a human being? In Magic Bullets, Savoy says, "Figure out what you really want in a woman, and then take this a step further by asking yourself how a woman who possessed those characteristics would present herself. Now, spend your Qualification phase looking for precisely that. For example, among other things, I value intelligence and education. I screen for this in qualification, by asking her about books she has read and movies she has seen." This is spot on.

I ask the following questions in qualification:

"Cool people are a dying breed. What do you do for fun?"

"I get the feeling that your job doesn't completely fulfill you creatively. Do you have a passion outside of work?"

"My ex used to say that there are two types of people in this world - boring and crazy. What's the most adventurous thing you've done lately?"

This is sometimes followed by:

"Where's the craziest place you've had sex?"

"So what do you want to be when you grow up?"

"What would you say are your three best qualities?"

COMMON MISTAKES

Don't simply indicate interest for anything she says while qualifying. Try to inquire a bit deeper and get some unique information. Qualification should connect with the girl on a more emotional level. For example, if you say, "Are you adventurous?" and she says "Yes," don't just stop there. Ask her "So what's the most adventurous thing you've done lately?" Only reward and relate when she describes it to you. The point is to make her work a little for your approval.

Qualification can get boring if you're not inquisitive. The crux is this: the Attraction phase is based more on wide rapport (i.e. multiple conversational threads, changing topics and transitioning incessantly). The Qualification phase is based more on deep rapport (i.e. emotional connection, asking deeper questions, reward and relating).

Don't forget to sexually escalate during and after qualification. Sexual progression is moving towards the kiss close or establishing sexual interest or establishing that you're a sexual threat. It's fine to escalate during qualification, in fact you should do it, but once you actually qualify her, you should escalate.

Mr. M, Love Systems Instructor

ONGOING QUALIFICATION

Qualification doesn't just occur during the Qualification phase of the model. It's ongoing. You will continue to qualify a woman during comfort and even after you have slept with her and begun a relationship. Some cold-read style qualifiers can show you're observing her behavior and create opportunities for her to demonstrate value and try to impress you.

"I think we have the same problem you know - I bet people look at you sometimes and think you've had it easy all your life, but they don't know about some of the shit you've had to go through, and how hard you've had to work to get

where you are now. They take it for granted because it looks easy from the outside.”

“Do you ever think that because you’re so outgoing, because you know everyone, they miss the person you really are inside? It sucks, doesn’t it?”

“I recognize it when I meet an independent person like you, who doesn’t let other people tell you what to think, but you’re open to new ideas.”

“I bet some people think you’re a bitch, and that hurts you, because you’re a loving person, but you don’t have time for everyone who wants some of your time -- that used to drive me nuts.”

“I think we’re quite similar in a way: Sometimes people think you’re not quite reaching your full potential, but you have dreams much bigger than they can think, and you know that somehow you’ll find your way there.”

“Someone once told me there are two types of people in the world: actors and observers. I can see it in your eyes and the way you hold yourself that you understand people, and you’re often happy to let other people take the lead, but when you act, you take the world by storm and surprise everyone - you’ve got a real hidden power - I think that’s one reason I feel so connected to you.”