

Chapter 7: Attrac



Attraction within the model

The Attraction phase is where you – guess what? – get the woman you are interested in attracted to you. The Attraction phase begins as soon as you are able to have a normal conversation (see Glossary) with a woman and her group. This occurs immediately if you meet a woman through your social circle (Chapter 12). If she is a stranger, it occurs after Transitioning or after an opener that does not require a transition (Chapters 5 and 6).

The phase ends when she becomes interested or curious about you as a man and a potential romantic and/or sexual interest. Repeat that: “As a man.” Not as a friend. Not as a clownish guy that has been weirdly entertaining. As a man.

To explain how this works, we use a concept called Value. No, this is not your intrinsic value as a person. Your value is just how desirable you are at a specific moment to a specific woman. A woman’s value is based on how desirable she feels to men in general. When your value is greater than hers, she will usually become attracted to you.

You will know that you have reached this point because she will let you qualify her (see Chapter 8). You can measure your progress to this goal by looking out for specific Signs of Attraction, discussed in the final section of this chapter.

The best way to create attraction is for her to discover things about your personality that she likes.

This increases your value. We refer to the process as Demonstrating or a Demonstration of Higher Value and use the acronym DHV both as a noun and as a verb. Because Attraction is an early phase and you probably

haven't learned much about her personality and likes and dislikes, you should usually look for opportunities to DHV on the universally attractive characteristics from Chapter 3.

The Attraction phase should take approximately 2-20 minutes and you will be doing most of the talking. Try to get through it as quickly as possible. The reason we call it the Emotional Progression Model is that you are meant to guide a woman through a progression of different emotions until you reach your goal. Serving up an endless stream of Attraction material will not get you there, unless she is drunk, desperate, or consciously seeking a one-night stand.

Another reason to move quickly is that interactions with strangers can end suddenly and without warning. Her friends might show up or make her leave, she could get an important phone call, or something else might require her attention. As you'll see in Chapters 9 and 22, to be reasonably sure of seeing a woman again, you should make sure that you at least get to the Comfort phase in your first interaction with her. Since you don't know how much time you'll have to do this, don't waste any.

Final Note: Attraction for a man is like an on/off switch. Most men are either attracted to someone or they are not. For a woman, attraction is a continuous process, like putting air in a balloon. Doing things that create attraction is like blowing air in the balloon. When you "tone it down" and stop blowing into the balloon it will gradually and imperceptibly leak air. If you let enough air leak out without refilling it, the attraction becomes stale. It's extremely hard to rebuild it at this stage; she'll go looking for other balloons instead. Make sure you periodically refresh her attraction to you throughout your interaction with her, even after the Attraction phase.

A woman's value

As we saw above, a woman's value is based on her desirability to men in general. It has nothing to do with how desirable you think she is. Most men, shallow beasts that we are, respond primarily to a woman's physical attractiveness, making her value closely tied to her looks. Actually, her value will be based on her perception of her looks, which is affected by such factors as her self-esteem, her previous experiences with men, and how she feels she compares with other women.

In fact, the more attractive a woman, the greater the influence of unpredictable factors such as her self-esteem. Some extremely beautiful women have an amazing psychological challenge to keep their heads on straight. From an early age, they learn that many rules don't apply to them. Men will give them access to high-status social events, money, and excitement that most women their age never get. This can raise a woman's self-esteem if she takes these things seriously, or lower it if she doesn't feel she deserves them. Beautiful women can find themselves irrationally hated by other women, and other people often treat them as if they are one-dimensional sex objects. Unless they have strong personalities or strong family and peer networks, many extremely attractive women end up a little bit loopy. Some pretty women think they are bombshells. Some bombshells think they are average. Some actually think they are ugly and focus on their perceived flaws.

Moreover, a woman's value can change quite rapidly based on her social context. Put an attractive woman in a room full of plain women and she may feel beautiful. Put her in a room full of supermodels and she may feel average. She may feel beautiful again if she gets a job waitressing at a trendy club and routinely flirts with high-value men – until she gets off work. A new outfit or a haircut may raise her value. Seeing her ex-boyfriend with a beautiful woman may lower it. And so on. One of the

reasons why beautiful women are often insecure is that their friends are often beautiful as well. A woman may not feel beautiful in comparison.

All of this serves to illustrate that a woman's value might be very different from how attractive you think she is.

A man's value

When you first meet a woman, she will assume that you have roughly the same value as other men she has met in similar situations. If you are a stranger approaching her at a bar, she may notice your clothes, body language, and general appearance, but she is likely to lump you in with the armies of low-value strangers who have approached her at bars before. She will assume you have low value until you prove her wrong. This partly explains why many women will be more curious about a man in an exclusive VIP section of a difficult-to-get-into lounge than about someone at a generic bar. You probably think this way too. Imagine meeting someone at Steven Spielberg's house. All things being equal, you would probably assume that they have more going for them than someone you met on a street corner.

Nonetheless, the social context in which you meet a woman is not an insurmountable obstacle. This chapter gives you the tools to change a woman's impression of you very quickly. And even if you do meet someone at Steven Spielberg's house, you will often still need to increase your value. Like many other species, males traditionally parade in front of females, and females choose who they want. As the "chooser," a woman will generally feel that her value is higher than most men's.

Disqualification

We saw above that raising your value involves communicating your attractive qualities to a woman.

If she feels that you are bragging, she may become turned off as well as skeptical of what you are saying. Women are more likely to pay attention to your good qualities if they feel that they are figuring them out for themselves.

One important technique is to DHV in a subtle and indirect way. We cover this in the second half of this chapter, starting with “How to DHV.” Still, such techniques can be less likely to work if a woman thinks that you are hitting on her. You need to clear the ground first.

One way we do this is through a technique we call disqualification. Disqualification means that we say or do something that someone who was interested in her would not likely say or do. This convinces her that we are not hitting on her, and this, amusingly, is what actually allows us to hit on her effectively. She’ll thank you for this later.

There are three elements of a good disqualifier. First, it should be a choice. You are choosing not to be interested in her. Second, it should be positive. You’re not disqualifying her because of anything bad about her (unless it’s obviously teasing, as in the fourth example below). It should never be an insult. Third, it should be surmountable. You will want her to be able to win you over later. Telling her that you are married with three children is neither a choice nor is it a surmountable obstacle. Here are some better disqualifiers:

- “You’re fun; too bad you’re not my type.”

- “My girlfriend” (In the context of any story that takes place in the past - surmount this later by saying that she was your girlfriend at the time the story took place).
- “I love women who are tall/short/blonde/Asian/preppy” (something she is not).
- “You and I would not get along” (said while smiling).

Disqualification also conveys value in itself. It helps you appear Challenging. An effective disqualifier should also:

- Be understood by her entire group, so that they do not try to “protect” her from you.
- Occur early in the Attraction phase. The longer you talk to an attractive woman without disqualifying yourself, the more people will think you are hitting on her.

Disqualification does not always come through statements. Sometimes you can accomplish the same goals non-verbally, by employing neutral or dismissive body language in situations where an interested man’s physical posture would betray his intentions. Or sometimes you can disqualify yourself by simply not doing something, such as not looking over and smiling if she touches you, not focusing on her to the exclusion of the group, or not buying her a drink when she requests it.

Disqualification theory can easily take a whole book in itself. More advanced game can involve disqualifying during the Opener, or the use of “negs.”

Negs

Negs have a very limited and specific use and purpose. We present them as a potential tool, but you can enjoy great success with women without them.

A neg is a very strong disqualification tool that can also raise your value. A neg is something that appears to be communicated with positive or at least neutral intent toward a woman, but “inadvertently” betrays that you notice that she is not perfect. For example, the classic neg, “nice nails, are they real?” is somewhat of a compliment, until she admits that her nails are fake. “You blink a lot” (said neutrally) or “your nose wiggles when you talk” (said as if you think it’s cute) accomplish the same thing.

An effective neg will:

- Disqualify yourself. Men who are hitting on a woman don’t generally do this kind of thing. She’ll know it and her friends will know it.
- Temporarily lower her value, decreasing the potential value gap between you.
- Increase your value. Low-value men don’t often say those sorts of things to high-value women. Low-value men do insult unattainable women, but these are negs, not insults.

The problem with negs is that they can often backfire if used inappropriately and demonstrate low Social Intuition. Here are some tips to avoid this situation:

Only neg high-value women. If she is not one of the most attractive women in the room, don't neg her.

Don't over-neg. One, maybe two, is usually the maximum unless you are dealing with a woman who is vastly out of your league.

Don't draw attention to the neg. Change the subject quickly or deliver the neg as an aside when you are in the middle of a longer story or piece. You should always say something unrelated to the neg as soon as you deliver it. If you pause for her to react, she might feel defensive or feel she needs to respond negatively to you in order to "save face," especially in front of her friends. Psychologically, she will often actually adopt that negative attitude to you, and your chances with her will diminish.

How to DHV

There are five basic ways to DHV. I have ranked these below, in order from most to least effective, with a hypothetical example for each based on the characteristic “Status”:

7. She observes it.

She sees me come to an exclusive new restaurant in a limousine and the Maitre D’ ushers me to the best table.

2. She learns of it from a trusted personal source, like a friend.

Her best friend tells her that I am friends with the owner of the restaurant.

3. She learns of it from a neutral source.

She sees a picture of me with the owner of the restaurant.

4. She learns of it from a source that is biased to me, like my friend.

My friend tells her that I am friends with the owner of the restaurant.

5. I tell her.

I tell her that I am friends with the owner of the restaurant.

Let’s explore each of these in more detail before applying them to our eight universally positive characteristics from Chapter 3.

Observed DHVs

In most cases, it is preferable that a woman observe your DHVs as opposed to learning about them from someone else or being told about them. We always value what our own eyes and ears tell us. Unfortunately, this is not always possible. For example, it can be difficult to have a woman Observe Pre-selection (see Chapter 3) when there are no other women around.

What we used to call Interactive Value Demonstrations – demonstrating value by doing something like making a woman laugh or teaching her something – are Observed DHVs.

Learned DHVs

If you can't have a woman Observe something, the next best thing is for her to Learn it from another source. The closer this source is to her, the more weight the DHV will have. We'll look at the three primary types of sources below, from the highest-impact (and hardest to execute) to lowest-impact (but easiest):

Personal source: Personal source DHVs can come spontaneously if a woman's friends like you, so it's important to befriend and impress her group. You can also try to help this process along by DHVing to her friends and hoping they tell her. However, you will want to avoid attracting or appearing to be hitting on her friends, as this may cause the woman you are interested in to become unresponsive to you. This can be solved with a good wingman (see Chapter 21) who can tell her friends good things about you. Personal source DHVs are also much easier to obtain within your social circle (Chapter 12).

Neutral source: Neutral sources are those which a woman presumes not to be aligned with either you or her, e.g., random strangers, coffee shop owners, internet websites, etc. You can make these work for you if you plan ahead. For example, a friendly coffee shop owner who sees you regularly might be persuaded to relay some helpful anecdotes about you when you're in the bathroom. When you meet a woman at a social venue who is attached, make a good impression anyway. She may see you later on talking to another woman and tell her how wonderful you are. Or she might have desirable single friends and give you Personal source DHVs when talking to them about you.

Biased source: Most women will put more weight into what your friends say about you than in what you say about yourself. This is true even though she presumes your friends to be “on your side.” Biased source DHVs are also very useful in conveying attractive attributes like wealth. If you tell a woman that you are rich, it’s likely to turn her off. If your friend tells her, she’s more likely to take note. In general, if I’m at a party with a friend and meet someone interesting, I might introduce her to my friend and then drift off for a while. The next time I see her, my friend will likely have raised my value to her by talking about me.

Told DHVs

The Told DHV is the workhorse of Attraction. It’s the most versatile of the communication types, and is often your only option if the situation is not right for an Observed or Learned DHV. By far the biggest challenge in doing this is avoiding any appearance of bragging. Bragging implies insecurity, which implies a lack of Confidence and Social Intuition.

Storytelling, especially the technique known as embedding, is your most useful tool here. We cover this subject in greater detail in Chapter 17; however, since it is crucial for Told DHVs, we’ve included a short section here.

An embedded DHV is a DHV that appears to be relevant to the overall story without appearing to be the primary purpose of the story. See how many embedded DHVs you can find in the fictional story below:

My ex-girlfriend picked me up at the airport this morning. Normally she drives an Audi, but today she shows up in a red Maserati. She didn’t say anything about it, so I pretended that I didn’t notice, just to irritate her.

But then about 5 minutes outside the airport, we got pulled over by the police. The license plate wasn't valid, the registration on the car wasn't hers, and neither was the insurance. I whispered to her "Karen, you'd tell me if you all of a sudden became a drug lord, right?"

That's when she finally explained that they'd given her the car to use for this photo shoot she was doing, and even though she's not supposed to be driving it off the set, she thought it would be fun to pick me up in it. It took 2 hours to sort it out with the police.

I feel badly because she's going to be in a lot of trouble, but the moral of the story is that even though it's fun to drive a Maserati, it's not that fun to be on the side of the road for two hours surrounded by like eight police cars. You look pretty sketchy. People were stopping to take pictures.

Don't use this story. For one thing, it didn't happen to you. For another, it's designed to show how to embed DHVs, not how to construct a great Attraction story. How many of these embedded DHVs did you notice?

- The narrator has an ex-girlfriend. He's not a total loser.
- He is close enough to his ex-girlfriend that she would pick him up at the airport.
- He has a lifestyle which allows him to travel (he's coming from the airport).
- His ex-girlfriend has an Audi. This doesn't necessarily give her a ton of value, but it gives her a little bit, which gives him some value by implication.
- His ex-girlfriend does photo shoots. She must be attractive.

- His ex-girlfriend does the kind of photo shoots in which she'd have a Maserati for the day on the set. She must be very attractive.

There are two key rules to follow when embedding DHVs. First, the story must still be interesting, even if you took out all the embedded DHVs. Second, each embedded DHV should be very relevant to the story. Err on the side of caution; it's better to undersell your embedded DHVs than it is to be seen as bragging.

DHVs by characteristic

Armed with these tools, we can now proceed through each of the eight characteristics from Chapter 3 and look for appropriate and effective ways to communicate them. Some general patterns:

- The foundational characteristics (Health, Social Intuition, Humor) are nearly always Observed, and difficult to communicate any other way.
- The attribute characteristics (Power and Status, Wealth) are more flexible. If they can be Observed in a socially-acceptable way, they can be very powerful. Otherwise, they are often Learned.
- The outcome characteristics (Confidence, Pre-selected, Challenging) are primarily Observable, although Pre-selection lends itself to being Told or Learned (Biased source).

DHV Impact by Communication Path

DHVs		Observed	Learned	Learned:	Learned:	Told
			personal source	neutral source	biased source	
	Health	High	Medium-low	Medium-low	Medium-low	Medium-low
Foundational						
	Social Intuition	High	Low	Low	Low	Low
Characteristics						
	Humor	High	Low	Low	Low	Low
Attributes	Status	High	High	High	High	High
	Wealth	Medium	High	High	High	Medium

	Confident	High	Low	Low	Low	No	
Outcomes	Pre-selected	High	Medium	Med-low	High	High	
	Challenging	High	Low	Low	Med-low	Low	

Health

Health is generally Observed. If you have a nice body, show it off in a way that's fashionable. Health can be Learned or Told, but this will only have an impact if it reinforces her perception from looking at you. Embedding a phrase about mountain climbing or leading a whitewater rafting trip into a larger story may get her attention, but if she cannot observe signs of your good health, then it will not likely resonate with her.

Social Intuition

Social Intuition is also almost always Observed. As soon as you meet a woman, she will subconsciously evaluate your social skills. If she notices you before you interact with her, she will observe your Social Intuition in the context of your interactions with other people. So make sure your social presence is always “on.” If you’re at a social venue like a party or a nightclub, always be with people and having a good time. Don’t circle around looking for women to meet.

The very act of being able to enter a group of strangers and lead a conversation for several minutes demonstrates Social Intuition.

Your energy level is also a manifestation of Social Intuition. Have an air of excitement, an energy level slightly greater than hers, and a genuine passion for meeting people. Enthusiasm is contagious. Notice the effect on your game when you go out with confident, high-energy people.

Humor

Humor is almost always Observed. If you find it difficult to be humorous in the first few minutes of meeting someone, try role-play or other silly games. For example, you can tell a woman in mid-conversation that you are breaking up with her and getting a divorce if you disagree with something she says. Make this playful. Then when she says something you like, ask her to marry you again. Then divorce her later and argue about who gets the DVD collection. Or, if she tells you that she likes skiing, start planning your trip to North Pole Mountain together. While you’re there, you can steal Santa’s list so that he’ll give both of you Switzerland for Christmas so you’ll both be able to ski whenever you want. It’s immature, but it’s fun. And most women will take “immature and fun” over “mature and serious” when they first meet a man⁴. There are literally hundreds of examples of these - written word-for-word the way I and other Love Systems Instructors use them, in the Love Systems Routines Manual (www.LoveSystems.com/Routines).

Status

With Status, we enter into the Attributes. You have more flexibility in communicating these than you do with the Foundational characteristics.

Having a woman observe Status can best be done either through a demonstration of genuine Status that you possess (for example, breezing through the line at a hot nightclub) or through the assistance of your friends. When you are trying to attract a woman, your friends should be as deferential to you as possible, unless they are trying to date her friends, in which case overly submissive behavior will hurt them. Your friends can randomly appear over the course of the interaction thanking you, in front of her, for getting them into some party, for giving them a job, or for anything else that would imply that you have Status.

If you are using Told DHVs to convey Status, the following elements can serve as useful ideas for embedding:

- Friends/associates who jump at a moment's notice to do something with or for you because of their respect for you or ties to you.
- Your career (if applicable).
- People you know (be careful to avoid “name dropping”).

Wealth

Demonstrating Wealth by having a woman Observe it can be tricky. Going out of your way to show off can come across as crude, showing low Social

Intuition and possibly implying that you are compensating for deficiencies elsewhere in your life. For example, in some cultures, certain very expensive sports cars, especially small ones, can carry this implication.

When a woman observes a man's Wealth, she will take everything in: how he dresses, what kind of car he drives, where he lives, etc. If you are not well-off, make the most of what you have. Put a large bill, like a \$100 bill in the United States, around a stack of smaller bills to create a roll that appears to represent Wealth. Keep what you do own in good repair. And remember – Wealth includes future prospects. A medical student probably doesn't have much Wealth right now, but will be considered to have a high Wealth value by most women.

One of the worst ways to demonstrate Wealth is to go out of your way to spend it on her. Don't make a show of buying her drinks or taking her somewhere very expensive on the first date. If a woman feels that you are trying to attract her with money, she may wonder whether this is because you have nothing else going for you. If you spend a lot on her, she might deliberately withhold sex, in hope of more money being spent on her in the future or in order not to feel like a prostitute. See Chapter 16 for more details about money and dating.

In contrast, if a woman asks you to buy her a drink when you first meet her, she's not testing for Wealth. She's either not interested in you at all and is just looking for free drinks and the opportunity to feel desirable, or she's testing to see if you are Challenging (see below).

Told DHVs on Wealth can be difficult to pull off; the embedding must be very subtle. Learned DHVs are usually much better. Other people have complete freedom to comment on your Wealth even though you don't.

Confident

Confidence, like Health, is best Observed. Women aren't consciously and intellectually looking for Confident men, as many are for men who have Status or Wealth. Women look for the emotional impact that a Confident man has on her. This usually requires her to experience your Confidence first-hand. Confidence can be communicated by:

- Approaching without hesitation.
- Making strong eye contact.
- Speaking with a slow, measured pace .
- Speaking loudly.
- Standing up straight with your shoulders back and relaxed.
- Standing with your feet at least shoulder-width apart.
- Keeping your hands accessible and relaxed. Avoid too many gestures or hiding your hands in your pockets or behind your back.
- Avoiding defensive maneuvers (e.g. holding a drink in front of your chest).
- Moving in a relaxed, slow manner.

As you can see from the above list, Confidence is often conveyed non-verbally. Non-verbal communication is covered in greater detail in Chapter 18.

Nothing on the list is particularly original. But at any given bar or party, I see more than half of the men there displaying major body language problems that prevent them from succeeding with women. Every Love Systems live training workshop we run has the same issue at first. If you are not perceived as Confident, you will have zero chance with many women. Of course, being Confident does not mean being arrogant or never admitting failure or vulnerabilities.

Do you remember the shy kid who gets the girl in teen movies? Sixteen Candles is a classic example.

The real world is different – the main character in that movie would never get a girlfriend at his high school. Every time you see a TV show or movie in which a male character asks a woman “so... um... would you like to... you know... go out with me on Saturday?” and she says yes, remind yourself that this is fiction. In real life, being shy and nervous – no matter how cute or how much the tortured artist you think you are being – is a terrible way to make a woman attracted to you.

Pre-selected

In large social gatherings, such as parties or nightclubs, take advantage of the opportunity to meet lots of women. Some of them will come back to you later, including when you are talking to other women. I may be talking to two women and realize that neither is right for me romantically. At some point, the three of us can approach another group. The fact that I already have women with me gives some value through Pre-selection (even if we're obviously not involved) and carries a nice side bonus of getting on the good side of whatever men happen to be in the second group. Or you can just bring attractive female friends out with you who will help you meet other women.

Keep in mind that Pre-selection is also affected by a woman's assessment of other women's value. Hanging around with a drunk and unattractive woman who has been kissing every man in the nightclub does not make you Pre-selected.

Pre-selection can also work as a Learned DHV (usually from a Biased source) or a Told DHV. A couple of stories about your ex-girlfriends are often a good way of doing this. Don't go overboard. It's not normal for a man to talk at great length about his ex-girlfriends to people he just met. They may think that you have low Social Intuition or that you're obsessed with your past and not ready for a new relationship.

Challenging

Being a Challenge is crucially important. In fact, one of the main purposes of the Qualification phase (which is coming next) is to confirm to her that you are Challenging. This DHV is usually Observed, similar to and for the same reasons as with Confidence.

If you're not a Challenge, most women will be skeptical about your other qualities. It doesn't fit that a man who, for example, has Status and Social Intuition would be easily won over. Especially before a woman has done much to convey her attractive qualities (this happens in Qualification).

Another reason to be Challenging is that it makes the process more fun for a woman. An attractive woman can have men, even very attractive men, all the time. This is boring. When other men fawn over her but you don't, it's more interesting for her to try to get your attention and "convert" you than it is to play a game that's already won.

Even if she doesn't know enough about you to be attracted yet, being a Challenge can intrigue her. Why aren't you hitting on her? Are you gay or

taken? Or are you a high-value man who has plenty of high-quality options? Now she's curious.

As noted above, sometimes women will test to see if you are Challenging. One common way to do this is to ask you to buy them a drink. Don't. It's not about the money; she knows that almost any man can afford a drink. She is more likely testing you to see if you will stand up to her. If you don't, she may think you are weak or have nothing going for you other than money. However, if you are ordering a drink anyway while you are talking to her, offer her one. It's polite, and it's a social convention; you will lose Social Intuition points if you don't.

Signs of Attraction

While the ultimate test of whether she is attracted to you is whether she will let you Qualify her, there are some intermediate signs we can be looking for. Different women do different things when they are attracted to a man, but the below list shows some of the more common signs of attraction:

- She reinitiates conversation when you stop talking.
- She giggles.
- She touches you.
- She plays with / tosses her hair.
- She asks you for your name or any other personal questions (e.g., age, where you live).
- She disagrees with you but laughs when she does.
- She compliments you on anything.
- She asks if you have a girlfriend or mentions your girlfriend, whether or not you've said you have one.
- She calls you a player or a heartbreaker.

- She introduces you to her friends.
- She is laughing, smiling, and/or holding eye contact with you.
- Passive signs (see below).

Passive signs

Passive signs are indicators of a different type. Instead of doing something to convey attraction, she shows her interest in you by not doing something that she would otherwise do if she weren't attracted. For example, she might stay to talk to you when her friends go to the bathroom. Even the very act of spending a significant amount of time with you (generally over 30 minutes) at a busy, exciting nightclub could be a passive sign.

Caveats

No sign is definitive. A woman can do some of the things on this list without being attracted to you, or she can engage in none of them and still be attracted. These are guides, not laws of physics.

It is easy to get addicted to signs of attraction. They feel good, and if you're not used to them, they feel like little wins ("This beautiful woman is actually attracted to me!"). However, inducing too many of these signs without moving on to Qualification is counterproductive, and gets boring for women. The end goal of a sexual relationship is more exciting than these signs anyway.

Jealousy

Jealousy is simply Pre-selection brought from an abstract to a specific level. In the abstract, a woman may know that other women are interested in you, and this may make her curious about you. At the specific level, she sees other women demonstrating interest in you right now. Why is this a good thing?

- It helps keep the interaction fresh and exciting and challenging.
- It is an antidote against her perceiving you as a potential “orbiter” (See Chapter 9).
- It is a strong emotion. Women like experiencing ranges of emotions. Feeling jealousy and then feeling reassured has much more of an effect on a woman than just feeling happy.
- It warns her that she can’t play “hard to get” forever. Other women are staking their claim, so she’d better move on you before it’s too late. This makes your job in the Seduction phase (Chapter 10) much easier.
- It reassures her that you are indeed a good catch and are desired by more women than just her.

As with any communication, it is better for her to Observe this situation than to Learn or be Told about it. An example of Observed jealousy can occur if you are on a date and happen to run into another woman; this is particularly effective if this other woman is attractive, affectionate, and clearly the one pursuing you as opposed to vice versa. Since you can’t count

on this happening, you may have to tell her about a situation if you want her to feel these emotions. If you are on a daytime date, for example, you could mention that you have to be done by 6 p.m. since a friend of yours is coming to cook you dinner. As always, subtlety is key here. She knows that men don't tend to make plans to cook each other dinner, so she'll assume that your friend is a woman, and possibly a rival. Don't say anything more than this. Let her fill in the details.

That being said, nothing can kill a good interaction with a woman as quickly, as totally, and as irreparably as a poorly-executed attempt to induce jealousy. One common mistake is bad timing.

A woman cannot feel jealousy until she is attracted to you. She will also not feel it very intensely until you have qualified her. People fear losing what they have far more than they fear losing what they do not have. Thus, if she feels that she has won you over during the Qualification phase, jealousy will have much more of an impact.

Do not overdo it. Let her imagination do the work for you. "I have to stop off and pick up some wine; a friend is coming over for dinner" is infinitely better than "my hot 21-year old neighbor is so in love with me, she keeps calling wanting to come over; it's really nice." The former subcommunicates value; the latter betrays insecurity. Creating jealousy must always appear accidental. Don't talk about other women unless there's a reason for it.

Respect social norms. If you're on a date, and you run into another woman, it's good to introduce her to your date and talk for a few minutes. It's disrespectful and shows poor Social Intuition to go off with her for 20 minutes and ignore your date. It also shows poor Social Intuition, or implies that you have something to hide, if you brush the other woman off entirely.

Make sure the jealousy is warranted. If you're on a date with a supermodel, bumping into your friend's awkward little sister is unlikely to create much jealousy. A fun little maneuver to increase jealousy is to give an accomplishment introduction for the other woman the same way that you would if you were introducing your wingman into a group (Chapter 21).

Finally, don't ever be jealous yourself. She had a sex life before she met you. If you're attracted to her, other men are too. Get over it. She will mention other men, sometimes in passing, sometimes to test you. Don't ask leading questions (e.g., "did he stay over?") or try to learn more (e.g., "so, this guy you're dating . . ." in an effort to see if she contradicts you over the word 'dating'). Without appearing to be uncomfortable, just change the subject when she talks about other men.

CHAPTER 6

THE THREE KEY INGREDIENTS

Now I wanna talk about the three most critical ingredients that you want in every conversation to give you the maximum chance of success. These three ingredients are so important they got their own separate chapter...so if you only take one thing from this book, this is it!

Ingredient 1: You must let the girl know you're physically attracted to her

If you're talking to a girl and she doesn't know that you're physically attracted to her – that you actually want to have sex with her and you're interested in her – you could talk to her for ages and at the end of that conversation she'll dismiss all your hard effort with a casual, "OK. See you later." And then if you try to get her number, she might well be thinking, "Why?" She may not understand what you actually want from her.

If you're a beginner or intermediate, give her a compliment. Tell her that she's beautiful or has a sexy walk or ass or whatever it takes so she knows you like her. If you're more advanced you don't necessarily have to say it. You can use eye contact, body language, flirting, etc. You could actually start physically escalating things by touching her in a sensual way – she'll know. Personally, I like to verbalize it. It's really clear and simple with very little room for confusion. Compliments are also great because you can have a lot of fun with the compliment itself, how you say it, how sexual you make it, and so on. The possibilities are endless.

I cannot fully emphasize in book format the importance of this simple step. I would need to yell into a video camera for at least five minutes to make the importance of this abundantly clear. You separate yourself from something like 99.9% of men – who do NOTHING. They seldom approach, and if they do, they certainly don't make their intentions clear.

If you just went around all day giving genuine compliments to women (based on whatever part of them you found attractive) YOU WOULD GET

LAID REGULARLY.

If you add in my next 2 rules and improve yourself in other ways too, you will be killing it!

My second rule is:

Ingredient 2: You must make the girl feel you are genuinely curious about her

This is where so many guys go wrong. A woman wants to feel that you're genuinely curious about her. Her interests, who she is, her wants, her needs, her life. She wants to be with someone who cares about her. Even a woman who is desperately horny will still want to feel that you give a shit about her before she has sex with you. A woman could be walking down the street thinking "I just want to get laid" ...and still wants to feel special - even if she talks to you for 5 minutes and goes to your place straight after.

I had a girl walk up to me in a bar once. She barely even asked me my name and she just said, "Hey, let's get some drinks and go back to your house." She just wanted to get laid...and I declined. This girl didn't know me at all. She could have walked up to any guy at that bar and done that. All she cared about was getting some random dick and I thought, "well, this girl doesn't get me or why I'm special. She doesn't understand me at all." I wasn't interested.

But if that girl took a couple of minutes to get to know me and she said, "You know what? You're not just a pretty face. You've actually got a great sense of humor and you're very intelligent too. I like you. You know what? Let's go back to my place and fuck." I would have said, "Yeah, cool," because I would have felt that she wants ME. Awesome. Let's go!

So even a girl who's absolutely horny and just wants to get laid still wants to feel that you like her a little bit and that there's something about her you admire, like, respect, or are interested in. The easiest way to put that across is to let her feel that you're curious about her. It's the most attractive quality of all and the best thing you can do.

How do you do it? Fundamentally, by actually listening to what she says

without interrupting; by having pauses after she talks, by processing, and by really digging deeper and asking questions. You can't FAKE it – you need to develop your curiosity about women. What are they like? What do they worry about? What do they think about men? You need to look at every woman you ever talk to as an individual and realize she's different from every other woman you've ever met. What makes her special? It's really as simple as that. If she doesn't feel that ingredient, you're just another random guy who wants to get in her pants.

The only exception to this is if you're being 100% pure sexual and you just walk up to the girl and say, "Hey, you know what? You're fucking sexy. We need to hook up." That's fine. In that case, if it's really all you're going for and you just want to fuck, that can work. You don't need to show curiosity in that situation.

However, the majority of guys want to go on dates with women and in those cases you're going to have to show curiosity by connecting with her as a person.

Ingredient 3: You must pull the trigger

You must be able to take the interaction to the next level. That means different things depending on the situation. If I'm talking to a girl I've met on the street, pulling the trigger might mean saying, "Hey, you know what? I like you. Let's go for a coffee right now." Or "You know what? I like you. I'm busy now. But give me your number. I'm going to call you later." Or "You know what? What are you doing tomorrow night? I've got two tickets to this awesome karaoke thing, why don't you come with me? It will be great fun."

So for a street approach, this is probably just asking her on a date or getting her number. If you're in a bar, she's horny, and you're making out with her, it's probably more along the lines of "Hey, you know what? Let's get out of here," then pulling her out of the club and into a taxi or a bathroom (if that does it for you...I don't judge ;)

The important part is: *if you see a window of opportunity and you don't take it, you may very well lose the girl.*

Those three ingredients are the important things that you have to do in every interaction for you to get results.

Here's a challenge for you:

You can let a girl know that you're attracted to her, curious about her, and pull the trigger all in **one five-word sentence**.

Can you guess what those words are? Take a minute and see if you can figure it out then come back and continue reading.

Did you get it? I'm guessing if you came up with a sentence, it's probably something like, "You're hot, let's fuck." Or "I like you, let's go." Best-case scenario you got maybe two out of the three? But not three out of the three. So, the five words are:

"You're gorgeous. Let's get coffee."

You're telling her she's hot. You're saying, "Let's get coffee" - which implies you're going to sit there, talk to her, and get to know her (i.e. you're curious) AND you're actually pulling the trigger by asking her on a date right then!

All three ingredients in one sentence. If you're talking to a girl and you don't remember whether you told her she was hot or you're not sure how to pull the trigger, just look at her and say, "You know what? You're sexy. Let's get coffee." Bam! You've just done it. You asked her out. You let her know she's hot. It's beautiful - and simple!

I managed to meet some really hot girls in my area since Sasha's bootcamp. I'm now sleeping with THE hottest girl in my University because I took the time to learn this - and then go for it! Highly recommended!

-Justin Q, Southampton

I'm a teenager using direct and it's made me a better person by being able to express myself. And the girls really like that. I'm glad I found out about this at an early age and I could only imagine the possibilities when I get older. I've gotten pretty good at the whole concept of being direct and I've talked to more girls in the past 2 months than I did in one whole year. I'm having a great time doing this and meeting new people, it's intoxicating.

I don't plan on stopping Direct because I used Indirect and it pains me to not be authentic. Thanks, Sasha, for changing people's lives and sharing your information with others.

-Christian

CHAPTER 7

HAVING FUN AND BEING PLAYFUL

If you're a super serious, stoic guy you need to learn to lighten up, have some fun, and be playful! Having fun is one of the most important aspects of enjoying the process, finding yourself and finding you a girl (or a few!) Plus, this makes connecting with women so much easier and more enjoyable.

Key Mindset: *Experiencing fun and enjoying yourself should be **more valuable** to you than actually picking up women. Adopt this mentality and you can never go wrong. You will be on the streets, having fun, and getting a girl's number or arranging a date will be an added bonus. Having fun should always be the number one goal. It's a win-win way of existing.*

Positive energy and flirting go hand-in-hand. If you can just pull off a flirty/happy/playful vibe, you can do extremely well with women, as long as you can follow through. My good friend and fellow dating coach John Keegan often just walks around waving at girls saying "hello" and ends up getting tons of dates simply from doing that! It seems simple, but the energy behind it is so playful, fun and flirty that he conveys everything he needs with remarkably little effort. He often gets women virtually begging to come home with him after (seemingly) doing nothing, but his vibe says it all. The difficult part is getting your inner game solid enough to get to that point. That is the real challenge. Once you truly believe you are worthy and you feel good about yourself, getting girls really is as simple as saying "hello."

Being fun and letting loose is very attractive to women. When you are indifferent to people's judgment, when you're feeling free and having fun, women will notice you. Go out there and have a blast and the girls will come (pun intended ;)

Somewhere along in life we were all burdened with responsibilities. Things like paying rent, credit card debt, mortgages, having children, and such. These things have taken their toll on adults and we've all forgotten how much fun we had as children before the responsibilities came along. To deal with these responsibilities you have to be logical and serious - over and

over and over. Many of us simply have no choice but to be in serious mode the majority of the time. Who has time for fun when you're struggling to make rent or put food on the table for kids from a failed marriage?

It's no surprise that most people are totally disconnected from their ability to have fun and be playful.

How do we bring it back? Start by taking little risks. Do something you perhaps shouldn't. Say something you perhaps shouldn't. Be cheeky next time you speak to a girl and accuse her of hitting on you. Be a little outrageous for once. I have a whole chapter on flirting, which is a simple, quick way to bring back the fun.

Try physical things with women such as actually picking a girl up off the floor and carrying her somewhere. Spank them, pinch them, all with a humorous fun tone. A lot of guys think touching a girl is an advanced move but as long as you're coming from the mindset of fun, it's perfectly fine. If you have a creepy face that says, "Uh oh, I shouldn't be doing this" then the girl will react badly. But you can spank a girl's ass in a fun and playful manner she will not be affected by it at all. She's going to be having fun with you.

Next time you think "That would be funny, but she may not like it" take a leap and do it. Enjoy yourself!

Getting physical with girls is fun and risky. Pull a girl in to you and say "You know what? We're going to be together forever and make a baby." As I've already mentioned, one of the things that I do for fun on a date is say "Hey, do you believe in Vampires?" she'll say "No." and I say, "You should." then I bite her neck. Biting someone on the neck is very playful and very sexual.

Another thing you can try is asking the girl, "Hey, do you like piggyback rides?" if she says, "Yes," then I'll say "Awesome!" and jump on her back. Of course, readers beware, don't actually put all your weight on her back. Just keep one leg on the ground and pretend to be jumping on her back. She'll likely burst out laughing and call you crazy or an asshole. Tell her you're kidding and let her jump on your back. Physical is fun.

If your date is at night you'll likely be walking her home past some kind of alley or side street. I'll always say "Don't worry, I know what you're thinking, but I'm a gentleman. I'm not going to push you down that alley and molest

you. I promise.” To which she will laugh. As soon as we get to the next alley I’ll turn and say “I’m going to molest you down this alley!” and push her in there and make out. It’s all about building up the tension from making that first joke and being confident enough to take the risk of being fun and physical later on (even as soon as 30 seconds later) at the next alley.

Getting physical with a girl is excellent and should be done often. Not only is it a great way to bring the fun, but it's the easiest way of getting sexual relatively quickly.

However, this is more so on dates than the approach. Guys often ask me, “Sasha, should I physically escalate when I meet a girl for the first time?” and the answer is no, you don’t have to, although it’s certainly possible.

Another fun thing: you can sabotage her whilst playing pool. I make a game of it. I’ll bump into her when she takes her shot. I’ll say funny things. I’ll block her view, pinch her, spank her, and distract her in any way possible. Anything childish is good.

“Childish?” you might be thinking. Yes, be immature. This is another part of being fun. When you do something immature people look at you like “What the fuck?” You know it’s immature, but you don’t care what other people around you think. Stupid childish things would include: sticking your tongue out, throwing things at people, being silly and defiant to authority figures. Be naughty. Be playful. Be silly.

Never hesitate to cause a scene. Women are attracted to guys who will stick up for what’s right. I often will complain and get into arguments with waiters or other customer service people when they do a bad job. Several women have commented they like this about me, because I don’t take shit when I’m unhappy with something. They love it! Most guys are just too timid or socially programmed to complain about anything. So amazingly, in a strange reversal – whining and bitching can be seen as sexy! (But yes, there’s a classy way to do it – keep it clean, folks!)

The opposite of fun is boring. If you don’t remember the last time you laughed your ass off – you’re likely in the “boring” category. Or you’re from Austria. Either way you must work on developing a fun, mischievous mindset. If you don’t have that mindset then your interactions are going to be a little boring. Your dates are going to be a little boring. You’re not really going to

be able to hold on to a girl because girls want fun. They want a guy who can let loose and have a good time without taking himself too seriously.

Showing humility and making fun of yourself is another way to show you're fun. Don't beat yourself up in a self-deprecating way, but a joke about having a small penis is fun. It shows "Hey, you know what? I'm comfortable."

In the past I've used this by responding to a girl's question about my job by telling her I'm currently homeless and then ask if she can spare me a sandwich. The girl knows I'm not homeless, but it's fun. Try telling a girl you clean toilets. She knows you don't clean toilets, but it shows her you're fine with being nothing. You're not bragging about a fancy job title to define who you are. Being comfortable is a beautiful thing.

As an aside, this also destroys anyone else's ability to put you down. For example, if someone calls me a retard (and I at times make jokes about just that) my reply would be simple. "Yeah I know – I'm like retard number one!" This would completely disarm whatever douchebag might be trying to put me down. Simple and effective.

It's important to note that there is a huge difference between having fun and being playful and being 'funny.'

Funny is overrated. Guys ALWAYS ask me how to be funny and they're asking the wrong question. The question is "How do I become more playful?"

Funny guys are always cracking jokes, trying to get attention, and trying to impress. If you're a bit funny that's fine, but when it comes to dating, any more than that will be seen as try-hard. They'll think you're showing off. If you really are a naturally hilarious guy that's ok. Just tone it down for your first interaction and your first date so she can connect to the deeper you. Take it easy, the jokes will still come out.

Work on being playful. What's my definition of the word? The ability to take things easy and see the funny side of all things. Simple as that. It's not just that women love having fun and that playful people are a lot more fun to hang around. It's that a woman wants to know that the guy she's with can laugh about life when shit goes down. If you're playful, a woman will assume that you can handle whatever life throws at you. If you have a

temper tantrum every time someone spills milk on you, she'll figure out what kind of guy she's dealing with really quickly and run for the exit!

There will be a point on a date, or in any interaction, where you need to take a step back and listen. Connect with the girl and stop goofing around. This was my weakness for a long time because being funny came very easy to me. Most guys need to lighten up, but EVERY guy needs to pay attention. Once you've injected that fun and she's interested in you, it's time to relax and show your deeper side so she can show hers.

About 2 months ago I was walking through town when I passed boots and saw this fucking beautiful girl stacking the shelves. I walked past and about 5 seconds later thought "what the fuck am I doing?!" and turned around and went in to talk to her.

I won't tell you the whole conversation, but I basically went in and asked if they sold pregnancy tests and when she showed me where they were and how they worked I asked if I could use the toilet there or if I had to take it home. She looked confused. Loving my own amusement, I proceeded to try and convince her that I thought I was pregnant because my nipples were really sore (insert rubbing). She was really laughing and giving me all sorts of IOI's and when I eventually said why I was really there she seemed disappointed to tell me she had a boyfriend.

We spoke for a few minutes and I left. This weekend I was out with a few mates in a club (a place I have always hated!) and the same girl from 2 months ago runs up to me with a huge smile going "Oh My God its you!!" and grabs me, pulls me over to her friends (all equally hot) and says I'm this hilarious guy and I instantly have this connection with all of them. The original girl was still with her boyfriend, but that doesn't matter. When the end of the night came I left with one of her absolutely stunning friends and we spent all night and the next day fucking like rabbits. I have you to thank, Sir!

That is just one of nearly countless examples in the last 6 months. You changed my life, man!

-Mike

CHAPTER 6

3 KEY INGREDIENTS

THE GOLDEN CHECKLIST

After each interaction check the following. If you answered “no” to any of

these, (or were unable to list 5 things about her) you are not doing your job. Keep going until you are able to answer "Yes." By the time you master these 3 key steps, the amount of dates you get will skyrocket.

1. Did you genuinely express yourself within the first minute of the conversation?
2. Did you show a genuine interest in the woman? List 5 things about her that are interesting (pro tip: save those 5 things in your phone under her last name so you remember stuff about her!)
3. Did you take the next necessary step to get her on a date?

Remember: Two out of three isn't good enough - keep trying to you get 3 out of 3!

CHAPTER 7

HAVING FUN

MISSION 1: PRE-FRAME TRAIN

Run the Pre-Frame train on a girl upon meeting her. So, use a pre-frame on a girl, and then KEEP pre-framing for as long as you can *without* getting to the point.

FOR EXAMPLE:

"Hey, I'm not crazy or anything... and I'm not a drug dealer, or anything. I'm not with the police department...that is, you're not in any legal trouble. Also I should say, I'm not a model scout...a lot of guys are out here trying to get women to sign up to dodgy modeling contracts. Then you end up paying \$500 for your photos, but then get no work so the whole thing's a scam. I'm not doing that. In fact, I should say I'm not selling anything whatsoever. Nothing at all. Also I'm not with any kind of religion. I'm not trying to get you to join a cult or anything. I don't even like religion..."

You want to go on long enough where she knows you're just messing around, but not long enough for her to get bored. 2 minutes is a good amount of time.

CHAPTER 5

ATTRACTION

The point of attraction is to get to qualification and ultimately comfort, but a woman will only allow that when sufficiently attracted. The Attraction phase is crucial. If executed effectively, it allows you to move forward into comfort, where the real work of seduction is done.

We succeed at attraction by demonstrating higher value than “average” men by hitting the attraction switches discussed in Magic Bullets and generating a positive emotional response from a woman. In attraction, she becomes drawn to you and begins to view you as a potential mate or sexual partner because of the things you say, the way you act and the general “vibe” you give off. This opens a wide range of strategies to accomplish this goal. We can distinguish between strategies by classifying routines as either state-based game or intrigue-based game.

State Based Game

State-based game appeals to a woman’s emotions. The strategy is to pump up her buying temperature by making her emotionally stimulated, happy, amused, light-hearted and free. Playful, silly routines, humor, teasing and physically oriented routines tend to accomplish this. The objective is to positively stimulate her emotions.

EXAMPLES OF ROUTINES IN THIS BOOK:

Lightning Round

Sweater Swap

12 Wives

Intrigue Based Game

Intrigue-based game appeals to her mind. It targets her intellect, curiosity, fascination, and beliefs and creates new realms of possibility and knowledge. Smart, interesting routines that teach her something or explore intriguing ideas are tools for this. These can be very powerful in showing that you are a thoughtful person who understands the world and speaks with authority. They can stimulate paradigm shifts in her mind. Obviously, intrigue game works very well with intelligent women, but it can appeal to all types when delivered in a down-to-earth, unpretentious way.

EXAMPLES OF ROUTINES IN THIS BOOK:

Blond Hair, Blue Eyes

Ring Finger Acupressure

Combining The Two

Many men are better at delivering one of these types than the other. Guys who are high-energy, funny and aggressive tend to lean toward state-based game while guys who are thoughtful, more cerebral and sensitive prefer intrigue-based game. Playing to your strength is good, but most of the best guys can deliver a balanced combination of both.

Too much state-based game can make you seem like a clown who never settles down and too much intrigue game can get dull and overly intellectual. Finding a balance to target both her emotions and her mind heightens the power of your interactions.

You become the total package – someone who can make her feel and enjoy herself while making her think and see the world in a different way. You can satisfy her on both an emotional and intellectual level.

So, regardless of whether you're better at state or intrigue game, seek to improve at both to enhance the versatility of your skill set and become much more appealing to women.

Delivering Attraction Material

Some people recommend delivering attraction routines by stacking them together and pushing through them regardless of the woman's reactions, aka "plowing," when things aren't going well. This can be useful but it has its limits. Attraction routines are ideally part of a give-and-take conversation but, in difficult interactions, stringing them together artfully and "plowing" may be useful to fall back on when the conversation is becoming one-sided. Below is Sinn's "10 Commandments of Plowing." It's a great guideline for delivering attraction material in the more difficult interactions you encounter.

SINN'S 10 COMMANDMENTS OF "PLOWING"

First let me say that plowing, or running through a bunch of material when the conversation is stalling, is very overrated.

Most of the time we recommend it just as an exercise in enduring social pressure. If you're going to plow you want to avoid being pushy and needy.

For those who insist on it, here are the 10 commandments of plowing.

1. Do: Smile. You'd be surprised how many guys sit there and keep talking completely stone-faced even as they tease women or tell a supposedly interesting story.
2. Don't: Be rude, try to "dominate" a guy while plowing, or throw out-of-left-field teases. Plowing is inherently fairly rude. You're forcefully taking up the time of

people who don't really want to talk to you. Don't compound this by adding to the rudeness. Once you hit the point that you need to plow, your social value is low enough that it would be like a bum teasing them.

3. Do: Keep it positive. If you can stay positive, you don't have to be interesting. It's very hard for people to be rude to someone who has done nothing wrong. This stems from a concept called cognitive dissonance. Cognitive dissonance is the process we go through to align our behaviors with what we perceive to be our character. Most people don't want to think of themselves as rude. However, if you break any social convention, bore them, or are rude they can treat you badly with no repercussions. They aren't being rude because you have done something to offend them first.

4. Don't: Keep stacking attraction material. This comes down to flexibility. If the attraction stuff isn't working, try going for comfort and ask questions. Yes, I know that attraction comes before comfort and you're scared to ask people questions because you might lose value. Guess what? You're already in damage control and you might find a commonality that turns the interaction around.

5. Do: Ask questions to keep them engaged. These are called "notional input." The idea is to say something that allows them to contribute but doesn't derail what you're saying. Something like, "Has that ever happened to you?" or "You know what I'm saying?"

6. Don't: Tell long stories that require a lot of attention. They're not that into you so they're not going to pay attention.

7. Do: Make them laugh. Humor fixes almost everything.

8. Don't: Acknowledge the situation if it's not going well. You have to act like you are all friends and they are really into talking to you. Don't bring up the idea that they don't want you there.

10. Don't: Plow for more than 10 minutes. If they haven't opened up after 10 minutes you're probably in a 25-minute conversation to nowhere. Remember there are women out there who will like you. Don't waste too much time trying to win over the ones who don't.

If none of this works, you can always go talk to other women in front of this group and come back in an hour or so. If you didn't break any of the dos and don'ts, it's likely the interaction will go better when you re-approach them. It could be alcohol, the other guys that talked to them being lame or whatever, but a lot of good things come from re-approaching cold groups.

Sinn

PRANK TEXTING

Do this one when you get a text from a woman you don't care about seeing again. Even better, have a wing text you and have him listed under a girl's name.

“It's some chick I don't want to talk to right now. Here, you talk to her.”

(Hand her your phone and have her read it to you.)

“Okay, what should we say?”

You want to use this routine to create a fun conspiracy between the two of you and show that you are someone who has enough options with women that you aren't hung up on a particular one.

“Say something funny, I don't care. Say anything. Tell her I'm jacking off.”

This can escalate with you coaxing the woman to come up with increasingly odd and perverted things to text back and then teasing her for her antics. Make a scene when she actually sends something outrageous, telling her that she is ruining your social

life, then congratulate her and offer to hire her as your relationship manager, etc., using a push/pull theme that mixes disqualifiers with indicators of interest to create uncertainty and attraction in a woman.

Chill84, Attraction Forums Member

THE HEIST

This is a fun example of how to answer a question you know you're going to get, like, "What do you do?" It does so with a role-play and makes it fun instead of delivering the boring, predictable answers she always hears. After the role-play you should tell her what you actually do so it doesn't seem like you're hiding anything.

"I'm a high-end bank robber and art thief, and my team is planning an upcoming heist tomorrow night. I think you could be the perfect decoy. If you're interested in being a part of the team, there's not much money in it right now... I can't guarantee that your take will be more than \$350 million. If you're okay with that small of an amount, let me tell you what you'll need to do. Tomorrow night at midnight, while I'm hacking into the alarm system from the van, I'll need you to show up at the bank wearing a long black trench coat over lingerie and stiletto heels. I'll provide you a silver metallic briefcase. What you'll need to do is seduce the 70-year-old night security guard while the rest of my team drills through the wall. Then, at just the right moment, I'll give you the signal through your earpiece and you'll press the red button on your briefcase and the vault will explode behind the security guard and you'll run out to safety unless you're totally enamored by the old guy. Can you run in heels?"

THE BLENDER ROUTINE

This is great for turning things sexual if it's going well with a woman. Initially it's funny so it's not overtly coming on to her but it turns her mind toward the idea of

the two of you kissing. It starts out more about the joke than the progression on the surface.

“Hey, I’m feeling really comfortable around you so far. You know, I often meet women who try to make out with me in the first five minutes, but you’re showing extraordinary self control. Maybe I’d like to meet someone who likes me for my mind and doesn’t treat me like a piece of meat! You’re giving me that look though... you know that look... you’re looking at me like I’m a big ice cream cone and you just want to lick me up...and down... Please, try to restrain yourself. I tell you what, I’ll make it easier for you. If you can last 15 minutes without making out with me, you get a free blender. Kind of like when you go to the bank and they give you a free toaster for getting a new account. Yeah, I’ll give you a free blender if you can control yourself for just 15 minutes.”

If she’s accepting the first part of the routine well and seems a bit turned on, calibrate to her reaction and add the following part to further escalate the sexual tension.

“But it’s not gonna be easy... I’m gonna make this hard for you...”
(Whisper in her ear.)

“If we were alone in a room right now, you have no idea what I’d do to you... I’d tease you so bad and make you get so wet....now you be a good girl...I don’t want you getting wet right here in the bar/street/parking lot. Something tells me you like to be a bad little girl...”

You could easily launch into Soul’s “Barrier Kiss Close” from Routines Manual Volume I here which still puts a limit on the kissing but escalates the tension even further.

JEDI MIND TRICK STORY

This is a great story to demonstrate some pre-selection and spur-of-the-moment resourcefulness. It can be funny as well if delivered right. It's a great example of demonstrations of higher value (DHVs) embedded into a story that exists for its own reasons.

“Oh my god, the funniest thing happened to me last night. I was at the Hollywood Roosevelt for my ex-girlfriend's birthday party, and at the end of the night we were all waiting for the valet to bring up my car. All of a sudden, this taxi pulls up and this drunk couple jumps out of the taxi, and they're yelling at the taxi driver! They were screaming, 'You fucking asshole! You son of a bitch!' And the taxi driver was yelling back at them and then he drove off. I wanted to make sure that everything was okay, so I walked up to the couple and I said, 'What happened? Are you guys okay?' The couple was very drunk, and the woman started slurring her words to me: 'In Las Vegas, we never have rude taxi drivers like that!' And I said, 'Oh, you're from Vegas? Welcome to Hollywood!' And she said, 'Thank you, sweetie! You're the nicest person we've met so far!' And she threw her arms around me and gave me a big kiss on the cheek.

Then her roughneck husband walks up to me and he stares me right in the face and says, 'You son of a bitch! Are you trying to pick up my fiancée?' And now, the whole place got completely quiet -- like in the Old West when everyone is waiting for a gunfight to start. And I said, 'No, I'm not trying to pick up your fiancée! I'm welcoming you to Hollywood!' Then the woman pushes him aside and says, 'Leave him alone! He's cute!' And she KISSES ME ON THE CHEEK AGAIN!

And I'm thinking, 'Okay, you're not helping matters here.' So now the guy says to me, 'That's it. I'm kicking your ass right now.' And he steps up getting ready to fight me! So now I have a choice... do I escalate this into a full-blown fight?

Or do I use some kind of Jedi Mind Trick to get him to leave me alone? What would you have done?”

(Tease her that she would start a fight or could never win a fistfight depending on what she's like.)

“So I go with Jedi Mind Trick. I take my phone out of my pocket and pretend it's ringing. And I say, ‘Hi Jessica! Yes, we're coming to meet you for the after party right now! We're just waiting for the valet.’ And I hold up my finger to the guy -- not my middle finger, but my index finger, telling him to wait a second. And the guy is totally thrown for a loop. He's like a robot short-circuiting. He can't figure out what to do. He's completely baffled. He's torn between wanting to fight me... and wanting to respect my phone call. So now he's pacing back and forth in front of me, angry as hell, and he's silently mouthing stuff to me! He's pissed off... yet he's politely respecting the call! And then, he just throws up his hands in frustration and storms inside the club because I was taking too long on the call. It was crazy. People have the weirdest quirks...”

You could start to tease her here that she seems like a trouble maker who goes around starting fights and do a “Good Girl/Bad Girl” cold read or the “Finger Length” routine from Routines Manual Volume I.

LIGHTNING ROUND

This routine is a playful variation on the Question Game that is simpler and more fun. It's great for high-energy venues and times when you are stuck entertaining a large group of women.

Out of nowhere, say, like a game show host:

“So, lightning round! For 10,000 points...”

(Suddenly point to a woman in the group.)

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

And from there simply make up numbers of points for each question and award them “bonus” points for crazy, funny answers.

Other questions you can ask:

“Does your underwear match?”

“Have you ever slept with a co-worker?”

“When was the last time you had sex?”

“Are you loud in bed?”

“Manscaping or Planet of the Apes style?”

“Have you ever given someone a mercy lay?”

Of course, let them ask questions back if they want to.

If one girl is totally nuts, declare her champion. It’s a really fun way to turn things goofy and/or sexual under the guise of a game. It differs from the Question Game in that it’s strictly for fun and outrageousness. Creating familiarity is not the goal.

Luke, Attraction Forums Member

PHONE SEX

This is great for dealing with a distracted girl who is always texting and looking at her phone. If she’s on her phone or has it in her hand, take out yours.

“Have you ever had phone sex?”

(She’ll answer. Take your phone and hump hers a few times with yours.

Humming porno music is optional.)

SWEATER SWAP

People often go out at night to regress to a more child-like state and have fun free of logical constraints.

Many men are boring because they are so literal and emotionally cold. Being playful and sometimes behaving and talking about things from childhood can be liberating and show a woman that you share the same goal of having a good time and regressing.

Start off with:

“Did your school ever play the game Sweater Swap? No way! Sweater Swap was the coolest game ever!! Check this out...”

It can also be done in response to a girl's name:

“No way! Did you say your name was X? There used to be this girl named X back in the seventh grade who had the biggest crush on me ever!”

(Wait for her response, then ask the hook question.)

“Did your school ever play the game Sweater Swap? No way! Sweater Swap was the coolest game ever!! Check this out... When I was in the seventh grade we would go outside to play in the schoolyard right after lunch and play kick-ball. But before we started playing we would take off our sweaters and jackets and throw them in this huge pile. All the boys and all the cool girls would play this game where if the girl had a crush on the guy she would run over to the pile and take his sweater when he wasn't looking and wear it around the playground for everyone to see. Now, if the boy liked the girl he would let her wear it 'til the end of the day! That meant you were kind of going steady and potentially every day you could have a new chick! I used to have these two girls that always picked me. They were these cute little cheerleaders, Gwen and Tammy (what names, huh?).

It was so cute. I was the only boy that had two girls fighting over the same sweater, which by the way I still have at my Mom's house! I was such a dork. It used to have my name tag sewed to it on the inside so it wouldn't get lost! So... who knows? Maybe someday I'll let you wear it. But you have to promise not to tell Gwen or Tammy."

If she is having fun with this routine you could keep on the childhood track with cold reads about the type of kid she was and do the "First Girlfriend" routine from Vol. I.

WORK WIFE GIFT

This routine is good in the Attraction phase for hitting the pre-selection attraction switch. It shows that you have other women in your life who like you a lot and says that you care about them and treat them well. It can also be used as an opener.

"So my work wife's birthday is coming up. She is a bit of a princess. Really pretty and a little high maintenance, like you. What should I get her?"

(They will be confused and ask what you mean by a "work wife.")

"Oh you don't have a work husband/boyfriend?"

(More confusion.)

"We basically take care of each other at work. We go for breaks and lunch together. We also talk about personal stuff most of the time. We take care of each other all day. Wouldn't you like to have someone to help you out all day while you're doing whatever you do?"

(They will be curious if it's not more than just platonic and probably think it's cute.)

Run with it and ask what gift you should get her and then later you can call back to it

by calling her your club/restaurant/wife/girlfriend.

Tuaamore, Attraction Forums Member

12 WIVES

This is a fun role-playing routine that makes her seek to qualify herself to you, in either a real or fake way.

“You seem cool. You can be one of my wives. I’m a polygamist, and not the legal kind, either. I’ve got 12 wives. You can be the 13th, but here’s the thing. Each one of my wives has like a special skill. One’s a driver, one’s a cook, one’s a masseuse. What can you do?”

(She responds.)

“Hmm... that’s not gonna work. I’ve already got one of those. Tell you what, how are you with explosives? I need an explosives expert to send on missions with my kung fu wife.”

Then proceed to marry and divorce her all night for silly reasons that come up as a way to keep the tension and joke going.

WHY DID YOU BREAK UP?

This is a great response to any “Why did you guys break up?” questions – which can be easily triggered by telling a funny story about an ex and simply mentioning the words “break up” a few times. This can really be done in either comfort or attraction -- wherever the conversation warrants. Contingencies for both are included below.

“You know, I really did like her, I still do actually. We’re great friends now. But you can think someone’s an amazing person without that person necessarily being

right for you.”

If you're in comfort, just keep plowing ahead here. If you're in attraction, you can simply reword the last sentence as a question for notional input -

“Do you think you can see someone as a totally amazing person and really like him but not think he's the right person for you to date?”

“See, like many exceptionally beautiful women, she was a little bit insecure. I think a lot of top models, actresses, dancers, and performers are like that, since they're not surrounded by just average or pretty women all day, they're constantly comparing themselves to other models, actresses, and so on. So even though [ex-gf name] was always the most beautiful girl in the room wherever we went -- and I'm not saying that to be sweet, it was obvious -- she'd sometimes get a little jealous and insecure when other girls would approach me.”

If you need to get notional input again here, pause with:

“Has a guy ever been jealous because another guy approached you, even though it wasn't your fault?”

“And it's not like I was doing anything bad -- I mean, I'm friendly, I'm open, I'm mildly flirtatious, but I can't help it when someone approaches me when she's in the bathroom or whatever. It's not like I was doing anything. And I wanted to include her in stuff. Like when we went out, I wasn't trying to be the center of attention without her, if we were going to be the center of attention -- which was inevitable anyway -- I wanted it to be WITH her. I wanted to introduce her to people, I wanted to be proud of her, and things were going so well for me that I wanted her to be part of it. I guess what I learned is that I don't really do well with jealous people.”

In attraction, test immediately for qualification with, “Are you a jealous girl around guys you date?” If you’re in comfort already, just carry on.

“See, I’m arrogant enough that when I start dating someone, I want her to date other guys at the beginning, because I figure the more she sees other guys the more she’ll realize she has something amazing with me. So yeah, [ex-gf name] is awesome, she’s actually [on the cover of Elle this coming April, doing a show at X stage, got her own reality show coming, etc.]. I’ll introduce you guys some time; you and her have the same sense of humor.”

The crucial element here is to give her a picture of what dating you would be like:

- Lots of attention on you as a couple. Women generally like attention.
- Being introduced to interesting people and social circles by you.
- You’re not jealous or judgmental. You understand that a girl can’t help being approached.

And then there’s the obvious pre-selection attraction switch, with a lot of lifestyle status implied.

RING FINGER ACUPRESSURE

This is a good routine to use after you’ve been talking about marriage and relationships or topics about the body, such as the finger-length routine.

“Why do you think people wear engagement rings on this finger?”

(Point to the ring finger. She answers, then take her left hand and turn it palm up and hold her ring finger.)

“I want you to tell me if you feel anything in a particular part of your body... a

sense of heat or energy.”

(Look her in the eyes as you massage her ring finger. Learn a little about hand massage to do this well. Let some tension build up and then ask...)

“Do you feel something near your heart?”

If she says no, simply say:

“It’s pretty loud and distracting in here.” Or “You might be a little too tense.”

Then jump to the explanation...

If she says yes:

This is likely because you’ve suggested it and, if she’s attracted, she will get a bit of a rush from staring in your eyes as you massage her hand. Then just explain.

Explanation:

“The Greeks started the tradition of wearing the wedding ring on this finger because they believed there was a vein that ran directly from the finger to the heart. It was a way to keep the other person close to your heart. There actually isn’t a vein, but in Eastern Medicine, in acupuncture and acupressure, there’s a really important meridian, which is like an energy channel, believe connects from here straight to your heart. They use it to stimulate energy to the heart. So, the Greeks were a little off but they had the right idea... There is a connection but it’s a neural, energy connection. And that’s why we wear our wedding rings there. ”

SilverGhost, Attraction Forums Member

FACE SLAP ROUTINE

This demonstrates a subtle bit of pre-selection while telling a weird, funny story.

“You kind of look like this girl I met in London. I don’t think you’re as crazy as her (at least I hope you’re not), but it was just the weirdest situation I had encountered in a long time.”

(Wait for her to ask what happened.)

“I had just gotten off stage (or doing whatever you would be doing in your own life in a city you’ve been to), it was late at night, and I was waiting for the subway with a bunch of people who were leaving the bars. Out of nowhere, this girl (the one that you look like) walked up to me and said: ‘Would you please slap me?’ and I was like, ‘I’m sorry, what?’ And she said, ‘Please. It would really turn me on if you would slap me.’ I thought that maybe I was on some reality show or something, or maybe she was a stalker fan or something. I didn’t really know what was going on. And I said, ‘No, I’m sorry, I don’t slap people.’ And she said, ‘Okay, would you mind kissing me on the cheek instead?’ And I said, ‘Okay.’ So I leaned in to kiss her on the cheek, and she **SLAPPED ME** instead!”

(Lightly feign slapping the girl you’re talking to on the face.)

“I stood back in surprise, and then she grabbed my face and kissed me on the cheek.”

(Lightly grab the face of the girl you’re talking to and kiss her on the cheek.
You can vary this to being a lip kiss as well.)

“And then she ran off! I just stood there, expecting some camera crew to run up to me, but nothing happened. She just slapped me, kissed me, and then ran off. Are you sure you’re not her?”

BLOND HAIR AND BLUE EYES

This intrigue-based routine should be used in the Attraction phase. It explains in a fun way to women how certain characteristics make a woman beautiful and, most importantly, why. All women know how to turn on men's attraction switches but few know why men find certain characteristics of their looks attractive and that there is often a biological basis for it. It helps you demonstrate value by showing intelligence on a subject that women value highly.

In a group, you can point at the women with blue eyes and state that they are the most attractive to men. If you can't see the eyes of all the women, just take your time to look into their eyes one by one while saying "I need to take a look at your eyes."

If there are no women with blue eyes you can just tease the entire group by saying:

"It is a pity that men will not find you girls attractive."

(Normally one of the women will ask: "And why is that?")

"Because blue eyes are what most men find attractive... And there is a reason for that. Blue eyes are a freak accident of evolution and normally all freak accidents are wiped out within one generation. Imagine for example somebody being born with blue skin or three legs... But blue eyes were not wiped out for the simple reason that they are more seductive than brown eyes, which is the original eye color all people had. You see, when a woman finds a guy attractive her pupils will dilate and there is nothing she can do about it."

At this point you can point at one of the girls and say jokingly "It is quite obvious that you are attracted to me," which will make her feel self-conscious or make her laugh.

"Pupils are black and you can see them much easier in blue eyes. And the pupils in your eyes are the window to the soul and blue eyes let you see into a woman's

soul easier than brown eyes and that is why blue eyes are more seductive. And this isn't only the case for women's eyes but also for men's."

Normally they will really be looking at your eyes now. If you have blue eyes, all the better but if you have brown eyes, like myself, then you can say the following and make yourself a bit of a challenge to them.

"By the way, that is also the reason why men with dark brown eyes are considered by women to be sexier... Because they are so mysterious like (name some attractive male actors with dark brown eyes)."

You can also use a variation of this routine with blond hair instead of blue eyes:

"Blond hair is more attractive than other hair colors because blond hair is the only hair color that evolves, that is, darkens, with age. Because women started to wear clothes when man reached into territory where there was a cold climate, for example in Northern Europe, men could no longer use a woman's naked body to assess her health. So the blond hair (another freak accident of nature) was one of the few characteristics left that men could use to correctly assess the age of women and the younger a woman is, the more fertile and attractive she is. That's why so many women dye their hair blond: to look younger and therefore more fertile and attractive. Roman women were already dying their hair blond over 2000 years ago, so before Cosmo and other media 'created' blond as being the beauty ideal it was a natural way to look younger. Essentially, dying your hair blond is a subconscious way of lying about your age."

Here you can also use the fact that they dye their hair blond for a cold read about their honesty.

"The darkening of blond hair with age is also the reason why blond girls are stereotyped to be dumber or having more fun than other girls... Blond equals

younger equals less experienced in life which is perceived as dumber or more fun depending on who you ask.”

Ask blond girls to picture themselves when they were still just little girls, and how much lighter their hair was then compared to the natural color now.

You can also approach with this by simply asking, “Is that your real hair color?”

Ayzen, Attraction Forums Member

STRIPPER NAME VARIATION

This is a new variation on the classic from Routines Manual Vol. I that’s great for when you exchange names.

The first part allows the opportunity for call-back humor, which is the idea of referring back to a joke all night for more laughs...in this case calling her by her stripper name rather than her real one.

“I was just talking to my dad today and he told me that if I had been born a girl, my name would have been Amber. Isn’t that weird? Amber is such a stripper name. If I was a girl, I’d be dancing on a pole right now instead of talking to you.”

(She responds.)

“So, what would your stripper name be?”

(She responds. Improvise off of her answer, come up with other funny stripper names for her, portray her as naughty, etc.)

“Do you know what your boy name would have been?”

(She responds.)

“You look more like a Leroy, I think... You would have made a shitty boy anyway. Let’s see. Pick us up. Let’s see if you have any game, Leroy.”

(Then you and your wing stick out your hips and pretend to be bitchy girls while “Leroy” tries to pick you up. Give her all sorts of funny resistance.)

Such as:

“Is that a pickup line?”

“You’re way too short for me...”

“We’re way too hot for you, buddy.”

“What’s with the man boobs?”

Have fun with it. Then, as the night goes on, only call her by her Stripper or Boy Name as call-back humor. Use it again on the phone call or in text when reinitiating contact later to remind her of the fun you had.

(Original Twenty-Six) Variation Braddock, Love Systems Instructor

RETARDS ON MARS

This is a short, funny joke you can throw out there for a laugh if she has a good sense of humor. Take the woman’s hand and stroke it as if it was a cat and say:

“What planet are you from?”

(She answers. Keep stroking her hand.)

“Oh cool, I’m from Mars. Tell me, what do your people eat on earth?”

(She answers something. Keep stroking her hand.)

“Cool, on Mars we eat the soil from the ground. Tell me what do you guys do with retarded people on your planet?”

(She’ll probably laugh. Keep stroking her hand.)

“Nice... Do you know what we do with retarded people on Mars?”

(She'll ask. Keep stroking her hand.)

“We stroke them...”

(Keep stroking her hand and smile.)

THE DAMAGE CONTROL ROUTINE

The idea here is that it's actually sometimes desirable to very slightly offend a girl you're just meeting if you can quickly win her back. It works like a big disqualifier, and releases a lot of emotion. When the routine progresses and she ends up laughing it will seem all the more exciting to her because of the contrasting emotions, creating a great first impression. It's better to take chances and create strong emotions in her than to play it safe and bore her.

“You're adorable... A guy comes up to God and says, ‘God, why did you make women so beautiful?’”

(Touch her shoulder and pause, then release.)

“But so stupid?”

Wait for her reaction. If she laughs wait for her to settle, then continue. If she looks shocked, wait an extra second or two then continue. If she starts getting offended, say something like, “Wait your turn,” or simply “Hold on now, don't get your panties in a bunch.”

Either way, create a space for her to react, and feel the effect. The only unfavorable reaction is no reaction, in which case plow forward.

“God says, listen,” (pause and touch her shoulder) “I made them beautiful, so you

would love them...”

(Light tap on her shoulder, and lean in for the big finish, spoken more quietly than the rest of the joke to increase dramatic effect.)

“I made them stupid so they would love you.”

(Giving her a consoling pat.)

Once she’s laughed, continue into the next part of the routine which cements the recovery and contrasts to the joke by being more intrigue-based.

“A Ukranian cab driver with a big gray bushy mustache told me that joke on the way to the airport when I was in LA a few weeks back. He convinced me to sit up front with him by promising to tell me jokes. I mean, don’t you just go for it if a cabbie says that? Anyways, he goes on and tells me all of these other jokes just like that one. All jokes about wives and women.”

Pause again to let the possibility of slight offense settle in for more damage control. Often a girl is hooked by this point and is willing to extend the benefit of the doubt while you finish.

“And at the end of it, I just had this feeling, so I asked him ‘How long have you been married?’ The cabbie just lights up, and gets this big broad grin.”

(Pause and point to my big smile.)

“And he says, ‘45 years!’”

Often this will get a cute “Awwwwwww” from the girls.

“And I asked, ‘What’s your secret?’ and he said, ‘I’m very lucky.’ He said she was very beautiful so he asked her to marry him three days after he met her. She said yes and they were married 12 days later. Never an unhappy day since.”

Pause to get a reaction. If she's waiting for something more, continue to the third and final part of this routine. If she wants to talk, then this is a great opportunity for her to qualify herself by telling a story, or by asking questions about you and relationships. Segue it into the following by giving insight on relationships.

“There's actually a study going on in its fourth decade at the University of Washington that's in the book *Blink* by Malcolm Gladwell. The point of the study is to figure out what really makes relationships successful. What the researchers do is have couples come in and they ask the couples to talk about things that make them fight, like money or the dishes or whatever. And they measure everything imaginable about these fights: heart rates, biometrics, and more with visual and audio recordings. And what's amazing is the researchers can watch just five minutes of video, without sound, of a couple fighting, and with just the naked eye they can tell by looking at one single visual factor whether a couple will be together in 15 years with a 95% degree of accuracy. It's been verified over and over again. Can you imagine what they might be looking for?”

This is an important question to ask because it engages her. Take a long pause here to let the girl interact with the routine and share her experiences. This is another great opportunity for her to qualify herself further.

“Some people say sex. Other people say laughter. A lot of people mention eye contact.”

(Long pause.)

“The answer is eye-rolling. You see, eye-rolling means that the strategy one or both of the people have for resolving fights is through contempt and disregarding the other person's point of view. When one person rolls his or her eyes, the other person immediately becomes more defensive and the level of conflict escalates, and misery ensues. It shows a lack of respect, and respecting each other is one of the most important ingredients in a relationship. That and

chemistry are the two most important things, I think.”

This creates the opportunity for call-back humor later when you roll your eyes dramatically at something silly she says.

You can also use this routine straight out of the gate as an opener by opening directly with the joke which is bold but effective at creating a strong emotion from the start.