



MAKE GIRLS CHASE YOU

ANDREW RYAN

DISCOVER THE “SECRET PSYCHOLOGY OF ATTRACTION” AND HOW TO
USE IT IN INNOCENT EVERYDAY CONVERSATION

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ANDREW RYAN

MAKE GIRLS CHASE YOU

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CONCLUSION + A SPECIAL INVITATION

FIRST

THINGS

FIRST

THANK YOU

T

HANK YOU for picking up this program, and for trusting me to guide you in this area of your life.

You just made the one investment that always pays off - an investment in yourself - and I really want to acknowledge you for that.

I created this manual because I was tired of seeing guys struggling with women when they really didn't have to.

By the time you finish reading this, you will understand exactly what women are attracted to in a man... on a deep, psychological level beyond superficial things like your height, looks or money.

You'll also have a "playbook" for all your interactions, so you always know what to do, and what to say, to keep things moving forward with any girl you're interested in.

And finally, you'll begin to feel like the most confident and charismatic version of yourself... the guy you really are, without any of the insecurities or limiting beliefs that might be holding you back right now.

MY GOAL FOR YOU

—
BELIEVE IT OR NOT, MY GOAL IS NOT TO GET YOU **LAID**. ALTHOUGH YOU WILL BE GETTING LAID A LOT MORE BY THE END OF OUR TIME TOGETHER.

—
MY GOAL IS NOT TO GET YOU A **GIRLFRIEND**, EITHER. ALTHOUGH YOU WILL EASILY BE ABLE TO GET A GIRLFRIEND ANYTIME YOU'RE READY.

—
MY GOAL IS TO HELP YOU WAKE UP... TO BECOME A MORE **CONSCIOUS** MAN WHO WALKS INTO RELATIONSHIPS WITH HIS EYES OPEN.

—
AS YOU GO THROUGH THIS PROGRAM, YOU'RE GOING TO DISCOVER THAT THERE IS A **GAME** BEING PLAYED AROUND YOU... AND THERE ARE A LOT OF UNSPOKEN RULES PEOPLE ARE PLAYING BY.

—
MY GOAL IS TO **OPEN YOUR EYES** TO THIS GAME, SHOW YOU HOW IT WORKS, AND GIVE YOU THE WINNING PLAYBOOK... PLUS SOME COOL "CHEAT CODES" THAT GET YOU AHEAD FASTER.

—
IF YOU WANT TO SLEEP WITH 7 DIFFERENT GIRLS A WEEK, YOU CAN. IF YOU WANT TO **FIND THAT ONE SPECIAL GIRL** AND MAKE HER YOUR EXCLUSIVE GIRLFRIEND, YOU CAN. I'M NOT GONNA TELL YOU WHAT YOU SHOULD CHOOSE.

—
I JUST WANT YOU TO HAVE A **CHOICE**! I WANT YOU TO BE ABLE TO CHOOSE THE WOMEN WHO COME INTO YOUR LIFE, INTENTIONALLY...INSTEAD OF SETTLING FOR WHOEVER COMES ALONG.

WHAT YOU DO FROM THERE... IS UP TO YOU

MAKE SENSE?

**OK, SO HERE'S WHAT'S COVERED
IN THIS PROGRAM:**

FIRST I'LL TELL YOU A QUICK STORY ABOUT WHERE THIS ALL CAME FROM, WHO I AM, AND WHY YOU SHOULD LISTEN TO ME.

THEN IN PART 1, I'LL OPEN YOUR EYES TO THE "SECRET PSYCHOLOGY OF ATTRACTION" AND SHED SOME LIGHT ON WHY YOU MAY HAVE STRUGGLED IN THE PAST.

AND IN PART 2, I'LL GIVE YOU THE MOST EFFECTIVE DATING STRATEGIES THAT MAKE GIRLS CHASE YOU... USING THE PSYCHOLOGY WE TALKED ABOUT IN PART 1.

THERE ARE 10 STRATEGIES TO LEARN, AND THEY'RE ALL SIMPLE AND EASY FOR ANY GUY TO IMPLEMENT RIGHT AWAY.

FINALLY, BEFORE WE GET STARTED:

■ TAKE A DEEP BREATH,

■ SMILE

■ RELAX

None of this stuff is gonna be hard. At least, it doesn't need to be hard. Allow it to be easy, and it will be.

After all, this is called **"Make Girls Chase You."** Not "challenge yourself to the max and work extremely hard to impress women and do all the work to make them like you..."

RIGHT?

So listen, if you've been stressing about girls lately...

or doing a lot of work to try and prove that you're worthy...

You can relax now. Deal?

You don't have to prove that you're worthy. You already ARE worthy. It's your natural state of being.

And you don't chase girls anymore.

You **attract** girls, and they chase YOU.

SOUND GOOD?

Alright, good talk. See ya out there. Make some girl's day today,

*Andrew
Ryan*



I want to start by sharing this quick story, so you can understand a little more about who I am, where this all came from, and why you should listen to me.

MY STORY

Back in 2011 I was in a position very similar to you right now... reading a book about women so I could improve my dating life.

I was trying to get over a girl who cheated on me. I wanted to make sure that never happened to me again...

So I picked up a book called **The Tao of Badass** by a guy named Joshua Pellicer, and soon everything started changing for me. I learned that attraction follows a formula... that **80% of it comes from body language** (NOT what you say)... and that confidence is a skill you can learn in a couple of days.

Once I started applying the concepts to my life, women started treating me like a totally different guy. Soon, Joshua and I became friends, and he hired me to run his live coaching events...

And for the next three years, my full time job was taking guys out to bars

and helping them meet women.

I would teach them the **"secret psychology of attraction"** and how to apply it in their conversations (which you're about to learn in a minute). Then we would go out to bars together, talk to as many women as we could, and I would personally coach them through whatever challenges came up in the moment.

We called it "in-field training"

I always hated the term "in-field"... it made me think of scientists going on safari and studying wild animals... but there was no doubt it was an effective way to coach someone.

If you were to attend one of my trainings, you had a 50% chance of going home with a girl that same night...

or at the very least, leaving with 3 or 4 new numbers in your phone and feeling a surge of confidence and momentum

that would last for months.

For three years, I ran these live events every other weekend, in over 40 cities around the world. Our success stories numbered in the thousands...

And through it all, the underlying promise was always the same:

"APPLY WHAT I TEACH YOU, AND YOU WILL ATTRACT HOTTER GIRLS."

That's pretty much the dream, right? To get that smoking hot chick you've had your eye on... your dream girl... the one who's "out of your league"... Well, I eventually won that game. And I kept winning, over and over and over...

I went from practically zero to dating some of the hottest girls you've ever seen in your life... And I came to find out that the dream was not "as advertised." See, I was so quick to learn all the tactics and strategies for attracting women...

But I was very slow to adjust my mindset. I never changed my core beliefs about who I really am.

At one point I was literally dating an Instagram fitness model

And if you had seen me with her, you would have thought I was the most confident, alpha, masculine dude ever. But in my mind, I was still the same shy, introverted "nice guy" who got cheated on because he wasn't good enough...

THE "HOTTEST GIRL I EVER DATED"

There were dozens of girls before Paige, but she was the most memorable. Paige was the "hottest girl I ever dated". I put that in quotes, because that's how I USED to think. Because of that way of thinking...

- I created an idealized image of her in my mind
- I got emotionally attached to her way too fast
- I put her needs before mine
- I stopped being the masculine, confident guy who attracted her in the first place
- She lost interest and slowly faded out of my life

We never even had a breakup talk,
because we were never officially together,

I would have loved to make her my
girlfriend, but we never got that far. We
just went on dates and slept together and
texted back and forth nonstop.

Until soon enough, she stopped texting
back so fast...

And "I can't wait to see you" turned into
"maybe next week"... And suddenly I was
the only one making any effort... And I felt
like a creep for texting her two or three
times in a row and getting no response...

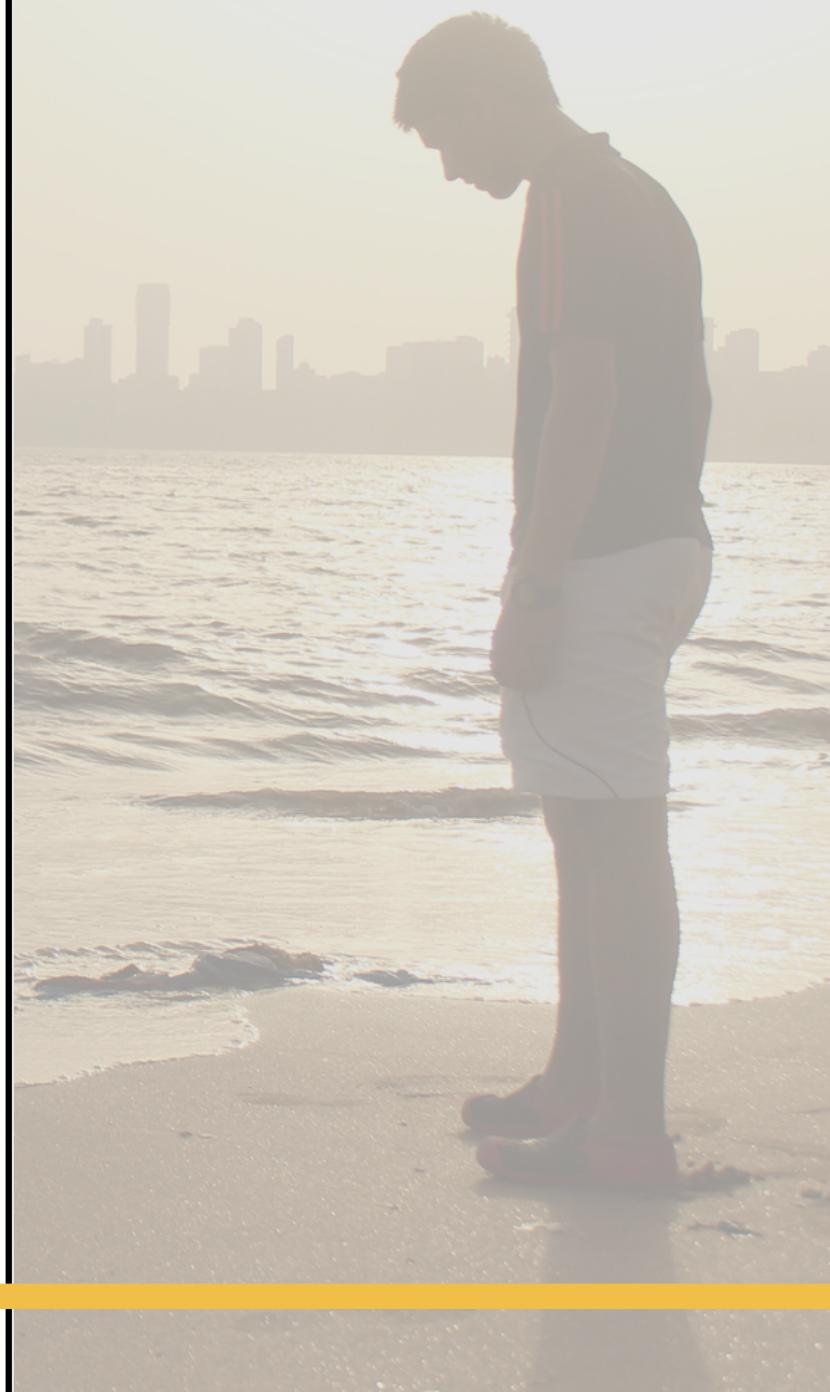
And I would have KILLED to find out exactly
what I did wrong...

But I never found out what I did wrong...

Because she never got back to me.

She disappeared like a ghost and I never
heard from her again.

HAS A GIRL EVER DONE THAT TO YOU?



I REMEMBER GOING THROUGH EVERY EMOTION:

DENIAL

"Maybe she's just busy, that's why she's not replying... I don't wanna be needy, I'll text her again tomorrow"

ANGER

"What the fuck, another one-word text from her? I'm not worth a second more of her time to respond? I don't deserve to be dismissed like this..."

JEALOUSY

"She's with another guy, isn't she... and he's so much better than me... he's probably fucking her right now..."

SELF PITY

"She finally realized I wasn't man enough, just like I always knew she would... She found out the truth, I'm just a nice guy, a beta, a wuss, a chump"

SADNESS

"My pillow still smells like her perfume... God I miss her so much, I'd do anything to have her here right now..."

**AND FINALLY, DEPRESSION,
WHICH I'VE COME TO REALIZE IS
NOT SADNESS, BUT NUMBNESS.**

Suddenly I had no energy or drive, and everything in my daily life felt difficult, like I was trying to swim with a weighted vest on.

Logically, I knew I should “get back out there” and meet more girls... “there’s plenty of fish in the sea”... etc. I knew that was the right thing to do...

But like I said, Paige was “the hottest girl I ever dated,” and I lost her. It was all downhill from there.. At least, that’s how it felt at the time...

That's what my shitty beliefs were feeding my mind with, from the background. They were telling me...

If I couldn’t get a girl as hot as her, what was the point of even trying? (isn’t it crazy how we value women based on the way they look? And how we base our own self worth on which girls we can attract, on a scale of 1-10?

Over the course of this program I’m going to help you get a handle on that belief, because if you don’t, it can wreck you... just like it wrecked me)

For the next few months, I gave up on dating completely.

I distracted myself with work, Netflix, beer, weed, and video games... (not for nothing, but “Horizon Zero Dawn” blew my mind, and “The Last of Us” broke my heart).

It was also during this time that I got addicted to porn.

In porn, the girls never leave you. They never reject you. You can choose any girl you want and she’ll always say yes.

It took months for me to realize how porn was making me depressed... how it reinforced my shitty beliefs... how it had me seeing women as objects instead of people...

Porn drained my brain of dopamine and turned me into a zombie. Every day I felt more empty and disconnected from myself, and the people around me.

Then one night I found myself going down a rabbit hole of weirder and weirder porn...

Looking at dark, violent, perverted things I NEVER thought I’d look at... and that scared me enough to call it quits.

When I finally came to my senses, I was like a bear emerging from hibernation. I wasn't myself anymore.

I could hardly hold eye contact or talk to women without my voice shaking.

I had to start all over again.

BE THE "CHOOSER" NOT THE "CHASER"

Once I started dating again, I vowed that I would never go back to my old way of doing things.

I wanted to create a new way of dating that didn't involve "gaming", impressing or picking up women.

In the past, the only reason I did those things is because I believed women wouldn't value the real me... So I had to hide behind a facade of what I thought a confident guy was supposed to look like.

This time I realized, if I wanted women to truly value me, I had to value myself first.

So I started developing a more natural style of conversation that was all about doing LESS, Not more..

Not chasing women, but attracting them into my life and allowing them to chase me...

And it was SO much better than the old way. Like, night-and-day difference.

I spent the next two years traveling the world, meeting hundreds of women, going on countless dates and adventures...

Hacking away at all the nonessential "fluff" and getting to the core of what really works... discovering what women really wanted from me... Stepping into my power as a man and embracing the things about me that turned women on and drove them crazy...



I still used a lot of the techniques I knew from the past, when I was running those coaching programs, but now I was seeing things from a whole new perspective...And in this new perspective, the key distinction is THIS:

YOU ARE THE “CHOOSER” NOT THE “CHASER”

That's your role in the “song and dance” of attraction. You are the one deciding if SHE is good enough for YOU... not the other way around.

In order for all my strategies to work for you, you have to really embrace this role.

You are the one who chooses the women who come in and out of your life.

No more “gaming” her... trying to impress her... trying to “demonstrate

your value” and hoping she'll choose you... You are the one who chooses HER.

Make sense?

If you're already experienced with women and dating, then you're probably nodding your head and agreeing right now.

But if you're not that experienced, this is especially important for you.

Back when I wasn't very experienced, my ex used to treat me horribly, but I just thought that all women were like her, and I put up with it.

It wasn't until I left her and dated WAY better girls that I realized how toxic and shitty she really was... and how many amazing women I was missing out on.

Now, I have a whole list of deal breakers and red flags that I use to screen women...

(do you screen women? If not, start now)

For example, I always avoid women who drink too much, complain too much, or try to control me or tell me what to do... no matter how “hot” they are.

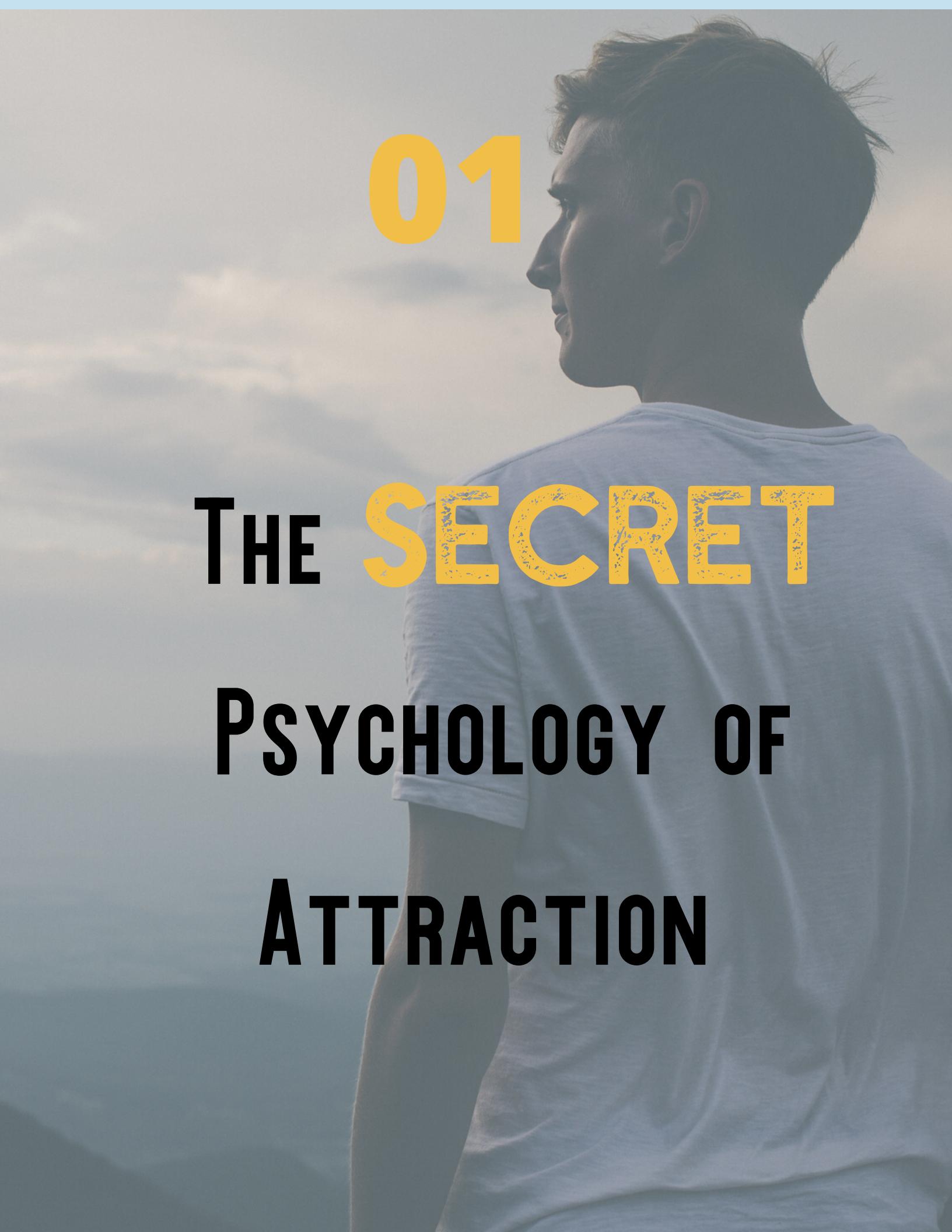
And I always seek out women who take care of themselves, who are genuinely interested in other people, who are happy to follow my lead in the beginning, and who are clear about their intentions.

YOU should have a list like that too. That's what it means to be the chooser, not the chaser. And that's what this whole program is about - stepping into that role.

The more you embody that role, the more girls will naturally start to chase you.

Now, I'm going to walk you through this in two parts that both go together - first the concepts, then the strategies.



A photograph of a young man from the waist up, shown in profile facing left. He has short brown hair and is wearing a light blue, short-sleeved t-shirt. The words "THE SECRET" are printed across the back of his shirt in large, bold, yellow capital letters. The background is a soft-focus landscape of hills or mountains under a cloudy sky.

01

THE SECRET PSYCHOLOGY OF ATTRACTION

#1

THE

BIG

LIE

“
SHE'S OUT
OF YOUR
LEAGUE

This is a concept that was drilled into my head since I was 13 years old and Kristin Darnall said no, she didn't want to go to the dance with me.

You probably had your own Kristin Darnall.

And you probably got suckered into believing this lie about a "league" too.

Until I was 31 years old, I just blindly accepted that lie without question.

I assumed there was a "league" that all attractive people belong to, and I didn't belong because I was...

- Not tall enough
- Not muscular enough
- Not rich enough
- Not funny enough
- Not successful enough
- Not "alpha" enough

Basically... "not good enough."

I carried that "not good enough" monkey on my back all the time, and it caused me to feel insecure around pretty girls,

It made me feel like I had to DO a whole lot of stuff to make up for not being good enough...

(like buying girls drinks, trying to impress them, confessing my feelings, and about 1,000 other things that didn't work)

And whenever I did those things, it turned the girls off and pushed them away from me...

Which then reinforced my belief that I wasn't good enough.

And so on, and so on...

HAVE YOU EVER GONE THROUGH ANYTHING LIKE THAT?

I'm sure you have your own version of that story. It's a super common experience for people to go through.

And the good news is... it's not your fault, and it's not even true.

There is no "league."

And there is no "good enough."

Those are made-up arbitrary concepts.

I know they might feel like the truth, because the majority of people seem to agree with them.

But just because the majority of people agree with something doesn't mean they're right!

The majority of people live their lives asleep at the wheel. They aren't critically thinking about their own beliefs, like you're doing right now. They're just doing what everyone else does.

And if you look at all the major areas of life - happiness, health, money, relationships - the majority is wrong about all of them.

The majority of people are constantly complaining...

They have no clear goals or drive to achieve them...

They're overweight and sick...

They're broke...

Their relationships are barely functional...

And they're really good at finding things to be unhappy and miserable about.

So why would you want to think the same way the majority thinks?

You don't, right?

You want to stay as far away from what the majority thinks as possible.

Most people just "follow the herd"... which is fine if you don't mind getting the same results as the herd.

But if you want to live life on your own terms...

And if you want to do it in a way that makes you happy...

Then you need to stop doing what the majority does.

**BECAUSE THE MAJORITY IS
ALWAYS WRONG.**

But that doesn't stop them from being very loud and in-your-face, does it?

And when it comes to this "she's out of your league" idea...

You tend to see that getting reinforced everywhere, don't you?

We see it on Tinder, in Porn, on billboards and superbowl ads... in locker rooms and youtube comments...

You even reinforce this lie to yourself..

For example, you repeat this lie every time you rank women on a scale from 1-10.

Think about it. What are you really saying when you call a woman a "Ten?"

First of all, you're judging her based on her beauty alone.

So you're already ignoring her personality, and you're deciding that you definitely want her, before you've even had a chance to find out if she's a good person or not.

You're also saying that, compared to the beauty of other women, she's better than they are.

And aren't you also kind of saying that she's better than YOU?

How does saying she's a "10" affect your self confidence? How does that change the way you act around her?

If you talk to a woman you perceive to be a "Ten"... are you able to really connect with her as a human being?

Are you seeing "eye to eye" with her...?

Or does it somehow feel like she's above you?

Look, here's something I wish someone had told me years ago:

IF YOU PUT A GIRL ON A PEDESTAL, YOU'LL ALWAYS SEE YOURSELF AS BENEATH HER, AND SHE'LL HAVE NO CHOICE BUT TO LOOK DOWN ON YOU.

Make sense? I'm not saying a woman's looks don't matter.

Yes, there are some girls who are more physically beautiful than others, that's obvious.

And you're never gonna see a smoking hot girl walk down the street and NOT feel something. That's natural. That's being a man.

My point is - appreciate a beautiful woman, but don't bow down and lower yourself beneath her.

Look her right in the eyes and meet her with your own energy.

Don't put her - or anyone else - above yourself. Because whatever you believe about yourself will eventually come true...

And if you see yourself as somehow "beneath" the women you're attracted to... then you will be.

But there are lots of OTHER ways you could choose to look at yourself, right?

Have you ever realized that? That you can choose to look at yourself in different ways?

You don't have to go along with your "default" settings... you're in control here, dude.

And if you KNEW there were other ways

of looking at yourself, and other ways of looking at women...

Why would you choose the way that makes you feel bad?

Wouldn't you want to choose the way that made you feel confident, and excited, and thrilled by new possibilities?

Of course you would.

Over the course of this program, I'm gonna be giving you examples of what that might look like in different situations, so you can be aware of how you're looking at yourself, and start making some different choices.

It may start slowly, but over time you'll notice this has a compound effect.

The more often you choose to see yourself in a positive light, the better you feel... and the better you feel, the better women respond to you... which makes you feel even better... etc.

#2

HOW TO CONQUER THE

FEAR

OF

REJECTION

“

**WHETHER YOU THINK YOU
CAN, OR YOU THINK YOU
CAN'T, YOU'RE ALWAYS
RIGHT**

HENRY FORD

”

Meaning - your mindset is everything.

If you expect her to reject you, she probably will.

If you expect her to like you, she probably will.

This is a function of how our minds work:

WHATEVER WE GIVE OUR ATTENTION TO... GROWS.

So if you give your attention to the idea of rejection, and you think about it a lot, then it's going to grow in your mind until it overwhelms you with fear.

It's a vicious cycle... focus on rejection - feel shitty - get rejected - repeat.

The good news is that it works both ways. You can focus on the downside and create fear, or focus on the upside and create confidence.

Focus on her liking you - feel good - she likes you - keep going.

This is how you conquer the fear of rejection and create an attractive "vibe"

HAVE YOU EVER MET A GIRL YOU JUST "VIBED" WITH?

There is this undefinable thing called "vibe" or "chemistry" that most people can't explain...

But you know how it feels, right? When you and her just "click"... you feel like you're totally in the zone and you can't say anything wrong... and everything just WORKS.

Most people think they can't control this. They think it's just a lucky coincidence if it happens. Or they think they need 3 or 4 beers to get there.

HERE'S HOW IT REALLY WORKS:



Imagine you have this dial in the back of your head and it controls the "vibe" you give off to women...

You turn the dial by shifting what you're focusing on... **because whatever you focus on grows.**

For example, every time you feel anxious and afraid of rejection, THIS is what's really going on:

You've got your dial set to "what's if she says no" - you're focusing on the downside and you're assuming it will happen, because that's what's always happened to you before (or that's what you've always imagined will happen).

But there is always an upside and a downside to every situation, and the one that's most likely to happen is the one you practice focusing on more often.

So if you want to conquer your fear of rejection, don't focus on rejection. Don't focus on what you DON'T want to happen.

Instead, focus on what you WANT to happen - "what if she says yes?" What if she likes you, and you feel confident, and everything's going great...

The more you focus on that, the more it starts to change how you feel, what you say, how the girl responds to you, how

you feel about how she responds, and so on...

And it's all controlled by this dial.

On one side, you've got "what's the worst that can happen"

On the other side, you've got "what's the best that can happen."

SET IT TO THE "BEST" SIDE AS OFTEN AS YOU CAN.

#3

THE

BIG

PICTURE

**DATING IS A
MARKETPLACE**

Dating can be confusing as hell, but it starts to make a lot more sense when we zoom out and look at the big picture.

So let's zoom out for a minute.

Instead of thinking about one particular girl, let's think about every single girl and guy in your entire city... or country... or even the world.

From that perspective, we can start to see the big picture:

DATING IS A MARKETPLACE AND THERE ARE LAWS THAT GOVERN IT... LIKE AN ECONOMY.

These are not do-or-die rules you must always follow, more like overarching concepts and patterns that are usually true.

And they are the result of millions of years of human evolution.

That's a LOT of momentum! And going against that momentum is what causes most men to be frustrated and confused... like swimming against a current instead of going with it.

The easiest and most effective strategies will always go WITH these laws, not against them.

THE CORE CONFLICT

The "laws" of the dating economy are based on our most primitive biological drive - the drive to reproduce.

But here's the thing...

Men and women evolved different strategies for satisfying this drive.

And those strategies are frequently at odds with each other.

This goes all the way back to our caveman days.

Back then, the best strategy for men was to impregnate as many women as possible. For women, the best strategy was to reject as many men as possible, and secure the commitment of just one man to provide long term security for the family.

Now, we may live in space age times, but we still have stone age minds. And those basic inner caveman drives are still alive within us. They've been running the

show for over a million years, and that's not gonna change anytime soon.

This creates a "core conflict" that can be summed up like this:

Women are the "gatekeepers" of sex.
And men are the "gatekeepers" of commitment.

Meaning...

Women use sexual allure to attract men and secure their commitment.

Men use the promise of commitment to attract women and get them into bed.

In the dating marketplace, sex and commitment are like currency. They are the resources men and women trade to get what they want.

Important note - what I'm describing here is our subconscious programming.

And it's important to remember we are all conscious human beings with unique personalities and free will!

Which means, our basic drives don't always get the final say. We can ignore them if we want.

However, when left unchecked and unconscious, which is how the majority of the world around you operates...

Most men and women will act on their basic drives without realizing it.

And this causes visible trends and patterns that are easy to spot if you know what you are looking for.

But don't just take my word for it. Look at your own experience to find evidence this is true.

Notice how women are the "gatekeepers" of sex and men are the "gatekeepers" of commitment.

Notice how women withhold sex as if it were a precious resource, even when they want it just as badly as you do.

Think of a time a girl told you "I'm not sleeping with you tonight"... or "I have rules, no sex until the third date"... or anything else like that.

Think of the last girl who teased you and made you wait for sex (in order to make sure you really valued her and she didn't give it up too easily).

And notice how women SHAME each other for being too easy or “slutty” (for making sex easier to get, and lowering its value in the marketplace).

And how about the opposite side of that shame? Think of all the women who fully embrace their sex appeal and use it to gain social status and money...

Notice how many girls these days are posting bikini pics to get more Instagram followers... twerking on top of the stage in nightclubs to get more attention... making “mutually beneficial” arrangements with sugar daddies who pay their rent and take them on vacations in exchange for “you know what”

This is ALL happening because, in the dating economy, sex (or sex appeal) is the main “currency” women use to get what they want.

Now think of how much women value commitment from a man.

Notice all the books and movies and TV shows out there for women about catching a man and keeping him... about

getting him to commit to you and love you forever.

Notice the last girl you dated who put pressure on you to commit.

Notice how many girls are so urgent about settling down and getting married, especially as they get older and the “biological clock” starts ticking.

Notice how your commitment is a precious resource women are drawn to and crave.



#4

THE 4
LEVELS
OF

COMMITMENT

So now you understand that the basic female drive is toward commitment.

Now let me define what I mean by "commitment."

Because commitment is an emotional concept and there are different levels...

LEVEL 1 - YOUR ATTENTION AND APPROVAL

This is what she's chasing when she first starts getting to know you... when she first becomes aware that you exist in the dating marketplace.

And if you give her your attention and approval too easily, she won't value you.

This is where most guys fail, over and over again - they give a woman tons of attention just because she's hot and they want her, and she completely takes them for granted.

For example - telling her she's beautiful right away, agreeing with everything she says, complimenting her, giving her way more attention than you give other women, etc...

Your attention and approval is a valuable resource women want, so you might want to start being a little more selective about how freely you give it away.

I've come to look at it like this:

Just like you are not entitled to touch a woman's body or have sex with her...

Women are not entitled to your attention and approval.

You should only give those things to a girl who's investing time and energy in a conversation with you.

THAT'S what makes you valuable and worth chasing.

LEVEL 2 - DATING NON-EXCLUSIVELY (IE "TALKING TO")

This is once you've both decided you like each other, and now you're going on dates and sleeping together.

For most of us, men and women, this is a frustrating and undefined phase of dating called "talking to" each other.

At this stage, most girls will feel some level of anxiety about their status in your life... and if they really like you, they're going to have a "ticking clock" in their mind, counting down the number of dates (or "sleepovers") until you and her become official.

And if you don't start to move things towards level 3 (exclusive relationship) most women will start to secretly resent you for it... because they are giving you sex (their precious resource) and you are not giving them the next level of commitment (your precious resource). So there's an imbalance of power that leads to resentment. Make sense?

Level 2 is also when you are most at risk for being ghosted.

Because you're not exclusive, the chances are that she is "talking to" other guys when she's not with you...

Or at the very least, she's open to other guys if they were to come along and make a move (which they almost always do).

And even if she's not talking to any other guys, there's always a chance she could .

get busy and distracted with other stuff in life, and decide that you're not really that important to keep up with anymore...

Either way, at Level 2, the door is still open for anything to happen, and girls who are more experienced and savvy will almost always keep "playing their options" behind your back... sometimes even the sweet, conservative girls you wouldn't expect.

The reason I mention this is because a lot of guys make a mistake in this stage - they start taking the girl for granted and assuming she's only sleeping with them. Then they are shocked and offended to find out she's been talking to other guys.

Also, if you're the kind of guy who's been needy or clingy with women in the past, I highly suggest that YOU do the same thing at this stage... keep your options open. Keep talking to multiple girls. Don't close down all your other options just yet.

OPTIONS = POWER.

If you're insecure about losing a girl,

you probably will lose her. Especially if she's the only girl you're talking to. But when you've got options, you're able to relax and let the relationship develop naturally, without fear or insecurity getting in the way.

Now, some guys never leave Level 2. They just want to "play the field" and keep their options open. They are fine with girls talking to other guys, and ultimately letting most girls come and go, fade in and out of their lives naturally.

However, if you really like a girl and want to make her your exclusive, committed girlfriend... then you need to be moving things towards Level 3, or she might start to feel like you're wasting her time.

LEVEL 3 - EXPLICIT MONOGAMY

This is once you've clearly agreed that you are in an exclusive relationship.

At this level, your risk of getting upgraded goes down significantly, but it's never going to be all the way at zero, as anyone who's ever been cheated on

knows all-too-well.

Once you're in a relationship, the balance of power shifts a little bit, and you don't have to keep her "chasing" you so much as you have to keep her satisfied and feeling like a woman... feeling like she chose the right guy for the long term and you are the best possible match for her.

LEVEL 4 - MARRIAGE

This is the "ultimate" commitment and most women have been daydreaming about it since they were little girls... seeing it in romantic movies all their life... watching their friends get married and longing for it to be their turn.

And that "longing" grows stronger and stronger as women get older, in their mid to late twenties and beyond.

This book isn't about marriage, but it's certainly something to be aware of, since for many people this is the ultimate goal.

FINAL REMINDER

I know I'm harping on this point but

that's because it's so important.

All these "basic drives" I just described are totally subconscious... they exist in what we call the "lower self."

And we all have a "lower self" and a "higher self"

The "lower self" contains all our basic drives and desires.

The "higher self" contains our personality, imagination and free will.

Which means...

Just because a woman has a drive to seek commitment, to use her sex appeal to get attention from men, to keep her options open...

That doesn't mean every single woman will blindly follow that drive all the time.

For example, just because you think the waitress is hot, doesn't mean you're going to cheat on your girlfriend and try to bang her.

You have a choice to follow your higher

or lower self.

Women have that same choice and we should always respect and appreciate that.

After all, if everyone only operated from the lower self, we'd all be predictable robots and dating would be a complete BORE.

It's the play between the "lower" and "higher self" that makes people, dating and relationships so fun and exciting... or, frustrating and confusing, depending on your perspective.

#5

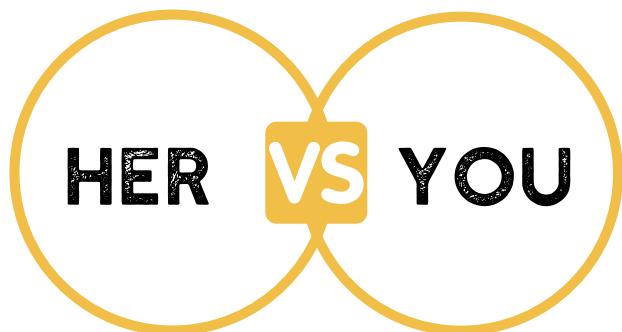
YOUR
CHOICE

So now you understand this “core conflict” between the male and female drives.

And once you notice this happening in your own dating life, and you see how these patterns hold true...

You will be faced with a critical choice.

OPTION 1, YOU CAN CHOOSE TO SEE IT AS A BATTLE



And when guys come to me for help, it's because they see it as a battle they are losing, where they have been at a serious disadvantage their whole lives.

I'll tell you from experience, the result of that choice is that you become jaded, angry and miserable... you start to see women as the “enemy”...

and every time you go out to a bar or party, you're going to secretly expect women to be mean to you.

You'll never be able to feel truly happy and relaxed and present with a girl, because you're constantly looking for problems and expecting her to reject you.

You'll always be on-guard in your relationships, always insecure with your “shields up”, always living with a closed heart and a fearful attitude.

Let me tell you from experience, that's no way to live!

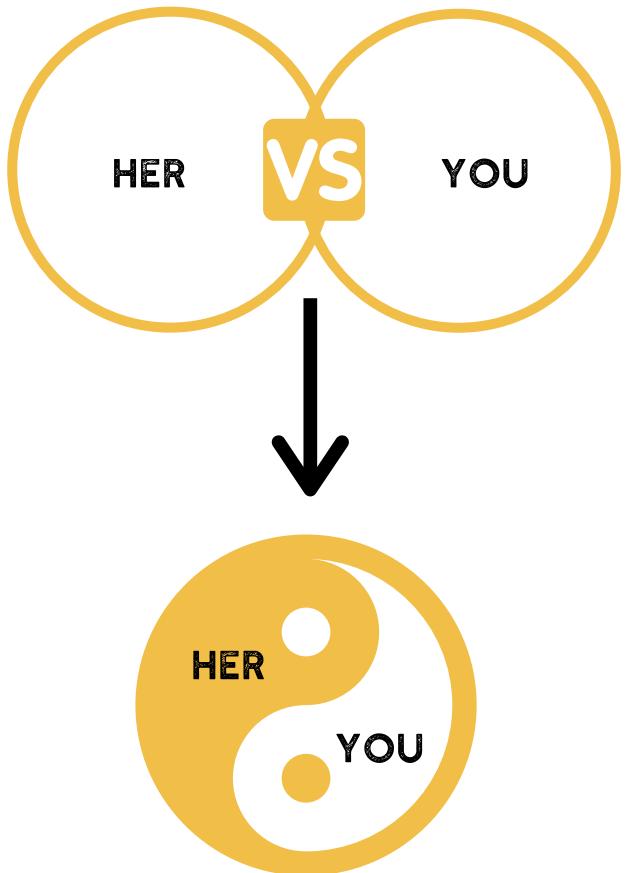
That's why I highly suggest you consider...

OPTION 2, YOU CAN CHOOSE TO SEE IT AS A GAME

In the sense that it's FUN... it's not that serious... there are rules and ways to advance...

Or even better, you can see it as a dance, where both of you play complementary roles.

LIKE THIS:



dating BS most people have to go through... and start to push the boundaries and see how fun, how sexy, how WEIRD you can get with this amazing new girl sitting in front of you...

So, that's my invitation for you.

Don't see it as a battle, see it as a dance.

When it's a dance, every girl you meet becomes an adventure.

Every time you meet a new girl, you're insanely curious about who she is, what makes her fun and different and interesting... what turns you on the MOST about her...

Every time you go on a date, you'll skip right past the "small talk" and boring

#6

THE

BACHELOR

EFFECT

To Recap:

On a large scale, dating is a marketplace and it's driven by our basic desires.

These desires are subconscious - they "run the show" from the background.

Women crave commitment from the best man they can get, and they use sex to get it.

Men crave sex from the best women they can get, and they use commitment to get it.

These are the sexual bargaining chips everyone is playing with... the currencies that drive the dating marketplace.

ALL DATING STRATEGIES EXIST TO MAXIMIZE YOUR VALUE IN THIS MARKETPLACE.

There are two main ways to do this.

One, you can invest in improving yourself and raising your value, so women see you as the best possible man they could get, and they are naturally drawn to you.

Two, you can use the ultimate shortcut... "The Bachelor Effect"

Let's talk about both of those options now.

OPTION ONE - RAISE YOUR VALUE IN THE DATING MARKETPLACE SO WOMEN NATURALLY CHASE YOU.

Most guys already understand this and they are doing certain things to increase their value to women.

For example...

- Increasing your income
- Getting "status" items like cars, watches, nice suits, apartments, etc...
- Going to the gym to lose weight and get in better shape
- Buying stylish clothes to make yourself more handsome
- Posting photos that make you look good
- Learning "game" to make yourself more charming and interesting
- Playing sports or practicing

- interesting hobbies to make yourself stand out
- Learning how to play the guitar, play the drums or sing
- Increasing your sexual confidence by approaching women and desensitizing yourself to rejection
- Learning how to please a woman in bed
- Drinking alcohol to boost confidence and lower anxiety
- Throwing parties to attract women and position yourself as a leader with high social status
- And so on...

I highly suggest you do whatever you can to maximize your value and become the most attractive version of yourself.

That definitely makes a difference!

This is all the standard “dating advice” and self improvement you see everywhere (for a reason).

And if you asked most women what they want in a man, these are the things they would list...

However, these things can only raise your value so high...

Because they are logical and surface-level, which means they can be argued with.

Plus, when you allow women to judge you on surface level things, there's still always a risk she's going to find a guy who's richer, better looking, etc... and upgrade you.

But that simply doesn't happen when you know how to create raw, primal attraction on an emotional level.

The kind of attraction that cannot be argued with or stopped.

And you do this by...

OPTION TWO - “THE BACHELOR EFFECT”

This is the ultimate shortcut. Here's how it works:

First of all, women have a dilemma - they have a short window of time to find the best man they can get and secure his commitment...

But they can't risk sleeping with the

wrong man and wasting their precious time...

So they have to FILTER every guy they meet.

That means every time a girl meets a new guy, she has to figure out...

... if he's really as confident as he seems, if he's a good guy or an asshole, if her friends would approve, if he makes her feel safe and secure and feminine, if he's good in bed, if he's emotionally available, if he would make a good long term partner, if he's an upgrade from the last guy she dated, if sleeping with him might be a mistake she'll regret... and about a million other things at the same time.

That's a LOT of work!

And there's one mental shortcut every woman takes, because it's EASIER.

When in doubt, she will look at what other women think, and copy it.

This is another biological instinct, programmed by millions of years of evolution. (so it can't be argued with or changed, it just IS what it IS).

And I stress the word instinct.

This isn't a choice on her part, it's an automatic response and it happens instantly.

WOMEN ARE ALWAYS MORE ATTRACTED TO THE MEN THEY THINK OTHER WOMEN WANT.

This cuts down on her risk of choosing the wrong man.

If other women already decided he's a good mate, the safest and easiest thing to do is copy the same mate choice.

Neuroscientists call this "mate choice copying"

But I like to call it the "Bachelor Effect" because it explains why women LOVE dating competition shows like The Bachelor... you know, where 20 women compete for the same man.

This also explains why women always treat you better when you're with OTHER women...

Haven't you ever noticed that?

You could be sexually invisible by yourself, but the moment you get a girlfriend, a wife, or even a female friend... other girls instantly notice you and like you more...

That's "The Bachelor Effect"

In the simplest terms:

Women don't want the guy no one else wants. They want the guy everyone else wants. Instantly. Automatically. Without even thinking about it.

No one wants to eat at an empty restaurant, right? They want the place with a line out the door.

So how does the "Bachelor Effect" work and how do you use it to your advantage?

Here's how it works.

Women are always reading you and picking up on signals to help them decide how they should feel about you.

AND THERE ARE CERTAIN SIGNALS THAT TELL HER THAT OTHER WOMEN WANT YOU.

These signals are processed by her subconscious mind, which is where all our emotional and sexual decisions are made.

And because they are read by her subconscious, they can't be argued with or debated.

They just "trigger" her brain to be more attracted to you.

This is why women can't always explain why they're attracted to certain guys...

They just say "I don't know, there's something about him."

Make sense?

It's actually really simple once you see it in action.

So let's dive in and talk about HOW to send women these signals... through your behavior, your body language, your conversation, the way you react to her, etc...

That's what the strategies in part 2 are designed to do for you.

02

A photograph of a young man from the waist up, shown in profile facing left. He has short brown hair and is wearing a light blue t-shirt. The background is a soft-focus landscape of hills or mountains under a cloudy sky.

DATING STRATEGIES

10 STRATEGIES

THERE ARE 10 CORE STRATEGIES TO LEARN, ALL SIMPLE AND EASY FOR ANY GUY TO IMPLEMENT RIGHT AWAY.

These strategies are all designed to create "The Bachelor Effect" and make girls chase you, using the psychology we talked about in Part 1.

As an added bonus, they also convey high value in the dating marketplace, without lying or cheap manipulation, which can easily be seen through.

There are hundreds of different dating and pickup strategies out there... maybe even thousands.

But in all my years of coaching and helping guys transform their dating lives, it's become obvious to me that over 90% of the tactics and strategies out there are nothing more than cheap surface-level manipulation.

At best, they work for a moment and

might get you laid. But you'll never actually change the way you think and behave as a man, and you'll end up losing the girl once she realizes you are not the guy you presented yourself to be.

At worst, women see through you right away and think you're a loser or a creep... and you feel like a fraud and a geek for having tried something so corny.

That's why, when I was researching this program, I ruthlessly cut out any and all "fluff" content... and only included the most effective, legit and ethical strategies that not only work... they change the way you think as a man and change the way women respond to you, permanently.

And the best part is... none of this is "sneaky" or "under-the-radar." You could literally show this to the next girl you date and I bet you she'll agree with me - this is what women actually want from you.

#7

THE AUTHENTIC APPROACH

LET HER

SEE YOU

NAKED

I remember the first time I approached a girl and let her see me “naked.”

Her name was Feliciana (I know, right? how sexy is that name?)

I was at a club in downtown San Diego called Bassmnt, and I saw her standing at the bar by herself, wearing this incredibly sexy black dress, with this bored look on her face...

My mind started racing immediately...

“I wonder if she’s with someone...”

“I have no idea what to say to her...”

“She probably doesn’t want to be bothered...”

“I shouldn’t say anything, it wouldn’t be welcome”

“I wish I knew something cool and confident to say right now.”

... and about a million other thoughts that didn’t serve me (or her) in any way.

But most of all, I was thinking that I

would be kicking myself for the rest of the night if I didn’t walk over and say hi to her.

Then I acted on my most authentic thought.

I walked over and told her exactly what I was thinking:

“Hey what’s up, I felt like I’d be kicking myself for the rest of the night if I didn’t come over here and say hi to you.”

Immediately, two things happened.

One, I felt a giant weight lift off my shoulders, because I wasn’t putting so much pressure on myself to be “cool” and say the right thing... I was letting my natural thoughts flow out of my mouth, and it just felt RIGHT.

Two, she absolutely loved me.

Soon we were flirting back and forth, she was getting us free shots from the bartender, and everything was going perfectly.

And it’s all because I stopped trying to

act confident, I dropped my "shield"... and I let her see me naked. (emotionally naked, of course).

Ever since that night, this is the only way I approach women.

I don't try to act cool, I don't try to force anything to happen... I just say exactly what's on my mind.

I firmly believe that anything else is just a crutch or a shield to hide behind - like using PUA routines, openers, pickup lines, or otherwise being "indirect" in your approach.

Remember, women are always reading you and deciding how they should feel about you... and when you're not being totally honest and authentic about your intentions, she can tell.

It's written all over your face, your body language, and the subtle ways you react in the moment...

HERE'S HOW ONE GIRL DESCRIBED IT:

"A year ago I was in the park reading a book and was approached by a bunch of guys trying to hit on me for a youtube

video on picking up women "in the wild." This was very ironic to me as I was very awkward growing up and had a tough time with the opposite sex. I lived mostly in my head and idealized certain people and created elaborate fantasies without ever talking to them. I experienced a lot of rejection.

Over time, I realized that I had never really spoken to a man without thinking the whole time "I am talking to a Man" in my head. Deciding whether or not they were attractive. Deciding whether or not they seemed attracted to me. Evaluating them and everything they were saying purely from this one angle.

YOU CAN TELL WHEN SOMEONE IS DOING THIS TO YOU. I COULD TELL, SITTING ON THAT BENCH, TALKING TO THE GUYS SPOUTING PICK UP LINES, AND IT MADE MY SKIN CRAWL.

I wanted to have a real conversation with them about what they were doing but I could tell there was no way; we were trapped in this limited form of interaction like characters in a video game."

Do you want to make a woman's skin crawl? Of course not.

You want to create an interesting, attractive conversation where she feels like she can trust you and talk openly.

That's what the Authentic Approach is all about.

Look, for as long as I've been a dating coach, there's always one question I get asked more than anything else:

"What do I say to approach a girl?"

And I used to have a lot of clever answers for that...

I'd give guys 5 different "openers" they could try... I'd teach them body language tricks to make women feel more comfortable and at-ease... I'd give them all sorts of tips and tactics...

And it made the guys happy. It was like giving them candy, they loved it.

But it never solved the REAL problem.

The real problem is - they were nervous, and they thought they needed to hide that from women.

They thought they needed to say a whole bunch of "stuff" to make up for the fact that they didn't feel worthy of the girls they were talking to.

And that's why I'd see those same guys, three years later, STILL terrified to approach girls... still believing they needed a killer "opener" before they could even walk up to a woman and say anything...

And when they saw me approach girls with ease and have the conversation open right up for me...

They were DYING to know... "what did you say to her?"

There must be some sort of elaborate secret, right?

Well, I know this isn't the most clever or sexy answer, but it's the truth...

I always say the same thing:

"Hey, you're cute... I wanted to meet you. I'm Andrew."

I introduce myself and I tell her why I came over.

That's the Authentic Approach.

I never try to hide my intentions or pretend I'm not attracted to her.

In fact, I WANT her to know I'm attracted to her.

Why would I be ashamed of that?

Why would I want to hide it?

Why would I put up any barrier or obstacle to getting what I want?

And if she's not interested in talking to me, that's ok.

Not every girl is gonna like me, that's life.

Now, here's another reason the Authentic Approach is so powerful:

DID YOU KNOW THAT SEXUAL ATTRACTION IS 80-90% NONVERBAL?

That means, it doesn't really matter what you say when you first approach a girl.

What matters is HOW you say it.

You could introduce yourself directly. Or you could talk about the weather. You could tell her a joke. You could say any number of clever lines taught by dating coaches these days...

I prefer to keep it simple and direct, so I don't overthink it and I stay relaxed.

Because the real "attraction points" are not contained in verbal communication anyway.

They are contained in nonverbal, or sub-communication.

Meaning, your tone of voice, your body language, the way you look at her, the way you're breathing... etc.

Subcommunication speaks directly to the subconscious, which is where emotional and sexual desire come from.

Remember the Bachelor Effect - how women are naturally attracted to guys they think other women want - guys with a lot of options.

Well, there are a few key differences in how those guys behave and what they sub-communicate, compared to guys

with no options. Here's one major difference:

GUYS WITH LOTS OF OPTIONS ASSUME ATTRACTION FROM WOMEN.

They are used to having lots of women be attracted to them, so whenever they meet a new woman, they assume she's attracted to them too.

And even if she's not, that doesn't bother them. They don't get flustered, and they never take it personally or make a big deal out of it.

Compare that to guys who don't have a lot of options. Those guys typically assume women are NOT attracted to them... because that's been their life experience so far.

And if they ever get a girl who's attracted to them for a second... they cling to that one girl because they feel like they'll never get another one.

Because deep down, they don't believe they are worthy of the women they want... and so they need to do

something extra to make up for that.

But haven't you ever noticed that the harder you try to make a woman like you... the more she doesn't like you?

That's because guys who "try hard" are subcommunicating that they don't have a lot of options... and women don't want guys with no options.

(I know I'm repeating this concept over and over again but that's only because it's so important)

Women want guys with options, and guys with options assume attraction.

If you were to assume attraction, you would look her in the eyes, introduce yourself and tell her why you came over...

"Hey, you're cute, what's your name?"

"Hey, I don't think we've met yet, I'm Andrew"

"You seem interesting. I'm Andrew. What are you up to?"

And if you're feeling really good and you

have something charming or awesome to say... then by all means, go for it. But only if you're really feeling it, because that's going to come across in your subcommunication.

If you're not feeling it... (like, if you're nervous or insecure)... then don't overthink it.

Introduce yourself and tell her why you came over. Make it your mission to find out who she is and if she's interesting and potentially worth your time to talk to.

Anything more than that is trying too hard, which actively works against you.

The first thing you say does not matter and will never be remembered...

What will be remembered is how you showed up and how you made her feel.

SHOW UP AUTHENTICALLY.

#8

SHAMELESS INTEREST

THE

"MAGIC"

F-WORD

Let's talk about "grey areas"

These are situations where you're not really sure how a girl feels about you, and you're not sure what to do about it.

That includes "the friend zone", where you're actively hanging out with a girl you want to sleep with, but she only sees you as a friend.

(and maybe you've been stuck there for so long, you only see yourself as a friend, you don't really feel worthy of her)

It could also be a situation where you started out as friends, but you're getting the feeling that maybe she likes you as more than that... or maybe not, who knows?

Or maybe she has a boyfriend, but he's never around, and she doesn't even talk about him much. And she hangs out with you all the time and seems to like you...

I used to get stuck in those grey areas all the time.

Girls would string me along and act interested but non-committal.

I was never sure if they actually liked me, or they just liked having me around to give them attention.

If you've ever had a girl tell you "I just don't know what I want right now"...

Or "I like you but I'm just not ready for anything serious"

Or "I'm still getting over my ex"

Or "you're such a nice guy and you mean so much to me, I don't want to ruin our friendship"

Then you know what it's like to be stuck in a grey area.

And I used to tolerate those grey areas, because I didn't know what it felt like to have a girl be 100% certain about me.

I didn't know what it felt like to have an abundance of options.

ONCE YOU KNOW WHAT THAT FEELS LIKE, YOU WILL NEVER TOLERATE GREY AREAS AGAIN.

Now, this is my mantra:

If it's not a
Hell Yes, it's
a No

- ANDREW RYAN-

No more grey areas. You either like me and want to date me, or you don't.

And I take full responsibility for that, in all my relationships. Meaning - I'm clear about my intentions from the very beginning.

And I'm not afraid to show shameless interest in a girl, right from the start.

(shameless interest = Interest, without shame - "I'm interested in you, and I'm not ashamed to show it.")

In fact, when I first start talking to a girl I'm attracted to, one of the first things I ask is:

"Are you single?"

There's a clear intention behind that question, isn't there? I'm asking because I'm interested in her, and I'm being very up front about it, I'm not trying to hide it.

I also have a lot of fun finding new ways to tell girls I'm attracted to them.

"Stop being so cute, you made me forget what I was gonna say".

"What an adorable human being you turned out to be"

"I can already tell that I'm gonna like you"

"Should we just skip ahead and get married already?"

"If you're trying to make me like you, it's kinda working..."

The biggest reason guys get stuck in grey areas is because they are afraid to show direct, shameless interest in a girl.

Shameless interest cuts right through grey areas and makes everything black and white.

And it's so simple, and honest, and authentic.

It doesn't take any kind of "game" or cleverness.

But it does take balls.

(girls like balls - write that down)

When was the last time you looked a girl dead in the eyes and told her you liked her?

What comes up for you, mentally, when you think about doing that?

For me, it was always “what if she rejects me?”

And remember, whatever we focus on... grows.

So if you’re thinking “what if she rejects me?”... you’re already making it more likely to happen.

Sure, rejection is always a possibility. But so is acceptance. Have you ever thought about that?

What if she says yes? What if she wants you just as much as you want her?

What if she’s been waiting for a guy like you to come along and make a move, so she can stop hanging out with all these other vague, unclear losers who don’t know what they want?

What if that hot girl thinks YOU'RE hot too?

How often are you considering that possibility?

What would happen if you focused on it more often?

Would you come in with better energy? Yes.

Would you be more exciting and confident and charming? Yes.

Would she be much more likely to want you back? Yes.

I want you to remember this the next time you’re talking to an attractive girl.

Are you hiding your interest in her? Or showing it shamelessly?

Hiding your interest leads to grey areas.

Shamelessly showing it leads to clarity.

And that’s especially important if you’re a guy who’s worried about being stuck in the “friend zone”...

Your problem isn’t being stuck in the friend zone, it’s learning to be clear about your intentions... to show direct interest in a girl and own it, without shame.

That's the ultimate "cure" for the friend zone that will keep you out of it, forever.

Look at her right in the eyes and say "I have to tell you, I think you're so fucking attractive... you wanna go out with me?"

If she says yes, then congrats, you made it.

If she says anything other than yes, like "no"... or "I just want to be friends"... or "you're such a sweet guy"... or "I just don't know what I want right now"...

Then congrats, you also made it. Because getting turned down builds more character and confidence than sitting back and hiding in "grey areas" ever will..

And now you can move on with pride, because you're not afraid to go for what you want, and own it.

It's either a "hell yes" or a "no" - no more grey areas in between.

THE MAGIC F-WORD

I started doing this as an experiment, for all the guys who have been "friend zoned" in the past...

The results were quite entertaining, and enlightening.

Do you know the magic "F-word" that makes a girl start to chase you?

It's completely innocent and rejection-proof...

And when you sneak it into a conversation with any woman you want...

You're going to at least TRIPLE the chances of her chasing you...

She'll be :

3X AS LIKELY TO START HITTING ON YOU, OUT OF NOWHERE...

3X AS LIKELY TO ASK FOR YOUR NUMBER...

AND 3X AS LIKELY TO SLEEP WITH YOU...

So what is this magic "F Word"?

It's not that vulgar word you might be thinking about... Nope.

THE MAGIC WORD IS “FRIEND”

Next time you’re flirting with a girl you like, call her your “friend” as much as possible.

For example, if she says something nice to you, you might respond with:

“Awww, thanks for saying that, you’re such a good friend.”

Or if you’re at a party you could say, “Hey best friend, what are you up to?”

This word will MIND F@#K the hell out of her...

Because look, a “friend” is a good thing. It’s a positive attribute.

You’re not dissing her or being mean.

But it also implies a platonic relationship, not a sexual or romantic one.

And if she’s attractive, she’s not used to a guy putting her in the friend zone like that.

She’s used to being in control and having power over men.

But not with you...

Using this “F-word” will instantly set you apart from other guys, because you are a CHALLENGE...

It works like magic and it starts the psychological process of her wanting to chase you.

#9

THE

TAKEAWAY

Let's say you just met a girl, you've been talking to her for 3 minutes, and it's going pretty well...

She's being friendly, smiling, asking you questions and generally enjoying your company.

At this point, most guys think... "ok, it's going well, I should keep doing exactly what I'm doing."

Then, 5 minutes later, she gets bored and leaves... or she gives you her number, but never replies when you text her... or she talks to you for hours and you think she's really interested, then she tells you "lets just be friends."

The "Takeaway" is the cure for all of that. The idea is simple... you give her your approval, then take it away at key moments.

This is most useful in the early stages of conversation, right after you meet her and you're getting to know her... but before you've really connected and gotten comfortable. This is the "initial attraction" phase and most guys screw up here because they are too nice, too agreeable, and too boring.

HERE'S HOW IT WORKS:

In part 1 you learned that women want the attention and approval of a man they feel is valuable...

But guess what? If you give your attention and approval away too freely... it's impossible for her to value you.

Especially if she's really attractive, because she's used to men giving her attention all the time.

And when she's getting something for free all the time, she's naturally going to take it for granted.

By the same token, if you make her work for your attention and approval, it will be valued... YOU will be valued.

In conversation, we do this by selectively giving and withdrawing our attention and approval.

And you'll notice that when you pull away at the right moments, she'll chase after you.

And the more you get her chasing you, the more you invoke "the law of effort

justification"

Which says that the more effort we put into something, the more we want it.

Make sense? When you take away something she wants, she'll chase after it, and chasing after it makes her want it more.

My friend Adam Lyons calls this "breaking rapport"...

But I like to call it a "Takeaway" because that's exactly what you're doing... you're taking away your attention and approval.

Guys who don't have a lot of options are usually too timid to do this... they don't take away their attention or do anything beyond acting nice and accepting the girl.

If they do try the "takeaway"... they "pull their punch" and don't go all the way with it... so the girl doesn't take it seriously.

That's because they are thinking thoughts like... "what if I make her mad? It's going so well right now, I don't want to ruin it... What if I pull away and then I lose her attention?"

And that's why it's important to realize...

These thoughts are all based in scarcity... desperately clinging to the one girl whose attention you have, because you don't believe you could get another.

And scarcity is an illusion. The truth is... there is NO shortage of women out there to spend your time with. There is an abundance... more than you could ever have time for.

So it doesn't make any sense to fear losing just one... any more than a millionaire would fear losing a dollar.

MAKE SENSE?

Guys with lots of options don't care if they lose one girl. They don't take it so personally.

They also know that women love to be teased... and they love to chase after a guy who pulls away from time to time.

After all, it's the process of chasing after you that turns her on and makes her

want you more.

So that's the concept. You pull away, she chases after you.

THIS IS VERY SIMPLE, AND VERY PLAYFUL.

For example...

She says something you disagree with -
"Uh oh, you're losing me..."

She tells you her age... "You're way too young/old for me."

She flirts with you... "Oh you don't wanna flirt with me, I would be so bad for you..."

She calls you a jerk... "You know, there's some really nice guys over there, why don't you go talk to them?"

She acts like a brat... "That's it, I'm breaking up with you."

More examples...

"You're trouble, aren't you... Get out of here, trouble. I can't be seen talking to you."

"That's it, I'm divorcing you... you can keep the beach house but I'm taking the dog."

"I think I'm too high maintenance for you."

"I said I wouldn't date bad girls anymore. Get out of here."

"I'm going to have to ask you to leave"

"Don't say anything, you're cute. You'll mess it all up."

"You must've driven your parents crazy."

"Isn't it a school night? Do your parents know where you are?"

"Your parents would never approve of this."

"You are taking this way too seriously."

"You're messing it all up. You're back to square one with me missy."

"That's it. You lost me. I'm not talking to you for two minutes."

"Let's play a game. Let's see how long you can hold your breath."

"Where's your off button?"

"You're dead to me."

"I'm high maintenance. You need to wine
me and dine me."

"I'm emotionally unavailable."

"I can already tell that we'd never get
along..."

"I can't talk to you, we're just gonna fight
all the time. And I'll win."

The key is to be playful, and do it early
on in conversation, right when you're
both being friendly and it's going really
well. You'll come across as a lovable
asshole and it will change the whole
dynamic.

#10

NEGATIVE

BODY

LANGAUGE

This is a powerful way to get women chasing you in conversation. It's also the best way to project that you are

INTERESTED BUT NOT NEEDY

which is a big challenge many guys face.

A lot of guys associate these two things - interested and needy - and can't untangle them.

Here's the difference:

Interest = you're attracted, curious and want to know more.

Neediness = you desire a specific outcome from your interaction with this woman, and if you don't get that outcome, you're going to feel bad.

Showing interest is a high value trait that increases her attraction for you. Showing neediness is low value and destroys her attraction for you.

The key element to showing that we are interested but not needy is how we show positive and negative body language.

POSITIVE BODY LANGUAGE WORKS LIKE THIS:

Wherever I face my head = body language for "you have my attention"

Wherever I face my body = body language for "you have my acceptance"

NEGATIVE BODY LANGUAGE IS THE OPPOSITE OF THIS.

You are taking away your attention and acceptance (at the right times).

Here's an example...

Let's say I am talking to you but not facing you completely. I'm facing a group of people, and I'm turning my head to talk to you, but that's all...

It seems like I have something more important going on with these other people I'm facing, right? And at any moment, I could turn my head away from you and you would be completely boxed out of conversation.

With my body language, I am

communicating that you are not that important to me yet. I am interested, but not needy. I don't want to talk to you as much as I want to talk to these other people I'm facing.

Now imagine that I start turning away from those people to face you more... first with my chest, then my whole body. Now you feel much more accepted... like I'm really "there" with you and invested more in the conversation... like I'm not going anywhere...

And you would feel like you had earned more of my attention. It would feel rewarding to you.

That's the way positive/negative body language work.

The more positive body language you give to a girl, the more you are saying "you have my attention and acceptance"

And remember, if you give those things away too easily, they won't be valued.

That's a big mistake lots of guys make in conversation, without even realizing it.

They give a girl full positive body language right away, for no reason. If you do that with a girl you don't know, you're basically throwing yourself right in the friend zone.

She might reject you right away, or more likely, act polite to avoid offending you... then bail on the conversation as soon as possible.

And that's because you are subcommunicating neediness with your body language.

And attractive girls don't go for the guys who are needy, they go for the guys who are disinterested at first, and kind of aloof... non-needy. Those are the guys she wants to chase.

SO HOW DO YOU USE YOUR BODY LANGUAGE TO GET HER CHASING YOU?

01

YOU WITHHOLD GIVING FULL POSITIVE BODY LANGUAGE TO A GIRL UNTIL SHE'S SHOWN INTEREST IN YOU.

Meaning, when you first meet a woman, don't face her with your whole body right away. Stand shoulder to shoulder, like you're both facing the same direction and looking at something together... and only face her with your head (your attention).

02

ONCE SHE'S SHOWING INTEREST IN YOU, START TO FACE HER MORE WITH YOUR BODY. THIS IS BODY LANGUAGE FOR "I'M LIKING THIS CONVERSATION, YOU'RE STARTING TO WIN ME OVER A LITTLE BIT."

03

USE NEGATIVE BODY LANGUAGE AT THE RIGHT MOMENTS TO SPARK EMOTIONS AND GET HER CHASING YOU.

This is doing the same thing as the "takeaway technique" - but it's nonverbal.

So once the conversation is going well, maybe 2 or 3 minutes in... you do a "takeaway" and playfully tease her... and turn your body away from her at the same time.

As in... "oh my god I can't believe you just said that... I gotta go, I can't be seen talking to you anymore..."

Try it, see what happens. 9 times out of 10, she'll grab you, chase you, playfully hit you, etc... She'll get emotionally fired up and go nuts trying to get your attention back.

The key is to do it playfully and without any negative reaction. If you seem like you're bitter, angry, reacting to her in some way... this won't work.

Also, if a girl ever gives you any shit or "tests" you... start turning your body away from her. Use negative body language to communicate "I'm losing interest in this conversation." It's far more powerful than reacting to her with your words.

Negative Body language is extremely useful in group settings, when lots of people are

talking to each other at once.

You could be facing one girl and giving her full positive body language... then she starts playing on her phone, ignoring you, or doing something you don't like...

So you start giving her negative body language and turning to face someone else... maybe another girl standing next to her.

The moment you start taking away your body language, watch how she changes her behavior towards you.

She had you... now she's losing you... and she will step up her efforts to chase that loss and get your attention back.

And hey, if she doesn't, she wasn't that attracted to you in the first place... so talk to more girls, preferably right in front of her, and watch her opinion of you change FAST.

I highly encourage you to play around with this concept and watch how people treat you and react to you differently, just based on where you are facing your body - where you are "giving more," and

where you are “taking away”...

And notice how “taking it away” (negative body language) at the right times almost always gets people chasing you and trying to get your attention.

You’ll start to get the “feel” for how your body language influences the emotions of other people, it’s like gaining a “sixth sense.”

#11

QUALIFYING

Qualifying means “screening” or “filtering” and it’s something you would only ever think to do if you had a lot of options and you needed to filter them out.

So just by qualifying a girl, you are instantly sub-communicating that you have a lot of options, because only guys with options would ever do this.

This is hands-down my favorite technique in the whole book, because it’s so genuine, so powerful, and so overlooked by other guys.

This is also the best way to “solidify” a girl’s attraction for you... to go from flirting and small talk, which might fizzle out and die at any moment... to “I really like this guy and I want to know more about him, how can I impress him and make him like me more?”

Remember the mantra - be the “chooser” not the “chaser”?

Qualifying is how you make her feel like you’re choosing her over other girls...

Like she’s starting to win you over and impress you...

And not because of the way she looks, but because of who she is as a person.

You want her to feel like she’s winning you over... that she is truly special to you, not just a random girl you’re flirting with.

And in order for that to happen, she needs to know that you like her for qualities other than just her looks.

If you don’t qualify her in some way, she will get the impression that you’re just saying whatever it takes to get into her pants... or that you don’t have a lot of options and you’ll take pretty much any girl you can get.

But when you do qualify her, she will get the impression that you are choosy (because you have options) and that you have chosen her for a specific reason.

So how does this work? How do you qualify a girl and make her feel special and unique... like you’re the only guy in the room who really “gets her”...?

Here are three of the best ways to do it...

1... THE QUALIFYING QUESTION

Ask her a question that gets her to share some qualities about herself, and then acknowledge her for those qualities.

For example...

"You know, I've met so many people tonight but for some reason I'm drawn to you, I just feel really comfortable talking to you, and I don't know why that is... I'm so curious, what would you say is your most positive quality? I mean, if you had to say one thing, what would it be?"

Imagine asking her that, right when you are already flirting and she kinda likes you. And she wants you to like her back.

She's going to think to herself "what can I tell this guy that will make him like me more?"

Then she's gonna start telling you about herself, and hoping that you like her and accept her for those reasons.

She's going to "sell herself" to you.

And when you accept her (just say "wow

that's really cool, I like that about you") she's gonna feel a little more special in your eyes... like she's not just a random girl, and you're actually interested in who she is.

Plus, now you're starting to learn more about her, and finding new conversational "threads" to open up and continue talking to her about.

Here's another example:

"You know, I wasn't sure what you'd be like before I came over here, but you're actually really fun and easy to talk to... and I'm kinda curious about you now... what's something really interesting about you?"

Another example...

"Alright, seriously though... I'm so curious... who the hell are you and why am I having so much fun talking to you right now?"

Just make sure that whatever she tells you... you accept her for it. Otherwise she'll feel like she put herself on the line and got rejected.

but... when she sells herself to you and

you accept her for it... she'll start to feel like she's won you over with her personality, NOT her looks.

This is really important since a lot of really attractive women are used to men valuing them only for their looks, and they get sick of it real fast.

This will set you apart and distinguish you as a guy who has standards, who filters his options, and who has chosen this one particular girl because she's special and different.

Just make sure you're being genuine and you're not just faking it to get laid - if you do fake it, she'll figure it out pretty fast and get creeped out.

Here's another way to qualify her and make her feel special:

2... THE “SELF-FULFILLING-PROPHECY”

You're going to make a statement acknowledging a certain quality that you noticed in her. When she accepts that your statement is true, she'll feel really good about herself, and she'll

“start to act more consistent with that quality around you.

For example...

“You know, there’s a lot of really cute, interesting girls here at the bar, but I’m just really having a great time talking to you... I’m not sure if anyone has ever told you this before, but for me, it feels like you’re really open and that’s so refreshing, a lot of people are really closed off when they first meet someone... so, I appreciate that. Would you say that’s true?”

You want to end the statement with a question that invites her to say YES... because once she says “yeah, I guess I’m pretty open”... she will start to act more consistent to that, and actually become more open around you.

The key is to make it a genuine compliment - something she'll feel good about saying “yes” to.

Plus, she'll feel like you recognized something valuable about her that no one else understands, and you both share a special connection.

You would feel the same way if you liked a girl, and she went out of her way to recognize something unique about you that she appreciated, that made you different from other guys around her.

Make sense?

Another example...

"Know what I like about you? You're so bold... like, you don't filter yourself at all, you just say what's on your mind and don't try to censor it... and I really like that, it's refreshing, it makes me feel comfortable around you... but I mean, that's just my impression, I could be wrong... would you say that's true?"

Another example...

"Know what I just realized about you? And correct me if I'm wrong, I know we just met and all that, but... I get a feeling that you're a really spontaneous, adventurous girl... like, you don't just settle for the same night over and over, you like to do new things and make your own decisions... that's just the feeling I get from talking to you.. Does that make any sense at all?"

The key is to make it open-ended and positive - something that will feel good for her to say YES to - and to make it vague enough that she can't definitively say no.

You accept her for being something, and

once she steps into that frame, she feels like she should be that kind of person in order to be accepted, so she becomes that person around you, and feels really special and lucky to be with you.

Once you do this, you shouldn't be shocked when she really starts to open up to you and feel emotionally close... as if you've known each other for a long time.

And of course, be prepared to open up and be genuine with her as well.

Other great qualities to look for in her:

■ OPEN

■ FUN

■ INTELLIGENT

■ ADVENTUROUS

■ SPONTANEOUS

■ CONFIDENT

■ SEXUALLY CONFIDENT

■ EASY TO TALK TO

Finally - here's a great qualifying statement to say to an extremely good looking girl:

"I bet a lot of people don't realize how smart you are..."

This is a truism for a lot of really attractive women - they wish more people would recognize their intelligence, since most people only recognize their beauty.

That's true of most people - whatever they are used to hearing, they don't value as much. And there's usually something they secretly wish more people would recognize them for...

Pretty girls wanna be told they're smart, and smart girls wanna be told they're pretty.

3... NOTICE AND ACKNOWLEDGE WHEN SHE QUALIFIES HERSELF

Quite often, girls will qualify themselves to you, all on their own... and you don't even have to do anything except notice and acknowledge her for it.

For example...

Girl bragging and telling you things about herself in the hopes that you'll accept her for it.

Girl chasing you with her positive body language (facing you, getting close to you, etc)

Girl touching you and showing direct interest (demonstrating that she likes you and wants you to like her back)

Girl asking if you're single...

Girl showing off for you...

Whenever you get the feeling that a girl is qualifying herself to you - meaning, she's doing something with the intention of impressing you and getting you to like her more...

You should acknowledge her for it and show appreciation. Just tell her what she's doing is cool, tell her you like her, put your arm around her... do something to accept her and let her know she's winning you over.

(This only applies IF you like her and want her to chase you more - if you don't care, don't bother).

If you don't acknowledge her for doing these things, she's going to feel like she put her neck out there and got rejected, and probably withdraw and start acting cold and indifferent towards you.

But when you do acknowledge and accept her, she'll feel great and keep chasing you.

So pay attention and notice when people qualify themselves to you. It's happening all around you every day, just stop and recognize it.

guy who has plenty of other options... a guy who chose her for a reason.

That is what "solidifies" the attraction and lets you go further without worrying you'll lose her attention.

And you don't even have to do this with only women.

I often qualify other guys for doing things that impress me, or for being a certain way that I appreciate, and it makes them feel awesome to know they are seen and appreciated.

It's just a really cool thing to do for other people - acknowledge the things you appreciate about them, out loud.

For example, I often start conversations with friends by saying...

You know what I like about you?

Know what I just noticed about you?

Hold up, I gotta acknowledge you for just a minute...

When was the last time someone told you how awesome you are for doing XYZ...

No matter how you do it, or how it happens, qualifying is a vital step in attraction.

This is where you and her are basically agreeing that you like each other and want to move forward.

If you don't do this, you'll lose her attraction and probably get trapped in the friend zone, where she'll have no sexual interest in you and probably start talking about other guys in front of you, etc...

But when you qualify her in some way, she'll feel like she was chosen by a high value

#12

SEXUAL

ELECTRICITY

**AND THE 5-WORD
QUESTION YOU
SHOULD
NEVER ASK HER...**

Have you ever met a girl you thought was interested in you...

Only to watch her fizzle out and lose interest after a few minutes, or a few days, or a few text messages...?

That used to happen to me all the time.

And the reason why was because my conversations lacked "sexual electricity"... they were about as lively and energetic as a dead battery.

I remember when I finally realized what I was doing wrong.

I was reading through my text messages and trying to figure out why this girl Sarah wasn't texting me back.

Things started off so well with her, I was SURE she was attracted to me...

But then I noticed the last thing I texted her:

"WHEN CAN I SEE YOU?"

That, my friends, is a 5 word question you should never ask a woman if you

want her to sleep with you, become your girlfriend, or see you as anything more than "just a friend."

Here are some other versions of the question:

"What are you doing tonight?"

"When are you free next?"

"What do you wanna eat?"

"Where do you wanna go?"

"Are you free on Sunday?"

"Can I see you again?"

These are all examples of what I call a "Follower Question."

A Follower Question can turn a woman OFF almost instantly, even if she really liked you before you asked it.

Why?

It's all about "Sexual Electricity."

Imagine a battery. There's (+) side and (-) side, and the polarity between them

creates an electric charge.

But two $(-)(-)$ or two $(+)(+)$ can't make electricity, because they're the same. No polarity, no electricity.

Well, sexual attraction works in a similar way, only instead of $(+)$ and $(-)$ the polarity is between **leading** and **following**.

These are the 2 roles in a sexual relationship - one person is leading, the other person is following. And 80-90% of the women you meet are always going to prefer the follower role.

So if YOU are the one following HER... you're playing the wrong role and there's no way she can get turned on or feel anything for you beyond a friendship.

Now, wait a minute... how are you being a follower just by asking her a simple question?

Let's look into it deeper...

Because this is one of those unspoken things you are communicating without even realizing it.

When you ask her something like "when

can I see you?" or "when are you free next?"

Here's what you're really asking:

You're asking HER to be in charge and make a decision first, before you can take action to move things forward.

You're putting the ball in her court, and saying... "you lead, I'll follow."

And if you're having a business meeting, or you only want a friendship with her, then it's totally fine to ask those questions. It doesn't really matter who's leading or following, because in those scenarios, you're both equals.

In fact, in every other area of life, men and women can be considered equals.

But NOT in a sexual relationship. In a sexual relationship, you are not equals, you are polar opposites. You play one role, she plays the other.

The masculine role is to lead, and the feminine role is to follow.

You're the $(+)$ side of the battery, she's the $(-)$ side... and that's what creates sexual

electricity between you.

And when you lose that electricity... or you show her that you're not capable of creating it, period... that's a big reason girls lose interest and stop texting you back.

It's also a big reason the sex dries up after the "honeymoon phase" of a relationship... or why married couples stop sleeping together entirely...

Because they stopped playing their roles - they became "sexually neutral" - and the electricity disappeared.

So what does playing the leading role look like?

Well, the first thing you wanna do is to stop asking "follower questions" and start changing them to "leading statements."

Basically, stop asking her what she wants to do, and start telling her.

For example...

Following - "When are you free to hang out? What do you like to do for fun? Where do you want to go for our date? What are you up to tonight?"

Leading - "Tell me when you're free this week. I wanna take you to the best place ever, you're going to love it. Meet me there at 7. Wear something sexy."

Following - "Do you want to go out with me sometime?"

Leading - "Text me, I have a fun idea."

Following - "Can I get your number?"

Leading - "Put your number in my phone, let's keep in touch"

Following - "Are you free on Saturday?"

Leading - "We should get drinks the next time we're both free, let me know what your week is looking like."

Following - "Would you like to see me again?"

Leading - "This was so fun. You know what, this conversation is not over... we're totally hanging out again soon."

Make sense?

Don't ask her. Tell her.

LEAD HER.

She doesn't want a guy who timidly asks her what she wants...

She wants you to just KNOW what to do, and do it.

And the more comfortable you are leading her, the more comfortable she will feel following you.

That could mean telling her where you're going on your first date, ordering a drink for her when she can't decide, telling her which outfit to wear...

And it can go all the way to the bedroom, where you're telling her exactly what you want her to do and she's gladly doing it.

THE WAY YOU COMMUNICATE IN THE BEGINNING SETS THE STAGE FOR EVERYTHING THAT HAPPENS LATER, IN THE BEDROOM..

Quick side note - did you know that millions of women masturbate to stories with rape and bondage fantasies?

There's a famous series of books by Nancy Friday (My Secret Garden and Forbidden Flowers) where she got real women of all ages to anonymously share their most private sexual fantasies... and one of the most common themes involved being raped, tied up, or otherwise dominated.

Her theory was that these women didn't actually want to be raped...

What they were really fantasizing about was giving up control and being completely dominated, in body, mind and soul.

And their sexual fantasies were a safe place to explore that, without any of the negative consequences of actually being raped or violated in real life.

Make sense?

It's all about dominance and submission.

Leading and following.

Masculine and feminine.

Yang and Yin.

So if you're ever confused and wondering

"what do women really want from me?"

Here's your answer:

Women want you to play the dominant role in the relationship.

Even if she's a "type A" CEO who eats men for breakfast in the boardroom...

99 times out of 100, she wants you to dominate her in the bedroom.

**AND YOU CAN START
SHOWING HER THAT YOU'RE A
SEXUALLY DOMINANT GUY
THROUGH YOUR BEHAVIOR,
RIGHT FROM THE MOMENT YOU
MEET HER.**

Even through very simple, subtle behaviors that no one else would typically notice.

Here are some more examples:

When you meet a woman and give her a hug... don't lean forward. Instead, plant your feet, stand still, reach out your arms, and pull HER into you (a way of leading through body language and physical touch)

When you're trying to set up a date with a woman, don't ask questions, make statements. For example, instead of "do you want to get a drink with me?" say "let's get drinks sometime soon, tell me when you're free."

When there are small decisions to be made, make them for her. For example, instead of "where should we meet for drinks?" - say "Let's meet at Buzzmill at 7 pm, here's the address, it's super chill, you're going to love it."

IF SHE'S HAVING A HARD TIME DECIDING WHAT TO ORDER... ORDER FOR HER, AND TELL HER SHE'LL LOVE IT.

In a crowded room, take her by the hand and lead her to wherever you're going

When you hug her, wrap your arms around her and lift her off her feet for just a moment

The idea is simple - wherever possible, take the lead. And take ownership. Even if you just met her, treat her like she's yours, and make her feel safe and secure in the process.

FINAL NOTE:

There is a key distinction between being **dominant** and being **domineering**.

Being domineering means trying to control her and make her do what you want, without any regard for how it makes her feel.

Being dominant means taking the lead in the relationship, while paying close attention to how she's feeling and making sure she's comfortable with how fast/slow you are leading it forward.

#13

FUTURE PACING... AND THE

7

INNOCENT

WORDS

THAT MAKE GIRLS
CHASE YOU

Once I started feeling comfortable speaking my mind around attractive women, I started talking with them about dating and relationships all the time.

I did this for two reasons... One, because the topic fascinates me (obviously!)... and two, because girls love talking about it, so it makes for easy and fun conversations.

One night, I was talking about relationships with a group of very attractive girls at a house party.

And I remember thinking to myself...

All of these women are interesting and sexy, in their own unique ways.

**I WONDER... IF I COULD
CHOOSE ONE OF THESE GIRLS
TO BE MY GIRLFRIEND, WHICH
ONE WOULD I WANT THE
MOST?**

(I was being the “chooser” not the “chaser”)

Then one girl said something that really

impressed me.

We were talking about commitment, and why some guys have a hard time committing to relationships...

Most of the women were talking about how hard it is to make a guy commit to them... but one girl had a different perspective.

She said “I don’t want to *make* a guy commit to me... I just want to BE the kind of girl who’s worth committing to.”

And I loved that point of view so much. She really impressed me.

And right away, in my mind, I thought:

Yep, she’s the one. If I had to choose one of these girls to date, I’d choose her.

Then, I said it.

I said the 7 innocent words that made her chase me for the rest of the night...

“You know what? I love that you just said that...

**I COULD SEE YOU AS MY
GIRLFRIEND.”**

And it wasn't just the words... it was the way I said them.

Kinda serious, kinda not serious. Very "tongue in cheek."

Just a casual, flirtatious comment dropped in the middle of a conversation.

But I knew she loved it, when she started ignoring everyone else at the party and focusing 100% on me.

And for the rest of the night, our conversation revolved around our "future relationship"...

And maybe we were serious, maybe we were just playing...

But we talked about how she was going to seduce me and become my girlfriend...

How we were going to fall in love...

How she was going to move in with me way too fast, but we would make it work...

How I was going to let her take up my whole bathroom counter space with her

makeup, because that's how much I cared about her...

How we could spend christmas with her family and thanksgiving with mine..

And eventually get married and go on a honeymoon in Greece...

We talked for hours and painted the whole picture together, and had a lot of fun doing it.

And ultimately, this style of conversation became a part of how I talk all the time...

It's a technique I use over and over to create fun, interesting, passionate conversations with women that actually lead somewhere...

**THAT TECHNIQUE IS CALLED
“FUTURE PACING” AND I’LL
SHOW YOU HOW IT WORKS
NOW.**

Remember in part 1 we talked about how women are driven to seek commitment?

Future pacing taps into her desire for

commitment and links it to YOU.

I actually learned this first as a sales technique.

Future pacing is how sales people motivate someone to take action, by painting a picture of how amazing it's going to feel once they get what they want.

For example, when you go to buy a new car, the salesperson will take you for a test-drive so you can feel what it will be like when the car is yours...

And if they're good at sales, they're also going to be asking you questions and learning information about you...

Then, they're going to use what they learn to paint a picture of what your life will look like once you own this car... how your wife will be so grateful, how your kids will have all this room in the backseat... how your friends will look at you differently... how powerful you'll feel when you step on the gas and feel the 300+ horsepower in that V8 engine pushing you back in your soft leather seat... how your commute to work in December will feel so much better with these built in seat warmers... etc.

Good sales people know that when they give you the emotional experience of owning the car in the future... before you've actually bought the car... you'll be much more likely to say yes and buy the car.

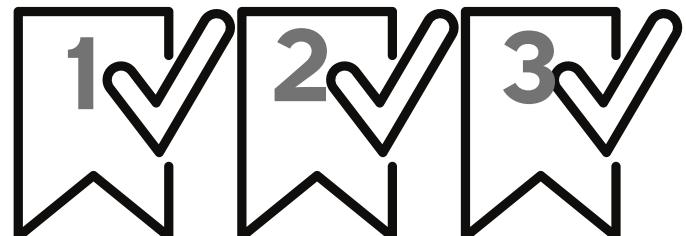
That's future pacing, in a nutshell.

So how does this work with dating?

The general idea is, whatever level of commitment you are at with a woman, you want to "future pace" her into the next level.

Meaning, you want to give her the feeling of what it will be like, before it actually happens.

THIS WORKS BEST WITH LEVELS 1 THRU 3:



Winning
Your
Approval

Casually
Dating You

Girlfriend
Status

Here are some examples...

When you just met and you're flirting with her - "I can already tell, we are gonna get in so much trouble together..."

When she does something to impress you... "I could see you as my girlfriend..."

When you're texting before a first date - "Fair warning, when I see you, I may attempt to sneak a kiss or two"

In conversation (just out of curiosity, no pressure)... "Do you think it's important to live together before marriage? What kind of wedding do you want to have? Where's your ideal honeymoon?"

(the idea is, get her thinking about what it might be like to do all these things with you)

More examples...

Once a girl likes you, start talking about relationships with her...

Ask her what she looks for in a boyfriend... what her ideal relationship is like...

And tell her what kind of relationship you enjoy, and what your ideal girlfriend is like...

Tell her how much you love a woman who accepts you the way you are, and supports your mission in life...

Tell her that you love being able to relax and be yourself with a woman... how you know you've found the right person when you can enjoy silence together and not always have to be "on" and super social...

Tell her you love chilling at home in sweatpants watching horror movies with your girlfriend one night... then dressing up in fancy clothes and going out to dinner the next night...

Tell her you love a girl who gets along with your friends and family, and adds joy and excitement to your life...

Tell her you think she'd be a great wedding date... and to keep her plans open for next month.

Basically, give her the "test-drive" of being in a relationship with you. Allow her to start

seeing herself in that role and feeling good about where things are headed with you.

Allow her to feel the security and intimacy she craves from a man... before she's officially gotten it from you yet.

This is the ultimate cure for "casual dating frustration" and the "don't waste my time" syndrome we talked about in part 1.

And of course, you only want to do this with a girl you seriously want to be your girlfriend.

If not, you're just manipulating her emotions for no reason...

I believe psychologists refer to that as "seriously a dick move, bro".

Finally...

Once you are dating and you want to take it to the next level, start making plans further out into the future, and get her excited about them...

Buy concert tickets for next month and build up how fun it's going to be...

Talk about your brother's wedding that's coming up in a few months and invite her as your date...

Talk about your world travel bucket-list and how you need a cute adventure buddy to come along for the ride (and promise you'll take plenty of Instagram pics for her)

Keep projecting things into the future, and making her feel good about what's coming next.

#14

FEMALE

COMPETITION

Women usually treat you better when you're with other women, right? Like a female friend, a girlfriend or a wife.

That's why you should make it a priority, as a single guy, to spend time around multiple women as much as possible.

And to make more female friends, if you haven't already.

This was a HUGE reason why I went from being shy and socially anxious, to 100% confident around women - I started making friends with lots of women.

Having female friends makes you more comfortable and natural around women in general.

And it helps to "normalize" your thoughts, and get rid of any toxic or limiting beliefs you may have about women and sex.

Also, having female friends makes you more attractive to the girls you want to date.

Just being in the presence of other girls is like starting at a 7/10 with every girl you meet, instead of a 0/10 when you're

by yourself or surrounded by guys.

It's the ultimate "dating cheat code"... being seen with other girls who treat you well makes OTHER women like you 10X more.

Now, if you want this to really work for you, it's important that you treat every woman the same.

When you treat every woman the same, in front of each other... they all start competing for you a little bit harder. They understand they will have to do something extra to get you interested in them.

I want to invite you to become the kind of guy who enjoys flirting with multiple women, just for the sake of flirting with women.

Give yourself permission to approach and flirt with ANY woman you want (instead of only focusing on hot women, putting them on a pedestal and freaking yourself out)

Now let's get specific. I'd like to give you a few methods of using female competition to your advantage.

1... you can put a girl in the role of your platonic friend or “wing girl,” and have her help you pick up chicks.

You really can't lose here, no matter what she says...

If she says no, she doesn't want to be your friend or your wing girl... then she's basically admitting that she wants you.

But if she says okay to being a friend or a wing girl...

Then now you have permission to talk to other girls in front of her... even her friends... to do everything you would to do HER... to other girls right in her face...

It's playful and fun - maybe you're kidding, maybe you're not - maybe you like her, maybe you don't...

...and it's easy to start making her jealous and wondering why you don't want to be with HER instead of these other girls..

She'll be thinking “why doesn't he want me?”... “what does this other girl have that I don't?” ... “am I not good enough for him?”... “what can I do to show him I'm good enough...”

NOTE - you really only want to do this with very attractive girls... if you do it to a less attractive girl you could really hurt her self-esteem.

But with a really attractive girl - she's probably not used to being ignored and treated like a friend or a wing-girl... she's used to getting what she wants from men...

And that's why this will throw her off balance and get her chasing you to try and win you over...

Examples...

“You are so cute! Wanna be my wing girl and help me pick up chicks?”

(always say “cute” or “pretty” or “nice,” instead of hot, beautiful, gorgeous - it shows you don't put her on a pedestal like other guys do)

“You're so great... you're like my bratty little sister.”

“So when are you gonna introduce me to some of your single friends?”

“Hey do you see any girls in here that would be good for me? Wanna hook me

up and introduce me?"

"Let's go find you a man... and you can find me a girl."

"Aww could you be any more adorable? How are you single... let's go find you a nice guy to date..."

"Alright, it's clearly easy for you to find a guy... so help me out here, help me find a cute girl to talk to..."

"Can you do me a favor? Go over there and meet those girls for me, and bring them over. I'll be over here getting the next round of drinks for you. Thanks best friend!"

"Hey what do you think about that girl, for me? Think she's my type?"

"Did we just become best friends? High five!"

"Lets be bffn's... best friends for now..."

"Ok we are clearly terrible for each other so... let's just be friends. Come on, new best friend, help me meet some nice sweet girls I can take home to mama."

"This is never gonna work so... i'm gonna have to put you in the friend zone, sorry. but at least we wont complicate things with sexual tension."

"Let's be best friends... no sex though."

THE TURNING POINT

At some point, the girl will start doing things to try and change your mind about her...

She'll start flirting with you, touching you, trying to hold your attention and keep you from looking at other girls...

From there, you want to switch gears and let her know that it's working - yes, she is winning you over and you are starting to like her (qualify her).

You won't have to do much at this point, since she will be fired up and boiling over with jealousy... and desperate to make you hers...

So just turn up the sexuality and get her alone somewhere.

#15

SCARCITY

If you want women to chase you more, you should embrace the concept of scarcity.

Meaning:

When you limit your time and availability, she'll gladly work harder for it.

But when you give your time away too freely, she'll take it for granted.

In Part 1 we talked about dating as a marketplace.

Well, in a financial marketplace, when the supply of something is scarce, it is perceived to be more valuable.

In the dating marketplace, when your time and attention are scarce, YOU are perceived to be more valuable.

This means, in the beginning stages of dating, you never want to seem "too available" for a girl.

For example, tell me if this situation sounds familiar...

You: "Hey, I had a great time the other night, are you free to get drinks this Thursday?"

Her: "I'd love to but I'm busy on Thursday."

You: "Ok, how about Friday?"

Her: "Can't Friday either."

You: "Saturday?"

Her: "Busy all weekend, maybe sometime next week."

You: "Ok, when are you free?"

Her: (nothing)

Has this kind of thing ever happened to you? And did you realize the crucial mistake you were making?

YOU WERE TOO AVAILABLE, AND IT LOWERED YOUR VALUE.

Look, if you don't understand the "game" of dating, this situation will make you angry. It's gonna feel like she's stringing you along and playing games with you.

That's all logical. But dating isn't logical, it's emotional.

Here's what's really happening:

When you suggest a time and get told "no" - you are devaluing your time relative to hers.

Even if she doesn't realize it, on a subconscious/emotional level you are losing points with her...

And when you keep asking, and you keep chasing...

It reinforces that you are more available than her...

That your time and attention is easier to get than her time and attention.

Therefore, you are less valuable than her.

Yeah, I know, it's not fair. It shouldn't be that way. People shouldn't play games with each other like that.

But they do. And no amount of wishing things were different is going to change basic human nature.

Don't judge it, just embrace it.

And I'll tell you how to flip that "game" on its head:

EMBRACE THE CONCEPT OF SCARCITY.

Meaning, you want to limit the supply of your time and attention in order to keep it valuable.

For example, when you're texting back and forth setting up a date...

Always get HER availability first, before revealing yours.

That way, you only have to ask once, and you know the answer is gonna be "yes."

It's easy. Instead of asking her if she's free on Thursday, just ask her:

"What's your week looking like?"

"When are you free to hang out and have the most fun ever?"

"When's a good time for us to have our epic whiskey drinking adventure?"

Then she'll tell you when she's free, and you pick the time.

You get her to reveal her availability FIRST.

Another example...

When you're talking to a girl you like at a bar... or you're texting back and forth with a girl who recently gave you her number...

Always be the one to end the conversation FIRST.

And do it before you think you *should*... especially if it's going well.

Even if the conversation is going really well and you don't want it to end... trust me, the longer you keep talking, the more she's going to get the feeling that you're not that special.

So make it a rule for yourself that you always say goodbye first. It's for the good of you BOTH.

It's easy, just say:

"Getting dinner with friends and I hate being that guy

on his phone. Talk again soon."

"Gotta run, try not to miss me too much."

"I gotta go say hi to some friends, let's talk again soon."

Your best bet is to end it on a high note, so she's left with good feelings about you, and she misses the hell out of you.

And even though you're not going to SAY it... you want her wondering if there are other girls who are getting a piece of your time when she's not getting it.

Trust me, this is a GOOD thing.

Look, you're a busy man, you've got lots of cool stuff going on in your life... and lots of cool people who want a piece of your time.

There's a huge demand for you, and not that much of you to go around.

Which means, the people who receive your time should value it and feel special when they get it.

#16

CONVERSATION

ESCALATION

Having a conversation is one thing. Escalating the conversation from a friendly place to a sexual place... without sounding awkward, creepy or offending her... that's another thing entirely.

I struggled with this for years. I felt like sex was a taboo topic and women would never want to talk about it with me...

And that's because I was super inexperienced. I didn't get laid very often, and so I put a lot of pressure on sex. The topic was a really big deal and it made me anxious.

If you're in the same boat, this next chapter will be very eye opening for you.

Here's the deal...

Guys who don't get laid a lot... they usually shy away from sexual topics and try to hide their desires from women... they feel ashamed to be sexual and they don't express that side of themselves, for fear that women will see them as creepy.

Guys who DO get laid a lot... they know from experience that women love sex, and they love masculine, dominant men

with sexual confidence... guys who are 100% comfortable in this area

For that reason, they embrace sexual topics in conversation. They use it to toy with girls and tease them... they expect women to love it, and they expect their conversations with women to be moving towards sex, because that's what happens for them all the time.

And even if the girl doesn't like it, they don't take it personally or try to force the topic... they just let it go... because there are so many other girls who love it.

When you're comfortable talking about sexual topics, it sends a clear signal that you're a guy with a lot of options. Sex is normal, comfortable and expected for you, because you get it all the time.

I've even had girls flirt with me by saying "I bet you get laid all the time, don't you?"

Now, if inserting sexual topics in conversation makes you nervous... if you're worried about being offensive or creepy... that's totally understandable!

And there is a right and a wrong way to do this.

THE RIGHT WAY IS TO BE SEXUAL.

THE WRONG WAY IS TO BE HORNY..

Here's the difference:

Sexual = I'm sexually comfortable. I'm an adult, I'm not ashamed, talking about this is normal and fun for me and for all the women in my life.

Horny = I'm sexually needy. I need sex right now and I'm aggressively looking to get it from you, because I don't get it very often - I have an agenda and I'm dependent on getting a certain outcome from this conversation.

Can you see the difference?

So when you have sexualized conversations, rule #1 is - don't be horny, be sexual.

And rule #2 is...

ALWAYS SPEAK FROM THE CONTEXT OF RESPECT AND CONSENT.

Remember how we talked about leading and following? Dominance and submission?

When you get comfortable having sexualized conversations, you'll notice that lots of girls will start to give up control and allow you to dominate them (mentally, at first... then physically, later).

It's very important that she consents... that she says "yes" to this.

And she has to TRUST that if she ever says "no" or doesn't feel comfortable with where the interaction is going... you will stop.

For those reasons, it's very important that you encourage her to say "Yes" at every step of the conversation, starting right from the beginning...

So here's a technique that will help you:

THE "YES LADDER"

You are going to start asking her questions that you know she will say "Yes" to...

And you are going to keep escalating things, with her saying "yes" at every step... all the way until you're in bed together and she's saying "yes... yes... YES SIR."

If she's done something like this before, she'll recognize what you're doing and instantly get turned on...

If she hasn't done anything like this before, you're gonna be helping her to explore her naughty side, maybe even for the first time.

That's why you wanna start off with very innocent "yes" questions, and then escalate things "up the ladder," slow or fast, depending on how comfortable she is. For example...

"You probably like guys who are confident, right?"

"Do you like it when a guy takes the lead?"

"Do you think it feels good to have a guy be a little rough in bed?"

"Like, maybe a little hair pulling, biting your neck, are you into that?"

"Spanking?"

What about choking, do you like that?"

Here's another way to keep things moving forward:

THE "FALSE CHOICE"

This is where you give her a question that sounds like a choice, but is really leading her to answer the way you want her to answer...

So you're almost 100% sure of what she's gonna say... but you're not forcing her to say it, you're inviting her to go that way on her own...

And you can help her to bring out some of her kinky side that she may not know how to explore on her own...

For example...

"Would you say that you like to play things safe... or are you more on the adventurous side?"

"Like... straight missionary with the lights off and no talking... or, more kinky?"

"Do you think it's hot to call a guy master?"

"No? Hmm so what do you think is hot to call a guy, then? Aside from my name, of course. Daddy? Sir?"

"I mean, so many girls keep telling me about 50 Shades of Grey, but then they say they don't even like biting and choking... what about you, do you like that movie? What do you like about Christian Grey so much?"

As you dive deeper and explore this conversation, you can encourage her to share more with you. Listen to what she really likes and connect with her more deeply...

For example, here are a few perspectives that I really love sharing with girls, because they are different from what many people expect... and they get her to start opening up and exploring sexual topics in a normal, interesting, sexual but non-horny way.

"I'm so fascinated by the concept of dominance and submission... I mean, is it really so bad, like some people say it is? I think it's so exciting when you meet

someone who's so completely comfortable in their own skin, and you trust each other enough to let go..."

and one person lets the other one take control... what about you, what do you think?"

"Someone told me this once, and it's just always stuck in my mind and changed the way I approach a relationship... they told me - Respect the woman, desire the slut, and cherish the princess... then you have the mind, body and soul - and I just think that's so sexy, and raw, and genuine... What do you think?

"You know what's so fascinating to me? People think being submissive is about losing one's freedom, but I don't see it that way... I think the big secret is... the submissive person is the one in control... she's completely an individual. And what I value the most is that, with her freedom, of all the things she could choose to do... she chooses to let go... to give up control and completely trust her partner... I think that is so fucking sexy... what do you think? Tell me..."

You can also help her open up by making an educated guess or a self-

fulfilling prophecy about her...

"I have a sneaking suspicion about you... I bet you're a lot more kinky and adventurous than you let on... I'm so curious, tell me something that really turns you on."

"I could be wrong, but... there's something really sexy and sensual about you that none of these other girls really have going on... that makes me feel so comfortable with you, it's really refreshing... tell me, what's something that really turns you on about a guy?"

"I'm gonna guess... that you're a boss-ass CEO in the boardroom... but in the bedroom, you'd rather not be the one in control... would you say that's true?"

IMPORTANT - TAKE YOUR TIME AND GET HER "YES" AT EVERY STEP.

A dominant guy is never needy and never in a hurry. He knows how to invite the woman to say "yes" to everything he's doing... all the way until she's screaming YES in bed because it feels so good.

Here's an example of how things might go from regular conversation to highly sexual, all while patiently getting her to say "yes" at every step...

Imagine you're alone together and you've had a great date... you've been talking for hours, you've connected, you've used some of the other techniques in this book and you can tell she's really attracted to you..

And now it's time to start getting physical.

So you're looking her dead in the eyes, being very seductive and masculine. And you say..

"Do you like being told what to do?" (yes)

"Do you trust me?" (yes)

"Ok, here's what's gonna happen... I'm gonna tell you exactly what I want... and you are gonna do what I tell you... okay?" (yes)

"And you can say 'stop' at any time, and I'll stop... and we'll go right back to normal conversation... fair?" (yes)

"Ok good. Now come over here and give me a kiss..."

"Does that feel good?" (yes)

"It's good to feel pleasure isn't it?" (yes)

"You love how that feels don't you?" (yes)

"Are you gonna be a good girl for me?"
(yes)

"You're fucking mine and you love it,
don't you?" (yes)

Take this as far as you want,..

**AS LONG AS IT'S YES THE
WHOLE WAY.EVERY STEP.**

CONCLUSION

THANK YOU again for getting this program and investing in yourself.

I created this because I wanted to help guys enjoy the "dating game" a little more.

Remember, it's best to see it as a game, not a battle or a chore. In fact..

I've come to see most of LIFE as a series of games....

And when it comes to the dating game, I feel like I played it long enough to "win"

(there are LOTS of ways to win, I just found one that worked for me)

Now, I'm excited to master other games - like the money game, the business game, the relationship game, the family game, the spiritual game...

But when I see guys struggling with the dating game...

And wasting their time making all the same mistakes I've already made...

Well, it's just plain FUN for me to offer guidance and tips.

IMAGINE IF I WERE TEACHING YOU HOW TO PLAY MY FAVORITE VIDEO GAME...

I've been playing this game for years and I've seen every mistake, every way to die, every enemy, every boss fight, every way to level up and win, etc...

However, you are fairly new to the game.

In fact, you just started playing today, and now we're sitting on the couch together and I'm showing you how to play.

My intention is to show you my favorite parts of the game and help you enjoy it more...

My intention is NOT to tell you exactly what to do, or how to play every level.

Imagine if I just took the controller and tried to play the game FOR you...

You'd get up and bail, right? I would be robbing you of all the fun!

The fun of playing a game is in exploring, trying new things, failing, getting frustrated, leveling up, learning things about your character, discovering twists in the story, etc..

.And I would never want to ruin that for anyone.

So I hope you find this program to be a useful guide.

But ultimately that's all I can offer you in a book - guidance.

If I tried to tell you exactly what to do and say all the time - to control how you play the game and make you follow the exact same path I did - I would be doing you a disservice.

SO... GO PLAY THE GAME :)

And enjoy the process!

Find your own path through the game.

And maybe a year from now you'll be writing your own story of how you won.

If so, I hope you send it my way because I really want to read it.

By the way...

If you ever decide you want more personal help, and step-by-step guidance, specifically for YOU and your life...

THEN YOU MIGHT BE INTERESTED IN A PERSONAL COACHING PROGRAM.

The link to apply for coaching is below.

But before you apply, you should know that it's not cheap, and it's only for the most committed guys.

If that's you...

If you feel like you'd benefit from having an expert personally guide you...

And if you're serious about investing in your own success...

Then you can schedule a free consult with one of my coaches here:

>>Click here to apply for coaching<<

The intro call is free and you'll be given a specific plan of action, custom-tailored to you, your goals and your life.

And if we decide you're a good fit, we may invite you to participate in one of our coaching programs.

**FINALLY...
LET'S KEEP IN TOUCH!**

1 - You can find me on Youtube here:

<https://youtube.com/andrewryan>

2 - Look out for my daily emails (I send out a lot of emails, it's my main thing)

3 - Apply for coaching here:

**Click Here to Complete Your
Coaching Application**

And I'll see you around, brother.

Peace,

ANDREW RYAN