

# MAGNETIC MESSAGING

3 TEXTS TO FAST-TRACK ATTRACTION

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*“i use texting as  
a replacement  
for meaningful  
conversation”*

*—Anonymous*

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# TABLE OF CONTENTS

## Part 1: Introduction...The Principles of Phone Game

<b>Welcome to Phone Game.....</b>	<b>7</b>
A Quick Word on the Terms & Phrases in this Book.....	10
<b>Just like Pizza: The Three Ingredients of Attractive Phone Use....</b>	<b>13</b>
Sparkling Emotions: The Dough of Phone Use.....	15
Making Connections: Adding Some Sauce.....	17
Handling Logistics: The Cheese on Top.....	19
<b>The Three Ingredients: Further Defined.....</b>	<b>22</b>
Sparkling an Emotion: Stand Out with Language.....	22
Making Connections: Be Specific.....	25
Handling Logistics: Ask—and Ask Well.....	27
When and How Much: Phases of a Textship.....	28

## Part 2: First Phase...You Want to Date Her

<b>Got Her Number...Now What?.....</b>	<b>29</b>
First Text: Stick to the Formula.....	31
When to Text—and What to Expect.....	35
First Text Blues: Troubleshooting the First Text.....	38
“Who is this?” How to Respond.....	38
“What Do You Look Like?” How to Proceed.....	42
<b>Meeting Up With Her: The Key-lock Sequence.....</b>	<b>45</b>
Avoid Becoming Her New “Texting Buddy”.....	45
The Key-Lock Sequence—Key-Turn-Push.....	48
<b>If She’s Difficult: Getting Out Flaky and Unresponsive Girls.....</b>	<b>59</b>
What if She Doesn’t Respond.....	59
Low Interest: How to Get Her Excited for a Date.....	62
Some Interest: Getting More of a Connection.....	72
Overcoming Time: How to Revive an Old Number.....	76

<i>Girls You're Unable to Meet: The Holding Pattern.....</i>	79
<b>The Bad Behavior Files: When Good Girls Go Bad.....</b>	82
Shred-Her Negative Response.....	83
Pop Culture Sniper Shot and Scattershot.....	85
Overcoming Excuses: Changing Her Mind.....	94
<b>When to Call: The Final Resort.....</b>	98

<b>Part 3: Second Phase...You are Sort of Dating Her</b>	
<b>First Date and Beyond.....</b>	102
Arriving to the Date: Set Yourself Up for Success.....	105
<b>Getting the Second Date: Keeping Her Interested and Invested..</b>	108
The Days After: How to Keep It Sizzling.....	108
Setting Up the Second Date.....	112
Texting a Girl You Just Slept With.....	116
<b>Bantering with Her: The Art of Bullshitting.....</b>	119
How to Compliment in an Attractive Way.....	119
HowtoCreateAnticipation.....	124
HowtobeFunny.....	127
<b>Calling to Connect: Using the Phone to have a Conversation.....</b>	131

<b>Part 4: Third Phase...You're Dating Her</b>	
<b>Creating a Relationship.....</b>	133
Calling Because You Care.....	135
<b>Keeping It Fun: Maintain the Spark of Your Relationship.....</b>	137
Use Typos as Comedy Cues.....	138
Have a "Style".....	143
Avoiding Patterns.....	145
<b>Keeping It Sexual: How to Heat Things Up Over the Phone.....</b>	150
How to Begin Sexting.....	150
Bringing Up Threesomes.....	154

<i>Getting Her to Send Naked Pictures</i> .....	158
<b>Keeping It Real: How to Bring Your Relationship to Life</b> .....	161
<i>Genuine Compliments</i> .....	161
<i>Finally, Don't Forget to Keep Handling Logistics!</i> .....	165

## **Part 5: Appendix...Common Questions & Mistakes**

<b>“But What About...”</b> .....	167
<b>Phone Bloopers: Avoiding Common Mistakes of Phone Game</b> ...	178

## **Part 6: Final Thoughts...Afterword from Rob**

<b>Dialing Emotion</b> .....	185
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1

## INTRODUCTION... THE PRINCIPLES OF PHONE GAME

# Welcome to Phone Game

You've probably never thought about it, but the cell phone has revolutionized dating. Our cell phones act as our pocket dating secretaries. They organize our contacts, take messages, and screen our calls. Most importantly, they add another stage to the dating process: phone game.

Before cell phones, talking on the phone was straightforward. You called. You spoke. You made plans.

Today, things aren't so simple—and that can be a good thing. Phone game—when applied correctly—gives you another chance. It rights some wrongs. It can even become an “extra

life.”

Conversely, weak phone game can cause a woman to second-guess herself, change her mind, and even “flake”—which means abruptly canceling on you and sometimes even ignoring you altogether.

Like it or not, phone game has made dating a three-part process:

- 1. Initial meeting**
- 2. Phone game**
- 3. The date**

While the initial meeting sets much of her expectations for this “three act play,” improving your phone game can dramatically increase how many girls meet you for a date. Moreover, phone game will improve the quality of those dates by exciting a woman beforehand. Undoubtedly learning to use your phone in an attractive way will boost your dating success.

Proper phone game is more than just pressing buttons or making phone calls. Solid phone game comes from an understanding of attractive communication. In fact, practicing phone game is one of the fastest ways to improve the way you communicate with women.

That’s because, when using your phone, time is on your side. Everything that happens over the phone happens slower than

a face-to-face interaction. You can put more consideration into what you say, what she says, and how to respond. These low-pressure situations will make you a better communicator with women. With that in mind, this book is written with two goals:

- 1. Using your phone to get you enjoying more success with women right now, and**
- 2. Teaching you the principles of attractive communication—when using the phone and beyond.**

This book will supply you with plenty of examples and templates, as well as a step-by-step game plan, so you can instantly improve your phone game. If you just send the “prescribed” texts from this book, you’ll enjoy a significant boost in your dating success.

More important though, this book will strengthen your understanding and application of attractive communication. You will learn the principles and dynamics that constitute flirting, bantering, making a connection, and humor.

You are going to learn how to better relate to women from a classroom that fits into the palm of your hand. If you stick with this book for just three months, you will transform your interactions with women. Phone game is much more than simply using your phone. It’s about using language in an attractive and effective way.

### A Quick Word on the Terms & Phrases in this Book

**M**

ore than anything, phone game should be fun. When you have a woman's number, you have a unique opportunity to interact with her on your time. All the nervousness and awkwardness of an in-person interaction falls away when you pull out your phone.

Therefore, you should see phone game as *enjoyable*—not a chore. To underscore the fun aspect of phone game, this book has its own set of words and phrases. The purpose of this “phone game vocabulary” is simply to remind you that it’s just a game. Enjoy yourself and don’t take it too seriously!

**Cinderella Effect**—A “phenomenon” that commonly happens when meeting girls at bars and nightclubs, where a woman seems like a total sweetheart the night you meet her. But, when you try to contact her afterwards, she turns into something else. Whether she turns mean, cold, disinterested, or just nonresponsive, she’s displaying the “Cinderella Effect.”

**The Sixth Sense Syndrome**—Like Bruce Willis’ character

in the movie *The Sixth Sense*, you become like a ghost to women whose numbers you get. When you call or text them, their lack of response makes you feel as if you don't even exist. Unlike that creepy little kid from the movie, she DOES NOT “see” dead people!

***Chasing the Loss***—A gambling term that refers to the fatal mistake of frantically trying to win back your losses. Likewise, guys will sometimes overuse their phone in a vain attempt to recover the attraction or connection they feel they lost. Chasing the loss is an important concept to grasp, as it's much better to step away from a situation temporarily, and return to it when you're more coolheaded.

***Touch Points***—The various different modes of communication outside simply using your phone. Examples of common touch points are email, Facebook, and instant messenger.

***Pulling the Trigger***—A phrase that describes taking the initiative and proposing a date or meet up. Often guys neglect to “pull the trigger” or wait too long to do so, and so end up as a girl’s “phone buddy.”

***Key-Lock Sequence***—The specific 3-text sequence you apply when setting up a date. The key-lock sequence should be applied very early in an interaction—and constantly. The key-lock sequence combines all 3 ingredi-

ents of phone game (which you will read about below).

**Play the Numbers**—When you text unresponsive girls fun and humorous texts. You never know when one of those numbers will “hit” and you end up on a date with a girl you thought was ignoring you.

**Radar Texts**—The initial text that simply “gets on a woman’s radar.” These texts are sent without expecting a response. Radar texts *always* end with your name because it’s *always* the first text you send a woman you just met.

**Holding Pattern**—A series of texts you send a woman that you are waiting to meet up with. Holding patterns are used on women who leave town for a few weeks, live in other cities, or have some other issue that prevents you from seeing them in the near future.

**Shred-Her Responses**—A proven response that “shreds” a woman’s objections, flakiness, or bad behavior.

# **Just like Pizza: The Three Ingredients of Attractive Phone Use**

**T**he next time you’re staring at your phone, wondering what to text a girl, think of *pizza*. I know it sounds strange, but using your phone can be as simple as remembering the ingredients of pizza, which are dough, tomato sauce, and cheese.

Likewise, there are only three “ingredients” to phone and text game:

- 1. Sparking emotions**
- 2. Making connections**
- 3. Handling logistics**

These three ingredients are the fundamentals of using your phone in an attractive way. The purpose of this book is to define each ingredient, supply plenty of examples and templates, and explain when—and how much—to use each. If you can do that, you will never lose another girl because of a clumsy follow up.

Moreover, you’ll never add the wrong ingredients. Notice how the three ingredients of phoning and texting are NOT:

- Asking questions
- Providing entertainment
- Acting polite
- Making small talk
- Offering explanations
- Reciting soliloquys
- Begging

Adding the wrong ingredients is like trying to make a pizza with bananas, mustard, and pita shells. But rather than getting a disgusting dish, you get an unresponsive and uninterested girl. Using the wrong ingredients will douse whatever sexual spark you may have had with her.

As with pizza, you can occasionally add a topping like pepperoni or peppers. With phone and text, that means it can sometimes help to banter, get logical, or do something else that deviates from the three main ingredients. These exceptions, however, only come *after* you've mixed the first three ingredients—just as toppings are sprinkled on top of the pizza.

At this point, with all this talk of pizza, you may find yourself confused (or maybe even a bit hungry). In the next sections, you will learn more about the three ingredients. The only reason for the pizza metaphor is so that you can easily remember how to best use your phone. Once you get it, keeping girls interested becomes as easy as pie—or, in this case, pizza pie.

### Sparkling Emotions: *The Dough of Phone Use*

**I**ke pizza dough, everything you do with your phone will be built on *sparkling emotions*. You sparked her emotions when she gave you her number, and so you must spark her emotions again when you text her. Most of the mistakes guys make when using the phone come from not sparking emotions.

Often guys think they can use logic to convince a woman to do something (like meet for a date), but this is NOT how women make romantic and sexual decisions. Whether you want a woman to show up to a date, tell you a secret, or think about you when you're apart, you must begin by getting her emotional.

On text, the best way to spark emotions is through humor and flirting. When you're face-to-face with a woman, there are many other ways to spark her emotions. However, when you're trying to elicit an emotional response using the phone, the easiest (and safest) way to do that is to get her smiling and laughing.

Though, sparking a woman's emotions is more than just "be-

ing funny.” You need to make sure you’re using the right kind of humor and flirting. That’s why understanding subtext is so important—especially in phone game. You’ll learn the proper subtext in a later chapter. For now, just remember the first principle of phone and text game:

***Principle 1: If you can get her to feel an emotion, you can capture her attention.***

That may sound obvious, but so many guys overlook this first principle. Ask yourself this: have you ever sent a first text that said something like, “Nice meeting you” or “Hey, this is Tom”? Or maybe you tried asking a woman out with the first text you sent? Think back on it (and go through your old text messages if you have to), are your first texts sparking a woman’s emotions? If you’re like most guys, the answer is probably no.

As such, she probably saw you as “just another guy.” You didn’t make yourself stand out from the crowd. If she was even somewhat cute, you can bet there were plenty of other guys texting her, as well. Even if you had a great interaction in person, an emotionless first text can cause her to second-guess her initial impression of you.

But you’re never going to make that mistake again. Just as you can’t imagine making a pizza without the dough, you won’t be able to fathom using your phone without first sparking an emotion. It’s the crust on which you will layer on the other ingredients.

### Making Connections: *Adding Some Sauce*

**A**n aspect of using the phone many guys overlook is forming some sort of connection with the girl. If a guy neglects this crucial ingredient, he'll come off as a "player," immature, or even desperate. Either way, his chances of getting the girl are slim.

When you think of this aspect of phone game, think of cheese bread. Without sauce, you don't get a pizza—you get cheese bread, which is something totally different and not nearly as delicious as pizza. Likewise, a guy who fails to establish some sort of connection won't come off as an attractive guy. Instead, he'll be seen as a desperate clown. And clowns aren't very attractive.

The solution is simple: add the sauce. Connecting with a girl over something—whether it's a common interest, inside joke, nickname, or even something out of your imagination—is what holds a good interaction together. It adds flavor and depth to your communication. It gets her to see you as a *real person*—which is crucial for eliminating flaking and non-responsiveness.

But this ingredient comes with a caveat: don't do too much

connecting over the phone. Just as too much sauce can destroy a pizza, trying too hard to establish connections with a woman can ruin your chances. You only want a thin layer of connecting—just enough to hold things together. Real connections aren't made over the phone; they're made in person.

With that in mind, here's the second principle of phone game:

***Principle 2: Forming a connection gives her a reason to think and care about you.***

By using the formulas, templates, and tips in the later chapters, you will learn how to create a connection by either reminding her of things you two shared or by inventing new connections. By doing this, you demonstrate to her that you're for real.

Whether you want a lover, date, girlfriend, or wife, establishing some sort of connection is crucial. Obviously the amount of connecting over the phone you'd do with your girlfriend would be different from how you'd connect with a girl you met for 5 minutes in Starbucks. Exactly how much connecting is appropriate during each phase of a relationship is explained in later sections.

### Handling Logistics: *The Cheese on Top*

What would pizza be without the cheese? Likewise, phone and text game wouldn't work without the final ingredient: handling logistics. That may sound like a confusing term but handling logistics just means stuff like setting up a time to meet, deflecting excuses, and making sure that everything is taken care of so that when you meet in person, she's even more excited to see you than the last time she saw you in person.

Very often guys add this ingredient in too late—or sometimes not at all. If you've ever had a text conversation that went on and on without ever trying to secure a meet up, you've made this mistake. Using your phone is a great tool to improve your chances with women, but if you neglect to handle logistics then you're just spinning your wheels.

Make sure that you're using phone and text for its main purpose: getting dates. While using the phone is a great way to warm women up to seeing you, it's only a means to an end. When you handle logistics you're ensuring that you use this "means" to secure a happy ending. In fact, that's the third and

final principle of phone game:

***Principle 3: Getting an in-person meet-up (i.e., a date) is your ultimate goal when using your phone; everything else is just preparation to achieve that goal.***

If you think about it, the other two ingredients are only necessary to “grease the wheels” for this third and final ingredient. If getting an in-person meet-up were as simple as texting “Let’s meet tonight at 8p.m. at Tonic Lounge on 27th st” then there would only be one ingredient of phone and text game (and there probably wouldn’t be a need for this book!).

This, however, isn’t the case. If you’ve ever tried to work a woman’s phone number before, you probably know that things aren’t this simple. Even when you apply all three ingredients, you may still run into hurdles. Sometimes getting a girl to see you again can be challenging. If, however, you know how to handle logistics, then you’ll know how to make it happen—no matter what.

Moreover, you can use this ingredient liberally. Just like “extra cheese” makes for a great pizza, handling logistics early and often improves your chances with women. Most guys think they should only ask for a meet up or date when they think she’ll say yes. That’s the wrong attitude!

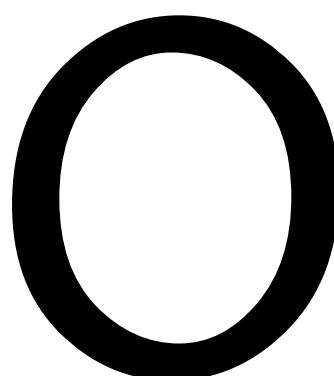
Remember, handling logistics is an *ingredient*. Therefore, it’s no different from flirting or making a connection. Sometimes

girls purposely turn you down the first few times you invite them out. As long as you don't get angry or upset, it won't matter. You'll get these girls out. But you have to treat handling logistics as an ingredient—not as a make-or-break moment.

These three simple ingredients are all you'll ever need when using your phone. Any communication that falls outside these three ingredients isn't necessarily wrong, but it should be thought of as a "topping" and not "the pizza." More important, you must have the three ingredients in place before you start adding toppings. Therefore, until you've sparked an emotion, made a connection, and handled logistics, do not try anything else. It'll only end up working against you.

# The Three Ingredients: *Further Defined*

## Sparkling an Emotion: *Stand Out with Language*



In an average day, what gets you to stop what you're doing and pay attention? It may be hard to remember the last time something gripped you so much that it interrupted your day. Maybe it was an advertisement for a movie you've been waiting to see. Maybe it was a funny looking dog. Maybe it was the sight of hot woman dressed sexy.

If you think about it, things that get you to stop have two things in common:

1. **They're different, and**
2. **They're exciting**

Most days, your daily routine takes over, and you tune out distractions. But every once in a while, something comes along

that captures your full attention. To do this using your phone, you must learn how to craft your language so that it stops a woman cold, sparks an emotion, and makes her interested in what you have to say.

When you’re considering the language of a “sparking emotions” text, some questions you should be asking yourself are:

- **What is new, different, or interesting about what I’m writing?**
- **What “mental pictures” are my words painting?**
- **Is this clear? Will she immediately “get” what I’m trying to say?**
- **Does this sound like something “every other guy” would write?**

If you’re still confused—don’t worry. You will learn more about sparking emotions in the later sections as well as through the examples. But, to help get you thinking more “emotionally” right now, here are some ways to instantly improve the uniqueness of your language:

- **Substitute signs for words.** For example, rather than using words like “is,” “was,” or “are” substitute in “=” signs (e.g., “Our meeting last night = awesome”; “Me = hung over this morning!”).

- **Begin with verbs, exclamations, or one-word sentences.** For example, you can begin a text with an irregular verb like “bump” as in “Bump some R. Kelly for me...” or you can even break a sentence into smaller sentences: “Bump. Some. K. Kelly. For me.”
- **Start with “mock drama.”** For example, you can text something like, “It’s over” or even “I hate you” to immediately get an emotional response. (Warning: a woman should know you’re teasing her when you send these texts, so quickly follow up with a text that makes it clear that you don’t actually hate her, etc.)
- **Add funny phrases to simple statements.** For example, you can “jazz up” any noun by adding a phrase like “... crafted by the Hand of God” as in “Just had an omelet crafted by the Hand of God. Delicious!”

### Making Connections: *Be Specific*

**T**he most important aspect of making a connection is genuineness. Rather than thinking of making a connection with a girl as a “tactic,” you should want to get to know her out of curiosity. If a genuine interest isn’t driving you to text this girl, why are you texting her in the first place?

Thus, you probably do have a genuine curiosity for the women you text. Your problem is that you don’t know how to leverage that curiosity in an attractive way. To solve that problem, you just need to get more specific—especially in two areas:

1. **Make specific inside jokes, and**
2. **Ask specific questions**

Here’s a brief explanation of how to use each:

**Inside Jokes:** Hopefully when you interact with women face-to-face, you’re establishing little “inside jokes” between the two of you. This can be as simple as saying something like, “How good are you on text? Why do I have a sneak suspicion that you’re like Shakespeare on

text...?” when you’re asking for her number. If a woman laughs as you’re saying that, you have an “inside joke.”

Later in this book, you’ll read a case study where I said I’m a “total text addict” as I was getting a girl’s number. So, fittingly, my first text to her was, “I’m indulging my text addiction just for you.” Immediately, that text recalled the fun she had with me, and further connected us. No other guy could have texted her that. That was a joke only she and I shared.

Likewise, you will have your specific “inside jokes” that only you and a woman share. Use them!

**Questions:** To make your questions more specific, add reasons. Adding “reasons” just means telling her why you’re asking her questions. For example, most guys ask women, “Where are you from?” But a better way to ask that question is, “Where are you from? Your accent sounds interesting.” When you add a reason to your question, she’ll want to know why you’re asking your questions.

Moreover, when you ask her questions with reasons, you invite the most common female response, which is, “Why do you think that?” Whenever a woman asks you questions like this, she’s inviting you to strengthen your connection with her.

### Handling Logistics: Ask—*and Ask Well*

**T**he most important aspect of handling logistics is actually pulling the trigger. Too often guys play proverbial “grab ass” with women on the phone, entertaining long text conversations that only serve to make her realize that she’s never going to meet up with them.

Don’t fall into this trap. Ask women out *fast* and *often*. “Fast” means you shouldn’t let more than a few texts go by without proposing a date; “often” means you shouldn’t let a “rejection” bother you. The most important thing is to pull the trigger and ask—not whether or not she said yes. As long as a woman keeps interacting with you, and you keep proposing a meet up, eventually she’s going to say yes.

Though, how you phrase your proposals can sometimes help. If you phrase a meet up in a unique or interesting way, it can add some emotion. Sometimes that little extra emotion will knock a girl over the fence, and she’ll agree to see you. You’ll see examples of this throughout the book.

### When and How Much: *Phases of a Textship*

For the purposes of this book, whenever you go from meeting a woman to making her your girlfriend, your relationship passes through three phases, which are:

- 1. You want to date her (before the first date)**
- 2. You're sort of dating her (between the first date and the fourth or fifth date)**
- 3. You are dating her (after the fifth date, or when things get more serious)**

The way you text a woman during each phase is different. Not only does the frequency of how much you text change, but the ratio of the three ingredients also changes. As you can probably guess, you would do much more connecting with your girlfriend than with a woman you want to date.

We break phone and texting into these three phases to keep things simple. With the three ingredients in mind, coupled with your understanding of the three phases, we can now move into the specifics of phone game. Warm up your thumbs!



3

## FIRST PHASE... YOU WANT TO DATE HER

# Got Her Number...Now What?

**M**aybe you met her at a bar or nightclub. Maybe it was the girl from the coffee shop or the cutie who sat next to you on the train. Or perhaps she was in one of your classes or even a “friend-of-a-friend.” It could even be a girl from an online dating website, who you exchanged numbers with.

Regardless, all these girls fall into the same category: they’re girls you want to “date”—or at least go on a date with. This phase is where the vast majority of guys mess up and ruin their chances with the girls they’re pursuing.

Popular advice and conventional wisdom often stresses the amount of time you wait before contacting her via phone or text. If you've ever seen the movie *Swingers*, you may remember the "three-day rule," which stipulates you must wait three days before contacting a woman you're interested in.

Not only is this advice wrong (you should never wait that long!), it's also misguided. It emphasizes *timing* (i.e., when you follow up) over *delivery* (i.e., what you follow up with). While timing is somewhat important, delivery is what really counts.

Attractive delivery comes from following three simple rules:

- 1. Avoid sending more than 2 texts without proposing a meet up**
- 2. Send mostly statements; avoid asking questions (especially when proposing a meet up)**
- 3. Don't make plans too far in advance. Ideally, text her in the morning to meet her later in the evening, especially on a "date night" (e.g., Mondays, Tuesdays, and Wednesdays)**

You will understand these rules much better—as well as when to break them—as you go through this chapter. Feel free to skip ahead if you have a specific situation that requires immediate attention. But if possible, read through each section in order to fully grasp the essence of effective follow up.

### First Text: *Stick to the Formula*

**I**t doesn't matter if you met her in a nightclub, coffee shop, class, through friends, or over the Internet—you should be the one to send the initial text. Do not wait or expect her to text you first! If she does that's fine, but ultimately you want to be the one *leading* the interaction as much as possible.

When you send the initial text, you get to set the tone of the interaction. Often this is where guys go wrong. Many guys make the fatal mistake of setting a logical, neutral, and/or boring tone. Texts like, “Nice meeting you” or “Hope you got home safe” do not get things off to a good start.

In your first text, you want to mix two of the three phone game ingredients together: sparking emotions and making connections. In other words, you want to send a text that makes her laugh or smile but also makes her feel as if she already has a connection with you.

Any sort of inside joke the two of you shared works really well here. If you're not currently creating inside jokes with women, start getting in the habit of it! It's not hard to do. An inside

joke can be anything that gets her giggling, such as:

- A nickname you gave her
- Something you teased her about (her cute accent, her “nerd skills,” etc.)
- Something you did together that was fun (danced together, had a drink, etc.)
- A funny thing that happened

Here's a case study along with a short explanation to illustrate the concept of a “radar text”:

Hey Kim... that was an intense speeding dating experience last night... fun times, Rob

*When I approached this girl, she was in a large group of people, so to get her in a one-on-one situation away from her friends I said, “Let’s go on a speed date.” Since she seemed to like that idea (enough so that she ditched her friends for me!), I used the joke again in my initial text.*

I hope you’re honing your French toast-making skills missy!! Fun meeting you, Rob

This girl and I ended up talking about French toast and how good it is. Both of us claimed to be able to make the “best French toast,” so we jokingly said our first date would be a French toast making competition like “Top Chef”.

Notice how these texts spark a little emotion, establish a bit of a connection, and end with a little nicety (e.g., “fun meeting you”) and a name. Radar texts should come across as attractive and normal. When crafting an initial text be sure to keep it under 5-7 lines. Also, don’t try to stuff as many inside jokes in as possible. Keep it short, sweet, and simple.



***“When crafting an initial text be sure to keep it under 5-7 lines.”***

In a perfect world, you’d have a little inside joke with every girl you approach. But shit happens. Sometimes you only had 30 seconds to get her number; sometimes you can’t remember what you spoke about, etc. When this happens, don’t worry! There’s still hope...

In these situations, simply try to spark her emotions. If you can get her feeling good, she’ll enjoy your texts—even if she doesn’t remember you or doesn’t recall the conversation you had. Here’s a case study you can use (or use it to inspire your own) of sparking an emotion with a radar text.

Whatup Jay, after you left last night a group of grabby cougars showed up. Things got...weird. Hope the rest of your night wasn't as grabby as mine! Rob

Notice how this text simply makes a little flirty joke, offers an introduction, and leaves a name. This is all you're looking to establish in the first text! It's an icebreaker... and just an icebreaker. Most guys send out their first text hoping and waiting for a response. If that's something you do change your attitude.

The only purpose of the first radar text is exactly that: to get on her radar. She may respond. She may not. It doesn't matter. What matters is what you do next, which you will learn about below.

### *When to Text—and What to Expect*

**I**t's important you don't let too much time elapse between your initial meeting and your first radar text. If you wait too long, women will sometimes forget you or think you lack the confidence to follow up appropriately. Don't get obsessed with playing "head games" or turn phone game into some elaborate pseudo-chess match where you consider your every move.

Instead, use your phone like a normal, attractive guy. When normal, high self-esteem people exchange contact info they follow up with one another naturally. (Only weird manipulative nerds ponder how long to wait and try to encode and decipher hidden meaning in every text.)

A big part of this book—as well as solid phone game—is learning to use text as an extension of your playful, attractive, and confident personality. Remember: the three ingredients of text game don't include such nonsense as "fake disinterest" or manipulative strategies. That stuff is for basement-dwelling nerds!

Therefore, you want to follow-up with a woman either the

same day (or night) you meet her, or the day after. Waiting an extra day isn't the worst thing, but don't let any more than three days go by without sending your initial radar text.

After you send out that initial text, put your phone away and resist the urge to check it for a response every 5 minutes. In fact, as mentioned in the previous section, you shouldn't expect a response at all. The beauty of sending out a radar text is that *it doesn't require a response*. You're not asking her a question, fishing for a compliment, or trying to make plans.

Often girls will respond to your first text. Depending on her response you can either send back a text, or just go silent. Again, you're not "sparking a conversation" with the first text, so don't get into a long conversation! Too often guys ruin their chances for a date by becoming a girl's text friend.



***"Too often guys ruin their chances for a date by becoming a girl's text friend."***

She may think your initial text was comedy gold, making her excited to text back and forth with you. But fight the temptation to get into a long, drawn out text exchange. While it's gratifying in the short term, it diminishes your chances with her in the long term. Once you get a bit more serious with a woman, it's fine to converse with her over text. But for now, just send your initial text, get on her radar, and get on with

your life.

Conversely, she may not respond to your first text. This is totally fine, too. Don't get upset or freak out. There's a good chance she enjoyed your text, but just didn't feel the need to respond. Don't second-guess yourself or go into a tizzy over one unanswered text. Always remember: the first text is ONLY meant to get on her radar.

In rare circumstances, a girl may text back something completely unexpected, like, "Who is this?" Again, don't freak out. Just read the next section...

# **First Text Blues:**

## ***Troubleshooting the First Text***

**“Who is this?” How to Respond**

**T**here will come a day where you meet a girl, send her a radar text, and get the dreaded “Who is this?” response. While you’re more likely to get this from girls you meet in bars and nightclubs, it can happen with any girl, in any situation.

It may seem like a buzz-kill at the time, but it’s actually not that bad. Situations like this are still salvageable—if you make the right moves. In “special circumstances” like this, you can violate the “Three Rules for the First Text.”

In this situation, it’s important you first make sure she knows you’re not offended or angry. Remember, your attitude should be that it’s no big deal. Most hot women don’t invest too much of themselves into an interaction, so it always just stays “fun” for them.

And you should have the same attitude. If you can demonstrate that you don't care that much, then she'll relax and know you're "fun." Keep in mind: she didn't sign a social contract to see you again. Until it seems "fun" for her, she's simply not going to meet you again.

So, your next text (which you can send anywhere between 10 minutes to an hour after she asks "who is this") should be something like:



lol player play3r how  
many hot guys named  
Rob did u mack it 2 this  
wkend?

*Everything about that text—down to the typos—is intentional. Essentially, you want to give the impression that you really don't take it seriously—you actually find it amusing ("lol"). Words like "player" and "mack it" are helpful because they're humorous and also help to reverse the roles a bit, evoking some "gender humor."*

After sending the "no big deal" text, wait 10 or 15 minutes. Sometimes girls will remember you, other times they won't. Often though, they just don't respond. Again, don't sweat it—you can still get her out, but you have to work a little more text magic.

As such, send a “funny” text that’ll get her laughing. Though, you want to be careful with humor over text. Girls sometimes misinterpret “text humor” as creepy or offensive. So don’t say anything too sexual, weird, or creepy. As you read on, you’ll develop more of a sense of how to apply humor over text.

In this situation, you want to send a text like:

btw after I met you @  
Tonic Lounge I got  
molested by a grabby  
cougar w arm fat. She  
may or may not have  
been rocking a fanny  
pack. traumatic!

This (somewhat) edgy text is a “lol” and not a “wtf” because of one key word: “COUGAR.” Generally, young, hot women have a natural disdain for “cougars.” By making a joke about a “grabby cougar” with “arm fat” and a “fanny pack,” you can get her laughing while also developing a bit of a connection with her.

Most likely, she was also “molested” by a few unsavory characters. She might even write back with stories of her own, describing creepy guys. Oh, and if the girl you’re texting IS a cougar, you might want to substitute “cougar” for “crazy college chick.” (Pro tip: young girls and cougars are natural enemies!)

At this point, she should at least be enjoying your texts. Once you've "warmed up" the interaction, you can proceed as normal, which means either go silent or even pull the trigger for a meet up.

Though, at this point, girls will often text something to the effect of, "What do you look like?" Most guys think they're home free at this point since the girl now seems interested... but it's a TRAP. The next section explains what to do in that situation.

### “What Do You Look Like?” *How to Proceed*

**S**imilar to the “Who is this?” response, girls will sometimes ask what you look like. This not only happens to guys who meet women in bar and nightclubs, but also guys who meet women online or get set up by friends.

Most guys assume they should answer this question logically, which is the absolute worst thing you can do. They either give a description of themselves or send a picture. Be warned: if you answer with real response—or worse, actually send a picture of yourself—you could jeopardize the interaction (and it has nothing to do with your looks).



***“Most guys assume they should answer this question logically, which is the absolute worst thing you can do.”***

Now, that’s not to say you can never give a real description or send a picture. In fact, doing so AFTER you’ve sparked an emotion is recommended. But, before you do, you want to make sure to spark her emotions.

Here's an example of a text that does that:

well. I lost a little weight  
since we met, so I'm  
down to 647 pounds and  
I'm only missing 5 teeth  
now. You gotta check me  
out ;]

Answering her question in a completely illogical (and totally playful) way, you demonstrate that you're FUN. She'll feel MUCH more comfortable meeting up with you because she knows you're not boring or awkward. Also, she sees that you don't take yourself too seriously (a very important quality to demonstrate before the first date!)

Almost any girl will find this funny (and if she doesn't, is this really a girl you'd want to spend a date with anyway?). However, funny as she may think you are, don't keep trying to be "cute" or "funny" over text. Remember your purpose: to meet up with her!

So if a girl writes back with a proclamation of your hilarity (e.g., "lololol omg! ur crazy!!"), you can congratulate yourself on successfully transitioning from "random guy" to "funny, interesting guy." And that's a PERFECT time to propose a meet up.

If you hesitate and keep sending texts, you're going to turn into a "text goofball." You will learn how to seamlessly propose a meet up in the next section, but here's a quick preview on a good way to do it in this "troubleshooting" scenario:

Alright, meet me for a drink. No pressure. It'll be like a blind date of sorts, but you know to look out for a 647-pound sexbomb. Let's meet at 8 in front of O'Leary's Pub on 54th and 3rd Ave.

# Meeting Up With Her: *The Key-lock Sequence*

Avoid Becoming Her New “Texting Buddy”

**A**fter your initial radar text, your next text exchange should propose a meet up. Do not fall into the trap of having long, drawn-out text conversations with girls you never meet up with. Having longer text conversations is fine once you’ve had your first date. It’s even fine if she legitimately cannot make the first date (an example of a “holding pattern”).

It’s NOT okay, however, to just text back-and-forth without ever proposing a meet up.

That’s why the first rule of proper phone game is, **Avoid sending more than 2 texts without proposing a meet up.** After the initial text, only give yourself 2 texts before you propose a meet. Or, according to the pizza recipe, “adding the third ingredient.” Because, as you can probably guess, setting up a meet up is a perfect example of “handling logistics.”

Equally as important as remembering this first rule, you should also keep the third rule in mind, **Text her in the morning and propose meeting her later in the evening on “date nights”—Mondays, Tuesdays, and Wednesdays.** When you’re setting up a date, timing is just as important as delivery. And your timing is this:

***Text her the same day you want to see her.***

Many guys adhere to the “old fashioned” dating model of setting up a date a few days in advance. Often guys will text a girl on Monday to make plans for Wednesday. This is completely wrong! To get a date Wednesday night, text her Wednesday morning. If she proposes a different night, that’s fine; then it’s okay to set up a date in advance. But you should text in the morning or afternoon for dates in the evening.



***“To get a date Wednesday night, text her Wednesday morning.”***

This is true even if you’re texting 2 or 3 new girls. Text all of them Monday mornings and propose a meet up that night. If all the girls agree, decide which girl you’d like to see that night and text the others, “ahh something just came up, can you do tomorrow night?” or, “ahh something just came up, can you do Wednesday night?”

The point here isn't even the meet up—it's demonstrating that you're serious about seeing her. Lots of guys hide behind their phone and think they're going to seduce girls over text. This is the coward's play, and not something attractive men do. Proper phone game isn't about playing grab-ass over text; it's about getting meet ups that turn into sex and relationships!

Therefore, it's very important you establish early on that you're not a coward hiding behind his phone. You do that by keeping the first rule in mind. If you go 3 or 4 texts before going for a meet up, that's acceptable. But if you're sending anything more than that, you're resorting to a coward's play. And that's going to kill your chances.

Now that you understand the importance of how to text for a date, the next section will teach you what to text.

### The Key-Lock Sequence—*Key-Turn-Push*

**W**hen you're proposing a date, there's a simple three-text sequence: key, turn, and push. Think of it as the “key-lock sequence” because it's like putting a key into a lock, turning it, and then pushing the door open. That's essentially what these three texts are going to do. Each step of this sequence comes from the three ingredients:

1. **Key: Spark an emotion**
2. **Turn: Make a connection**
3. **Push: Handle logistics**

It really can be that simple! You just want to get her giggling or smiling, make her feel a connection to you, and then propose a meet up. If you can do that, you can get dates. Let's look at a case study that demonstrates this “key-lock sequence”:

Just had cup of coffee  
that must have been  
brewed by the hand of  
God, incred!

**KEY TEXT!**

This was a girl I'd met on the street at 2a.m. and only had 30 seconds to get her number, so we really didn't make much of a connection. Therefore, I simply make a humorous statement about my day, sparking a little emotion, and getting her attention.

Hope you're having a divine morning as well ;]

**TURN TEXT!**

Without waiting for a response, I send another text immediately that makes a connection. Even something as simple and trivial as "Hope you're having a divine morning" can get a woman to feel a sense of rapport with you. Moreover, notice how I mix in a little "inside humor" with the word "divine" (which is a reference to God, which I made in the previous text). Even though we didn't have an inside joke when we met, I'm creating one for us over text (without her having to do anything!).

Just got up and had the worst nightmare lol I'm doing ok!!

Her response may seem pretty lackluster, but it's actually excellent. Telling me that she had a "nightmare" is her way of making a connection. Even though she probably doesn't realize it, she's beginning to view me as more than just a random guy texting her. Whenever girls share

personal information like this—as trivial as it may seem—there's a very good chance they will meet you for a date.

Nightmares are the worst... Please tell me you're free tonight to grab a drink ;] it will be the exact opposite of a nightmare



**PUSH TEXT!**

I acknowledge the connection by agreeing with her, “nightmares are the worst.” I then add the final ingredient of phone game and propose a date. I sprinkle a little inside joke in at the end (“it will be the exact opposite of a nightmare”) only because we had so little connection during our initial meeting that I want to establish a little more connection while also sparking a bit of emotion.

I have a class tonight,  
maybe tomorrow?

Even though she refuses the request, her suggestion for another night indicates that she's interested.

Tomorrow should be fine.... I'll text you in the morning, no more nightmares!!

Now that the date is established, there's no need to keep texting. In fact, any further texting beyond a simple reminder that you'll text her in the morning can put the date at risk. I added "no more nightmares" in this case, but even that was unnecessary.

Ideally all of your text interactions will be as smooth as this. If it only takes 3-6 texts to set up a date, there's absolutely no reason to do any more work. Great phone game before the first date isn't about flashy lines or witty banter: it's simply about getting that first date. Once a woman agrees to a date, consider your mission complete.

Unfortunately though, things usually don't go so smooth. At the very least, girls will usually suggest a different night to meet up, as what happened here. When that happens, it's just as good as her agreeing to your proposed date. In fact, one thing to always remember when using your phone to set up dates is this:

**If she suggests another time/date, it's fine. She's interested and probably will not flake.**

If a woman refuses, but doesn't suggest another time, then you have some troubleshooting to do. Even this isn't that much of a problem...if you know what you're doing (and you will). But before we move into troubleshooting, let's look at another case study of a successful application of the key-lock sequence:

I'm indulging my txt addiction...just for u ;P

When this girl was putting her number into my phone, I told her, “I’m such a text addict. It’s a problem.” She found this hilarious, so I made sure to use the joke again on the first text. (Pro tip: If you want a simple inside joke for every girl whose number you take, just tell them how much of a text addict you are as they’re putting their number into your phone.) The comment is mostly to spark an emotion, but since she’s in on the joke, it also reestablishes our connection.

Hahah hey Hun what's up?!?

The “Hahah” she writes back makes it very clear that the joke hit, and her emotions are sparked. Moreover, any time a girl asks YOU a question (even something as innocent as “what’s up?!?”), she’s trying to create a connection. This is a very good sign!

Ah @ the jobby job w the soccer moms.  
Gangsta...what u up to

Another joke we shared in our initial meeting was I told her that I worked in an office “with a battalion of soccer

moms.” Again, she found this very funny when I said it in person, so I reuse the joke again to further establish a connection. I also ask “what u up to” to add a little extra rapport since it’s obvious I’ve sufficiently sparked her emotions and got her laughing.

Just finished acting  
classes =)

She tells me something about her, which further strengthens our connection. The happy face is also promising.

Badass. I was the  
tinman in 4th grade, my  
final theatrical  
performance. How good  
are u @ pool?



Here I begin to handle logistics. Asking her how good she is at pool is obviously planting the seed to invite her out for a date. If you don’t feel totally comfortable pulling the trigger and asking for a date after three texts, you must AT LEAST elude to a date, as I do here.

Haha that's awesome.  
LOL I can work a  
pole....:)

Her answer is flirty and sexual. It's almost guaranteed a girl will come out if she's making sexual remarks like this.

Ha my kind of girl.  
Deno's later for some  
pool and NYC weirdos

I compliment her then shoot for the meet up. I propose a date for later that night, and make a joke about “NYC weirdos.”

Haha what the hell does  
Deno's mean?!

She doesn't get the joke; asks for more information.

What?! Do u really live in  
NYC?? It's the most  
incredible dive bar ever,  
on 54th and 1st!

I tell her the address and wait for her to confirm.

(An hour goes by)

Gym time...so if ur down  
for an un-intense game  
of pool and/or  
resplendence, lets meet  
@ 10:15 – let me know ;]

After an hour, I get no response (which was irregular because she was responding in 2-3 minutes before). I send another text that restates the logistics and adds a pinch of emotion (“un-intense game of pool and/or resplendence”). Also adding “let me know ;]” is an excellent phrase to use when you’re looking for a response.

Hey love I actually take class until 11pm tonight and wouldn't be there until like 1130...plus I'm lending my friend my ID!!! Haha would I need one or could I just walk in ?

Her response shows interest, but I will need to handle more logistics.

Haha I am the LORD of dive bars...be out front @ 11:34 w/that feisty wit...hot magic awaits ;P

I handle the logistics and then continue to solidify the connection by giving her a compliment (“w/that feisty wit”) as well as spark some emotion (“hot magic awaits”)

Haha ok fine but I'm gonna be gross from dance class aha

Perfect...see u @ 11:34  
=)~

Finally, here is a case study that shows a “textbook” key-lock sequence:

Hey hun, after we got separated on Sat, I was molested by the scariest cougar. Fun meeting you tho, hope your nite turned out less...grabby  
–Rob

a cougar got u huh?  
Well as long as she was hot! And wat do u mean less grabby? Hahaha

Ha ha no this was a scary cougar with arm flab who may or may not have been wearing a fanny pack :@ what was the highlight of your nite? Aside our most excellent meeting



Hahaa ewww that sounds like a very un sexy cougar. It was so fun I don't remember much hahahaaaaaaa

Ha I wish I could forget this coug! Anyway you're cool – come hang out w me on this exotic little island called Manhattan



Haha u live in the city?  
That's so cool

# MAGNETIC MESSAGING

## Meeting Up With Her

Yeah, meet me at Tonic  
on 33rd st and 3rd ave  
Friday at 8. It's going to  
be the like prom for  
adults!!

ok! How do I get there  
from penn?

# If She's Difficult: *Getting Out Flaky and Unresponsive Girls*

## What if She Doesn't Respond

**A**s you should already know, if a woman doesn't respond to your initial text it's no big deal. If a woman doesn't respond to your second or third text, however, you may need to apply some damage control. There's a chance one or more the following happened:

- 1. You have the wrong number—either she intentionally gave you a fake or it got programmed into your phone incorrectly**
- 2. Her interest in you was minimal and she only gave you her number to be polite**
- 3. She's somewhat interested but you haven't sparked enough emotion to get her to pay attention**

4. She was attracted to you but doesn't feel a sense of connection so she's actively avoiding responding to you (even though she wants to emotionally)

In those four scenarios, you can only salvage the third and fourth. If you have the wrong number or she had little or no interest in you, then there's not much you can do with your phone that's going to change that. Luckily, however, the vast majority of girls who go unresponsive fall into the later two categories, and you still have a chance. It may be a slim chance, but there's still a glimmer of hope.

To give yourself the best chance of recovery, you need to be honest with yourself.

Ask yourself where you think you stand with this girl: Did she only seem mildly interested at the time? Or did she really appear genuinely attracted? Most guys like to believe that the girl really was attracted, but remain objective! Ask yourself:



*"To give yourself the best chance of recovery, you need to be honest with yourself."*

- Did she “isolate” with you in your initial meeting (which means did she feel comfortable talking to you in a secluded, one-on-one setting, away from her friends)?
- Did she reinitiate the conversation with you or find you

later to talk to you?

- Did you kiss her (on the lips) or have any sexual contact with her?
- Did she suggest giving you her number or mention hanging out with you again?

If none of this happened in your initial meeting, she probably only has a mild (or possibly low) interest in you. Keep in mind: this is not always the case, and there will be plenty of situations where none of these things happen and the girl does feel strong attraction to you.

But, overall, these “signs” will help you to be more objective when assessing what went wrong. Your memory sometimes exaggerates how interested a girl was, making you believe she was more attracted than she was. You might then apply the wrong follow up strategy and completely destroy whatever chance you had.

Once you’ve realistically evaluated the initial meeting, you’ll learn in the next two sections how to handle both situations: low interest and some interest (with no connection).

### Low Interest: *How to Get Her Excited for a Date*

When a girl's interest is low, you need to try a few different "keys" before you discover the one that fits. Often the first or second text you send—no matter how good it is—won't get a response. That's why the two most important things to remember when texting "low interest" girls are:

- 1. Remain persistent**
- 2. Remain playful**

Before explaining those two tenets, be warned that if a girl writes any sort of text that asks (or tells) you to stop texting her, then you stop. Once a girl says to stop texting her, the game's over. Move on. Not even Shakespeare himself could convince her to see you again at that point. Don't get upset or offended by it, just delete her number and try to figure out what you could have done differently when you'd met her.

However, as long as a girl doesn't tell you to stop texting her, it's game on. You can send as many texts as you like, trying all different "keys" until one clicks. Of course, use some com-

mon sense and only send one text every other day so that you don't come off like a crazy person.

By remaining playful you keep yourself from coming off needy or desperate as you keep texting her—even when she's not responding. Instead, you'll just seem like a fun, confident guy who goes for what he wants, but doesn't need anything. In fact, that's your “test” before sending any text to an unresponsive girl:

### *Am I secretly expecting a response from this text?*

If you answer yes, don't send it. Equally as important as remaining persistent is also remaining *playful*. And playfulness is an end itself. When you're playful you don't crave a reaction or response. Let's look at two case studies, demonstrating a bad and good example:

Just heard a Nicki Minaj song and remembered you saying you like her...



**BAD!**

It's shark week...made me think of you



**GOOD!**

Now even though those two texts communicate the same sentiment, they are very different. The first text is bad because it's an obvious ploy for attention. If you know she likes Nicki Minaj, you hope that by referencing her interests she'll validate you with a response. That text secretly expects a response.

On the other hand, saying something random like "It's shark week" is not something girls would usually like. Yet it's funny. Why shark week would make you think of her is offbeat and humorous. But since it's so "random," it doesn't beg for a response. It simply throws out a little humor, and gives her the choice whether she wants to "bite."

In fact, when you're applying this strategy, it's highly recommended you simply send the text, switch your phone to silent, slip it in your pocket, and forget about it for a few hours. As tempting as it may be, don't keep checking every 5 minutes to see if she responded. Detaching yourself from the outcome will help solidify the mindset you'll need to make this work.

Moreover, you should come to enjoy sending these sorts of texts. If you're laughing as you're writing out the text, you know you probably have a winner. Think of it like game: "playing the numbers."

You have no idea what behind-the-scenes factors are keeping her from responding to you. She might be shy, lazy, in a relationship, visiting her grandma in the hospital, or a million of other things that have nothing to do with you. All you can do is

remain cool and fun and try to spark her emotions by sending some romantic comedy over text. Let's examine a case study and break down what's going on:

What are your feelings  
on having a lovechild??

Since I'd not gotten a response from this girl for weeks, I knew I had to "go big." I purposely crafted a somewhat edgy text because I wanted to make sure that it captured her attention and got her laughing. It may appear that this text violated the rule of NOT expecting a response since it's asking a question; however, the text was meant as a joke, not a serious question. My intention wasn't a response—it was a laugh.

I'm torn between saying:  
with me? and, did you  
get the wrong number?  
(I haven't heard from  
you in a while).

This was a perfect response because I HAD been texting this girl about once a week for the past few weeks (none of which got a response). Her three-sentence response shows some investment on her part, indicating that I'm back in the game.

Harhar... A bit of both. I was scrolling thru my phone and remembered you had lovechild potential. What's up

Here's where I pour on a little connection. I answer her question, explain what "prompted" me to text her, and play on the "inside" joke that got her to respond.

Well Im flattered you thought of me. I just got out of class. Your text made me burst out in laughter half way through. How bout you? How are things?

Here she confirms the effectiveness of the "key" by saying how my text got her to burst out laughing in class. The two questions about me further show that she's also trying to make a connection.



***"The two questions about me further show that she's also trying to make a connection."***

Haaa you think I'm kidding...I already have a name picked out. Anyway, yeah I agree we should catch up over drinks

I know it's time to "push" so I use this text to handle logistics, proposing we "catch up over drinks."

Depends on what the name is.

She's still not sold on the idea, challenging me to spark more emotion.

We will name him Ricky Bob. He will somehow come out wearing a cowboy hat.

I try a joke.

I'm not impressed.  
Sorry.

It fails.

That's perfect actually. I aim to unimpress so you have lowered standards...

I quickly recover...

...then when we meet up and I am looking dapper like a 5th grader on picture day, you will find yourself helpless at the whim of my alluring charm

... then I spark some more emotions while making a connection.

Uh...kinda a sketchy game plan. The flaw in it is that I forget what you look like, so I am now expecting a sex bomb waiting for me in front of the bar.

She hesitantly gets on board with the idea. More important though, she's playing along.

OK, well... I lost weight since I met you so I'm down to 450 pounds and I'm only missing 6 teeth now so I think you're in for quiet a treat, Missy ;)

I go into the standard “What do you look” troubleshooting sequence.

I'm such a lucky gal. I've had 3 kids. Don't worry, I'm sure you'll get along with them just great. If you want to meet up for drinks, I'm down. But if you're looking for love child material, you may be disappointed.

She keeps the joke going, claiming she “had 3 kids” (which is obviously a joke because this girl was 20 years old). Notice how she adds the disclaimer, “If you're looking for love child material, you may be disappointed.” This is NOT something I’m going to debate over text. Remember: if she agrees to the meet up, it’s mission accomplished. That’s all you’re shooting for in the initial texts.

You're so hard on yourself – I don't think you're going to disappoint me. So yes, let's get drinks. Are you free at 9?

I simply round out the logistics. Notice how I go for the same night meet up.

Mmm...Friday actually works better for me if that fits your schedule.

She wants to do Friday night.

Yeah, that works...look for the 450 pound dude missing his front teeth ;)

I agree.

Alright, where should I look for him?

Deno's on 54th and 1st

We finish off by solidifying the logistics.

Always keep in mind: she gave you her number because she wants you to text her. That means she wants you to win just as much as you want to win. But, at the same time, she also needs to see that you're fun, normal, and cool. As long as you keep the basics in mind, you should be able to recover some girls who go unresponsive.



*“...she wants you to win just as much as you want to win.”*

Of course, you will encounter some girls who will never respond to you, no matter how great your texts are. Ultimately, it's up to you to decide how much effort you want to put in. But it never hurts to “play the numbers”—especially when you're just writing texts that you find amusing.

### Some Interest: *Getting More of a Connection*

Sometimes nonresponsive girls come not from a lack of attraction, but instead because you're not a person to her. This actually happens more than most guys would expect. Probably you can remember a time where a girl was all over you, maybe even making out with you, and then you never heard from her again.

Obviously she was attracted to you. Why, then, is she not responding? Well, often guys do so much flirting that they neglect to "solidify" themselves as a person. To her, guys like this are just hot, fun, pieces of "man-candy."

Before getting into the texts to recover from this, pause to take inventory of this problem so you can prevent it from happening in the future. An irony of becoming better with women is that some guys become too good for their own good. In other words, they learn how to create quick, burning-hot attraction without making mistakes or slip-ups.

This only lets women see their "attractive qualities." While this sounds great to most inexperienced guys, it actually makes it much harder to date these women. So, while flirting with

women is great, also make sure she sees you as a real person.

That's why the "recovery" text sequence below really emphasizes making a connection. You want to really lay it on thick so she gets a sense of the man you are. You can do that by sending this text sequence a day or two after a failed key-lock sequence (preferably send it in the morning):



*"...while flirting with women is great, also make sure she sees you as a real person."*

here's everything you need to know about me

Robert Andrew Judge;  
1/2/ Italian, 1/4 German,  
1/4 Black; Born 1/2/83;  
Work as magazine  
writer; Fav color green; I  
find cold cuts revolting; A  
secret never told to  
anyone: I think that  
Celine Dion song from  
Titanic is excellent...

Now u know everything.  
Anyway, u're adorable.  
Let's get a drink later. I  
know the best place, will  
be fun ;] let me kno

Obviously write YOUR full name, not mine. Also substitute YOUR interests/disgusts/secrets in for mine (as the whole point is to crystallize YOURSELF as a human).

Here's a case study that shows a girl who had some interest, but obviously didn't feel enough of a connection for a date:

Are we ever going to  
enjoy some adult  
beverages and  
conversate (for a few)?

Yea we can i still know  
nothing about you  
though

Ha true everything u  
need to kno....

# MAGNETIC MESSAGING

## If She's Difficult

Robert Andrew Judge,  
1/27/83, writer / aspiring  
pirate, likes: green, koala  
bears, frosted flakes,  
dislikes: cold cuts,  
semicolons, the Victorian  
era, a secret never  
before shared: I think  
that Celine Dion song  
from Titanic is x-cellent

Hahaha i hate  
coldcuts.... [REDACTED]

[REDACTED], 7/01/86 like the  
color red, golden  
retrivers, and that song  
is really sad.. The rest i  
can tell you if we meet  
up

Your turn ;]

Harhar we both hate  
coldcuts. So repulsive!  
When are u free hun?

Anytime

### Overcoming Time: *How to Revive an Old Number*

If you meet new women often, you probably have a phone full of girls' numbers. And, unfortunately, as the rules of the game decree, you probably have never met up with a lot of these girls. Whether it was because you failed to follow up, she flaked, or some other calamitous event kept you from meeting her, these are numbers that have been unused in your phone for over a month.

In situations like this, time is not on your side. Just as you met plenty of new girls, you can be sure she's meeting plenty of new guys. Memories fade and you become nothing more than a guy she can't remember. Though, for some guys, that can be a good thing (as weird as that sounds).

If you did something in your initial interaction that turned her off, likely a girl will have forgotten your mistakes with time. While it's not recommended, in very rare cases it can sometimes benefit you to let a month or so go by without contacting a woman. Again, this isn't something you should make a habit of doing, but if you really bombed in-person (especially if you did something really stupid after she gave you her number), you might want to consider this strategy.

You may also find yourself sitting on an unused number in certain social circle situations. For example, you and girl may have hit it off one night, and you got her number. A few days later you find out that she began dating someone else or got back together with her ex. While you could apply the same strategy as you would for a “Low Interest” girl and text her without attachment, you’re probably better off simply not contacting her at all and waiting until she’s single again.

As a quick side note, how you apply these phone game strategies is up to you. It depends on how much you like a girl and what you feel comfortable doing. While the strategies in this book have been proven to work in the real world, they aren’t magic spells. Often the effectiveness of a strategy depends on how well you apply it coupled with how well it matches your personality and style.

That being said, reigniting an old number is fairly straightforward. Unlike working a “low interest” number, the most important aspect of reconnecting with an old number depends on just that: reconnecting. These situations call for the “making connections” ingredient. Here’s an example of such a text:

Wow Ally just scrolling  
thru my phone and  
realized it's tragic we  
never met up. What are  
you doing later?

Don't set your expectations too high. Reviving an old number is very hit-or-miss so don't get upset if you don't get a response. If she does respond, however, proceed with either the key lock sequence or, if her response is lackluster, treat the situation as if you were texting a low interest girl. Regardless, if you get *any* response, there's a decent chance you will meet up with her.

### Girls You're Unable to Meet: *The Holding Pattern*

If you're getting girls' phone numbers with some consistency, then you're bound to encounter a woman that you like, who likes you, but something prevents you from meeting up. It might be because she's out of town for a while, lives in another city, or some other factor.

If you're in such a situation, keeping a girl interested is as simple as putting her in a "holding pattern." This means you text her sporadically, keeping the passion smoldering. This prepares you to meet her sometime in the future. A holding pattern is simply 2/3's of the key-lock sequence: spark emotions and make connections.

Initiate a holding pattern every 3-4 days, letting the text conversations go for about 4-5 back-and-forth texts. Don't get too chatty on text—leave some intrigue for the eventual date. The purpose of a "holding pattern" is simply to stay on her radar. Every once in a while you can even give her a call (if you'd like), but, again, don't let these phone conversations go beyond 8-10 minutes.

Here's a case study of a holding pattern with a girl met in Ve-

gas who lived across the country:

Woke up this morning  
and was reminded of  
Vegas...what u up to  
little lady?

Me too :(...what made  
you think of it?

I'm hung over

Orrrrrr I was thinking of  
this cute chick I met  
there...she had black  
hair with a red streak  
running through it, was  
wearing a cute white,  
cocktail dress...

LOLOL that girls sounds  
AWESOME

Too bad she lives in CALI...total deal breaker...I can only have my 2.5 illegitimate children with a NY gal

haha hey! I visit NY all the time. I wanna move there...

well pack that little black cocktail dress and get on EST time woman!!

Also, initiate other “touch points” with her: Friend her on Facebook, send funny videos to her email, etc. Be sure you’re on her mind, but don’t go overboard! Leave some mystery and intrigue so that she makes a point to see you in the near future.

# The Bad Behavior Files:

## *When Good Girls Go Bad*

Sometimes, no matter what you do, a girl will behave badly. Sometimes it's a reflection of her—maybe she's insecure, immature, or just plain mean. Sometimes it's a reflection of you—maybe you didn't make a great first impression or did something to upset her. Regardless, bad behavior happens to every guy—and it's your job to overcome it.

Below are some strategies to use either before or after applying the above strategies. A big part of dating is developing a system for dealing with flakes, insults, and disinterest. The techniques you just read about give you a concrete game plan for dealing with these situations, whereas the techniques below address “bad behavior” with more flexibility. You can use these techniques in any situation—phone game and beyond.



*“A big part of dating is developing a system for dealing with flakes, insults, and disinterest.”*

## Shred-Her Negative Response

**T**he concept behind the “shred-her” texts is just like jujitsu. In the martial art of jujitsu, you use your opponents force against him. Likewise, with “shred-her” texts, you use a woman’s bad behavior against her in a funny or quirky way. This very often reverses her negative opinion of you, helping you turn an interaction around.

What’s great about “shred-her” texts is that they work in almost every situation. They’re just “shake-and-bake” responses that give you way to “shred” any objection, insult, or disinterest. The first “shred-her” response turns a woman’s bad behavior on its head:

**“You know I love \_\_\_\_\_ chicks and here you are acting like one!”**  
(Describe her bad behavior)

This template works wonders with girls who aren’t giving you a response. If a woman is ignoring all your “key” texts, try texting, “You know I love shy girls named Britney and here you are acting like one!” Usually—at the very least—this will get a

response.

You can continue to use this template throughout your interaction. If a girl keeps breaking plans with you, try saying, “You know I love girls who play hard to get and here you are acting like one!” You’re essentially taking something negative she’s doing and spinning it into a positive.

Similarly, you accomplish this “spin” using the other “shred-her” text:

**“If by \_\_\_\_\_ you mean \_\_\_\_\_ then you’re right!”**

*(Something negative she said)*

*(Something positive)*

So, if she calls you rude, you might say, “If by rude you mean totally charming, then you’re right!” Again, you want to save this response when a woman displays some form of bad behavior.

An obvious caveat with “shread-her” responses is to avoid using them too much. When used sparingly, these responses are gold; when used too much, these responses can come off very, very immature.

So keep them up your sleeve whenever a woman is acting in a way that’s not helping move your relationship forward. In such a situation, “shred” the barrier and move things forward!

## Pop Culture Sniper Shot and Scattershot

**P**op culture connects people. Popular movies, shows, songs, YouTube clips, and advertising slogans provide a set of “common memories.” Through pop culture, two strangers have a wide range of topics they both understand. This makes it a perfect topic for girls you’re getting to know.

You’re probably well aware that women *love* pop culture. They enjoy recognizing and recalling it—even with a man they don’t know well. Thus, pop culture should be at the tip of your tongue—or, more appropriately, the tip of your thumb—when you’re texting a woman. This is especially helpful for women who are “flaking.”

To use this technique effectively, be sure to pick your pop culture references wisely. Make sure it’s something you know she’ll understand. For example, many women do not know sports very well. So, while men often establish rapport with other men by discussing sports, women are not usually familiar with athletes or sports facts.

It’s much better to discuss things like television, movies, and

music with women. If you were born in the early to mid-1980s, you probably grew up watching shows like “Saved by the Bell,” “Full House,” “Family Matters,” and “Fresh Prince of Bel Air.” Regardless if you’re boy or girl, anyone in the United States who grew up during that time understands these shows. So, if talking to a girl in her late 20s/early 30s, bringing up one of those shows would almost certainly spark an emotion.

As powerful as pop culture can be, it’s only as powerful as the girl you’re interacting with.

In the example above, a girl who grew up outside the U.S. or born in the 1970s probably would not be familiar with *any* of those pop culture references.

It’s important to consider a woman’s cultural background and age range, and then adjust your references accordingly.

There are two ways to go about pop references: the sniper shot and the scattershot. The “sniper shot” pop culture reference has a higher risk of not working, but when it does work it’s gold! The “scattershot,” on the other hand, is more topical and obvious, so it has a better chance of working but the effect won’t be as pronounced.

Here are case studies and explanations of each...

### The Sniper Shot:

Do you like piña coladas  
and/or getting caught in  
the rain?

This text references the Holmes Rupert one-hit wonder song, “Escape.” The song was popular in 1980, but many people are still familiar with it. If a girl gets the reference, often she’ll find it very funny because it seems as if you’re asking a question, which is taken from the chorus of the song. (It’s a song about two people running away together.) Many girls, unfortunately, will just answer the question as if you were seriously wondering if they enjoy the beverage or actually like getting caught in the rain...

If you think a woman will “get it” (usually girls who like bars and rock music), then use this text on an unresponsive girl. Often this will spark such a strong emotion in girls who are ignoring you that they’ll be compelled to respond, allowing you to initiate the key-lock sequence.

### Pop Culture Scattershot:

Yo Ashley I’m happy for ya’ll...and Imma let you finish...but we need to go for the best cup of coffee of ALL TIME!

This text references the notorious Kanye West meme that came out of his MTV Music Awards fiasco, in which he interrupted Taylor Swift's acceptance speech. Most likely you recognized the quote immediately, as would most women. When this "scandal" happened back in 2009, this text would have been extremely topical and funny. A woman would have immediately got the reference, and felt an emotion.

Keep in mind: almost any woman would "get" the reference and, because of that, the amount of connection she feels would be less (hence why it's called a "scattershot"). In the "sniper shot," you make a more obscure reference so that a woman feels like "only you and her understand it" whereas with the scattershot, you simply throw out a well-known reference because it's funny.

Below is a case study that demonstrates how to transition a pop culture reference into a date. This case study happened back in the winter of 2010, when *The New York Post* had published a transcript of Tiger Woods' texts to his mistresses. Everyone in New York had read the texts and were familiar with them, so it was a safe bet that this girl (who lived in New York and loved gossip) had read them, too.

Everything in this text conversation plays on elements from the Tiger Woods transcript. Even though this girl was unresponsive before, by referencing the Woods' texts, she got to enjoy herself as she played a role. This led to a date—probably

because she had so much fun joking around on text.

**you are wrong I'm bone  
thugs in harmon**

This opening text comes directly from Woods, who texted a girl “you are wrong I’m bone thugs in harmon” after his mistress wrote out a long explanation of how “sweet” he is (this, to me, seemed the funniest and most recognizable part of the transcript, so that became my first “key” text).

**Stop playing that boring  
golf game and come  
hang out**

Her response indicates that she’s “in” on the joke. She gets the text reference and is now playing along. Once a girl is playing along with a pop culture reference, keep it going for a few more texts (it strengthens the connection).

**Go to the bathroom and  
take some sexy pixxxx**

In the Woods’ transcript, he wrote “send me something very naughty/go to the bathroom and take it.” I use these texts to establish a sexual undertone. While I usually would NOT be this sexual with a girl I was trying to get on a date, since it’s under the guise of pop culture, my texts can be a

little edgier (to spark an emotion).

Your so bad winky face

You understanding that =  
we need to make a  
lovechild

Here I break out of the pop culture thread, and establish a connection (the turn of the key-lock sequence). I claim that her understanding of the Tiger Woods reference is a reason why we need “to make a lovechild.” This also begins to handle logistics as I slowly introduce the idea of us hanging out together.

We NEED to

Her respond may have been sarcastic, but that doesn’t matter. Even if a woman seems sarcastic, it’s always best to “assume it’s on” and push forward.

It will be ridiculously  
good looking, a future  
Zoelander

I make another humorous pop culture reference (again, a scattershot that she will likely understand). I do this to

further spark her emotions before pushing for the meet up...

Or we can farm our eggs and sperm together and make some money

Again, her response seems a bit sarcastic—as if she's not taking me seriously.

I intend to ravish you my dear, Tiger Woods style

I go back to the Woods' pop culture reference, as that seemed to be more of an “emotional hot button” with her. I again make a very sexual remark, but with the pop culture reference to deflate the awkwardness. This sparks her emotions without making her feel pressured or degraded.

I will be your first, last, and only white lover

I then follow that text up with yet another reference to Tiger Woods. Tiger's mistress wrote to him, “u are my first, last and only black guy! U should feel special”. I again say something very edgy to spark an emotion (which I know will help in getting her to agree to a date). I don't recom-

mend saying things this edgy and racially charged unless you really know what you're doing.

I find that hard to believe

That I am going to ravish you?? Hmmmm how can we settle that...

Here I purposely misinterpret her sarcastic response. She had probably meant that she “finds it hard to believe” that I’m going to be her first, last, and only white lover,” yet I pretend I thought she meant that she found it hard to believe that I was going to “ravish her.” Purposeful misinterpretation like this is an excellent technique for steering a text conversation in the right direction.

Moreover, notice how I successfully transitioned from “role playing” the Tiger Woods texts to directly saying that I am going to “ravish” her. Pop culture can get women comfortable with the idea of sex, which puts you in a position to talk about sex openly and directly.

Haha, how?

Even though this text is only 2 words, it says so much. “Haha” tells me that she’s enjoying herself and emotionally sparked. “How?” tells me that she’s open to the idea of sex (or, at the very least, meeting up). Regardless, it’s

time to pull the trigger and handle logistics...

Date. Tonight. Tonic  
Lounge. 33rd street, 3rd  
ave. 8pm. Wear that  
dress you know I love.

... which I do directly and shamelessly. I tell her to meet me for a date that night. I also am direct in describing the place, the time, and even what she should wear (although, it's obvious I'm joking).

This later led to a great date—all from a girl who wasn't even responding to my texts!

### Overcoming Excuses: *Changing Her Mind*

A big lesson of learning “phone game” is anticipating—and overcoming—a woman’s excuse when trying to get her to meet up for a date. No matter how you met her—whether it was at a bar, coffee shop, or even through friends—girls will often flake... even when you had a great initial interaction and executed the proper steps in setting up a date.

First, understand that it might not be your fault. Some girls are just flaky. They flake on their friends, they flake on their family, and so they won’t give so much as a second thought about flaking on some guy they hardly know. So, as solid as your phone game may be, it will only work some of the time. Here are some case studies that dismantle common excuses women make.



*“They flake on their friends, they flake on their family, and so they won’t give so much as a second thought about flaking on some guy they hardly know.”*

### The “I’m Sick” Excuse:

Hey, I’m so sorry I’m so sick now. I don’t think I can make it tonight, hope you’re not mad at me!

Haha oh no...sounds bad, you know what’s a great cure for sickness...a strong martini with guys named Rob

### The “I Have Work” Excuse:

I’m workin until 11 n  
then until 7 :(

haha hotness...you work too much, let’s have a pillow fight when you get off...so I’ll see you at 11:30?

### The “I’m Tired” Excuse:

So sorry! I think I’d rather just rest up and stay sober in prep for the weekend.

haha lovely. You will miraculously find the energy when you have the ultimate drink of ultimate destiny (hint: it’s called a martini)...just come, will be epic ;]

The magic of these texts lies in your ability to stop the flaky excuses. In a lot of ways, girls’ excuses are like leaks in a ship. The more excuses you let in, the more the interaction will “sink.” But if you can manage to plug the leaks, you may be able to salvage the interaction.

Getting a girl to stop her excuses doesn’t mean you have to be a hard-ass or a crybaby. The secret to “flake busting” is just two simple elements: *humor and persistence*. Keep on trying while also keeping it funny. In fact, think of it like this:

***When she says “no,” you say, “yes”—but say yes with a smile.***

As long as you keep “bumping” whatever objection she makes with playful banter, and she keeps responding, you will eventually get her out. When using the examples above, girls often *still* try to make excuses, but as long as you just keep joking and countering their excuses, you win. Because think about it: There are only two things that can eventually happen:

1. **She'll just completely ignore you, or**
2. **She'll meet up with you**

And if you keep it playful and fun, why would she NOT want to meet up with you? As a side note: Playful persistence is not only the secret formula for busting through flaky excuses, but it's also the secret formula for all aspects of dating.

# When to Call: *The Final Resort*

You've probably noticed that setting up the first date only involves texting. That's because you want to keep it as simple as possible. You may have had a perfect first interaction with her, but if you slip up for just a few seconds on phone it's game over.

And sometimes it's no fault of your own—girls can misinterpret or overreact to something you say on the phone. Even if she's completely wrong, she's still the one to decide if she's going to meet you or not. As such, it's always best to minimize your "margin of error."

That's why text is preferable because it gives you time to craft a response and it removes the "awkwardness" of talking on the phone. You should always use text unless you have a good reason to do otherwise. If a girl liked you initially, she'll agree to meet up with you regardless if you call or text her. But, by calling her, you could say something stupid or catch her at a bad time, and then ruin your chances to meet up with her.

However, there are some scenarios that require you to actually make a phone call. For example, if a girl is completely ignoring your texts, and you don't feel like spending weeks crafting

humorous “key” texts, give her a call.

Another situation would be if a girl makes an excuse not to show up to a date. You could handle it via text (as explained in the preview section), but sometimes a call works better—especially if you call as soon as you get her excuse. Since you know she’s close to her phone, there’s a better chance she’ll answer.

When you get her on the phone, never yell or act upset. Make sure you’re smiling (even if you have to look at yourself in the mirror) as you call her—she’ll hear it in your voice. When she answers, pretend like she’s been your girlfriend for ten years. Joke around about her excuse, and keep giving her reasons why she should meet up with you. Be as comical as you can here while remaining persistent. Apply the same mindset as you would if you were dealing with a “low interest” girl over text. Remember to:

- 1. Remain playful**
- 2. Remain persistent**

When you call, only hang up if she either dismisses you (e.g., “I gotta go”) or she agrees to meet up with you. Otherwise, you should keep joking with her and trying to get her out. Let’s examine a case study transcript of applying this mindset. In this situation a girl had agreed to meet, but then wrote a text saying, “I’m really tired... don’t think I’ll be able to meet tonight...” immediately the guy calls her...

SUE! WHAT IS THIS TALK ABOUT BEING TOO TIRED TO MEET UP TONIGHT?

HAHA, NO I REALLY CAN'T TONIGHT. I HAD SUCH A LONG DAY AT WORK. I JUST WANT TO GO HOME AND PASS OUT.

AH, I HEAR THAT. I TOTALLY KNOW WHAT THOSE LONG DAYS AT WORK CAN BE LIKE. BUT THEY RECENTLY INVENTED THIS LIQUID THAT GETS RID OF THAT PROBLEM. IT'S CALLED RED BULL

HAHAHA, I HATE RED BULL! IT'S GROSS!

DID I SAY RED BULL? I MEANT A DOUBLE ESPRESSO CARAMEL LATTE. IT'S DELICIOUS!

I LOVE CARAMEL LATTES! BUT SERIOUSLY, I'M SO TIRED...CAN I TAKE A RAIN CHECK?

RAIN CHECK?! WHAT? IT'S NOT EVEN RAINING! BESIDES, YOU HAVE TO TRY A CARAMEL LATTE FROM THIS LITTLE UNDERGROUND COFFEE PLACE...ONLY I CAN SHOW IT TO YOU BECAUSE IT'S SUCH A SECRET...

WHAT? STARBUCKS?

HAHA, ACTUALLY I WAS GOING TO SAY DUNKIN DONUTS, BUT THANKS FOR RUINING THE JOKE!

HAHAHA, I NEVER HAD A CARAMEL LATTE FROM DUNKIN DONUTS. ARE THEY EVEN GOOD?

GOOD? THEY'RE LIFE-CHANGING! LOOK, I'M FEELING PRETTY TIRED TODAY, TOO. BUT LET'S MEET FOR AN HOUR OR SO, GRAB A CARAMEL LATTE, AND SEE IF WE PLAY NICE WITH ONE ANOTHER.

ALRIGHT, WHERE'S THIS 'UNDERGROUND' DUNKIN DONUTS YOU WANT TA MEET?

The principle of calling girls adheres to the same principle discussed throughout this section: you are not going to convince a girl to meet you for a date with logic; you must appeal to her emotions. Really consider that principle. Most guys think they can logically set up a time to meet a woman and she's obligated to show up. If a woman "breaks" that logic, the guy acts as if she's breached some sort of social contract.



*"...you are not going to convince a girl to meet you for a date with logic; you must appeal to her emotions."*

There are no "social contracts" in dating. There's only emotion. No matter what a girl said or did, if she's not emotionally interested when it's date time, then she's not going show up. Therefore, you shouldn't take anything seriously when you're setting up a date, and you should always be cognizant of how you're affecting her emotionally. As the old saying goes: *if you can change her mood you can change her mind.*



**SECOND PHASE...**

**You Are Sort Of Dating Her**

## First Date and Beyond

**O**nce a girl makes a decision to meet you in-person, one-on-one, for date, you're "sorta dating" her. She's not your girlfriend, nor is she even a girl you're officially "seeing," but how you think of her should change. She's no longer a girl that you're chasing, trying to get out on a date. Instead, she's moved one step closer to being a person in your life—hence, a girl "you're sorta dating."

As such, the way you communicate with her should change, also. This section will teach you the attractive and appropriate way to use your phone during this "phase." Regardless whether you're looking for something casual or serious, the

principles remain the same.

The most obvious difference during this phase is how much you add the “making connections” ingredient. When she was a girl you wanted to date, you relied more on the “sparking emotions” ingredient. You put more of an emphasis on getting her feeling good than anything else. And, while you still want to spark her emotions, now you also want to get her to feel good about you, too.

Therefore, you want to combine an equal amount of “sparking emotions” and “making connections” during this phase. Moreover, the amount of “handling logistics” you’ll need to do decreases because it shouldn’t be as difficult to get her out again (assuming she enjoyed herself on the first date). This gives you more opportunity to banter with her, allowing you to develop a sense of rapport over the phone.

In this phase, you can also call girls. Since you’re no longer walking the “tightrope” where one wrong move can end everything, you can start using phone conversations to further solidify the connection between you and a woman. Your options really open up after the first date. In fact, here’s how “the rules” change in this sec-



***“Your options really open up after the first date.”***

ond phase:

- 1. Text conversations that don't end in plans to meet are fine now; however, don't have more than 2 text conversations without proposing a second meet up**
- 2. Send an equal mix of texts that spark emotions and create connections**
- 3. Feel free to make plans to meet a few days in advance (there's a much lower chance that she's going to flake now)**

These “revised rules” will make more sense as you read how to apply them in the various different situations you’ll encounter after the first date. Learning how to navigate this “transitional” phase—between the first date and dating—you will come to a much better understanding of how phone game works.

## Arriving to the Date: *Set Yourself Up for Success*

**W**hen you arrive to your first date, you can already start using your phone to warm her up. Often you will get to the venue before her, leaving you wondering whether you should call her, text her, or just let her recognize you when she shows up.

If you've ever been in this situation—especially with a girl you barely know—you're probably aware that the opening minutes of a date can be awkward. Sometimes a girl doesn't recognize you. Or, if she does, she might greet you as if you're about to sit down for a job interview. You certainly don't want to find yourself in either of these situations.

And that's where using your phone comes in handy. If you arrive to the venue before her (which you should), then you can set the tone for the evening. Probably you want the tone of your first date to be light, fun, playful, and flirty. You can set that tone by sending a “confirmation” text that sparks her emotions. Here are some examples:

Here, look for charming man pretending to look busy on his iPhone

Just got here...remember: I'm the 647 pounds of man-love by the bar ;] orrrrr the guy in the black shirt...

Here. The charming man out front. Hurry because the ice sculpture I chiseled for you is melting!!!

These case studies demonstrate how to set yourself up for an awesome date, before you even say hello. Sending quirky texts like this will make her feel comfortable with you because she'll see you're good humored and aren't taking things too seriously.

Also, it immediately creates material to riff on when she shows up. This eliminates the awkward small talk most people struggle through during the first few minutes of a date. Rather than setting a boring tone like, "Did you find it okay?" or "Wow, it's

chilly out!” you can immediately joke around with her, saying something like, “You’re like 14 seconds too late... the ice sculpture just melted... I wish you’d seen it... it was marvelous.”

Most women will laugh and play along. Sometimes it even confuses them, and they ask, “Wait, did you really bring an ice sculpture?” This is actually a great response because you can laugh, and say, “Haha... I’ll tell you over a drink!” This keeps her guessing and sends mixed signals—the perfect way to begin an enjoyable first date!

# Getting the Second Date: *Keeping Her Interested and Invested*

## The Days After: *How to Keep It Sizzling*

**A**fter the first date, a lot of guys misuse their phone by trying to seem “disinterested” or “non-needy.” Waiting too long to follow up after the first date is an amateur mistake. If you had an enjoyable first date, you should act like a normal person and continue the dialogue the following day.

Although, only you know how well the date went. If you had a blast, and really connected with her, you can be a bit more flirty and forward on text. If, however, the date was brief or she seemed a bit standoffish, you may want to restart the initial text sequence all over, beginning with a radar text.

In either case, after your first date, it’s okay to have longer text interactions. Now that you’ve met in person, she knows you’re for real and not some coward hiding behind his phone. You can send more texts, and you can send those texts over a

series of days rather than just the day you want to meet her.

In a lot of ways, this is when phone game begins because you now have a chance to have text conversations. For your purposes, a “text conversation” is a series of two or more back-and-fourth texts. Unlike a key-lock sequence, there’s no pressure to handle logistics or push for a meet up when having text conversations. You should, however, keep the two other phone game ingredients in mind: spark her emotions and make connections.

Don’t, therefore, start talking about things like the weather or some other boring topic just to keep a dialogue going. As you write out each text, ask yourself: does it spark an emotion or make a connection? If you honestly don’t feel it does, revise it.

Here’s a case study of a post-first date text interaction that demonstrates the perfect balance of these two ingredients:

Hey lady, hope you recovered from that embarrassing loss to me in pool...

When you text her the next day, reigniting the spark can be as easy as playfully referencing something that happened on your date. On this date, we’d played a game of pool where we bantered over who was going to win. My cocky text was appropriate in this scenario considering

the tone of the date.

lol nice one! I look  
gorgeous today. Your  
loss. lol

Happy Father's day btw

She plays along and also makes a cocky joke about how good she looks. Her reference to “Father’s Day” shows she’s trying to also make a connection.

Haaaa why my loss?  
You want to be the  
mother of my children  
already? Wow we only  
went on 1 date... :)

I playfully misinterpret her cocky remark and reference to Father’s Day as her saying she wants to “mother” my children. Keep in mind, this “misinterpretation” doesn’t even really make sense, yet it sparks an emotion AND makes a connection. The ingredients of phone game are more important than being perfectly logical.

lol! What? I’m saying it’s  
your loss you can’t see  
how pretty I look today!  
lol

She's getting emotional...

Haha what a tragedy... I will accept a raincheck on your hotness. Maybe it'll distract me enough to let you win in pool next time ;)

I reference our second date while also continuing to spark her emotions and remind her of our connection.

lol I'll be sure to beat you next time

After her text, I go silent. This was a solid text conversation and I don't want it to drag on. I can now either follow up the next day or the day after and set up our next date easily.

If you're still having trouble thinking up good emotional and/or connecting texts, you will learn more about how to "banter" in the upcoming sections. Or, if you want to send off a few texts right now, use the examples provided. Once you've had a few text conversations, be sure to set up a second date.

## Setting Up the Second Date

**T**here's much less pressure to set up a second date. If a woman's been responding to your texts, there's a very good chance she'll meet you for another date. So put less pressure on yourself when asking. You don't need to craft hilarious texts to spark an emotion. In fact, trying too hard to be funny could actually work against you when going for the second date!

Making a connection is just as important as sparking an emotion at this point. You want to "remind" her of what a good time she had on the first date just as much as you want to joke around and banter with her. Whenever you're ready to propose the date, go for it! You can now set up dates a few days in advance.

In terms of timing, you could propose a second date during your first text conversation, or even after a few text conversations. You'll probably find though that the "sweet spot" for securing a seamless second date is after two text conversations.

So, for example, if you went out with a girl on Monday, you

might have one text conversation on Tuesday and another on Thursday. During that second Thursday conversation, you'd set up a date for Sunday evening.

As a general rule, after you set up the second date, try to only have one more text conversation in between—if any at all. While the second date is much more “secure” you still don’t want to put the interaction at risk by having needless conversations. There’s a slight possibility you might say something she’ll deem weird or creepy, and that could hurt your chances with her.

An obvious exception to this rule would be if she texts you. In that case, it’s perfectly fine to have a text conversation with her, regardless whether you set up the second date. The case study below further demonstrates how to set up the second date:

Hey hun, hope you didn't deal with any more crazies on the cab ride home last night!

*Texting her the next day, I immediately reference the last joke that we shared (a group of crazy drunks outside a bar). This text both re-sparks the fun emotions while re-establishing the connection we shared the night before.*

Haha I got home safe ;)  
although I do have a  
vignette about the cab  
ride. A bit weird.

Haha a vignette?  
Sounds intriguing...

After our little banter, she goes silent. I don't overreact or continue to send her texts. A text conversation happens over a series of days—not all at once—so this is no big deal.

(A few days later)

You have piqued my  
interests with this  
vignette of creepiness ;]  
what does your schedule  
look like this week?

I resume by creating a connection, saying I want to hear her story. I then begin to add the “handle logistics” ingredient and push for a meet up.

ha ha ha ;) tomorrow or Sunday looks good.

Perfect... lets do another amazing Sunday... I have the best idea

I continue to strengthen our connection by saying “another amazing Sunday,” which presupposes that our last date was amazing. I then say that “I have the best idea” but don’t elaborate on it, creating some anticipation (an “extra” ingredient you will learn about in an upcoming section).

Two amazing Sundays in a row? You are too much :P ok looking forward to what's topping that delicious chicken

Getting the second date is fairly simple as long as you keep these fundamentals in mind. Just remember to balance emotion and connection while proposing the second meet up soon after. If you have trouble bantering with women, you will learn more about that in the upcoming sections. First though, the next section is going to walk you through exactly how to follow-up with a girl after sleeping with her for the first time.

### Texting a Girl You Just Slept With

**M**aybe it happened on the first date, second date, or even the first night you met her. Regardless when it happened, you slept with her. This puts you in a very good position. Everyone knows that sleeping with a girl for the first time is hard, and everything after is usually much easier.

Usually if you can figure out how to get her in bed, you can figure out how to keep her around as your girlfriend, a girl you're "seeing," or even as a "fuck buddy." Although, you still want to apply proper phone game. This is especially true if you find yourself asking: *How am I going to transition this into a relationship?*

Once you sleep with a girl, lots of thoughts are swirling through her head. Some of those thoughts are good, but some are not so good. She probably feels excited, satisfied, a bit guilty, somewhat insecure, and all the other feelings girls usually experience after sex. Most of all, she's probably wondering how your behavior is going to change.

Once you have sex with a girl, she knows much of the "game"

is over. Most guys act charming up until they have sex, then they transform into introverts who are no longer very interested after sex. If you have any girl friends, you've probably heard their woes about such guys.

And most likely the girl you just had sex with probably has had (or at least has heard about) a similar experience. Even if you are interested in her, and you are showing it, she might still act cold or closed-off from you. Past events—or even stories she's heard about other guys—could make her suspicious of you, even if you did nothing to warrant that suspicion.

As such, whenever you sleep with a girl for the first time, you should expect some skepticism. To allay her fears, it's very important you keep this rule in mind:

### **Stay in contact with her the next day.**

Most guys try to “play it cool” and not contact a girl they slept with for a few days. *This is completely wrong.* She’s made a major investment in you, so you don’t need to keep “gaming” her. Instead, you need to show her that your feelings haven’t changed since sex.

That’s why it’s crucial you make some time with her the next day. You may find it’s best to keep the next-day meet up short—but sweet. A great way to do this is telling her that you have some stuff to do later, but you’d really like to grab dinner or coffee.

This “short date” accomplishes a lot of things. It gives you a chance to enjoy her company—without sex. This is an excellent way to build trust with her. Since you’re obviously not trying to have sex after the date, she’ll see that you actually want to see her again, even if it’s not for sex. This is a key element when developing a relationship.

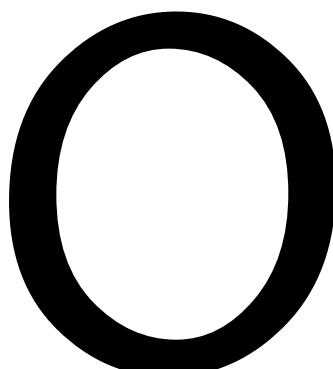
It’s not always that easy, however. Sometimes girls will actively avoid you the next day, not returning texts or calls. And when that happens, this is one case where it’s okay to come across a bit “needy.” Keep in mind: you already had sex with her. So there’s nothing “needy” about following up with a girl you’ve already slept with.

Unfortunately, a brutal truth of dating is this: if she won’t meet up with you the day after sex, she’s probably never going to meet up with you again. Therefore, if you want any sort of a relationship with this girl, it’s very important to get in contact with her the *next day*. Don’t try to “play it cool.” Unless she gives you a valid reason for not being able to talk to you the next day, do whatever you can to contact her and meet up with her.

Once she sees that you’re normal after sex, and that the charm you exerted to get her in the sack was genuine, getting into a relationship with her will be simple. Remember: relationships after sex are based on rapport and connection, not attraction and “game.”

# Bantering with Her: *The Art of Bullshitting*

## How to Compliment in an Attractive Way



One of the best ways to pay a compliment to a woman is as a “couple.” This means that you say something nice about you and her, as a couple. This form of compliment is attractive because it’s both cocky and kind—a great combination. You’re telling her that she’s awesome, but you’re also (indirectly) reaffirming your own awesomeness. Talk about a win-win situation!

Moreover, giving a “couple compliment” establishes a sense of connection and “us-ness” between you and a girl. She’ll feel more comfortable around you as well as flattered. When done at the right time, these sorts of compliments electrify the moment and create a great dynamic. Here are some examples:

We make such a good looking couple. If we had kids, they'd come out as little Zoolanders.

We always have the best time together.

You might the only person who's better at making grilled cheese than me!

Notice how these compliments balance flattery and cockiness. If you just said, “I’m so good looking, my kids are going to look like little Zoolanders!” then you’d sound like an arrogant asshole. If, however, you said, “You’re so good looking, your kids are going to look like models!” then you’d sound like an ass-kisser. But, by combining the two compliments into one, and talking about your “future children,” you create an entirely new compliment that’s attractive.

While you don’t need to give a compliment as a couple every time you want to say something nice, keep it in mind. By rephrasing some of your compliments as “couple compliments” you’ll find your flattery is more attractive and creates more of a shared connection. Here’s a case study that demonstrates

this concept in a unique way.

we could never seriously date

you are such a playerette

Here I jokingly bring up how this girl is a “playerette” because whenever we go out she gets so much male attention. Even though this is usually considered a “positive” thing, I tease her about it and say it’s why we can never “seriously date.”

im not lol

i want to settle down

and why would u not seriosuly date me? I could take offense to that sweety!!!

Her three-text reply indicates that she was affected by my tease. While it seemed like just “good fun,” underneath the joking and teasing she was getting upset. To remedy this, I reach for a compliment...

because we'd be too perfect for each other

we'd ruin each other for every other person we'd ever date

Rather than say she's "perfect" or "perfect for me," I turn it into a playful compliment, saying "we'd be too perfect for one another." I then further add to the humor by adding that we'd "ruin ourselves" for every other person we'd ever date. The "couple compliment" here is intended to reassure her that we would be good together after all.

really? what makes you think we would break up?

LOL

She obviously responds positively to this compliment, questioning why we'd ever break up.

then you'd have to have my 2.5 children

which we'd name after  
late 90s rappers

I then make a joke about her mothering my future children... which we would name after rappers. This conversation goes on to demonstrate how to keep bantering with a woman that you're sorta dating. Notice the emotional humor mixed with the connection...

that depends....which  
rappers?

ha you'll find out when  
you have the children

you know hun the guy  
doesnt get to choose

hardy har har har

u r NOT calling my child  
vanilla ice!

## How to Create Anticipation

**A**fter the first date, it can sometimes help to get a woman chasing you. When a woman is chasing you, she's obviously attracted. But getting her to chase isn't so simple. It may almost seem like a paradox: as a man it's your job to make the first move on women, so how then can you turn it around and get them to chase you.

The answer is simple: get her to invest in you.

Examples of “investment” are any time a woman asks you a question, gets physical with you (kissing and beyond), or spends money on you. Even the *time* a woman spends with you is an investment.

When it comes to phone game, a few simple texts can be all you need to get a woman investing. You do this by baiting her to ask you questions. If a woman's asking you questions, she's beginning to chase you. Even if she doesn't consciously recognize it, unconsciously she'll rationalize that since she's chasing you, she must like you. (If it sounds like a mind-trick, that's because it is.)

Speaking in statements is one way to do this, but another way is through “teasers.” A “teaser” is simply something you say that makes a woman want to know more. So, when you text a woman, “I’ll tell you later,” you’ve baited her to ask you questions. She’ll keep reminding you and begging, “Tell me!” That’s investment!

Some other teasers for investment are:

I saw something that reminded me of you.

You know what I like about you...hmm, I'll tell you later.

That's like my third favorite thing about you.

Now none of those statements even have to be true, nor do you ever have to explain them. Often it’s actually better if you don’t. The purpose of the “teasers” is to get a woman investing. If she’s asking or bugging you, she’s investing!

The best teasers, however, will be totally unique to the woman you’re interacting with. Say, for example, you’re texting a girl who wants to start a fashion blog. You might say, “Oh, I actu-

ally just thought of an awesome name for your blog.” When she asks what it is, you just say, “Hmm... I’ll tell you later.” Teasers like that are even more potent because it has such emotional relevance to the woman.

Finally, make sure you don’t overuse teasers. You only need one—maybe two, tops—teasers to get an investment from a woman. If you use any more than two teasers, it comes off fake and try-hard. Here’s a case study that demonstrates an appropriate use of a teaser:

Something just reminded  
me of you ;]

Awww what? ;) I hope it  
was good

I shall tell you over a  
glass of wine ;]

Haha ok well I cant to  
hear it n have this glass  
of wine w. u. I may be  
going to the city next  
weekend

### How to be Funny

Women love to laugh, but they don't want a clown or even an entertainer. Even the funniest standup comedy routines can fail miserably over the phone. Sometimes even if a woman is cracking-up laughing, she's unconsciously losing respect and attraction for the same man who made her laugh.

Therefore, it's crucial that you always remember the golden rule of attractive humor:

***The subtext is more important than the joke.***

That means the subtext of the joke—or what the joke implies—is more important than how funny it is. This will guide all of your humor when using the phone. Take, as an example, these two jokes:

***Joke A: What's the difference between a Cadillac and a dead baby? I don't have a Cadillac in my garage.***

***Joke B: I was going to wear a button down shirt out to-***

*night, but I decided not to because I don't want you staring at my cleavage all night.*

Regardless if you find these jokes funny or not, there are two very different subtexts in each joke. The subtext of joke A is that you find dead babies funny. The subtext of joke B is that you understand how men and women interact. In one joke, you show your apathy and insensitivity, whereas in the other joke you demonstrate that you understand gender relations and social subtleties.

Most guys find dead baby jokes funny because it's "cool" to be apathetic and insensitive around other guys—that's the essence of "being tough." Women don't find such qualities endearing, however. Most women find insensitive men creepy and weird. (Hence why if you text a woman a dead baby joke, it'll usually make her think you're disgusting...and possibly alert the police.)

Keep subtext in mind whenever you're using humor over text or the phone. Indeed, subtext is the most important aspect of humor—it's what women mean when they say they love a man who can make them laugh. They're really saying they love a man who can make them laugh using the appropriate subtexts.

This is what separates the unattractive clown from the attractive funny guy. Below is a case study and explanation of humor and subtext:

There's a pool here but it's too cold :( wanna wear my bikini

yeah. I like wearing my bikini too

I turn her “bikini” text around. This girl was probably expecting me to beg for a picture or to react like a cartoon character saying something like, “HOT!” Rather than act predictable, I use the opportunity for humor—and humor with a flirty subtext.

lol yeah baby you have an hourglass figure

She plays along, accepting the subtext. By taking on the role of “the guy,” we’ve established a humorous and flirty subtext. This is the essence of attractive humor.

perv :)~ women, all you think about is cleavage

I have feelings too baby

I play the joke to its conclusion, accusing her of “only thinking about cleavage” and saying “I have feelings too.” This

not only gets her laughing, it also demonstrates to her that I “understand” ogling women is unattractive. Making it into a joke shows her that I “get it,” and understand looking at people like slabs of meat is creepy. Attunement to these sorts of “social cues” is the definition of charisma.

# **Calling to Connect:**

## ***Using the Phone to have a Conversation***

**N**ow that you've had your first date, you have some more "wiggle room" when it comes to calling. In the first phase of phone game, you really don't want to put the date at risk by making a phone call. Later though, in this second phase, you're not walking the tightrope you were before the date. Most likely, a woman will answer your call. Moreover, she'll probably be happy to hear from you.

Therefore, you can call women after the first date if you'd like. If, however, you prefer only texting women, that is perfectly fine, too. Indeed, until you're actually *in* a relationship with a girl, you can use text for all your phone game. But you may be the type of guy who enjoys talking on the phone. If so, just keep some simple guidelines in mind when you're calling girls that you're "sorta dating."

First, don't immediately call her after the date. Begin by sending her a text the next day. If you get a decent response (a text that conveys emotion or interest), then you can rest assured that she enjoyed herself on the date. Once you get this "confirmation," feel free to call her whenever—even later that evening.

When you do call, you may want to have a story in mind. I know it might sound a bit weird, but after exchanging hellos, a story or social commentary can help carry the conversation for the first minute or so. It could be as simple as something that happened to you that day or something interesting from the news. A quick and punchy anecdote usually greases the wheels for a good conversation. Here's a case study transcript:

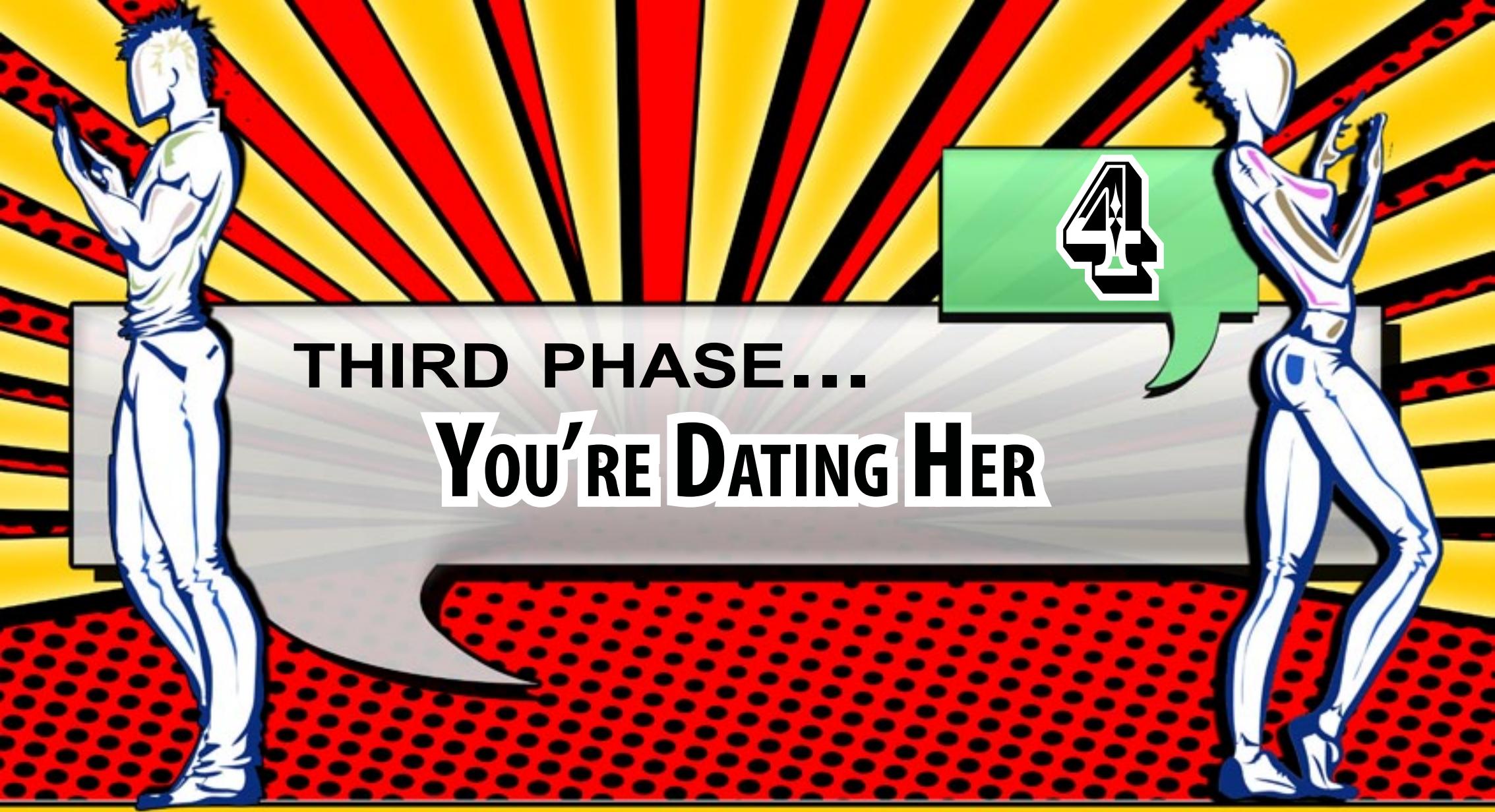


**"OH MY GOD—I JUST HAD TO CALL YOU! I JUST HAD THE CREEPIEST ENCOUNTER WITH THIS CRAZY HOMELESS GUY! GET THIS..."**

*(Go into brief story about a funny thing that happened that day involving a crazy homeless guy)*

When you make a call, often it also helps if you're "distracted." In other words, try calling when you're out doing things. It may seem counter-intuitive, but the less focused you are on the call the better. Instead of sitting in front of the phone, fretting over the outcome, calling while you're out keeps the conversation light, spontaneous, and fun.

Finally, if you get her voicemail, do not take it as an opportunity to deliver a soliloquy. If you project a weird vibe on the voicemail, not only will she not call you back, she might even play your voicemail for the enjoyment of her friends. Avoid the situation altogether and keep it simple. Just deliver the facts: a hello, your name, and an invitation to return your call.



4

## THIRD PHASE... YOU'RE DATING HER

# Creating a Relationship

If you've gone on a few dates with a woman, and you feel like you're starting to really get to know her, you're dating her. Even if you haven't changed your Facebook status, and even if you've never discussed it with her, for all you're concerned, she's become more than just "some girl."

Traditionally, most people would say she's your "girlfriend." Though, these days it's socially acceptable to have relationships with a few girls so long as you don't lie to them. But, regardless if she's your girlfriend or just a girl you like spending time with, the way you text her during this phase doesn't change.

The main phone game ingredient now becomes making connections. In this phase, however, you can start adding those “toppings” alluded to in the introduction. At this point, you’ve made several “pizzas” with this girl, which means you’ve run standard phone game a number of times. You’ve sparked her emotions. You made connections. You handled logistics. That’s how you got to this point in your relationship.

By now traditional “pizza” may be getting... a bit boring. In this section, you’ll learn how to sprinkle on more humor, extend your bantering, and even how to get her sexually aroused with “sexting.” You’ll learn how to get her to send you NSFW (“not safe for work”) pictures while also getting her to feel genuinely special.

Even though a relationship is created during moments you spend together, proper phone game can solidify and electrify those moments. Moreover, these “extra ingredients” reinforce the core concepts of sparking emotions, making connections, and handling logistics (so keep reading even if you’re not currently dating any women).

Learning to create a relationship will put you on the road to communication mastery. There is no better way to learn about women, and how to communicate with them, than by doing it on a day-to-day basis with someone you have feelings for.

### Calling Because You Care

In the two other phases, calling was relegated to the end of the section. This placement was intentional. When you're trying to get a girl out on a date, calling often hurts your chances. Later, when you're sorta dating her, calling her is acceptable but since texting is simpler it's still the preferred medium.

In a relationship, however, calling becomes crucial. Often just texting will not cut it with a girl you're in a relationship with. In fact, often girls will call you—and you shouldn't avoid the calls and defer to text. As the relationship becomes more personal and intimate, so does the way you communicate.



*"As the relationship becomes more personal and intimate, so does the way you communicate."*

As such, get excited to have phone conversations with your girl. As a guy, you probably don't particularly enjoy spending 45 minutes yapping on the phone—but your girl does. Part of being in a relationship is give-and-take. If you do things that

make her happy, she'll return the favor—often in very enjoyable ways.

In terms of advice, there's no structure to navigating phone conversations at this point. You should talk on the phone exactly as if you were talking to her on a dinner date. If you've gotten this far in the relationship, you obviously know how to talk to her.

Still, the principles in this section can improve your phone conversations, even though they're designed for text. So, with that in mind, read on.

# **Keeping It Fun:**

## *Maintain the Spark of Your Relationship*

In any relationship, it's important to always keep things fun. There's an old marriage proverb that states, "Treat your wife as if she were your girlfriend." For you, treat the girl you're dating as if she were a girl you were seducing. Too many guys let their relationships go stale because they let the fun, flirting, and playfulness die out.

Don't neglect phone game when you're in a relationship with a woman! Keep things fun and exciting for her by following the techniques below...

## Use Typos as Comedy Cues

**W**hen you're looking to be playful and flirty, you don't have to look far—especially on text. Many of the texts girls will send you are chock full of “cues” that let you set a flirtatious context. But you have to be on the look out.

Anytime you're “shifting gears” and transitioning into more flirty dialogue, it's always best to make it seem as if it were her idea. A classic strategy for this is *misinterpretation*—where you “misinterpret” something a girl says as coming onto to you or as flirty. Likewise, you can accomplish the same effect over text using typos, mistakes, and even phone malfunctions.

Because texting is so informal, it lends itself to sloppiness. Words get misspelled, grammar gets garbled, and meaning becomes muddled... which creates great humor and flirting opportunities. You can use those typos and mistakes to tease a woman and, more importantly, transition into a flirty or sexual topic.

A simple example would be something like:

How'd you make out with your project today?

Make out? I just handed in an important project and all you can talk about is making out?? :]

While this technique is extremely powerful, it can also be easily misapplied. Teasing her about mistakes isn't meant to come off mean or condescending. Moreover, don't start acting like a surly twelve year old who adds, "That's what she said!" after every comment.

In fact, sometimes the best misinterpretations compliment a woman. If you look closely, even the most trivial typo can become an inside joke. As you know, inside jokes further solidify your connection. The case study below exemplifies how a very simple typo can bring two people closer:

You're going home to Long Island? Ahhhh I hate spending too much time back on the Island!

Werd to that! I'm already bored and haven't even left to go home yet!

# MAGNETIC MESSAGING

## Keeping It Fun

Hahasm exactlyyy

Hahasm?

Ahh, auto correct

That is the best word ever

It sounds like how I'd define the theory of hilarity

Strangely, I can see the logic behind that

Hahasm....great moments of accidental philosophy over text...that's why I like you lady

Don't just limit your misinterpretations to typos either. You can use pocket dials, texts sent to the wrong person, and even phone malfunctions to create humor. Here's a case study that

demonstrates that:

Hey! So what are you up to later?

Don't think anything!

If you're in the mood to see a movie, I'm down

Don't think anything!

lol what?

Don't think anything!

haha...ok?... so movie?

Did I text something ridiculous? My phones going nuts

lol yeah you said something about anal sex...

did not!

Yes! And a clown penis. I felt very uncomfortable....

Shut up lol ...and movie works

### Have a “Style”

**H**aving a style means using interesting words and offbeat punctuation. You want to put a fingerprint on every text you send. A woman should be able to know it’s a text from you just by reading it.

To think of this, just think of the cartoon character Homer Simpson. If you received two texts, one that read, “Hey what’s up!” and one that read “Doh!” would you be able to tell which text came from Homer? If you’ve ever watched an episode of the *Simpsons*, you’d certainly know that Homer would write “Doh!”—it’s his trademark line!

Now you don’t need to act like a cartoon character, or even have trademark lines, but you should have an idiosyncratic way of communicating that’s congruent to your personality. It can be as simple as what you call your girl. For example, some examples:

- **“Missing you lady!”**
- **“Thinking of you love...”**
- **“What you up to bb?”**

This technique works even better if you have a nickname for her. By using your nickname, you breath life into every text you send. Rather than just looking at a phone screen with a generic message, a woman gets a sense of you every time she reads your texts. This strengthens your connection, which builds your relationship.

Some other quick examples are:

- Rather than write “Haha” or “lol” you write “Hardy-harharhar”
- Try sometimes talking in a character, like a caveman, “Me want to see Annie tonite”
- Creatively spell words
- Even have a “trademark” way of saying hello, like “Holler!”

If you need further clarification of this concept (or just want to see a great application of it), check out a few episodes of the sitcom *How I Met Your Mother*. The character Barney Stinson has a whole lexicon of trademark phrases he says. A text that read “Suit up!” or “Leg-end-ary!” could only have come from Barney.

## Avoiding Patterns

**W**hen people get into relationships, they often have a tendency to fall into patterns. At first this feels good. The comfort of routine is reassuring. But, fall into a pattern for too long, and the relationship will become predictable and emotionless.

It's your job to keep things passionate. If you want an exciting relationship with great sex and a loyal partner, then you have to work at it. *Do not leave it up to your girl to spice things up.* If she does, great; but don't count on it.

That's why it's your job to recognize patterns, and break them. If, for example, you're texting a woman "sweet dreams" every night before she goes to sleep, stop doing that for a few nights. Instead you should text her at different times of the day, like after breakfast or when she finishes work. Remember:

***Don't fall into complacency—that is the cancer of relationships!***

Also, have fun mixing up the patterns. You're essentially always "remixing" your relationship to keep it fresh. To do this, there's not any specific text or technique other than remaining aware of the "cancerous pattern." If you catch yourself falling into a pattern, simply do something unexpected.

Maybe it's giving a genuine compliment. Maybe it's sparking some playful banter, beginning by teasing her about something. Maybe it's just going silent when she expects a response. But, ultimately, it's your job to keep things a bit unpredictable so that she enjoys the gift of feeling emotional and invested in your relationship.

You can even notice patterns on a "micro" level, as patterns sometimes form in single text conversations. The case study below demonstrates this. Notice how as soon as a "pattern" begins and the girl starts getting "comfortable" with the thread of "being ambitious" I quickly turn it around, effectively breaking the conversational pattern.

The only thing happy  
about happy hour is you  
:P or is it me...

Ha ha hey riddler ;)What  
u up to

I like riddles. I just got home from an extended happy hour/last day drinks party 4 a coworkers. R u psyched with a P 4 ur summer Friday tom? Wish I had a day off!

Ha ha I am so excited its hard to sleep

Aww like Christmas morning ha ha. are you planning to take full advantage of it?

Ha ha save some orphans. Help some grannies cross the street. You know me :)

Aww such a good samaritan. I use my summer Fridays 4 afternoon napping, getting a jump start on happy hour, etc. Apparently I should strive to be more like you

Haha I also sell crack to school children and eat babies but whatevs :)

Oh good I'm glad you're diversifying your time. So ambitious. Crack and babies? Impressive.

Ha ha breakfast of champions. You're so cute. I'm goin to sleep. Sweet dreams babe.

Oh yeah babies and  
fruity pebbles right? Ha  
ha. Good night :)

No matter when you notice a pattern, try and break it. It may be an ongoing thread in a conversation or an ongoing theme over several conversations. You don't have to abandon the pattern altogether, but you should temporarily break it just to reignite her emotions and keep things unpredictable.

# **Keeping It Sexual:**

## ***How to Heat Things Up Over the Phone***

### **How to Begin Sexting**

Sexting—the texting equivalent of dirty talk, phone sex, or cybering—is something that interests some guys. Rest assured: if sexting isn’t your thing, you won’t do any harm to your relationship by having weak sexting skills. If, however, you’re into sexting, or you’re dating a girl who’s into sexting (which is more common than you’d think), then it can’t hurt to know a thing or two about sexting.

The first and most important rule of sexting states:

**Sexting is more about connection than it is about sparking emotions or saying sexual things.**

This may sound strange—especially considering that sex is very emotional. But keep in mind: sexting isn’t sex. It’s based on sex, but it’s more about the feelings of connection that

come with sex. That's probably why so many women enjoy sexting: it makes them feel more comfortable with their man.

As such, you should make sure your sexts emphasize you and her. It's not just about you. It's not just about her. It's about the two of you together, exploring your sexual relationship over text. And like a good sexual relationship, sexting should happen organically. You shouldn't force it or even suggest it. In fact, the second rule of sexting dictates:

Let sexting unfold naturally—never directly reference it.

Obviously this means you should never ask something like, “Feel like sexting?” Instead, an “organic” transition into sexting happens through word association.

it's getting chilly... I had a pumpkin spice latte, it was crafted by a divine power. Incred!

Notice how this text exchange begins completely nonsexual. In fact, it's a textbook example of a “key” text.

lol ... oh god, do u mean u made it?

lol no a magical man it...  
divine intervention, a  
prophet of percolation

The bantering back and forth gets her in a flirty mood.

ohhh... I want a prophet  
of percolation to make  
something magical too.  
Or do something  
magical to me ;P

Here she makes a very subtle sexual reference. This girl was very sexually open and really enjoyed dirty talk. When she said “do something magical to me,” I assume it’s a sexual innuendo.

Haha what?? You want  
to bone the Starbucks  
guy?? He’s a little dorky  
tbh...

haha I like it when u  
percolate things/drinks  
urself

We continue the bantering, mixing the “coffee joke” with sexual talk. This is the essence of word association: one topic (coffee) symbolizes another topic (sex).

Haha yes... I should have said “I’ll percolate your pussy”

Here I further mix the word play and use a very explicit sexual word (“pussy”). I’ve now successfully transitioned into a sexting conversation.

hahaha... that's kinda hot

She confirms her interest in the topic by saying it’s “kinda hot.” We then went on and exchanged several dirty and sexual texts (which are omitted from this case study for privacy reasons).

## Bringing Up Threesomes

**B**ringing up a threesome via text may sound ridiculous. However, if done right, it can actually *improve* your chances of getting one. That's because bringing up the subject via text introduces a woman the idea without putting a lot of pressure on her. It gives her a chance to consider it, without making it seem like you're forcing the idea down her throat.

And, as any guy who has enjoyed a threesome will tell you, the way to get a girl to say yes is by making it sound fun for her. If you just make having a threesome seem like a fun thing that you want to do, she'll only say yes if she's absolutely infatuated with you. If, on the other hand, you present the idea of a threesome as an experience that she'll enjoy, it becomes much more attractive to her.

Now, obviously, only try this with girls who are very open about their sexuality. If she's sexually adventurous, try bringing threesomes up over text. If, however, she's shy and conservative, then avoid bring up threesomes (and definitely not on text!). Pushing a girl who isn't on board with the idea will only turn her off and weaken the connection you have.

But with sexually open girls, threesomes can actually improve your connection. In fact, making connections is the ingredient you need to apply liberally to make a threesome work. Constantly remind her how fun it will be for you, how it'll bring you closer as a couple, and how you're going to enjoy another girl together. Connect over your adventurousness, sexual openness, and “joint seductive power.”

You can even sprinkle some humorous banter on top, joking that you're going to be the new Batman and Robin of seducing women. Here's a case study that demonstrates how this is done:

Some girl wants to have a 3some w/us but she's sort of lame. Boyfriend bla blah. But hot, tall, blonde, and French. Might be fun. Are u down?

There is one problem of me not being in the city until july but tell her if she can wait that long the options on the table

Yeah, a real pain in the ass this girl is. But it might be fun for us. You have some sick game. Show me how you seduced me into liking you so much :)

Well does she at least have a hot ass? Cause then you can deal with it and and we can have our fun. What are you saying about my "game"? Don totally follow...

You have sick game bb

Aww thanks babe, I'll spit mad game when I get back and you take me out in my sexy dress

Haha dangerous :P

Always. So I guess you're having a fun night with that pain in the ass and some blue moon :P

In the case study above, it's obvious this girl is very sexually open. Her comment about "having a fun night" with another girl shows that she's not jealous or envious of other girls. Moreover, her response to the initial text shows that she's not even slightly offended or put off by the idea of a threesome. In fact, the only "problem" is that she's out of town.

When you apply this technique, you should know after the first text whether or not a woman is game for a threesome. Even if she seems like she is, remember that text is only the first stage of getting a threesome. You still have to discuss it with her in person and then find and seduce another girl. Still, using text to bring up the topic is a great first step.

## Getting Her to Send Naked Pictures

**G**etting a girl to send you naked pictures can be fun, but also risky. If you ask a girl you don't know very well to send you some naked pictures, you could turn her off so much that you'll never get to see her naked in real life (where it counts). That's why this section comes so late in the book.

Now, you probably know a guy who has a collection of naked pictures from women he just met. That, however, is the exception—not the rule. You will certainly meet some sexually open women, who enjoy sending naked pictures—maybe even more than you enjoy receiving them! And, if you meet a girl like this, go for it!

Beware though: identifying these types of girls is difficult. And, since the only way to “identify them” is by asking her to send naked photos, you’re really going “all in.” Should she not end up being a girl who likes sending naked pics, you may disgust her. This very well may prevent you from ever seeing her—which is the entire purpose of phone game!

Even when you ask a woman you’re in relationship with for

dirty pics, there's still a chance you could damage the connection she feels with you. Many women find these requests offensive. Not only that, they may think you want the pictures for future blackmail purposes. Surely every girl has heard a horror story about a friend of hers who sent some naked photos and had it come back to haunt them.

So, again, proceed with caution. When bringing up the subject of naked pictures, you may want to start small. For example, if she has a sexy tattoo or pair of lingerie you love seeing her in, ask her to send a picture of that first. For example:

Damn girl... been hard  
to concentrate at work  
thinking about your sexy  
angel tattoo... mind send  
me a little reminder of  
what it looks like?

If you get a favorable response (like a picture), then up the ante:

Wow hotness... want to  
really distract me? send  
me a not work  
appropriate pic of you  
doing something not  
work appropriate

Often it's good to be vague about her sending you a naked picture. By saying "send me a not work appropriate pic," you still have some deniability. If she gets offended or upset, you can pretend you didn't mean anything vulgar. If, on the other hand, she complies with this request, you can get more explicit and specific about the types of pictures you want her to send.

Again, receiving naked pictures can be fun—especially as a way to entertain yourself when you're trying to get through a boring day at work. However, don't lose sight of the ultimate goal of phone game: having great face-to-face interactions. Therefore, if you really want some naked pictures, ease into the request. Don't simple text, "SEND NAKED PIX PLS" unless you seriously want to jeopardize your future relationship with a woman!

# **Keeping It Real:**

## ***How to Bring Your Relationship to Life***

### **Genuine Compliments**

A n attractive compliment isn't just a string of flattering words. Just similar to humor in that a subtext always underscores your compliments. You may feel like telling a woman she's the most beautiful girl you've ever seen, but there's a more attractive way to phrase that compliment than just blurting out how you feel—especially over the phone.

How you phrase your compliment communicates more than just how you feel. It also implies how you view yourself, women, relationships, etc. You may have just gotten into a relationship with your “dream girl,” and everything may seem perfect, but if you proclaim that she's the most beautiful girl in the world and you'd do anything for her, it could damage your relationship.

Compliments sometimes work against you because they can

make you appear lame or pathetic. She may very well be the most beautiful girl you've ever dated, but telling her that is like going to buy a house and saying to the broker, "This is the only house I ever want to live in. I will pay anything for it." In both situations, you've admitted you are powerless.

If you can't live without someone or something, you're pathetic. It means you have no life outside that person or thing. The chase is over. You've shown your hand, and now you have to take whatever you can get. And it all happened because of how you phrased what you said. If you'd just been a bit more cognizant of what you were saying, you could have retained your power while showing interest.

Since it's your words that do the talking, then, when complimenting a woman, be careful with words and phrases like:

- Beautiful
- Perfect
- Incredible
- Best ever
- Can't live without you

Unless you've been in a relationship with a woman for a very, very long time, avoid telling her how beautiful, perfect, or incredible she is. Don't say she's the best and especially don't tell her that you can't live without her. Try to use more playful words when complimenting a woman, such as:

- Cute
- Awesome

- Badass
- Adorable
- Hotty

Words like this convey fun. Most women prefer hearing that they're "cute" rather than "beautiful" because it's less formal and awkward. Telling a woman she's beautiful may be appropriate after you've been dating her for a while, but say it to a girl you're still flirting with and you're going to come off weird and awkward. This isn't a movie. This isn't the 1800's. Don't use formal words.

Be genuine with your compliments, but also remain aware of the subtext of what you're saying. The case study below demonstrates the appropriate way to compliment a woman you're dating:

Miss u good nighty

Sweet dreams hun... my awesome bed misses you

*Inside joke: this girl liked to complain about my bed. It became a fun bantering topic between us, as I'd often joke about the "awesomeness" of my bed while she'd complain about it. I bring up this joke as a way to compliment her—mixing fun and genuineness.*

lol awww I kinda miss it too ;)

Her saying she “kinda misses it too” is actually a compliment. She usually complains about how much she hates it.

I miss non-cuddling next to you haha

I now move into a more “sexualized” subtext: us cuddling after sex. (Inside joke: this girl hated cuddling, so I nicknamed her the “non-cuddler”)

lolol ur funnyy

Miss the way you look in my tshirts

I keep the sexual subtext boiling, saying I miss “how she looks in my tshirts.”

Awwwww u make me wanna come over right now ;)

The genuine and attractive compliments turn her on—much better than simply “flattering her” with sweet words.

### Finally, Don't Forget to Keep Handling Logistics!

The final reminder of phone game is to always “pull the trigger” and handle logistics. Just as you can’t let the passion die, you also can’t stop pushing for the meet up and going on dates. A common pitfall of learning great phone game is an overreliance on phone game.

Indeed, this book has come full circle. You fully understand how to use your phone in any attractive. Yet, you must always remember that the only reason you learned phone game was to improve your face-to-face interactions.



*“Yet, you must always remember that the only reason you learned phone game was to improve your face-to-face interactions.”*

Only when a girl is actually in front of you can you progress your relationship. Even if you’re texting your wife, you should always remember to handle logistics and push for in-person dates, activities, and meet ups. The phone can make you seem more attractive, but it’s only a bridge to escalating your interactions. If you don’t actually escalate those interac-

tions—even long-term relationships—then you’re simply a guy pushing buttons. That applies both figuratively and literally.

Thus, this section of phone game concludes with the same caveat you learned throughout this book: *the meet up is all that matters*. Don’t glorify phone game anymore than it needs to be glorified. It’s just a means to an end...and a “happy ending” at that!



5

## APPENDIX... COMMON QUESTIONS & MISTAKES

### "But What About..."

*Do I have to respond every time a woman calls or texts me? When is it best NOT to respond to a text or pick up a woman's call?*

You absolutely do NOT have to respond to every call or text from a woman. This is especially true when a woman does something that gets you upset or angry. For example, if you had plans with a woman and she texted you 15 minutes before you were supposed to meet and said, "Not gonna make it" then you are not obligated to text her back. If you want to try an anti-flaking technique, that's fine—but you

don't owe any response to bad behavior.

Though, be aware of the pitfalls of not responding—especially when you don't know a girl well. Often guys think they're being crafty by not responding to women's texts. They usually believe that, by not responding, they're making a woman want them more. They're not. Probably the biggest factor in early-stage relationships is *availability*. That means being available to text, talk, and meet up is crucial with a girl you just met.

If you ignore women early on or purposely take a long time to respond, they may misinterpret that as disinterest or immaturity. And if she's even somewhat cute, you can be sure there are plenty of other guys who are also texting and calling her. Most likely, she'll just defer to a guy who's sparking her emotions and making connections rather than a guy who's pretending to act coy by not responding.

While you don't need to respond the instant you get a text from a woman, you should respond within a reasonable amount of time. If you're uncertain as to what's a reasonable amount of time, apply the "friend barometer," which states:

***If one of your best friends texted you, how long would you wait to respond?***

Likely you'd respond within a few hours (at the very latest). Do the same with women you're trying to get dates with. Later on, however, you don't need to worry about responding as

quickly. If you've established a good connection with a woman, then it's no longer a matter of availability. She knows you like her, and she likes you. If you don't respond to her text, she won't think that you lost interest nor will she start texting other guys.

If you do this too much, however, she will think you lost interest and she may even start texting other guys. Therefore, be courteous when you respond to a woman. When you're in a relationship with a woman, not responding once or twice can be a good pattern breaker; not responding more than that can be a good relationship ender. So, to sum it up:

- **Bad behavior requires no response**
- **Girls you just met require a fast response (remember: availability)**
- **Girls you know well require you use your discretion (but don't act rude)**

*Should I use correct grammar, punctuation, and spelling?*

While it's recommended you do, it's not necessary—and in some situations it's actually better that you don't. Though, whether you use proper punctuation or

not, it should be a conscious choice and not something you just do out of habit or laziness. Consider the vibe you want to give off:

- **Do you want to come off educated and careful, or**
- **Do you want to come off playful and whimsical?**

You can also use punctuation (or lack thereof) for effect. As you already read in the examples, sometimes texts should be sent with *intentional* typos and grammatical mistakes. Sometimes you want to appear rushed, careless, or playful (as when a girl asks “who is this?”). In those instances a formal response—with perfect grammar and spelling—can make you seem stilted or that you care too much.

So the choice is really yours. But keep the pros and cons of punctuation in mind when you have your phone in hand.

### *What about smiley faces and emoticons?*

It's all about moderation. Smiley faces and emoticons make you seem gay if used too much, but when used sparingly, add fun and playfulness to your texts. Of course, if you never used a smiley face or emoticon, you'd be fine. And this is especially true if it's incongruent with your personality or if you just feel emasculated typing them out.

In addition to using them sparingly, you should also try to add some originality to your smiley faces and emoticons. Simply using a standard face like :-) is boring (which defeats the purpose of using them in the first place). Adding a symbol or character that makes your faces look funnier can be very helpful—even something as simple as (:-]

In the end, don’t overthink it. If you feel like adding a smiley face or emoticon will add a little flavor or playfulness to your text, go for it. Just don’t have more than one per text. Also, don’t send more than two in an entire text conversation (unless it’s a girl you’re in a relationship with).

***What about text-speak abbreviations like LOL and WTF?***

Abbreviations, like smiley faces and emoticons, are fine in moderation. When used sparingly, they convey a playful, whimsical attitude (which is often the attitude you want on text). But like smiley faces and emoticons, if used too much, they can make you seem immature—and even a little gay.

The “text-speak” language of LOLs and WTFs is usually associated with adolescents. If you read a text riddled with text-speak abbreviations, you’d probably assume you were deal-

ing with a teenager. And you definitely don't want to come off like a teenager! Therefore, draw a very firm line when it comes to text-speak.

Do not habitually write "LOL" after every witty or cute comment. More importantly, do not "LOL after your own jokes or witticisms. In fact, the best way to use text-speak is *ironically*. Using an LOL or a WTF at an unexpected time can spark an emotion. For example:

Im still at work, not sure  
if I'll be able to make it  
for drinks tonight.

LOL

Why you always playing  
hard to get?

In the above example, the girl is probably expecting a text that's upset or angry. Throwing out an LOL in this situation is ironic, because you obviously are not LOLing. But the ironic response sends mixed signals and makes her wonder: what's going on in his head? Even if she doesn't meet up for the date, she's still going to be thinking, "Why did he 'LOL' when I broke our plans?"

*Do the same principles apply on WhatsApp and Kakao? How about Facebook chat and instant messengers?*

**Y**es and no. Instant message services are similar to text in that the formats are identical; however, there are major differences. Most notably, “IMing” is different from “texting” because it’s less personal. When a girl logs onto a chat service, you’re one of many people she can converse with. There’s more of an emphasis on chatting than there is on you.

Conversely, when you’re texting with a girl, she’s only texting you. Very few people use text like an IM service to casually chat with a number of people throughout their day.

If you understand this key difference, you can understand how to use these chat services attractively. If you choose to use instant messaging services, apply more banter and humor. But the three ingredients of text no longer apply (because you’re not using text). You can still use the key-lock sequence—however, use it over a longer period of time. You might spend 10 back-and-forth messages sparking an emotion, and then 10 more creating a connection.

Though, if possible avoid using these IM services for flirting and setting up dates. Since they’re so impersonal, girls often won’t take you very serious if you flirt with them on IM. Even if

they flirt back, it's just "fun" to them. You have a much better shot of getting a girl out using your phone.

Once you're comfortable with a girl, and have gone on a few dates with her, then using these services is fine. However, even then, make sure to continue to use your phone. If your relationship becomes a series of IM conversations then that's not much of a relationship at all, is it? You have phone game. So use it the way it was intended: with your phone.

### *Should I ever send pictures?*

**A**bsolutely! Pictures are great for both sparking emotions and making connections.

Some great pictures to spark emotions are:

- Funny, bizarre, or interesting things you see as you go about your day
- Delicious food
- Funny-looking animals

Some great pictures to create connections are:

- A picture that reinforces an inside joke you shared
- A picture of the place you met or somewhere special to your relationship
- Something she told you she liked

- Something you told her that you liked

Absolutely avoid any pictures that could be construed as bragging. Obviously this includes flattering self-portraits or pictures that “name drop” (e.g., pictures that show you at an exclusive club, etc.). Also, beware of subtlety bragging pictures. Ask yourself before sending the picture: is the purpose of me sending this to look cool? If you’re honest with yourself, and you answer yes, don’t send it.

Also, be careful with sending pictures to women you don’t know well. Sometimes women have older phones that don’t accept picture files. Sometimes guys freak out and think their texts are being ignored, when in actuality the girl never even received them.

Be sure that a woman has a phone that can accept pictures and that she’s cool with you sending her pics before you go ahead and do it. This can be as simple as texting:

I'm enjoying the most  
incred ice cream cone. I  
gotta send you a pic.  
Does your phone accept  
pix—tell me fast, it's  
melting!!

Finally, there may come a time when a woman asks you to text a serious picture of yourself. Usually these requests come

from girls you meet on online dating sites or girls who don't remember what you looked like. In these cases, play it cool. Send a chill photo of yourself where it's obvious you're not trying too hard.

Pictures you take while driving or doing something are ideal. Even a picture of you working at your computer is fine. Remember: it's not how you look in the picture that's attractive—it's how you seem that's attractive.

### *Should I ever send pictures of my wiener?*

If politicians taught us anything, they taught us that sending naked pictures can come back to bite us in the ass! Therefore, be very cautious with sending naked pictures over text.

However, it would be hypocritical for you to ask a woman for naked pictures without supplying your own. If you're a sexually open person, and feel comfortable sending naked pictures, then go ahead. But be prepared for that picture to get sent around to other people, posted on websites, or even forwarded to your mom (yes, it really can happen)!

While you may think you know a girl, you have no idea what she'll be like when you break up with her. She may want to get revenge by posting embarrassing pictures of you on the Internet or elsewhere. Not only that, if she loses her phone

(or you lose yours), anyone can gain access to those pictures, and may use them for malicious purposes.

To cite a personal example, a friend of mine went on a date with a guy. She didn't give this guy a second thought until months later when she started receiving all sorts of naked pictures from him. She found this behavior very bizarre and out of character. A few weeks later, she got a call from him apologizing for the pictures and explaining that someone stole his phone, found some naked pictures he took of himself, and thought it'd be "funny" to text them to all his contacts.

Yup. That's right. Not only did she receive his private pics, so did his family, coworkers, and even his clients (this guy was a salesman who had some of his clients saved on his phone). The guy ended up losing his job over the fiasco! Because of a few naked pictures!

This is a cautionary tale: be careful with sending naked pictures! If you do send them, you may want to consider immediately deleting them off of your phone in case you ever lose it. Also, you may want to avoid full naked pictures that show your face. At least if your face isn't in the picture, you have some deniability.

# Phone Bloopers: *Avoiding Common Mistakes of Phone Game*

I really like a girl. Since she's special to me, I think I should try something different. Even though I know this is probably the wrong move, I'm going to convince myself "telling her how I feel" is a good idea. I'll deceive myself into thinking that I'm applying concepts like "sparking an emotion" and "creating a connection" when I'm really just doing what feels good in the short term.

The biggest mistake guys make when using their phone is the mistake of self-deception. Even though a guy may know how he should use his phone, he still sometimes does what "feels right." This usually means:

- Texting or calling a girl too much
- Paying her gushing compliments
- Telling her exactly how he feels

- Not proposing a meet up because he's afraid she'll say no

Guys don't consciously think they're doing anything wrong or incorrect when they act like this. Instead they usually rationalize things like, "Telling her that I really enjoyed meeting her and that I think she's really special is a great way to spark her emotions and make a connection. I'm gonna do it!" Any objective reader of this book knows that merely telling a girl "how you feel" does not spark an emotion or make a connection.

Yet, when a guy's feelings overwhelm him, his subjective view of the situations deceives him into seeing the situation differently. If you find yourself saying, "This girl's different—I need to do something different with her" then you're probably falling into the self-deception trap. Every guy will have these thoughts at some point. Just learn to recognize them.

This book works on every girl—no matter how attractive, special, or "different" she is. The methods, techniques, and texts from this book appeal to women—all women. Moreover, once you see the success for yourself, don't second-guess it. The same phone game you used to seduce that "cute" girl will work exactly the same when you apply it to the "perfect 10" girl. A more attractive girl does not require a different set of skills.

What works works. Period.

If you really like a girl, and cannot think objectively, then use the examples from this book verbatim. You're better off "sticking to the script" rather than jeopardizing your chances with self-deception. Even guys who are amazing with women still fall victim to self-deception; however, these guys are skilled enough to realize it and do what they know works—not what "feels good."

*I'm not sure I like the idea of "phone game." Wouldn't it just be better to "be myself" and say whatever's on my mind? I feel like "crafting" texts and thinking about it too much is manipulative and insincere.*

When it comes to dating advice, there's a big difference between "being yourself" and doing what "feels good." In the media, we often hear advice like "follow your heart" or "go with your gut." This often leads people to do what "feels good."

Unfortunately, when it comes to interacting with women, what "feels good" to most guys is validation. Many guys "feel good" when they have a woman's attention or when a woman says nice things to them. For example, a woman might say nice things like how "nice" or "sweet" you are, but she has absolutely no interest in dating or sleeping with you. Even still, it "feels good" because such compliments provide instant val-

daton.

This is no different from a guy who pigs out on junk food, feeling “good” as he stuffs his face with sugary and fatty foods. Even though this guy is damaging his body and his health in the long run, as he’s stuffing his face with food, he “feels good.”

When it comes to phone game, this is why guys do stupid things that they later regret: complimenting a woman too much; confessing their feelings; calling and texting her constantly. As they’re doing this, they think, “I’m being myself!” They crave validation, so they do things that feel good in the short term. They’re convinced that they’re being more “honest” or “true to themselves” by acting like this.

But that just isn’t case. They’re only doing what feels good in the short term.

Learning phone game isn’t learning how to act like someone you’re not. Nowhere in this book are you told to lie, act manipulative, or do anything immoral. Learning phone game is exactly that: learning the rules so you can play the game.

As much as it contradicts the popular media portrayal of dating, there are certain “rules” to the game of dating. Any guy who isn’t enjoying success with women doesn’t need to change his identity—he just needs to learn “the rules.” If you’ve read this far, you now know what those rules are for phone game. But it’s up to you to apply them.

Like the analogy used in a previous section, it's a lot like going to buy a house. When you're negotiating a buying price, there are certain things you can do to get a better deal. You wouldn't tell the real estate agent that the house you want is your *dream* house and you'd pay any price for it. If you did that, the agent would know she has you by the balls. She'd see that you're desperate to buy the house so she can rip you off.

In dating, women often won't even bother ripping you off—they'll just avoid you. The metaphor of buying a house is just that: a metaphor. When it comes to dating, women like the thrill of the chase. They like the uncertainty of not knowing your full intentions. They like to play the game—probably more so than you do. Therefore, give her the gift of excitement, fun, and emotion. Play phone game by the rules and you'll create an experience for her that she'll find unique and thrilling.

***I sent a stupid text without thinking. I'm going to send her another text to make up for it.***

While every guy sends a stupid text now-and-then, absolutely do not send another text! One bad text is still better than a bad text with a “follow up” text. Nothing you can text after texting something stupid will be attractive. If you wrote something dumb, let it go. There's always tomorrow or the next day.

**I'm following all the steps of phone game but I'm not even getting a response. My phone game must suck.**

When learning to become more successful with women, many guys succumb to this common fallacy: what you're doing wrong is where you're getting stuck. So, for example, if a guy were having problems landing “the kiss,” often he’d think he was doing something wrong in the moments leading up to the kiss. He’d attribute his “sticking point” to sexual escalation.

This, however, is probably not his sticking point. Most often your “sticking point” is what happened a stage or two before where you’re getting stuck. So, for a guy who’s fumbling over the kiss, it might be because he’s not creating a flirty enough vibe—something that happens long before sexual escalation.

Likewise, if girls aren’t even responding to your texts or calls, it’s probably not your phone game. Instead, ask yourself what you were doing in the minutes before you got her number during the initial interaction. Here are some “sticking points” that make girls unresponsive on text:

- Was she really attracted? Did she seem genuinely happy to give you her number?
- Did you make a connection with her? How many “in-

“side jokes” or commonalities did you share?

- Did you sexually escalate? Did this girl understand that you were interested in a romantic/sexual relationship, and not a friendship?

Problems with your *actual* phone game happen when a girl responds to your texts, but never meets up with you. Or if it takes you a very long time to get her out on a date. Or if, when she does show up, she doesn’t look happy to be there. If you’re having these sorts of problems, then maybe your phone game does suck.

Most guys, however, think their phone game sucks when it doesn’t. The real issue is they’re taking numbers from girls who aren’t interested in them. Just because a girl gives out her number doesn’t mean she’s signed a social contract to date you, see you again, or even like you. Girls sometimes give their number out to be polite, to avoid an awkward situation, or even to get rid of a persistent guy! Sorry to say, but if you’re not getting a response, you may be falling into this category.

If this sounds familiar, examine what you’re doing during the initial interaction. Try to pinpoint the moments you think may be causing a woman’s disinterest. Once you strengthen the impression you’re making during the initial encounter, you will be “in the game” when you go to use your phone.

## FINAL THOUGHTS...

### AFTERWORD FROM ROB

# Dialing Emotions

**B**ecoming fluent in dating means learning to speak in emotions. It doesn't matter if you're staring at a cell phone screen or at a beautiful girl across a bar, if you want to capture her attention, you must captivate her emotions.

Most of the problems you're experiencing with women stem from this one concept. Often, guys delude themselves into thinking they're getting somewhere with women by applying logic. Even if you're executing dating advice—and even if that dating advice is good—if you think meeting women is a puzzle you need to solve, you're not thinking of it in the right way. Dating is an emotional game—you must feel emotions and

she must feel emotions.

This may sound as if I'm advocating you to act gushy or flamboyant. When most guys hear that they need to get women emotional, they think they need over-the-top behavior as if they were actors in a soap opera. This is completely wrong.

Getting women emotional is all about subtly. It's getting her to smile, to laugh, to punch you on the arm and say, "You're crazy!" It's the outgrowth of flirting and teasing. Sparking a woman's emotions is directly proportional to how much of your personality you let her see.

The antithesis of your emotion-eliciting personality is logic. By definition, logic is objective and universal. My logic is no different from your logic. It isn't unique, subjective, or shocking. As such, logic will never inspire emotions.

Too often this is forgotten. The temptation to get logical is alluring. It often begins with the proclamation, "If she could only see..." or "If she only knew..."

Perhaps she would change her mind *if she could only see what a successful guy you are*. And maybe she would fall in love with you *if she only knew how good you'd treat her*. But it'll never happen. It'll never happen because you're not saying, "**How can I get her to feel...**"

Indeed, getting a woman to "feel" something trumps every

shred of logic. How often do girls end up falling for guys who are horrible for them, treat them shitty, or are just downright unsavory characters? From an outside perspective it may seem as if this happens because “Girls only go for jerks” or because “Assholes finish first and nice guys finish last.”

But that’s missing the forest for the trees. It isn’t the bad behavior that causes a woman to choose these losers—it’s emotions. Like it or not, the guy who she chose over you got her to feel something you didn’t.

It may be the way he looks at her, the way he talks to her, or just the way he can get her to laugh. But rest assured, he didn’t outdo you with logic. It was *emotions*.

To unlock the very same emotions, unshackle your personality. Guys often make the fatal mistake of “holding back” their wit, humor, anecdotes, and commentaries around women. They often think their personality isn’t “enough” to attract really beautiful women, and so they search for answers outside themselves—often in the form of logic.

Don’t make this mistake ever again. It doesn’t matter if you’re sitting down to text a girl you met over the weekend or you’re sitting across from your dream girl on your first date, let your personality loose. Don’t be afraid to make that joke, tell that story, or give her your opinion on something. Be as transparent as possible.

Don't, however, use this advice as an alibi to kiss a woman's ass or deliver gushing soliloquys about how much you like her. In fact, doing so is a perfect example of "logic." By telling a woman "how you feel," you're hoping that your proclamation will get her to feel the same way. Whenever you do one thing to get another thing, you're succumbing to logic.

So if you're telling her about your accomplishments or even how well you'd treat her, you're falling victim to logic. Don't do that.

Appeal to her emotions. Unlike logic, emotions are an end in themselves. When you act in alignment to your personality, you're just "being you." The side-benefit of that alignment is eliciting a woman's emotions. And the side-benefit of eliciting those emotions is attraction.

Thus, as you go out into the world to apply the tenets of phone game, always remember that emotion is the language you need to speak. As you set forth on this journey to improve the quality of your dating life, you will certainly hear the siren song of logic tempting you to try and "prove" or "manipulate" your way into a woman's affections. Resist the temptation. And, instead, tell her that story you know will get her doubled over in laughter.

That's emotions.

# **Further Resources:**

## ***Dating Advice from Bobby and Rob***

### **Make Small Talk Sexy: Conversation Escalation**



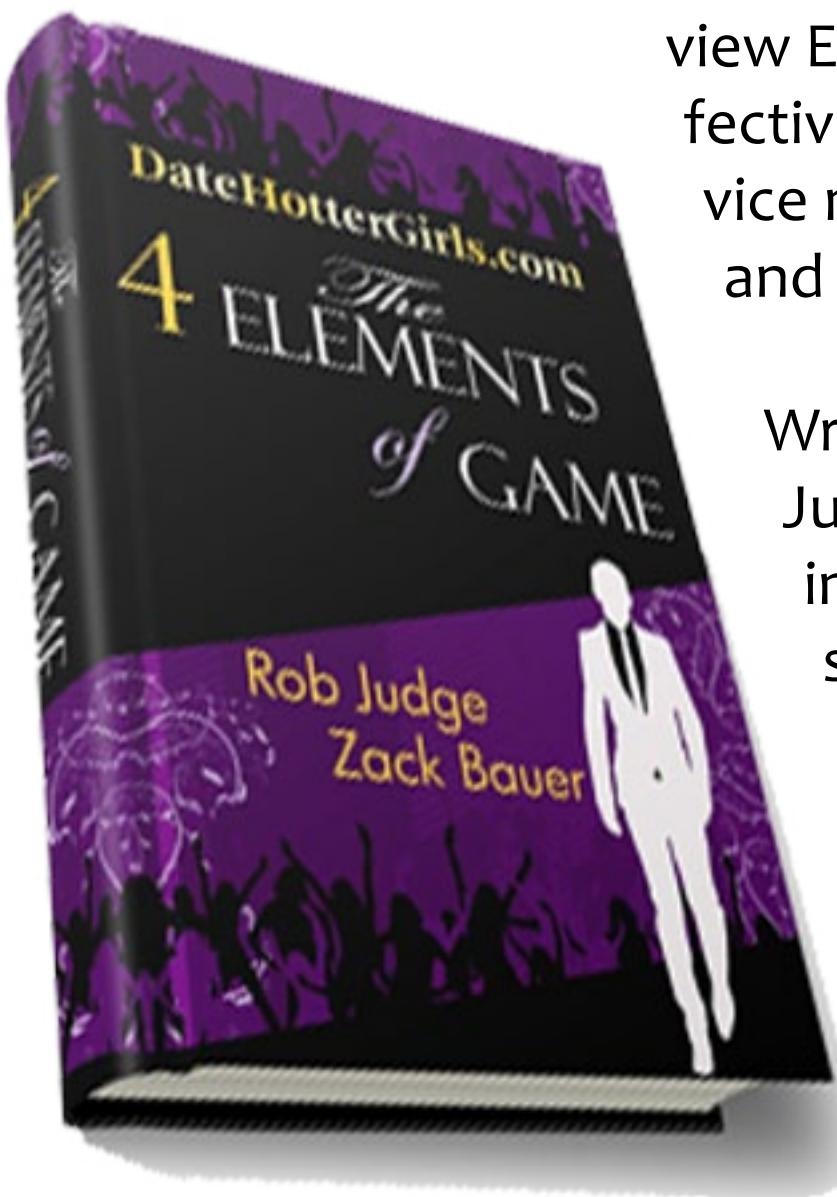
Conversation Escalation is a step-by-step system that will show you how to use flirtatious and sexy “small talk” to quickly engage, connect with, and “turn on” a woman...

The program is jam packed with step by step instructions and word-for-word examples of exactly what to say (and how to say it)... so that your words nestle their way in, and take complete control of her emotions...

And will completely IMPLANT the skill of carrying a “flirtatious” conversation with a woman into your game, brain, and personality, and make it a PERMANENT part of you. (So you never struggle again)

**<http://www.makesmalltalksexy.com/secrets>**

### The 4 Elements of Game: Date the Girls You REALLY Want



*The 4 Elements of Game* won Dating Skills Review Editor's Choice award for its simple effectiveness. This classic of men's dating advice makes improving your ability to meet and attract women a simple process.

Written by award-winning writer Rob Judge, this easy-to-read book isn't going to dramatically change your personality. Instead, it's going to teach you how to use BALANCE to attract more women with less effort.

Women will see your MOST ATTRACTIVE personality whether you are the life of the party or more of the QUIET and CHILL type. This book will teach you a dating philosophy that fits to YOUR personality like an expensive, perfectly tailored suit.

<http://ebook.datehottergirls.com>

## The Natural Approach

I call this program “The Natural Approach” because it allows you to learn to meet women in the same way you learned everything else you’re good at... Naturally ...And, it allows you to still be your natural, authentic self while still doing things that actually work and attract dozens of women into your life...

You will learn a simple secret that gets rid of your fears of approaching women, and actually makes it a lot easier.

**<http://www.makesmalltalksexy.com/natural>**

## The Advanced Dating Strategies

The Advanced Dating Strategies translates the exact behavior that women find sexy into an easy-to-follow system that you can master. Whether you want to meet and date more women or just attract one special woman, The Advanced Dating Strategies will give you everything you need to display your most attractive personality.

Unlike any other dating product, The Advanced Dating Strategies is completely revolutionary because it’s a compressive training course.

**<http://www.advanceddatingstrategies.net/go/>**

# **WHITE-HOT ATTRACTION MANIFESTO**

## **GET THE GIRL**

DOMINATE HER MIND,  
HEART, AND BODY



**BOBBY RIO**

**ROB JUDGE**

# Briefing

What you're about to read isn't nice. It isn't politically correct. And it should be used with caution.

The tactics, techniques, and mind-control strategies detailed in this manifesto have one purpose and one purpose only: so you get that “one girl.” It’s not a guide on approaching. It’s not a guide on dating multiple women or how to get a supermodel girlfriend.

This is solely for a girl you already know, and whom you desire.

Maybe you want to make her your girlfriend. Maybe you want to fuck her. Maybe you just want to see what she looks like naked.

Whatever your reason, that's your business.

Our business is to make sure you succeed.

# Who To Use

## This On

As we already mention, your aim should be a girl you already know. Who does that include?

- A girl who put you in the “friend zone”
- A girl in your social circle you are acquainted with
- A girl you went on a date with, but she lost interest afterwards
- A girl in your class or workplace
- A girl who went to high school or college with, and remain in contact (even through social media)
- A girl you think you’ve messed it up with in the past

Now, obviously this manifesto will work better on certain situations than others. If you’re using this on a girl who vaguely knows you,

then your chances are better than if you're using it on a girl you've gone on a date with, and already messed things up.

There's only ONE type of girl this will NOT work on...

## **An ex-girlfriend!**

If you've already had sex with her, then this manifesto will be ineffective. The reason why is too complicated to explain, but it involves the way the female psyche works.

So if you're trying to win your ex back, I'd look elsewhere for answers.

For everyone else, read on...

# The 5 White-Hot Attraction Phases

Undoing an impression a woman has of you is absolutely possible, but it happens in very specific way. Just as most women make a decision to sleep with a guy based on certain emotions, or to meet a guy for a date based on certain emotions (which is the basis of the Key-Lock Sequence from Magnetic Messaging), girls can change their perception of you based on a certain progression of emotions.

If you think about it, you know this is true. Think about your own perception of things. Maybe you once hated coffee, or beer, or seafood, but now you love. Our perceptions of things can do a complete 180 if we're exposed to certain experiences around those

emotions.

But the “experiences” we experience are particular. For the purpose of this manifesto, we’ve color-labeled them to help you remember the progression (and corresponding color).

Here they are (in order):

**Black Phase**—You must go totally “off her radar” for a period of time to “reset” her emotions

**Blue Phase**—You must confuse her perception of you through “pattern interrupts”

**Orange Phase**—You must bait her interest and attention by using tension and “unresolved sentiment”

**Green Phase**—You must tantalize her with directed emotional detachment

**Red Phase**—You must get her alone,

one-on-one, and get physical with her (this is the climax of the progression)

**White Phase**—You must “debrief” her to begin a fresh relationship (regardless of what you want that relationship to be)

If you’re confused reading over this progression, don’t worry. We’ll definite each stage, and exactly what to do, in this manifesto. For now, just get acquainted with the gist of what you’re doing.

These “color phases” allow you to slowly amplify the chemistry between you and a woman, effectively re-opening the door for you to make your move.

It's fast.

It's swift.

It's strategic.

Much like a NAVY SEALS operation, you

know exactly what your objectives are for each phase. It's up to you, however, to carry them out. And, like a SEALs mission, we're only giving you the objective. We're not giving you magic potions.

If you think you can just recite some “magic words” or punch-in some copy-and-paste messages like you’re unlocking a passcode, then you’re mistaken. While you will be receiving specific instructions, with specific directions (including how long each phase should take), don’t think of this as a “magic solution.”

Instead, accept your mission like a NAVY SEAL! Resolve yourself right now to get in there and carry out the best damn mission you can! If you’re excited and motivated to get that “one girl,” then you should be willing to put in the sweat and patience to accomplish your mission!

So let’s get started!

**1. Phase: Black**

**Duration: Exactly 21 Days**

**Objective: “Reset” her emotions by going off her radar**

**Pitfalls to Avoid: “Over-gaming”**

**Black Phase Step 1:**

**Back Off (Duration: 7 Days)**

Guys make the mistake of “over-gaming” all the time. The definition of “over-gaming” is the idea that you need to do “more” to attract or seduce a woman. This is especially deadly in a situation where you’re already coming from behind with a girl.

The kneejerk reaction of most guys when they “mess up” with a girl is to do more. They want the right thing to say or do to get back in a girl’s good graces. It’s like a kid with a scab on his arm that can’t stop picking at it. Even though he knows he shouldn’t, somehow he finds himself picking at the scab again and again, which just makes it worse.

Likewise, most guys “know” they should just

remove themselves from the situation. Yet their desperation, insecurity, and pride in always being “right” prevail, and it leads to guys to over-gaming women.

So step one in any situation where you’re trying to win a girl back over is this: BACK OFF. Remove yourself from any contact with her for 7 straight days. Not only should you not directly contact her, you shouldn’t even THINK of her. Don’t check her Facebook. Don’t reread her texts to you. Don’t try to put yourself in situations where you’ll see her.

This may sound unnecessary, yet I assure you: it’s absolutely crucial. To remedy a situation with a girl, you need to work from the inside out—meaning you need to master your OWN emotions before you master hers.

Step one of the black phase requires you remove ANY inkling of contact with the woman you’re trying to seduce. No excuses. Embark on a new hobby or a distraction if you need to, but don’t let her cross your mind

during these 7 days. Not even once.

## **Black Phase Step 2: Let Go (Duration: 7 Days)**

As strange as it sounds, the “Black Phase” is very difficult for many guys even though it requires they do NOTHING. The reason the “silent treatment” is so difficult is because most men are somewhat narcissistic. In other words, we believe that we’re the center of the universe and so we always need to be “in control.”

And don’t think this sort of “narcissism” is limited to arrogant guys only. It’s also symptomatic of insecure guys, as well. Only a man who’s insecure would feel that he must control every reaction and every situation. The idea of always needing to “game” women is a huge red flag that you’re a narcissist (and it’s hurting your chances with women).

Much of “traditional” pickup theory espouses this “always be in control” mentality...and it’s not going to help you get that “one girl.” Though, to alleviate yourself of the fatal flaw

of “over-gaming,” you must learn to let go. By let go, I mean you need to remove yourself from wanting to control the outcome, wanting to control the situation, wanting to control anything. You need to adopt this personal mantra:

**If I make the right moves, I trust that the chips will fall as they may.**

With women (and with life) that’s really all you can hope for: a fair shot. If you make the right moves, you can’t expect always to win. You can only expect to get a fair shot.

Over the next 7 days, continue to avoid contact, but also try and detach yourself from the outcome. Remind yourself of all the reasons it may not work with her. Remind yourself that you don’t need anything from her. In fact, try to convince yourself why you’d almost be BETTER OFF not “getting” her.

Now, you don’t have to give up on your girl by any means; however, you should give up on the idea of thinking you “need” her. Once

you “let go,” you’re free. And it’s only when you’re “free” that you’ll have your best shot of seducing her.

### **Black Phase Step 3: Hit Reset (Duration: 7 Days)**

Once you pull yourself “out of the game” for a breather, you hopefully will gain some altitude. You’ll see things from a higher, more detached vantage point. Hopefully you’ll pinpoint exactly what you did wrong, and what you could have done right.

As you’re assessing your situation, if you’re remaining “silent” (and not over-gaming), a woman’s emotions are “resetting.” In other words, you’re “growing” a second chance. If you’ve followed the first two steps, it should be about 2 weeks since you last had ANY contact with her. You should feel assured that by giving her space that her negative emotions have died down, and you’ll get (another) fair shot at her.

But remember: hitting that reset button is all about letting go of trying to control the

outcome and backing off. During this phase you may feel tempted to contact her or “check up” on her. Don’t. Don’t try to mitigate your past failures. And especially don’t try and “game” her. Simply sit back, let this final week pass, and get an objective view on things.

Again, this is easier said than done. However, if you truly want another shot at the “girl who got away,” then you’ve got to learn the virtue of silence. You may convince yourself that you’ve “got to do something,” but that’s just your pride (and narcissism) talking.

After 21 days exactly of “black” silence, you’re free to move into the next phase: The Blue Phase.

This means cut off all phone calls, text messages, and visits.

Do this WITHOUT making her feel like you’re mad at her.

The whole goal is to make her wonder what

is going on in your life that you don't have time for her.

When she contacts you... don't answer the call, text, or email right away.

Wait a day or two before getting back to her. When you do talk to her be pleasant but VAGUE.

You should spend at least one month apart. The better friends you are with this girl, the longer the time apart should be.

What you are doing here is interrupting her pattern and confusing her.

The confusion will cause her to spend more time thinking about you.

Her simply missing you will NOT be enough to stir up immense attraction for you.

Although you will be vague, you should always be implying that really great things are going on in your life.

This is a fine line that you have to be careful to walk.

She can NEVER feel like you're bragging, trying to make her jealous, or lying.

That will backfire the plan.

Your whole attitude should be that really great things are going on in your life... but you're HOLDING BACK telling because you don't want her to feel bad.

Vagueness is the key to this part.

(Have you noticed how I keep stressing VAGUE. Its what causes the confusion. The confusion get her thinking about you)

## **2. Phase: Blue**

**Duration: 5-7 Days**

**Objective: “Confuse” her perception of you through pattern interrupts**

**Pitfalls to Avoid: Falling back into your old habits/patterns**

See awhile back I realized that there is a missing step that most teacher's leave out.

And if you miss this step then the material isn't even half as effective.

Here's the problem: When you try to change a females opinion of you she still sees you as the “old” you.

Big problem, especially if you weren't too cool at first. Or if you were Mr. Nice Guy. Or a real push over. Or a shy, quiet guy she hardly noticed.

All the material in the world won't work unless you can “change” her opinion of you.

Most guys don't know how to do this....

So quick lesson then...

I discovered this “FIX” about 12 years ago while watching Monday Nitro (pro wrestling).

There was a “good guy” Scot Steiner. And he had just turned “bad.”

But the crowd wasn’t buying it. They had cheered him so long it was hard for them boo him. Hard for the crowd to see him as anything other than the likable guy he had always been.

But then he disappeared for a bit.

He came back a month later with a completely different look.

Not only that but he had different catch phrases. Everything about him was just different.

No.

I'm not telling you to start dressing like the Big Bad Booty Daddy.

I'm not even telling you that you need an image overhaul.

What you need is something called a “Pattern Interrupt.”

We as humans engage in certain “thought patterns.” They are unconscious. It’s almost like a continual program that is running inside our mind. Certain expectations.

And that woman has a certain pattern of thoughts when it comes to YOU. And certain expectations.

Here is the key.

If you want to change her opinion of you, and ultimately get her to become attracted to you... you need to use a PATTERN

## INTERRUPT.

If you don't interrupt her thought pattern, then she is going to keep engaging in thoughts that lead her to think of you as a "friend."

Going back to Scott Steiner the wrestler. It wasn't enough for him to just start cheating. And beating up the "good guys" for the crowd to boo him.

He had to disappear. Interrupt the pattern.

And come back with a different image.

What is the secret to a pattern interrupt?

Confusion and THEN the new information.

Yes. Good old confusion.

Here's how confusion comes into the picture. Loss of certainty means open-mindedness to what is.

A pattern interrupt confuses her condi-

tioned mind and in so gets her old thought habits out of the way long enough for you to sneak your “new” opinion in there.

I know I’m getting pretty heavy on you. A lot of technical stuff. It’s worth really understanding this though. It’s powerful stuff.

That old saying, “You never get a second chance to make a first impression” is not applicable to attraction. That can hurt or help you. For example, there’s probably a sign where you hit it off with a girl, but later “messed it up.”

In that instance, the mutable aspect of attraction worked against you. It can, however, work FOR you. Whatever a woman’s perception of you is subject to change. That’s because attraction is based purely on EMOTIONS. Human emotion is like the tide of the ocean: it’s always changing.

A woman’s emotions are changing, day-to-day, hour-to-hour. She may HATE you one moment, only to love you the next. So, rath-

er than fight the wave, ride it. Use her emotions to your extreme advantage.

The best way to “use her emotions” is using it to change her perception of you. Likely her perception of you isn’t what you want it to be. That’s no problem! By using a “pattern interrupt” you can “disrupt” and “fragment” the way she perceives.

See, women often perceive a man based on a few short encounters. You may be the most suave, charming man alive, but if you slipped up once or twice in front of her on a first date, she may think you’re a clumsy dunce! It’s not fair, but it’s reality.

Likely the perception she currently has of you is less-than-flattering. Maybe she thinks you’re too nice. Maybe she thinks you’re cowardly. Maybe she thinks you’re creepy or an asshole. It doesn’t matter. What DOES matter is that you have SOME idea of what that perception is.

You can determine this by using the “per-

spective” you got over the past 21 days of silence. Now that you’ve had a full 21 days away from the situation, it’s time to go back over the text conversations, Facebook messages, and memories you have of her.

What happened? (Be as honest with yourself as you can.) Were you too boring? Too generous? Too aggressive? Too quiet? Too passive? Did you “try” too hard (over-gamed)? Try to bring yourself back to the exact moment things began going wrong. What did you do **RIGHT BEFORE** that moment?

Hopefully you have a rough idea of what went wrong. As long as you’re in “the ballpark,” then you’re golden. Because all you need to do now is:

“Break” her perception of you by doing something that’s the exact opposite of her “bad” perception of you.

Now, you’ll hear some examples of how to do this in a moment, but first a word of warning: **DO NOT MAKE THIS OBVIOUS.** The best

pattern interrupts are incredibly subtle! So your first communication with her shouldn't involve you going right for the jugular and trying to execute your pattern interrupt. Be cool about it; be patient.

So, as an example, let's say you were too nice, and now there's no sexual tension. A great way to "break" that pattern is by seeing her in person, talking to her, and dropping in some "nasty" language. For example, you might comment on some guy who looks like a douche, a girl who looks like cunt, or something along those lines.

You may feel uncomfortable executing a pattern interrupt, but it's crucial you do it. A great line from the movie The 40-Year Old Virgin rings true here: "Dawg, what you've doing just isn't working. It's time for a change!" Understand: the pattern you've fell into with this girl JUST ISN'T WORKING.

You need to break it. Therefore, over the next 7 days, you NEED to do something RADICALLY different from how she perceives

you. This radical shift doesn't need to be super obvious, and you don't need to be excessive about it, but she needs to see there's an "edge" to your personality that she wasn't aware of before.

Now you need to amplify the jealousy and the confusion.

A great way to do this is to call her and ask her to hang out.

Assuming enough time has gone by she will be relieved that you finally called... and her jealousy and confusion will dwindle.

Just when she thinks things are going back to the status quo... CANCEL THE PLANS with her.

When you cancel don't schedule a new date. Once again, be vague.

In the meantime, another great way to create jealousy is to take advantage of Facebook.

Hopefully you have some female friends on Facebook you can interact with (she'll notice)

It's also important to change up your profile a bit. Add some cool new pics (preferably of you and hot girls).

But just as important....

The entire time away from her you need to be working on yourself.

If there are areas of yourself that need improvement, now is the time to serious about change.

If you're over weight, do everything possible to get in shape...

During your time away from her you need to be working on your social skills.

Luckily, you have an entire Mastermind Kit to help you with that

You should not spend all your time away from her thinking about her or planning your next move on her.

You need to be filling your days with exciting and challenging shit.

Stuff that is personally rewarding.

You should be doing everything you can to take her off your mind.

You should be out flirting and attracting as many girls as you can.

You should be hitting on other girls with reckless abandon.

This serves many purposes.

Above everything else, it gives you a chance to see if you really want her as a girlfriend.

### **3. Phase: Orange**

**Duration: 8-10 Days**

**Objective: Bait her with open loops that create tension and “unresolved sentiment”**

**Pitfalls to Avoid: Deflating the tension you created with the pattern interrupt**

If you correctly executed the Blue Phase, then there should be a substantial amount of tension between you and the woman you’re pursuing. If you really did a good job of interrupting her perception of you, then you may find she’s already asking you questions.

In fact, that’s the signpost you’re looking for during the orange phase: she’s asking you questions. Whenever a woman is asking you questions, she has an “unsolved sentiment.” That’s a fancy way of saying she’s got an itch that she needs to scratch.

Think about it: when do you ask questions? It’s when you want an answer. However,

once you get your answer, you feel satisfied. You do NOT want a woman to feel “satisfied” during the orange phase...so don’t give her any real answers!

In fact, once a woman asks you a question, you want to stoke the flames even more! You can “stoke the flames” by using open loops and tension. For example, you might text a girl something like, “Just saw Night at the Roxberry on TV...reminded me of you.” Why does it remind you of her? Don’t tell!

Likely a woman will respond to that text, “Why did it remind you of me?” DO NOT ANSWER THE QUESTION! Remember: the point of the orange phase is to get her CURIOUS and INVESTED. If you deflate the tension and “confusion” you’re creating in this phase, it ruins all the work you’ve already done!

Now, use some common sense when applying techniques like the open loop and tension. Don’t become a one-trick pony, constantly trying to get a woman to ask you questions.

Instead, sprinkle these techniques into your conversations and text interactions with a woman over the next 8-10 days.

If you can get a woman to ask you 3-5 questions over these next few days, you're in great shape! Moreover, if a woman REPEATEDLY asks you the same question (e.g., "Seriously, I want to know why that movie Night at the Roxberry made you think of me!"), then you've really nailed this phase!

You want there to be some attractive tension during these 8-10 days. And you absolutely DO NOT want to break that tension!

## **4. Phase: Green**

**Duration: 5-7 Days**

**Objective: Fan the flames of her desire even more through strategic detachment**

**Pitfalls to Avoid: Taking it too far and becoming too detached**

By now, the seeds of attraction have been sown. If asked, your girl probably doesn't even know she's attracted to you yet...but she is! However, you need to bring that attraction to a flashpoint, which means you need to make her realize what you now mean to her.

To do that, you need to detach yourself emotionally from her. Now, this doesn't mean you should ignore her...in fact, that would hurt your chances. You simply need to interact with her in an emotionally detached way.

To conceptualize how to act, imagine how you'd talk to a friend or someone like your

accountant (presupposing your accountant isn't smoking hot!). While you wouldn't be rude, you also wouldn't try too hard. You wouldn't worry if they thought your jokes were funny and you wouldn't go out of your way to make them feel comfortable or happy.

You'd simply have a nice, polite conversation with them, and then you'd go about your day.

The same holds true during the green phase: don't put any real effort in here. That probably means you'll have shorter conversations, send less text messages, and make less of an effort to see your girl. While you should not go completely silent, you should absolutely cut your efforts back by 60-75%.

The Green Phase is also a great opportunity to sprinkle in a little jealousy. Be careful with this, because too much jealousy can ruin everything, though your girl should at least see you talking to other girls during this phase. You don't even necessarily need

to flirt with these girls (though you can!), but it should look like you're "keeping your options open."

To make sure you succeed during this phase, avoid using her friends to make her jealous. What's really important here is that she doesn't fully know what your relationships are with these girls. If you use her friends to get her jealous, she can simply ask them what you wanted. If, however, she sees you talking with girls she doesn't know, she won't be able to figure out your relationship with them!

That's the way you want it!

Now, don't let the Green Phase go on for too long. Absolutely cut this phase off after a few days, or after she sees you with a few girls. If you let this phase go on too long, or she sees you with more than 3-5 girls, then she might just write you off.

Remember: a master chef only sprinkles in ingredients...he doesn't pour them in (that

would ruin the dish!). Likewise, you only need a sprinkle of these techniques in order to get them to work. If you add too much, you risk ruining everything.

## **5. Phase: Red**

**Duration: 1 encounter**

**Objective: Get her in a one-on-one setting and “pull the trigger”**

**Pitfalls to Avoid: Getting cold feet at the last second and not going for it**

Congratulations! If you've made it this far in the emotional progression, then your girl is just itching for you to make a move. You have a rare window of opportunity that you absolutely MUST capitalize on before you miss your chance.

Again, this can't be stressed enough: you have ONE shot at this. For the last month and a half, you've slowly built up to this moment, and now you need to “cash in your chips.” Waiting, hesitating, or failing to execute a move here will negate all the great work you've done up until this point.

Now, be warned: she may not give you a clear-cut signal that she wants you to make a move. There's no “universal” sign that she

wants you to escalate physically. As a general rule, if she agrees to hang out with you in a one-on-one setting, feel confident that she wants you to make a move. For you, that's the only “signal” you need.

Now, you may not even get an obvious “one-on-one” encounter with her. You may decide to execute your move when you see at a party or in some other social situation. While it's not ideal, it will do. Remember: the MOST IMPORTANT aspect of this red phase is ACTION...which means MAKING THE MOVE!

Don't wait until the perfect moment arrives...because you may be waiting forever. Moreover, a woman's emotions change very quickly. If you've led a woman through the other 4 phases, then she's READY for you to make a move. Though, her “readiness” can quickly cool off in a matter of days.

## SO MAKE YOUR MOVE!

The best example of making a move is going for a kiss. It's not too aggressive, but it's also

not too passive. A kiss is the perfect balance between showing sexual interest but also not going too far and being creepy. In the appendix, we've included a primer on kissing that will help you structure an opportunity for the kiss.

One final reminder about the Red Phase is that it must happen in one encounter. Don't pussyfoot around and drag this phase out for multiple days. You have one window of opportunity to strike, and you don't want to let it simmer because you were too much of a coward to make a move.

Make your move confidently, and trust that you have a good shot of landing it. Even if you fail, at least you can walk away feeling like a brave man, and rest assured that you did everything you could to get her. And, if you succeed, to the victor goes the spoils! You've just landed your girl through careful planning and execution! Most of all, you landed her because you had the BALLS to go for it.

Remember: fortune favors the bold!

## **6. Phase: White**

**Duration: The duration of your relationship**

**Objective: Set yourself up for an enjoyable relationship**

**Pitfalls to Avoid: Continuing the play “the game” with a girl you know is attractive**

Once you succeed in making your move, you don't need to concern yourself too much with “strategy” and “techniques.” If your girl accepts your move (e.g., she kisses you), then she's made a very conscious choice that you're a guy she wants to be with...so don't cause her change her mind back!

In the appendix, there's a section on “the over-gaming trap,” which we reprinted (with permission) from The Advanced Dating Strategies. Understand that the completion of the “red phase” signals a woman's “waypoint.” You're now a guy she finds attractive!

As such, enjoy the girl and not the game. Get to know her and treat her with respect. Don't get too caught up in trying to manipulate her. You may have needed some "game" to overcome her resistance initially, but now you're off and running.

Refer to Magnetic Messaging for some examples of attractive communication (in "Section 3" of the book) and sprinkle in some of those concepts to keep everything nice and passionate.

Most important: enjoy! You earned it!

# Appendix

## **1. How To Kiss A Girl: A Tutorial**

In most of my products and articles, I rarely go into much depth about how to kiss a girl. In my opinion, sexual escalation (like kissing) is more of an outgrowth of sexual tension. In *The 4 Elements of Game* I define kissing as a “release” behavior—something that releases the tension created when you’re interacting with a woman in an attractive, masculine way.

However, I know some guys out there like a more thorough and detailed explanation of how to kiss a girl. (This morning my inbox was flooded with the subject line “How To Kiss A Girl?”). Thus, I want to take this opportunity to further explain what I know about how to kiss a girl.

## **How To Kiss A Girl: It's All About The Pre-Game**

Most guys ask a question about kissing a girl, and think I'm going to give them an answer that they can apply a few seconds before the kiss and have it magically go down. In reality, a good kiss is 95% preparation and only 5% execution (totally made up statistics).

In other words, the determining factor of whether or not a girl deems your kiss "hot or not" is established in the moments leading up to the kiss. The shortest timeline for this "pre-game" would be about 2-5 minutes. However, in a typical date situation, the moments leading up to a kiss can span as long as 45 minutes to an hour.

Just a quick word to all the guys who enjoy going for fast make-outs (otherwise known as "flash game"): While it may make you feel cool to be able to get instant kisses from girls you just met (and I'm certainly not claiming I'm somehow above this), kissing a girl

too soon or rushing the build-up to a kiss is not a good long-term strategy for building a solid connection with a woman.

While kissing babes is awesome, I personally enjoy the build-up to a kiss better, anyway. And certainly women would concur. No woman wants to feel like she's a tongue receptacle for some aggressive horn-ball; instead, she wants a guy who understands how to create, maintain, and amplify sexual tension.

Thus, the bulk of this tutorial will center on the crucial aspects of the pre-game. Beginning with the most important aspect of the kiss: isolated discretion.

## **How To Kiss A Girl Step 1: Isolated Discretion**

I know it sounds obvious that you need to be “isolated” with a girl to kiss her, but it’s still important to point out. A memorable kiss is a moment shared between you and a girl, and that’s it. Unless you’re “kissing the

bride” at your wedding, you should really remain cognizant of the situation you and a girl are in.

Case-in-point: the other weekend I was chatting with a girl who I felt great chemistry with. We’d met because my friend began talking to her friend, and we naturally just gravitated to each other. Now, even though I wanted to kiss her (and the feeling seemed to be mutual), I restrained myself for an important reason: no discretion.

Personally, I don’t want a girl to think I’m some sex-starved horn-ball who will jump at any opportunity to sexually escalate (and I’m sure you agree). While I emphasize the importance of sexual escalation in all my articles and advice, the importance of being a sexually satisfied guy who’s in control of his emotions is MORE important than simply having the guts to go for a kiss.

So, if you’re planning a great kiss, the first step is to wait until you’re in a situation that is somewhat discrete. I’m not saying that you

necessarily need to be one-on-one, beyond closed doors before going for the kiss. However, do respect her reputation and comfort levels. Most girls don't feel comfortable engaging in public displays of affection (PDA), so don't ruin your first kiss before it starts.

Make sure you have some privacy, and that it's a personal moment between you and a girl before even considering a girl. This could be as simple as moving her 20 feet away from the crowd, or as elaborate as planning a date around taking her to a special "spot" where you know you'll have some one-on-one time.

## **How To Kiss A Girl Step 2: Build Tension**

As we already know, a great kiss doesn't just appear out of thin air. Instead, it's an outgrowth of the moments leading up to the kiss. Once you and a girl have some "isolated discretion," it's important you don't just lunge into her and expect a kiss. You first need to build sexual tension.

If you're unfamiliar with sexual tension, then I'd highly recommend you browse the archives of this blog or my column on TSB Magazine (or read my book, *The 4 Elements of Game*). Creating sexual tension is crucial for an enjoyable kiss.

Often the fastest and easiest way to create sexual tension is by giving a very direct, very bold compliment. Saying something like, “Wow, I wish you hadn’t worn this dress out tonight because it looks amazing on you, and now I can hardly think straight” is a perfect example. Why?

First off, the compliment is good-humored but also very bold. You’re complimenting her, but you’re also sort of “blaming” her for looking too good. This is so much than simply saying, “You look beautiful tonight” before it amplifies the tension of the compliment.

Using a compliment like that will electrify the moment, setting the stage for the kiss.

## **How To Kiss A Girl Step 2: Shameless Execution**

Once you feel that “spark” of tension, it’s time to pull the trigger and go for the kiss. While that advice may sound very simply, it’s incredibly hard for most guys to follow. This is because most guys want to look for “signs” or “signals” that a girl wants to be kissed. Or worse, some guys even wait for a girl to kiss them (hardly ever happens!).

If you want to be a good kisser, you need to a high-stakes player. Don’t ask a woman if she wants to be kissed. Don’t drive yourself crazy looking for the “perfect signal.” Don’t even make the mistake of hesitating. Instead, just lean in and kiss her.

In other words: execute shamelessly.

Now, a girl may reject your first attempt at going for a kiss—this is perfectly fine. In all likelihood, it probably has nothing to do with you. So don’t feel rejected! Just respect her

comfort levels, and go back into being normal. A immutable rule of kissing is this: if you attempt to kiss a girl, but she doesn't kiss you back, BUT she's still talking to you = she wants to kiss you but just needs more time.

In fact, if you really want a “signal” to know whether or not a woman is interested in you or wants to be kissed by you, simply go for the kiss and see what happens. If she's still standing in front of you, you passed! You wants to be kissed! (Even if she didn't kiss you right then and there.)

So there you have it: how to kiss a girl in 3 simple stages. Don't over-think it. Don't over-complicate it. Have confidence in yourself and pucker up.

## **2. Over-Gaming: Race to the Waypoint**

This entire course is predicated on a concept called “the waypoint.” In The 4 Elements of Game we explained the waypoint as such:

The waypoint comes with the decision to have sex. Zack jokingly calls this “when she hits the BUY button.” For guys, hitting the “buy button” happens instantly: if the girl’s hot enough, sex is a given. For a woman, however, the waypoint comes later—sometimes after a few minutes, sometimes after a few dates. But once she’s reached her waypoint, it’s crucial you recognize it so you don’t give her a reason to change her mind.

At the waypoint, you transition in a girl’s mind from “random guy hitting on her” to “hot man she’s going to sleep with.” If you ask a woman when she hit her waypoint, often she knows the precise moment. I’ve had girls tell me the exact

thing I did or said that caused them to hit the “buy button.”

As such, once you transition in her mind, you must also transition your behavior. After you’ve reached the waypoint, begin to treat her like she’s your girlfriend. Don’t continue to “game” her. In other words, once you hit the waypoint don’t make the mistake of continuing to treat her like a girl you’re hitting on.

The strategies in this course are what lead to the waypoint. In a sense, this course teaches “game” because it’s primarily concerned with skills and techniques. As such, it’s crucial you understand the caveat that comes with that:

The strategies in this course should only be used when it’s appropriate. Many interactions fizzle not from a lack of game—but instead from too much game.

**If you’re blatantly trying to apply as many strategies from this course as**

**possible, you’re over-gaming. Recall in the opening story that my girl had to point out the things I did. Never once did I think “I should do this tactic now” or “I should say this line now.” I simply understood how to tactfully keep things on track.**

Likewise, you should wait until a moment presents itself to use this information, rather than creating a moment. In fact, “creating a moment” is another way to describe over-gaming. Your “dating skills” should only be applied when needed, then forgotten about. It’s not necessarily bad if you have to consciously think of what to do—but it is bad if you consciously think of when to do it. In other words, let the moments come to you—don’t go looking for them.

Ideally, you just want to arrive at the waypoint as soon as possible. That’s all that matters. If your goal is to attract quality women, why would you care about “running game?” Ask yourself would you rather...

**Say an amazing pickup line, or attract an amazing girl?**

**Successfully use a great “kiss technique,” or enjoy a great kiss?**

**Have a bunch of funny stories to recite, or have an emotionally significant connection with a woman you’re starting to care about?**

The choice boils down to this: Are you into game, or are you into women? The answer seems obvious, but guys often let their love of game become an obstacle to getting to the waypoint. Don’t be another guy who disqualifies himself by over-gaming. Be patient. Remember the proverb: A karate master doesn’t go around kicking everyone’s ass; he only uses his skill when necessary. The same holds true for outer game—only use it when needed.

# Further Resources:

## *Dating Advice from Bobby and Rob*

### Make Small Talk Sexy: Conversation Escalation



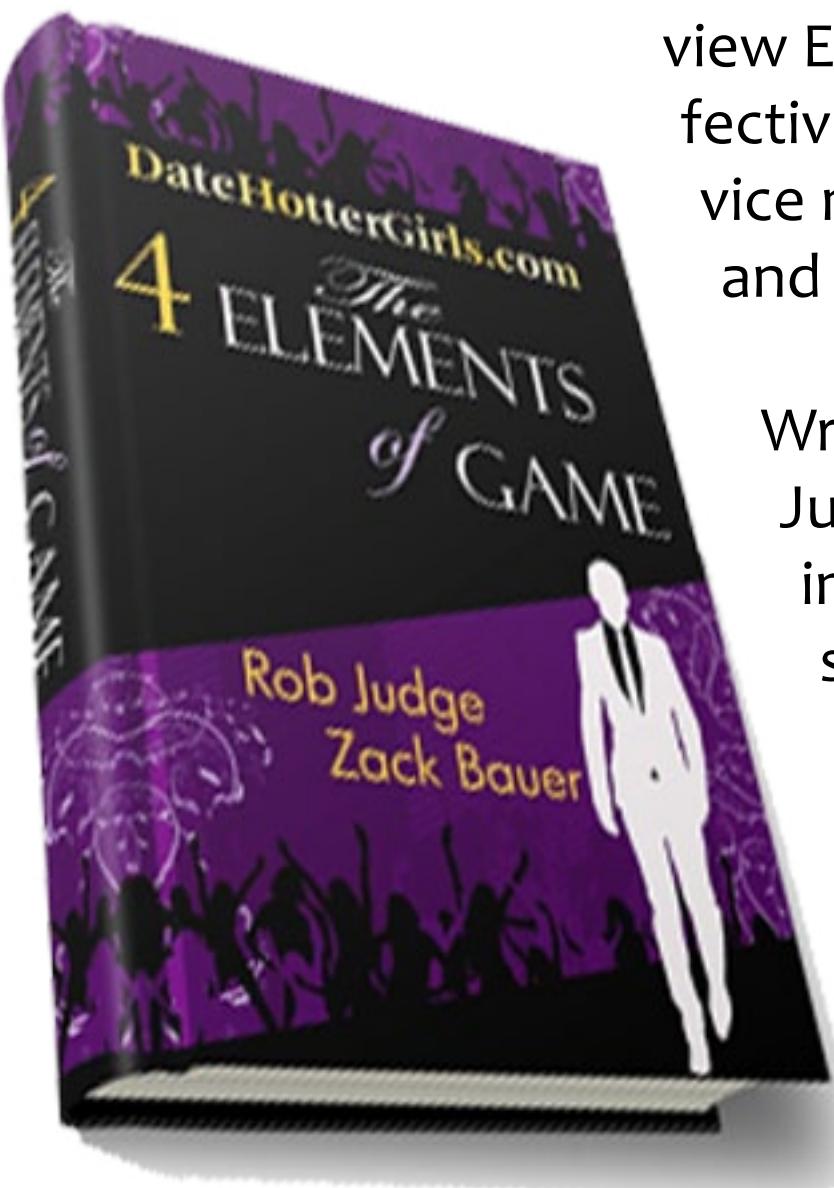
Conversation Escalation is a step-by-step system that will show you how to use flirtatious and sexy “small talk” to quickly engage, connect with, and “turn on” a woman...

The program is jam packed with step by step instructions and word-for-word examples of exactly what to say (and how to say it)... so that your words nestle their way in, and take complete control of her emotions...

And will completely IMPLANT the skill of carrying a “flirtatious” conversation with a woman into your game, brain, and personality, and make it a PERMANENT part of you. (So you never struggle again)

<http://www.makesmalltalksexy.com/secrets>

# The 4 Elements of Game: Date the Girls You REALLY Want



*The 4 Elements of Game* won Dating Skills Review Editor's Choice award for its simple effectiveness. This classic of men's dating advice makes improving your ability to meet and attract women a simple process.

Written by award-winning writer Rob Judge, this easy-to-read book isn't going to dramatically change your personality. Instead, it's going to teach you how to use BALANCE to attract more women with less effort.

Women will see your MOST ATTRACTIVE personality whether you are the life of the party or more of the QUIET and CHILL type. This book will teach you a dating philosophy that fits to YOUR personality like an expensive, perfectly tailored suit.

<http://ebook.datehottergirls.com>

### The Natural Approach

I call this program “The Natural Approach” because it allows you to learn to meet women in the same way you learned everything else you’re good at... Naturally ...And, it allows you to still be your natural, authentic self while still doing things that actually work and attract dozens of women into your life...

You will learn a simple secret that gets rid of your fears of approaching women, and actually makes it a lot easier.

<http://www.makesmalltalksexy.com/natural>

### The Advanced Dating Strategies

The Advanced Dating Strategies translates the exact behavior that women find sexy into an easy-to-follow system that you can master. Whether you want to meet and date more women or just attract one special woman, The Advanced Dating Strategies will give you everything you need to display your most attractive personality.

Unlike any other dating product, The Advanced Dating Strategies is completely revolutionary because it’s a compressive training course.

<http://www.advanceddatingstrategies.net/go/>



Best Texts

OF

ALL TIME

the



## Texting Sections

<b>Section 1: Response Bait.....</b>	<b>4</b>
<b>Section 2: The Day After.....</b>	<b>10</b>
<b>Section 3: Making Plans.....</b>	<b>13</b>
<b>Section 4: Golden Responses....</b>	<b>18</b>
<b>Section 5: Getting Sexual.....</b>	<b>25</b>
<b>Section 6: Situational.....</b>	<b>30</b>
<b>Section 7: Random Humor.....</b>	<b>35</b>

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## SECTION 1

# RESPONSE BAIT



**T E X T # 9 9**  
**O N E - H I T W O N D E R T E X T**

Do you like piña coladas and/or getting caught in the rain?

**T E X T # 9 8**  
**T H E L O V E C H I L D M A K E R**

What are your feelings on having a lovechild?

RESPONSE BAIT

**TEXT #97**  
**THE RED OR THE WHITE?**

What's your favorite wine?

**TEXT #96**  
**GIRL'S GOT TALENT**

I have a sneaking suspicion that you're an in-the-closet creative nerd. What secret talent do you possess?

**TEXT #95**  
**PUPPY EYES TEXT**

Most important question ever: do you prefer big dogs or small dogs?

**TEXT #94**  
**ABSURD WEEKEND PLANS**

Weekend's here! Finally time to smoke some crack, steal some cars, get busted on a few counts of racketeering, and maybe bake some gingerbread cookies... what you up to?

**TEXT #93**  
**MUSIC PIRATE FIRST MATE**

Bored at work... give me a good jam to illegally download on the company computer

**TEXT #92**  
**TEXTING A FOREIGNER**

Even your texts have a weird accent... where are they from?

**TEXT #91**  
**LAUGHING @ BAD MOVIES**

Please tell me that you DON'T secretly  
go to the Twilight movies

**TEXT #90**  
**WE ALL THINK IT**

Am I the only one who finds perverse pleasure when  
assholes from high school get fat? (Thank you Face-  
book!)

**TEXT #89**  
**INKED DOGGY STYLE**

I'm considering getting my dog a tramp  
stamp... do you know any good tattoo artists?

**TEXT # 88****DEAD ANYWAY, LAST RESORT**

I feel like Bruce Willis in the Sixth Sense lol am I a ghost? Do you respond to texts from dead people?

**TEXT # 87****GOOD LUCK CHARM**

Red or black? Quick!

**TEXT # 86****LEARN TO SPEAK WOMAN**

I just overheard a girl calling some guy a “random creeper.” Can you translate this womanese for me?

**TEXT #85****SHE'S A CHARMING LASS**

What sorts of things do you do when you aren't charming the pants off dreamy guys named [your name]?



## SECTION 2

# THE DAY AFTER



## TEXT # 8 4

### ATTACK OF THE COUGARS

Things got pretty wild after you left last night... some aggressive cougar grabbed my butt! And I have the handprints to prove it! –Rob, that dashing man from [venue]

## TEXT # 8 3

PO R LATINA LOVE

Hola! Encantado de concorele! Mucho gusto ;) Rob

THE DAY AFTER

**TEXT #82**  
**BAD GIRL, GOOD TEXT**

Hey badass... when you get bailed out  
of jail, hit me up

**TEXT #81**  
**UNDERSTATED AWESOME**

For lack of a more Shakespearean first text, just  
wanted to say it's Rob and enjoyed meeting you  
last night!

**TEXT #80**  
**TEXTING ANONYMOUS**

I was trying to kick my text addiction,  
but decided to relapse just for you

THE DAY AFTER

**TEXT # 79**

**WILD**

**NIGHT**

After last night we owe a large debt  
to karma. I'm a little scared.

**TEXT # 78**

**SOUL-DESTROYING FUN**

I think I sprained my soul last night



## SECTION 3

# MAKING PLANS

## TEXT # 77

### DIVE BAR MATH EQUATION

Monday night = dive bar night. You = my date. Let's get a drink later!

## TEXT # 76

### ROMANTIC EXPLORER

Come join me for a romantic adventure. Will be fun—let me know ;]

MAKING PLANS

TEXT #75

PHONE BOOK NOSTALGIA

Wow, just scrolling through my phone and realize we never met up. So tragic. Let's do something about that; what you doing later?

TEXT #74

SIMPLE DIRECTNESS

Drinks? Later?

TEXT #73

NERD LOVE FOR TWO

There's a nerdy movie I want to see, but I need a cute nerdy girl to watch it with... know any?

MAKING PLANS

**TEXT #72**  
**BACK TO THE OLD DAYS**

Let's be traditional and enjoy an old fashioned drink together

**TEXT #71**  
**THE IRON CHEF OF LOVE**

Cancel your plans tonight—I am preparing you a culinary experience that will rock your face off

**TEXT #70**  
**DELICIOUS SURPRISE**

Tonight I will plan everything. All I need to know is if you have peanut allergies... everything else will be a surprise!

**TEXT # 69**  
**COOKING UP LOVE**

Slaving over a hot oven for you lady!  
What time are you free tonight?

**TEXT # 68**  
**GIRL WITH A DOG**

How about me, you, my dog, and your  
dog go on a double date?

**TEXT # 67**  
**TAKE THE PLUNGE**

Shark week's over. It's safe to go out  
again. Meet for drinks? Later?

MAKING PLANS

TEXT # 66

MOCK GANG BANGERS

Yo gangsta, when are we gonna go on  
that crime spree?

TEXT # 65

DATE PLANNER COMPLIMENT

Will your wit and charm be making an  
appearance tonight at [venue]?



## SECTION 4

# GOLDEN RESPONSES



## TEXT # 64

### DON'T DRINK THE HATERAID

Don't. Hate.

## TEXT # 63

### INSULT

### TURNAROUND

If by inappropriate you mean utterly charming, then you're right ;]

**TEXT # 62**

**HEAR THRU THE GRAPEVINE**

Can only tell you over a glass of wine.

**TEXT # 61**

**So Much In Common**

You like (something you like)?! It's as  
if you know my soul!

**TEXT # 60**

**Good Babisms To Know**

These are good [girl's name]-isms to  
know

**TEXT # 59**  
**MISUNDERSTOOD HUMOR**

You thought I was serious. Wow. Let me explain absurdity over a strong drink...

**TEXT # 58**  
**TEXTUAL WISDOM**

Your texts are always packed with Confucius-esque wisdom

**TEXT # 57**  
**NO RESPONSE BREAKER**

You know I love shy girls and here you are acting like one!

TEXT # 56

TEXT COMPLIMENT

You know, our text convos are so good that  
100 years from now high school kids will  
study them like they now read Shakespeare

TEXT # 55

AMAZING TEXTS

Where did you learn to text like this? It's  
like you channel the ghost of Voltaire with  
your thumbs

TEXT # 54

HARD TO GET TEXT

Why you always playing hard to get lady?

GOLDEN RESPONSES

TEXT # 53  
AFTER A BOMB

On a scale from 1 to 10, that text was abysmal

TEXT # 52  
FLAKE BUSTING 101

You're sick? Here's the cure... STRONG DRINKS WITH HOT GUYS NAMED [your name]. See you at 8?

TEXT # 51  
MASS TEXT HATER

Mass texts are about as polite as punches in the face

TEXT # 50  
AFTER HILARITY

Hilarious! I wish my phone had a laugh track... that was comedy gold!

TEXT # 49  
AFTER SWEETNESS

How many other guys did you text that to? ;]

TEXT # 48  
AFTER BULLSHIT

The lady doth protest too much methinks

GOLDEN RESPONSES

TEXT # 47  
SLOW TEXTER

Is the Pony Express delivering your texts?! You take forever to respond! Don't think so much about it—just text!

TEXT # 46  
REQUEST LINE

Wear the black dress you know I love!



## SECTION 5



# GETTING SEXUAL

## TEXT #45

**SEXY COMMANDO**

Wish you were here to cuddle under a blanket, drink wine, and watch a Rambo movie

## TEXT #44

**PILLOW FIGHT CHALLENGE**

On a scale from 1 to awesome, how would you rate your pillow fighting ability?

GETTING SEXUAL

**TEXT #43**

**SHE'S SICK, YOU'RE SICKER**

You're sick? Well I'd still make out with you shamelessly. Even if you had the Ebola virus.

**TEXT #42**

**HOTNESS**

**REQUEST**

The question is “sexy lingerie?” and the answer is “yes!”

**TEXT #41**

**HOLIDAY**

**CHEER**

Tis the season to be cuddling... don't be a Grinch with your cuddles!

GETTING SEXUAL  
**TEXT #40**  
CHDDLE CALL-OUT

How good are your cuddling skills?

**TEXT #39**  
SEXY OR TRADITIONAL

Needed: Whipped cream, vodka, and a trampoline.  
It will be a night of greatness or tragedy. Orrrrrrrrr  
we can just go out to dinner ;]

**TEXT #38**  
FUNNY & SEXUAL

I just want to cradle you in my arms  
and feed you applesauce

GETTING SEXUAL  
**TEXT #37**  
NEW YEARS TRENDS

I heard making out with dreamy guys named [your name] is IN for 2012

**TEXT #36**  
OBVIOUSLY SEXUAL

Won't answer that. I prefer to have an aura of mystique surrounding me and my penis

**TEXT #35**  
CUDDLE TIME

What are you doing right now and how can we add some cuddling to that?

GETTING SEXUAL

**TEXT #34**

**BACK TO THE DAYS...**

Let's take a field trip back to the days when making out was considered "risqué"

**TEXT #33**

**MESSAGE      THERAPY**

It's 10:23 on a Monday morning and I'm in the mood to give some charming lady a message...



## SECTION 6

# SITUATIONAL

## TEXT #32

### ARRIVING TO A DATE

Just got here... look for man holding the bushel of flowers in front of the Mexican string quartet playing love ballads in your honor

## TEXT #31

### BAD DRUNK BEHAVIOR

Drunk me was misbehaving last night. My apologies for the poor behavior. Sober me gave him a stern lecture this morning and it WON'T happen again

SITUATIONAL

**T E X T # 3 0**  
**O U T O F T O U C H**

Sorry I've been MIA... working hard so we can have that house in the hills, white picket fence, and 2.5 children

**T E X T # 2 9**  
**F U N N Y N E W Y E A R S T E X T**

My New Years Resolution is to start texting in the third person. [Your name] wants to see you later for some hot magic at the [venue].

**T E X T # 2 8**  
**W O R K I N G , W I T H L O V E**

I have to work tonight but if you end up going out drinking I would like one courtesy peer pressure text.

SITUATIONAL

TEXT # 27  
WINTER DATE TEXT

The colder it gets, the better hot chocolate tastes. Meet me later for a winter wonderdate.

TEXT # 26  
BEST BIRTHDAY TEXT

It's birthday season! Act surprised when the midge-  
et pops out of the cake I sent you... my way of say-  
ing happy birfday!

TEXT # 25  
PRE-GAME TEXT

WARNING: This is the last sober text you will receive  
from me for the night. Admire the grammar, spelling,  
and punctuation while it lasts!

SITUATIONAL

**T E X T # 2 4**  
**A F T E R      M E S S I N G      U P**

What are you doing Sunday? My lackluster performance last night was intentional: it can only go up from here!

**T E X T # 2 3**  
**C H R I S T M A S      J O K E R**

I just realized how bossy the guy who sings “We Wish You a Merry Christmas” comes off. Hope he never got that figgy pudding, what a demanding prick!

**T E X T # 2 2**  
**N E W      Y E A R S      H I L A R I T Y**

Text from the future (don’t open until next year)... wanted to say Happy New Years to you before you’re bombarded with mass texts...

**TEXT #21**  
**RESPONSIBLE GIFTS**

I'm just gonna stay home for my birthday. It's my b-day gift to my liver.

**TEXT #20**  
**No Subtly at All**

Here's a hint of the gift I got you: it's hard to gift-wrap an orgasm.



## SECTION 7

# RANDOM HUMOR

## TEXT # 19

**BAD FACE HAIR DAY**

My friend just tried to convince me to grow a handlebar mustache. He was overwhelmingly unsuccessful. Do you have any feelings on mustaches?

## TEXT # 18

**OLD CREEPER COMMENTARY**

Just saw an old man on a scooter w/ kneepads checking out babes. Made my morning...

TEXT # 17  
MOCKING CORPORATE

Sweatpants to job interview = poor life decision

TEXT # 16  
BEING AN ARISTOCRAT

In the penthouse, listening to Mozart, sipping aged Scotch, thinking of you

TEXT # 15  
DISTANT MEMORIES

I was just reminded me of you.  
Wow...

**TEXT # 1 4**  
**BASED ON A TRUE STORY**

Confession: The Twilight films are  
loosely based on my life

**TEXT # 1 3**  
**FAMILY WEIRDNESS**

My grandfather just slipped me a condom.  
Our relationship went from 0 to awkward  
FAST!

**TEXT # 1 2**  
**BEST LOOKING CHILDREN**

Let's spawn some Zoolander-looking chil-  
dren together...keep your day planner open!

TEXT # 11  
R O C K S T A R S

Let's start a rock band. Can you learn  
the drums by Tuesday?

TEXT # 10  
S H O O T G U N      T E X T I N G

Is it possible to get married over text? Because  
if I have another beer, that might sound like a  
great life decision

TEXT # 9  
F E A R      O F      N I N J A S

There may or may not be a ninja in my  
room right now

**TEXT # 8****STARBUCKS MUSIC SUCKS**

The music in Starbucks makes me want to slit my wrists. Please tell me you will join me in my hatred of sappy Starbucks music!

**TEXT # 7****SATURDAY NIGHT FEVER**

Tonight you will see the greatest dance moves from a heterosexual man... OF ALL TIME

**TEXT # 6****FUNNY SELF-DEPRECATING**

Actually, you don't want to see me.... I reached an all time low drinking 4loco out of a Gatorade bottle

**TEXT # 5**  
**HOLD ON TO THAT FEELING**

Please tell me you haven't stopped  
believing per the advice of Journey

**TEXT # 4**  
**DAYDREAMS OF HER**

Ahh, bored at work. Would much rather be wrestling alligators with you

**TEXT # 3**  
**COFFEE ADDICT**

I need Starbucks rehab. 3 times today, and  
I'm STILL craving some vente love...

TEXT # 2

BREAKFAST OF CHAMPS

Just ate a pancake that changed my life

TEXT # 1

THUMB LOVE

Texting you makes my thumbs happy