

LOVE HYPNOSIS



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Introduction

This guide will teach you how to generate the feelings commonly referred to as *love* in another human. This won't involve witchcraft or magic spells. It also won't depend on luck or applying any numbers games. The truth is that if you can get somebody to meet with you for a cup of coffee, you can get them to fall in love with you. This may sound far-fetched. You may have purchased books like these before, with seductive titles like, *Make Anybody Fall in Love with You in Three Seconds*, only to find them filled with vague advice like, "Be authentic," or "express your true self." While being authentic and expressing your true self sound good in theory, they are too ambiguous to do any good. It's about as helpful as a basketball coach telling his team, "Score more points than the other team." But if you stick with me, if you manage to make it through this guide and all the ideas and skills it contains, you will be able to make people fall in love with you. Which people?

Strangers

These will be the easiest people to get to fall in love with you. Why? To every single stranger on Earth, you are a blank slate. They know nothing of your personality, nothing of your strengths and weaknesses. This means you can create any idea about yourself in their mind that you wish.

Lost Love

Titles and courses that involve secret tricks on how to get your ex back are common. This is so because of simple market dynamics. The more demand there is, the more products there will be to satisfy that demand. Psychologists and social scientists tell us the biggest motivating factor in humans is trying to retrieve something that we'd lost. When Coca Cola made the silly decision to change their formula to New Coke, they nearly went out of business. They didn't anticipate that this would be seen as a treasonous act by their loyal customers, all of whom liked very much what is now called "Classic Coke." People had their

Coke, and Coke took it away. When people are in love, the most wonderful feeling we silly humans will ever feel, and it is lost, we will do anything to get it back. The market for how to make this happen is huge, and it will never not be huge. People fall in love all the time. People lose love all the time. And people that lose love will always be willing to do anything to get that love back. If you are in this position, this guide will help you achieve that. But understand it won't be easy. It won't be as simple as memorizing a few magic words, or saying that "one thing" that will change their mind. If you really *are* willing to do anything, the techniques in this guide will help you get them back.

Existing Relationships

If you are in a relationship that has lost its spark, this guide will help you fire it up again. You'll learn some simple conversational strategies that will turn your partner into an unstoppable lust machine. To feel like they've slipped through a crack in the time-space continuum and have landed smack dab in the middle of a romance movie.

Seriously?

Yes, seriously. But it won't be simple. There are no magic tricks. You can rebuild an engine if you know how. But it takes time and effort. You can learn to play beautiful music on the piano if you have enough desire and patience. You can get a six pack if you have enough desire and patience. There is little you cannot do without sufficient desire and patience. Creating love in another is no different. You first need to learn how. To understand the skills required. Then you need to be willing to practice the skills until you can use them conversationally. Just as nobody can rebuild an engine after watching one video on YouTube, or play the piano after glancing at the notes once, you cannot create love simply by reading how it's done. You need to understand how it's done. You need to practice the skills until you are proficient. Once you've done this, you can create love in nearly anybody.

One Caveat

Why nearly anybody? The only thing that will stop you from creating love in your target is if they are already madly in love with somebody else. But even then, it is possible. You'll just have your work cut out for you. And you must really believe, deep in your heart, that all is fair in love and war.

How Is This Possible?

We will be looking at love from purely a biological and scientific standpoint. Human emotions are wonderful and potentially very confusing. But looked at from an outside perspective, they are surprisingly easy to understand. The same types of stories have elicited the same emotions in people for thousands of years. The same types of chord progressions continue to elicit the same feelings in people across the globe. All we are doing is taking this to the personal level. Movies, stories, and plays are designed to elicit a set of common emotions in the viewers. What you will be doing is the very same thing, but instead of creating the same general emotions in groups of people, you will be creating very strong, and very specific emotions in one person. (Or one person at a time).

Common Learning

Every human has the experience of learning something to the point of unconscious competence. Tying your shoes, walking, riding a bicycle, driving a car, reading, playing an instrument, or many other technical skills. Once upon a time you didn't know that skill existed. Then you started to learn that skill. Pretty soon you got pretty good. Finally, you crossed the threshold into unconscious competence. When you can ride your bike without thinking while checking your texts. Highway hypnosis would be impossible if the clear majority of people weren't able to turn off their brains when they got behind the wheel. It's even possible (and just to prove to yourself it is, you might want to do this) to learn how to juggle well enough to carry on a conversation, or even watch your favorite TV show. While you probably don't know how to juggle well enough to do this now, you also don't believe it's impossible. You have plenty of experience learning how to do things, juggling is just one more thing you are no doubt positive you could learn how to do.

Uncommon Learning

There is another kind of learning, the kind we will be learning here. And that is how to take something that you already do unconsciously, and elevate it up to the conscious level. Once it is at the conscious level, we will be looking at it in great detail. We will be fine tuning it and improving it. Then you will be practicing this until it is back down at the unconscious level. Few people experience this kind of learning. But it is the precise learning that goes on when

students become proficient in martial arts. Fighting is something we do unconsciously, without thinking. However, most of us are poor fighters. To see proof of our terrible natural fighting skill, watching any fights that break out among politicians who are in a heated argument that turns physical. Punches miss. Everybody is off balance. We fight instinctively, but not very well. When one studies martial arts, you raise this to the conscious level, and then practice it until it becomes unconscious. Then when you fight instinctively, you are not an off-balance thrower of weak punches. You are a deadly killing machine. This is how you likely communicate with the opposite sex. Clumsily. With words that land as effectively as a politician's punch. Off balance. Unsure. But once you elevate your love game to the conscious level, and practice the skills you will learn in this book, you will become an unstoppable love machine. Another example is speaking. Many actors come from other countries to the United States to become movie stars. In their youth, they have thick accents (from an American's perspective) from their home countries. Yet with proper training with voice coaches, they lose their accents. They take what is natural and intuitive, raise it to the conscious level, fine tune it and practice it until it becomes unconscious again. This is what we will be doing with this guide.

At What Cost?

Economics is considered the dismal science for one very important reason. Economics forces us to ask that question nobody wants to ask: At What Cost? Yes, you can create love in nearly anybody you can have a conversation with. Yes, it will be, to them, real love that comes with all the affection and desire and everything else. But it will cost something. At the end of this chapter, there will be a form you will need to fill out and send in electronically. This is an agreement to trade your soul for the ability to generate love in everybody you meet. Just kidding! No, you won't need to sell your soul, but you will need to give something up in exchange for your ability to create real feelings of real love in strangers, your current partner, or even your ex.

How Does Love Happen?

We can look at how we describe love to understand how we feel about it on a subconscious level. George Lakoff, a student of Noam Chomsky, came up with a brilliant theory of how we humans treat intangible nouns. (Don't worry, this detour through grammar will have a very important point!). For example, we say, "I'm in a meeting." The meeting is intangible. There is no such thing as a

meeting. Sure, there's a meeting room, the table, the chairs, the people. But the actual "meeting" is a shared hallucination. A "thing" that everybody agrees exists. But when we use this imaginary thing, we use it with the preposition "in." According to Lakoff, this means we think of a meeting as a kind of a container. Or when we get into trouble, we are "in" trouble, so we think of "trouble" as a kind of container. Lakoff's idea was that whenever we use intangible nouns (things that are not real but we talk about them as if they were real) we must figure out which category they go in. We go "through" problems (problems=obstacles). We defend our theoretical "position." (argument=war). What's this got to do with love? Two things. One is we think of as love as a container. We are "in" love. But more importantly, we use the word "fall" to describe how we get from not being in that container, to being in that container. We don't "fall" into a meeting. We go to a meeting. We don't "go" to love, we fall in love. Love is something that happens unexpectedly. Completely out of our control.

Falling in Love Description

This is a basic description of what happens when we meet somebody, click with that person, and then fall in love with that person. When we first meet and click, this means we share a lot in common. It also means that the things they do naturally, we like. This makes us do things naturally. These *things* are just our own behavioral patterns. They seem to *push our buttons*, which makes us feel good, and makes us act in a certain way. When we act in that certain way, we also push their buttons. This makes them feel good, and it causes them to behave spontaneously in a way that further pushes our buttons. They act in a certain way, which makes us feel good, which makes us act in a certain way, which makes them feel good. A wonderful positive reinforcing cycle. Then we are separate from them, and think about them. They are separate from us, and thinking about us. Every time we meet, we trigger that same mutually beneficial reinforcing cycle of mutual button pushing. Then we separate, and while we are apart, we think about each other, reinforcing our affinity to each other in mind. This could take a few days, this could take a few months. But each time we are together, the cycle of mutual button pushing gets stronger and stronger. Pretty soon we agree that we are in love. When this happens naturally, spontaneously, it very much feels like we *fell* in love. We weren't expecting it to happen, it just happened. Maybe we went to a party only because they had free beer, but we ended up meeting the love of our life. There is no human experience that matches this. No pleasure can come close to falling in love with somebody that

is simultaneously falling in love with you.

The Cost

When you learn how to create love in others, you will be less likely of experiencing it happen naturally. This is something that requires serious thought. The cost for being able to create the feeling of falling in love, at will, in others, will be that it will not be spontaneously happening to you. We will learn how to create the feeling of love, in you, for somebody else, but that requires patience and dedication. The ultimate cost of learning the skills in this guide is that love will cease to be a magical gift from the gods. You will see it as a biological necessity. You will be able to create it in others, and you will be able to create it in yourself for others. Think of as the difference between winning the lottery, and creating a fortune from the sweat of your brow. Both are unique in their own respects. Most people spend their entire lives waiting for love to happen, only to have to settle. You will never, ever have that problem. In a sense, you will be giving up a fairy tale. The idea of a magical prince or princess showing up on your doorstep. For some, this is too much. They would rather spend their entire lives waiting for a miracle than learning how to create it themselves. It does take time. But with some forethought and patience, you can literally create the perfect relationship for yourself from scratch.

Layers

Of course, you don't have to go full engineer. You can choose how much of these techniques you use. For example, you may decide to let it happen up to a certain point. You may enjoy the first few months of uncertainty and heart palpitations every time your phone vibrates. Once you are sure they are the right match for you, and you for them, then you can switch from lovesick, letting it happen, to love scientist and make it happen. You can use these skills at any point during the relationship. You can even let it happen naturally and organically, up to when they are hesitant to take that final step into lifelong commitment. Then just use a couple of these techniques and they'll be yours forever. Just knowing you have these skills in your back pocket will give you much more social confidence. Most people go out and hope to get lucky. You will go out knowing you have the power to make others feel lucky for having met you. This is something in and of itself.

Mechanics

We'll start by looking from the outside in. This means going through a lot of intellectual exercises. This way, we can create the rules and ideas first, before we get inside them and start practicing the skills required. We will understand what love is and how it works from a purely biological standpoint. Don't worry, this doesn't mean you'll never get to experience the joys of love. Quite the contrary. By understanding it from an objective, outside-in view first, we'll be much better equipped to figure out the required skills to learn. Then we can learn them, practice them, fine tune them, so when we go inside, it will be much better from a subjective view. This metaphor will help understand. Eating a cake feels good. It feels good from purely subjective reasons. But we can get outside of our subjective experience and study cake making from an objective standpoint. We can learn all about baking and flavors and which flavors go together, how much sugar, what type of sugar. Then once the cake is finished, that we've studied and baked objectively, we can switch back to the subjective experience and enjoy the cake. Creating love will be the same. All the philosophy, poetry, drama and heroic journeys you now associate with the idea of love are all from an internal, subjective experience. Being able to switch from the subjective, internal experience, (internal to the situation) to an objective, outside looking experience, is an extremely valuable and versatile skill to have. Many are stuck on one or the other. They experience the emotional side, and never suspect that there is an objective way to see things. We all have known people who were in bad relationships, bad jobs, bad situations. We could easily see they were bad from the outside looking in. But from their internal viewpoint, they thought it wasn't so bad, maybe even good. One of our greatest skills, which is unfortunately also one of our greatest weaknesses as humans is our ability to deceive ourselves. No doubt this was a very useful skill to have back during the harsh times of hunters and gathers. Ignoring negative factors was often the critical thing that pushed our species forward. Unfortunately, it is common to be in situations where ignoring the negatives and continuing to push forward is the worst possible choice. Much like our never-ending hunger instinct, what served us back then can be a huge drag on our happiness today. Being able to switch out of a subjective to an objective position, measure things rationally, make better choices, and then switch back into the subjective position to implement those choices is perhaps one of the highest skills as a rational human. When studying love from a biological standpoint, it will be helpful if you aren't considering any relationship

you are currently feeling. If you are currently feeling subjective feelings of love for an individual, and you are intending to use this guide to get them to reciprocate, be careful of thinking of them when going through these ideas and exercises. Remain as objective as possible. The first part of this guide is purely scientific, it will help if you can think like a scientist and avoid any real people in your life now that give you real feelings.

Scientific Love?

Remember, this is just to understand why what works actually works. Once you are back inside the subjective experience, you will fully feel them from the subjective experience. Consider music. Certain chord progressions have certain mathematical properties. And those same chord progressions, with their certain mathematical properties evoke the same certain emotions. Music can be explained to a significant degree with mathematics. The study of the relationship between the two, one of the most subjective arts, and one of the most objective areas of science, reminds us that we are biological organisms that respond to mathematically constrained ideas. Two notes an octave apart create a certain emotional feeling, but they are also mathematically related by the ratio of their respective wavelengths. We are humans who feel human emotions. The human emotions are triggered by specific things that come in through our five senses. The light that we can see is in colors that when arranged in ways described by scientific theory can evoke wonderful feelings. The tastes that come in through our taste buds that can be described through the science of chemistry yet gives us indescribable pleasure. If that which can be described through science can evoke wonderful feelings of subjective emotions, then we can begin to understand how we can quantify such creations. Don't worry, creating love in your targets won't be nearly as scientific as these metaphors suggest. Just understand that the feelings that slowly add up to love can be created with scientific precision.

Advertising

In a sense, advertisers have known this secret trick for a while. They've mastered the "art" of presenting their products to us in a way that we just have to have them. Remember our metaphor about movies and plays and books. Mass production that elicits similar emotions in potentially millions of people. Think of a movie as simple as Disney's, "The Lion King." Millions saw it, and a not insignificant amount of people cried when they did. Yet Disney movies are about as cookie cutter as they come. Advertisers do this very same thing. They

structure a message to be delivered to the masses. The masses respond by purchasing the product. We will be doing the same thing. Only you won't be delivering your message to the masses. You will be delivering it in person, to one (or at least one at a time) very lucky person. Movie studios and advertisers take a general message and deliver it on a large scale and get a consistent, repeatable result. You will learn to take your message and deliver it in a much more targeted, much more refined way. And create much larger emotions in your target as a result. Simple Disney movies can make people laugh, cry, or both within two hours or less. You will take your message, and not only will it be targeted, but it will be spread out over days and weeks. And as a result, your target will feel deep love and passion with just as much scientific precision and accuracy.

Remember the Cake

You spend your time in your own objective space when you bake the cake. You measure the ingredients, you make sure the oven is preheated by measuring it with a thermometer. You mix the ingredients in the proper order and the proper ratios according to the recipe. You bake it for the correct time. All while wearing your science hat. But when it's time to eat it, you toss away our science hat and enjoy it. You can't bake it any more after it's out of the oven. You can't go back in time and remix it. You can't put in more sugar or less eggs. This is why when creating love, you have to very sure it is set, and set properly in your target before you enjoy it. A good idea is to read this guide completely before trying any of the techniques. Measure twice, cut once (I know, not a baking metaphor!).

General Words of Caution

If you want to make somebody hate you so much they follow you to the ends of the earth for the sole purpose of making you suffer as much as you possibly can, then make them fall in love with you and then dump them immediately after. Be sure to tell them you only wanted to make them fall in love you so you could have sex, or borrow money, or make your ex jealous. The flip side of these skills is that if you use them without consideration for the aftermath, you will get into trouble. Love is not something you can create and then just walk away from. If you create love only to satisfy your short-term interests, be warned. Whatever you think the benefits are of such an act, the consequences will certainly be far worse. Einstein famously said things should be made as simple as possible, but

not simpler. Consider applying that same advice to these skills. Use them as much as you need to create the feelings you want, but no more. Use these just enough to keep your relationship on track, and let human nature do the rest.

Structure of Learning

Before we get into the nitty gritty biological details of love, and more specifically how we can easily create that feeling in others, we need to understand how we learn. Being able to consciously create love in another person is a skill, and all skills need to be practiced. Before we even get into how we learn, so we can learn how to create love, let's make sure we understand why this is a skill that needs to be practiced, rather than a "trick" to be memorized and then used.

Congruence

Let's assume, just for a moment, that in order to make anybody fall in love with you (or re-fall in love with you) all you need to do is memorize a few magic lines and then repeat them from memory. Could this even be possible? Think of all the movies you've seen. Some of them have been good, some of them have been terrible. Some of them you might have even turned them off after only thirty minutes or so. What makes a movie good? There are basically two elements, one is the story itself. The other is how the story is presented. However, I'm sure you've seen some movies that were presented very well. Good acting, good production value, good special effects, but a really "out there" story. Yet that really "out there" story was believable. On the other hand, consider a story that was decent, but it was presented terribly. Terrible acting, terrible production value, horrible special effects. As if a bunch of acting students got a cheap camera and a laptop with Adobe After Effects and kind of made it up as they went along. Consider what makes an actor a good actor, and an actor a poor actor. The crucial element is believability. Most A-list actors have been acting for decades. When they started, they didn't have very good acting skills. As they continue throughout their career, they got better and better. From an acting standpoint, there is a lot more to being a world class actor than memorizing and repeating lines. Some of the best actors around can say very simple sentences yet make them feel incredibly powerful from an emotional standpoint. While there are many courses and books and even expensive training seminars that promise quick learning, and that all one needs is the right words, always keep the good actor vs. bad actor metaphor mind. A bad actor can take the best script and make it sound horrible. Yet the best actors can read the newspaper and make them sound compelling and emotionally powerful.

How Long?

Don't worry, you won't need decades to perfect your love generating skills. Learning how to speak one on one is much easier than presenting yourself on screen for millions of people. When you are speaking on screen, you must do all the work. As we'll learn later, creating love in others is a two-way process. You won't be talking while they sit quietly and fall in love. You will be using a very interactive process. This still does need to be learned, but you can learn it a lot more quickly than learning how to become a world class actor. Just understand it will take a bit more than memorizing and delivering a few lines.

Normal Learning for External Skills

Normal learning goes through four potential stages. (We are referring to skills, and not that boring stuff they made you learn in school.) The four stages are presented below. You likely have seen these before.

Unconscious Incompetence

This is when you suck, but you don't even know the skill exists, so you don't know that you suck. How many instruments can you name, off the top of your head? If you took some time, you might be able to come up with a couple dozen. But there are thousands of instruments around the world. Every instrument that exists that you've never heard of would represent something with which you have unconscious competence.

Conscious Incompetence

Suppose you went over to Wikipedia and checked out all the instruments of the world. Every time you read a description of a previously unknown instrument, your skills with that particular instrument would shift from unconscious incompetence to conscious incompetence. Congratulations! You've discovered a new skill that you suck at!

Conscious Competence

This is a much larger, and longer step than the previous one. This would require you hunt around online for a shop that sold that particular instrument. Then you

bought some lessons, or maybe hired a private tutor. Then you took the time to learn the notes, and a few songs. If you could play a couple songs, but needed all your concentration while doing so, you've moved into conscious competence. Most people stay at this stage for most skills.

Unconscious Competence

This is when you get so good you don't have to think about it. You currently enjoy unconscious competence with things like riding a bicycle, driving a car, cooking simple meals, and many other daily skills that most people use. If you've taken any complicated skills (like musical instruments or martial arts) to the level of unconscious competence, this is the area of "flow," where you are "in the moment" and totally immersed in your particular skill.

Learning for Internal Skills

The above is for a skill that you set out to learn, or one that you learn simply by being alive. The skills of making somebody fall in love with you are skills you are already using, and you are already using at the level of unconscious competence. All the skills involving getting people to fall in love with you are centered around your communication. Not only your words, but both your conscious and unconscious communication. How fast or slowly you speak. How you use your gestures. Your tonality and use of pausing. How you use your eye contact. All of this is part of your personality, how you act normally and naturally. What we will be doing is elevating that to the conscious level. We will look at some much more effective ways of using your communication. Then you'll practice that until it is unconscious. It will again be natural and automatic, but it will be completely different. Much more effective.

Bruce Lee and Jeet Kun Do

A useful metaphor to remember is how Bruce Lee described the learning of Jeet Kun Do. This can be used for any martial art, or any behavior that is unconscious, made conscious, refined and practiced, and made unconscious gain. Bruce Lee said that before learning Jeet Kun Do, a punch was just a punch. During Jeet Kun Do, a punch is a complicated combination of balance, energy, focus, intention and breathing. After Jeet Kun Do, a punch is just a punch. But it is a completely different punch.

Language and Communication

It takes a while to learn a martial art well enough to be able to fight and win tournaments. But this is tournaments when the other person is equally practiced. And the skills in martial arts tournaments are fast and powerful. This is going to be a horrible metaphor, but it's helpful to understand what we will be doing. Learning language and communication is much easier than learning martial arts. Communication happens much slower than martial arts. And you will be using your enhanced communication skills with somebody that has likely never thought about how they communicate. Imagine taking only a few lessons in martial arts, and then having an impromptu sparring match against somebody that has never even considered studying martial arts. Against somebody that doesn't even know martial arts exist. This will be the advantage you have against every other human out there who doesn't know that these powerful communication skills exist.

Manipulative?

Since we are comparing language to martial arts, and using examples of a skilled communicator against a normal communication, this sounds horribly manipulative. If you are even the slightest bit worried at this point, consider these ideas.

All Behavior Is Manipulative

Since we can make sounds, humans try to manipulate each other. Let's use a different word, since manipulation sounds inherently evil. Babies cry in hopes of creating a specific action in the person that hears them crying. Whenever we talk to somebody, for any reason, we are hoping they will take a certain action after hearing what we have to say. All our communication, all our behavior has an intention of altering somebody else's behavior.

Dating Is Manipulative

When you go on a first date with somebody, do you wear what you wear around the house? Do you communicate like you do to your best friends? When your date is coming to your place, do you clean it, so it looks "better" than it normally does? Whenever we meet new people, we automatically alter our behavior to give the best impression. We wear suits and expensive clothes to job

interviews. We censor ourselves and avoid dropping any f-bombs when meeting our significant other's parents for the first time. Girls wear makeup and perfume, and do everything they can to appear sweet and feminine. Guys wear nice clothes, pressed slacks and cologne, and do everything they can to appear masculine and dominant. The reason that "be yourself" is such common advice is we are rarely ourselves when meeting others for the first time.

Love Feels Good

Love is the best feeling a human can feel. These skills in this guide we teach you how to create those feelings in another human. So long as your intentions are honest, there is nothing wrong with that. You are learning communication skills to increase the positive feelings of another person. The only thing that will make these skills unethical, or immoral, or evil, is your intentions. At the end of the day, these are skills. How you use them is much more important than the skills themselves.

Even If You Never Intend to Use Them

We mentioned this before, but it bears repeating. If you still have misgivings about these as too manipulative, consider learning them just as an intellectual exercise. Many people practice martial arts and never intend to fight, even in tournaments. They practice for increased health, and increased self-confidence. And it feels good knowing that you could use them should the need ever arise. Consider these skills the same way. They will increase your self-confidence, and they will make you a much more effective and persuasive communicator. And knowing that you could use them, should the need arise, will make you feel much more resourceful in nearly every situation. And that feeling of resourcefulness and confidence may be the thing your future dream lover likes so much about you!

Two Outcomes

Targeted Love Building

You can learn these skills, and only learn them enough to make one special person fall in love with you. If you have somebody in mind, understand that will take more effort than somebody you haven't met yet. But when using these on one person, and nobody else, you won't need to learn these nearly as much. Just practice using these skills when you are with that person, and they will work like crazy. As you go through the rest of your life, you won't even need to think about these skills. Understand this is an extreme position, and we are only using it for an example. Chances are when you start using them on that one special person, and you see how they naturally and positively respond to them, you will start to use them with others without even knowing it. And the more you use them with that one special person, the more you'll continue to use them without thinking. This, of course, assumes that you only practice these in the mirror at home, or in the car, and the very first person you use them on is that one special person you intend to fall in love with. This is potentially dangerous, but not in a way you might expect. Consider all the possible people in your life now that you would like to make fall head over heels in love with you. What may happen is that once you use these skills, and see how powerful they are on that one special person, you might start to wonder if maybe you hadn't jumped the gun a little bit. Right now, you may have a special person in mind if they would only fall in love with you, that would make life perfect. But then you learn these skills well enough to actually get them to fall in love with you and you have an uncomfortable realization. If getting that one special person to fall in love with you was so easy, there are tons of other people you could have chosen. This is the hidden dangers of *one-itis*. When you have one person in mind. One person who fills your thoughts and heart. If you could only get that *one* person to fall for you, life would be perfect. But as soon as you get that one person to fall for you, you'll realize you have some very powerful skills, and you might have wasted them on the wrong person! This, of course, leads us to another end of the spectrum.

Use Them with Everybody

The other end of the spectrum is when you simply decide to make these skills

part of who you are, and how you naturally communicate. This may take longer, and like any other learned skill, you will always be able to increase your effectiveness. But you'll find that the entire world responds to you much differently than it does now. Most people you come across and interact with will enjoy your company very much. Taken to its extreme, you can practice these skills, make them part of how you naturally communicate, and then be able to experience love just like it was meant to be experienced. You will *fall* in love like everybody else. You will meet somebody that just pushes your buttons in the right way, and since you are already a powerful communicator, you will naturally push their buttons, almost without even thinking about it. Just like a punch before and after Jeet Kun Do is just a punch, but two completely different punches, falling in love before and after learning these skills will still be falling in love, but it will be an altogether different kind of love that is usually reserved for fantasy romance movies. Before learning these skill, you may need to settle like most everybody else. But after learning these skills, you can anticipate a dream-like romance with the very best of compatible lovers.

Somewhere In Between

Of course, your actual experience will lie somewhere in between. Just a few of the skills we'll learn later can be used on your boss, your friends, your family members. Only when they are carefully targeted in the right way will they create deep feelings of romantic love. If you are in sales, these skills will earn you a lot more money. If you've ever thought about public speaking, these skills will make you in demand, and potentially capable of charging several thousand dollars a speech. In such uncertain economic times as these, effective communication skills that allow you to move the emotions of your listeners at will is a very useful skill to have. You can use these on any job interview and convince the hiring manager that you are the best choice among all the candidates, regardless of your education or work experience. Most people hope and pray for luck. Salespeople hope customers will buy. Job applicants hope they'll get hired. First daters hope the other person will like them. New employees hope their colleagues will like them. In most situations with new people, most people simply cross their fingers and hope for the best. If you make the decision to learn and practice the skills in this guide, you will never need to hope again. You will know exactly how to get your new colleagues to like you. You will have no doubt that you will get a job offer. You will have zero anxiety whether your first date will want a second date or not.

Power of Communication

Communication is far more than words. Humans invented spoken language between 60,000 and 200,000 years ago. Yet we've been communicating far longer than that. The words we use are just the surface structure. Beneath the words are powerful emotions. When you understand how to move those emotions, by using the fullness of your communication skills, never again will you look at a situation the same way. Never again will you wonder what people really mean. Simply by focusing on your own non-verbal communication, you will open yourself up to that of others. This will allow you to develop a deep congruence that is far more seductive and compelling than any words can be. What you are on the verge of discovering is something few know exist, let alone know how to use effectively.

Why the Build Up?

Later, when we get to the actual practice, and how to use them, it is going to feel a bit goofy. The first time you use these on other people, you will feel strange. For this reason, many people that are exposed to these skills never cross the threshold from intellectual understanding to real world practice. But, make a commitment to cross that threshold. Keep in mind what these skills will do for you once you make the commitment to practice them. More money, more love, more friends, and a much better and rewarding life. Isn't that worth a few feelings of awkwardness in front of strangers whom you'll never meet again?

Engineering What's Natural

It's likely it still seems odd, deceptive, manipulative and even like cheating to take something as natural and spontaneous as love (remember, we "fall" in love) and create it from scratch like a mad scientist in a lab. The story of Frankenstein's monster is a metaphor that intends to teach us that there are certain things that science simply should stay away from. That if even if we can use science to create that which should happen naturally, doesn't mean that we should. Indeed, we should keep Frankenstein's monster in mind if you are intending to create love for only your own short-term interests. Just remember to only create as much love as you need to cement or enhance the relationship, no more. But let's go over some naturally occurring emotions and see how often they are created artificially. Hopefully a pattern will emerge, one that can help you feel more confident not only in your abilities, but in the ethical appropriateness of them.

Natural Fears

Humans are programmed with natural fears to keep us from doing things that are dangerous. If we had to stop and inspect the situation every time we heard a loud and angry noise (like a growling bear) we wouldn't have survived. Because we instantly feel the powerful "fight or flight" response when we hear an animal growling, we run away (flight) and survive. Our fears are out of our control and they give us a burst of energy needed to make it to safety. Our fear response (to run away) needs to be strong enough so we can live long enough to pass on those "run away first and wonder why later" genes to our offspring. Plenty of things cause us fear.

Artificial Fear

If you like horror movies, it's because they give us that same shock of fear. That adrenaline that is like a drug. But at the same time, we know it's a movie, so we can feel the fear without being in any danger. Even if you don't like horror movies, plenty of action and thriller movies are specifically designed to elicit that same "fight or flight" response.

Natural Desires

Fears are simple because they don't need to be complex. All they need to do is to motivate us to run away quickly. We don't need to know the details. But our desires are the opposite. They cause us to act in a way that gets us closer to that which creates the desire. The desire can be purely instinctive, completely conscious and rational, or a mix of both. Generally speaking, desires are not as immediate as fear, so we can have the luxury of time as we approach them physically or metaphorically.

Food

Perhaps the most common desire that we feel regularly is food. Smells, sights, even verbal descriptions can cause us to feel hungry when we weren't only a few minutes ago. Our mind-body systems were designed to thrive in a much harsher environment than one in which we currently live. This means that nearly all the food we experience is artificial according to our ancient hunter-gatherer instincts. Being able to eat a meal comprised of food and spices that have been delivered from various parts of the world has only been possible in the past few hundred years. This seems normal, almost too silly to use as an example. But our hunger instinct, which was created over millions of years (before we were even human) is now responding to an invention of recent modern society. By using advanced science and technology, we can create our instinctive food cravings in ways that were impossible only a few hundred years ago.

Food Metaphors

We have plenty of artificial flavors and sweeteners. Romantic movies without a lot of depth are metaphorically likened to these artificial sweeteners. It's sweet, but it's a fake sweet. This generally means that while the movie does create certain emotions, we know that it is not a realistic situation. The situation causing our emotions are clearly fake. But there are plenty of movies, plays and stories that are considered tragedies, and are considered classics. Romeo and Juliet was written 1597, yet today it still causes those same primal emotions. Highly skilled chefs know how to combine ingredients in powerful combinations. They are not artificial. They are very real, and they are very powerful to our taste buds. Whether you use your language and communication to create the false sweetness found in teenage tearjerkers or the real lasting emotions found in classics such as Romeo and Juliet is wholly up to you.

Hero's Journey Stories

Many stories follow the familiar structure of the hero's journey. Without going into too much detail, we love these stories because they mirror our lives on a deep and subconscious level, as well as a conscious and familiar level. Hero's Journey stories start out with the hero as an orphan of some kind. Then he gets forced (usually forced, sometimes the hero chooses to go according to his own volition) onto a journey. The first part is when he makes new friends, finds out what's going on, and who the bad guy is that he must fight. The story ends with him and his buddies fighting and defeating the monster. Even in dramas without any real monsters, or with the monsters as internal demons, it usually follows the same structure. We love and resonate with these movies because we go through the same process many times in our lives. We feel alone (the orphan stage) and we've got to struggle to find out what to do. Then we find a big obstacle to overcome (the monster) and we do everything we can to defeat it.

We Crave Emotional Movement

We humans love movies that take us through those emotions. Even though we know the movies are "fake," the emotions are real. We see the same movies over and over because of this. We listen to the same songs over and over again. They allow us to feel the real emotional feelings of heartache and loss without actually having to experience it for real. We know those exquisite meals we allow ourselves to enjoy on occasion are carefully put together with the unique skills of a practiced chef, that it is nothing we could find in the grocery store or even prepare ourselves. Yet the pleasure they give us is real. Producers, directors, writers, actors, they put together projects with intense conscious effort and rational planning. But the result is emotionally moving. That it is a completely artificial creation is not important. The emotions are real. We want those emotions. We crave those emotions. We need those emotions. Stories and music is so popular because our daily routines simply do not give us the emotions we crave.

One Final Plea

This is for that part of you that still believes love should happen naturally and spontaneously. If that is so, why do you ever dress up when you go out? If it is spontaneous and organic, should you not wear your jeans and t-shirts? Should they not fall in love with the "real you," and not your best representation of

yourself? Consider that augmenting your language and non-verbal communication to enhance those feelings of love in others is merely an extension of walking with purposely erect posture, or consciously withholding f-bombs when you speak. It is no different than the all the efforts put into the billion-dollar year movie industry to give us those wonderful emotions we so crave.

The Meaning of Love

We're getting closer. Yes, this seems like a very circuitous route to take to create love, especially if you are currently heartbroken after being unceremoniously dumped, or are suffering from one-itis. But love is the most powerful emotion on this Earth, and to create it effectively, we need to understand it completely. To do so, we will endeavor to understand it from as logical and objective standpoint as we can. Once we understand it, we will understand how to create it, and slowly take our objective knowledge and move it to the subjective realm.

Biological Love

If we move outside of a human relationship, outside of our human subjective memory of love of any kind, then love is easy to understand. When atoms decide to share electrons, they cease being atoms and become a molecule. The outer electrons are valence electrons and depending on the availability and need, certain atoms are much more likely to get together with other atoms. We can think of love metaphorically as the same thing. One of our unique selling points as humans is that we have very big brains for our size. A large proportion of our body weight, and a large proportion of our energy use, compared to other mammals is our brain. But what is more significant for our interests here is that we can't be born anywhere near fully formed. Most mammals spend a much less percentage of their time as infants. Humans, on the other hand, need to spend several years as infants and adolescents wholly dependent on the adults around us. We still have plenty of developing to do, both physically and mentally after we are born. If we were born as "fully formed" as other mammals, our hips would have to be much wider and we wouldn't be able to walk upright. What this means to us is that love can be thought of as an instinct to stay together as father and mother as soon as a child is born. Women have developed a "sixth sense" for men who will likely be good fathers and stick around. Mother Nature has also developed an instinct that seems to be triggered in men once a child is born. Evolutionary psychologists tell us this is the reason behind the *seven-year itch*. The natural bonding energy between man and women seems to last just long enough for a child to be able to fend for him or herself, at least in the age of hunter-gathers, when our instincts were created.

Love Is Efficient

In the harsh days of hunter-gathers, those ancient humans who didn't feel love for one another tended not to survive. This presents a puzzle. Let's say you are Mother Nature, and you need to come up with some instincts to make sure man and woman will stay together once a child is born. Or more importantly, your job is to come up with a set of rules that will ensure that any child will live long enough to survive and create another child in adulthood. What rules would you give to both man and woman? This is not a simple problem. Different primates have different rules. Chimpanzees, for example, solve this problem by the female proclaiming to everybody when she is in estrus. This means every male gets a turn. So later, when she's got a kid, all the adult males have a belief that the kid may be his, and this belief keeps him from killing it. Human females, on the other hand, are very secretive when they are in estrus. Knowing this, what kind of rules should we give to humans to make sure any children will live long enough to reproduce themselves? Also difficult is that women don't even know themselves they are pregnant for at least another month. One way to solve this would be to make sure that the woman has certain "feelings" for the man before she has sex. This would ensure he has a high chance of staying around. To make double sure, another rule we could give to humans would be that any man who has sex with a woman will feel strong "feelings" for her, and only her. Let's review these two rules. A woman won't sleep with a male until she has strong feelings which are a signal that lets her know he's the type to stick around. The second rule is to make the man have certain feelings for her after they have sex. Remember, neither man nor woman would know she's pregnant until at least a month later. So, these feelings must be very strong. To make triple sure, let's make sure the man's feelings for the woman skyrocket once the baby comes. Why only for him? He's the one that's got to do all the work to go out and hunt for food and provide for his new wife. She's just given birth, and for the next few years, she's pretty much chained to her new responsibility. Her feeling shift to the baby, and his feelings multiply for her, and for the baby, significantly. These "rules" would give any child a strong chance of living long enough to have babies of his own.

Summary of Instinctive Love

To ensure the survival of our species, we can define love as that strong attractive force between man and woman that must exist in her before they have sex, and at the very least, exist in him after they have sex. This force of attraction must be strong enough to keep them together until they both know she is pregnant. Once

it is obvious to the both of them, the feeling of love within the man for the woman has to be strong enough to last at least seven years. The ancient people who had these naturally occurring emotions were capable of surviving, simply because these emotions kept babies alive long enough to live into adulthood and produce babies on their own. These feelings are instinctive, and not conscious. They happen automatically. They are feelings of attraction, which makes them want to be together. In our natural state a woman must feel strong enough emotions for a man before having sex with him, and the man must feel strong emotions as a result of sleeping with her. At this point, we are just describing the basic instinctive requirements of how our love instinct evolved. None of this is a recommendation (e.g. concluding that a man won't love you until you sleep with him is false). Remember, we are first intending to understand our instincts, so we can later figure out how to reproduce them, much like movies make us feel like we are in love (briefly), when we really aren't.

Love Is an Attractive Instinct

At this point, we can define love as an attractive instinct. It must exist in the woman before she is willing to have sex with a man. And it will exist in a man after he has sex with a woman. The strength of it will increase when a child is born. So, at this point, we can say that love is an attractive instinct, whose strength is not fixed. It can get stronger, as in the case within a man after sex and after the child is born. It can get weaker, as the child gets older and is less dependent on the parents.

What Causes Love?

According to our purely logical and distant treatment of love, it seems to be present in women, and it is likely present in men, before sex happens. This may seem obvious, it may not, but we need to take this idea apart to be sure. Remember that love needs to be present in a woman before she sleeps with a man. This is so she can be relatively sure he will stick around. Women are not biologically programmed to naturally feel a desire to have sex with a man without first feeling love. And men need to feel love after having sex, so they will be around long enough to see the child born, and feel the compulsion to stay around for several years. But does a man feel love before having sex? Let's imagine the case where he does not. Remember, women must feel love before having sex with a man. Is it likely that a woman would feel love for a man, but the man not feel a reciprocal feeling? It is possible, but not likely. Love needs to

develop, and it needs to develop in the woman before she has sex. It's hard to imagine a scenario where a woman will develop feelings of love for a man, but the man not feel any reciprocal feelings. It certainly can happen, we all know the feeling of one-itis. It's easy to imagine that there were a few ancient cave-women who had one-itis for a caveman, and the caveman took advantage of her, but was this the norm, or was it an exception? It doesn't seem that a genetic trait of falling in love with a man who didn't reciprocate would be much of an evolutionary advantage. In fact, if we imagine two groups of women, one who demanded reciprocal love and one who didn't, who do you think would produce the most successful offspring, over time? It would seem that a larger proportion of the non-reciprocal caveman lovers would be the "love-'em and leave-'em" type. And one thing that is true about evolution is that even a minuscule advantage will tend to win out over time. Let's look at some math, just to be sure. Let's suppose we have two groups of a hundred cave women. Group one requires a certain feeling of reciprocal love before having sex. Group two will have sex if they feel one-itis, or non-reciprocal love. If only a small percentage of group two are left raising a child on her own, evolution will eventually prefer the first group, who requires reciprocal love, as it that arrangement (reciprocal love) gives offspring of reciprocal lovers a slightly higher chance of survival.

Seriously Dude?

Yes, that was a lot of cerebral thinking. But understand what we just uncovered. That even in ancient cave people, love was likely something that needed to exist *before* sex happened. This means love was created in both males and females, by both males and females, with non-sexual behavior. We can safely say that love was created in ancient humans through non-sexual behaviors, and enhanced by sexual behaviors, and further enhanced by the arrival of children. This is good news. This is fantastic news. Now all we need to do is reverse engineer what those ancient non-sexual behaviors (e.g. communication and social behavior) were, so we can then reproduce it, at will, in our own lives.

Non-Verbal Creation of Love

So far, we've come up with an idea that love must exist before couples decide to get together, from a purely biological and instinctive standpoint. Now we'll try and figure out under what conditions those non-sexual interactions and communications happened. In understanding how men and women interacted, we'll be better to understand the scenario under which love was most likely to spontaneously arise in our ancestors. Keep in mind our over-arching goal. To understand as specifically as we can how those feelings of love were most likely to happen, so we can recreate that at will in our own lives. Luckily, a lot of research has been done on what those ancient societies may have been like, and some of the results are pretty interesting.

Sexual Division of Labor

It's commonly understood by many that our ancestors were hunter-gatherers. But what's not really understood is who did what, and more importantly what those implications were for our species. Think of your favorite mammal, or even your favorite animal. One of our distinctive behaviors that separates us from every other living creature is how we get our food. Whatever animal you just thought of, when the males and females go looking for food, whatever food your favorite animal happens to eat, both males and females look for the same kind. Male and female birds look for the same types of worms in the same types of places. Male and female antelope eat the same type of grass in the same areas, usually in close proximity to each other. Male and female wolves hunt for the same small animals in the same places. Humans, for whatever reason, split up the type of food males and females get. In our ancient ancestors, men hunted, and women gathered. This meant that there was a clear sexual division of labor, with each gender getting a different type of food. Men hunted, and brought back protein and fat. Women gathered and collected fiber, occasional fruit, and complex carbohydrates. This has a lot of implications, and some of them are clearly visible today in the differences between men and women. We can understand these differences in imagining the day to day labor that men and women did for hundreds of thousands of years before the invention of agriculture. Men hunted, so what does this mean? They usually walked silently, so as not to scare away any potential prey. They tended to look far off into the distance with a very small field of vision. When they did see a potential kill up in the distance, the more

they could silently strategize with one another to sneak up on the animal, surround it and kill it, the better. Imagine the daily labor of women, on the other hand. They had no need to be silent. They talked and gossiped (we'll see later why this is a very important element in tribal cohesion) while looking for roots, and watching over the children. As a result, women have a much larger field of vision, and a much shorter range of vision. Men have a much longer range, but a much narrower field of vision. Men rarely talk, while women always talk. The role of gossip is particularly interesting. The women would gossip about who was doing what, what men were going after which women, *etc.* The men, when they would later come home, would learn the latest dirt (indirectly) about all their hunting partners. And they all knew that they all knew. Scientists believe it was this division of labor in finding food that allowed humans to live in a lot wider range of locations. If you are a chimp, and all you can eat are bananas, then you can only live where bananas grow. But if you are a human, and half the tribe is always collecting fibrous roots, nuts, and occasional fruit, while the men are out hunting for protein and fat, then you can live in twice as many places. Humans are omnivores, meaning we can eat anything. If there were plenty of animals, but not roots, we were fine. If there were plenty of roots, but no animals, we were fine.

Most Important Takeaway

The most important thing to understand about this ancient lifestyle is what it means to fall in love. The young men and the young women who were falling in love did so during this common scenario. The men would go hunting, often for days at a time. While young lovers were going about their daily labor (men hunting and women gathering) they were apart from one another. Whenever they got together, there was likely very little time to be alone together. One of the things we associate with modern society that absolutely didn't exist back then was personal privacy. Everybody did everything together. What does this mean for falling in love? That most of the time, young lovers were not in contact. When they were in contact, they were always surrounded by other people. It is very likely that love developed without the would-be lovers ever being alone together. If they ever did have time to be alone, it was likely very rare and short lived.

Implications

Let's review so we don't miss anything. People needed to feel strong feelings

(what we can call love) for each other before having sex. That love was developed under an environment where any would-be-lovers were separated much more than they were together in a group setting. Imagine what it would be like for a young man and a young woman, who were falling in love. Since they didn't spend any "alone time" most of their ideas about the other person came from their peers. All the older women would give the young would-be lover advice about her potential beau. The young man would carry his thoughts about his potential wife in his mind. We can safely say that the idea of love is based on the idea each has of the other. An idea held in mind while the actual person was not present. This is very important. The idea is that love developed when the young couple was separated. When they were not alone and not speaking to one another. When their actual time together was very scarce.

Mutual One-Itis

This may be accurately described as a mutual one-itis for one another. One-itis is a common enough term, but let's explain it so there are no misunderstandings. One-itis is when one person likes or loves another person, but they don't really know that other person. It's usually described as falling in love with an *ideal* rather than the real person, and as such, it's usually frowned upon. But this is precisely what love was, when it happened spontaneously in primitive society. A mutual one-itis. Each person started having feelings for one another, and those feelings were not based on any actual understanding of the other person. Only a small amount of actual interactivity, usually when other people were around. But most of the time they were apart.

Love Ingredients

We might describe the three main components of love. Interaction in a group setting, with very rare interactions in a one on one setting. But most of the time, love developed when the two lovers are nowhere near each other. The female lover thinks of her man while she's gathering with the rest of the woman. The male lover thinks of his girl while he's hunting with the other men.

Absence Makes the Heart Grow Fonder

This is a common truism, and now we can see just how true it really is. At this point, we need to bring up the idea of *instinct mismatch*. Hunger is the easiest example. Back in the days of hunter-gatherers, always being hungry was a

benefit, since food was hard to come by. Having more hunger meant you were more motivated to always be looking for food. Being hungry was a very useful evolutionary benefit. Today is a different story. Always being hungry will either make us obese or frustrated. What helped us back in the days of hunter-gathers gets in the way today. Think of the natural development of love the same way. We are hard wired to fall in love in an environment where we rarely see the object of our affection. Today, it's nearly impossible to not contact the object of your desire. But just like our hunger that doesn't help us today, because there is so much food available, our desire to be in contact with the object of our desire is equally dangerous. Just like hunger, that desire which helped love grow in the past, since we were forced by our environment to always be apart, is what often kills love before it even begins in the modern world, when we are never out of reach.

Biggest Takeaway

Now we have our first required ingredient necessary to engineer love in our targets. And that is we must be away from them, and out of touch, more than their availability suggests. Just like being slim and healthy requires eating much less than we want to. We can further understand that love must grow in the mind of our targets in our absence. It cannot be created with us present, in fact, our presence is the one thing that may keep it from growing.

Mutual One-Itis

If this really is an accurate description of love, which it does seem to be, let's explore this a little bit more and see if it fits into our understanding of known human biases and thinking patterns. Let's imagine a young couple, both suffering from mutual one-itis. They can't get their minds off each other when they are apart, but when they are together, they both feel awkward and insecure. Each one, in their own mind, want very much to get together with the object of their desire, but they each, in their own mind, have doubts. They worry that they might have feelings that aren't reciprocated. What if they explain how they feel, and they are wrong, and their misunderstanding is exposed to the whole tribe! Their friends are all subtly trying to push and engineer them together. But at the same time, their friends feel they shouldn't push too much, recalling their own experiences. Remember, back then, falling in love was a once in a lifetime experience. This should feel very familiar. This is the common feeling amongst awkward high schoolers who stumble their way into their first relationship. These ideas are also very common themes in plenty of romance movies.

One-Itis and Perception

We all have experience with the "red car" scenario. That is, we buy a red car, and suddenly we see all the red cars around. Or we buy a green shirt and we suddenly notice how many people are wearing green shirts. This happens because there is a massive difference in the things we are consciously aware of, and the actual amount of information hitting our senses. For purely economic reasons, our conscious brains simply cannot process all the information hitting our senses. Mother Nature has developed a clever system for us. We will always be alerted to things that are dangerous. Snakes, tigers, loud noises, angry people. These are like our factory settings. When we are humming along and enjoying our day, our pre-conscious processor is always on high alert for this factory-set danger signals. This is why we jump at shadows, and are naturally afraid of snakes and other creepy-crawlies. But we also have a little bit of programmability. Our pre-conscious processor is capable of being on alert for things that aren't genetically programmed, but are very important to us. Our name is one of these. Money is another. Since money is very important to us, our eyes are naturally drawn to any money that we might find on the sidewalk. But if you moved to a foreign country, it wouldn't take long for your pre-conscious

processor to "re-calibrated" itself to the local currency. This is something that you've never seen before, but in a very short amount of time, seeing that foreign currency laying on the sidewalk would give you that same, "found money" feeling. When we are in love or "mutual one-itis" we are on high alert for not only the presence of our love interest, but discussions about them.

Confirmation Bias

This is something that generally gets a bad rap, but it's something that was very helpful back in the days of hunter gathers. Confirmation bias simply means sorting through all the data that is hitting your senses, and only seeing or recognizing the information that is congruent with our beliefs. This is how we choose our friends, and this is how we choose the types of news we consume. This is also the reason behind the common statement, "You see what you believe." What does this have to do with love? If you were to look at somebody you didn't know, you would see certain things they did and give those things certain meanings. If you saw somebody who belonged to a different political party, then those same things might be "proof" of their evil-ness. A completely neutral person who was in line in front of you would cause you to feel neutral feelings. But somebody who was wearing a certain piece of clothing which represented a political ideology you disagree with would cause those same behaviors to give you a much different feeling. But when you see the object of your desire, everything they do is perfect. The way the walk, the way the talk, the way the hold their silverware, it's all seen through the lens of one-itis. What this means that even when the object of our desire is within sight, we still see them through our imaginary perception of them.

Chicken or The Egg

Think back to your first grade-school crush. There was a time before you had a crush on that person, and there was a time after you "noticed feelings" for that person. This is sometimes describing as "first noticing them," when you "didn't notice them" before. The question is, which came first? Did you notice them in a certain way, develop feelings, and you started to notice them more and more? Did the feelings for them come first, and then you started noticing them? Or did you watch them for one reason or another, and then develop feelings?

Sexual Theory of Evolution

When Darwin came up with his theory of evolution, there were two parts. One was that different species evolved because of survival advantages. Animals that could see better could survive and reproduce faster than animals that couldn't see well. Ancient pre-humans that were better at finding food tended to pass on more genes (over time) than those who weren't as skilled in getting food. This is the common way evolution is talked about. But the other half, the sexual half, is much more interesting. Think of two ancient pre-humans, both equal in every way, save one. They had the same eyesight, they could hunt equally well, they were equally strong, but there was one crucial difference. One of the cavemen was much better at getting cave girls to fall in love and have sex with him than the other. This would create a much faster evolutionary change than any survival benefits. Let's consider some math. Let's say they each have three kids. But one caveman is a slightly better hunter than the other. This would mean that his three kids would have a slightly better chance of surviving than the other guy's kids. Let's say that on average, 2.9 of the non-hunter's kids survived, while 3.0 of the hunter's kids survived. Given enough time, the hunter's genes would slowly take over the gene pool. It would likely take thousands of generations, but it would happen. Now let's consider two equal hunters, but one was a stone-cold player, while the other was an average seducer of cave-women. The player would have many more kids. He would even be having kids in secret with some of the average cavemen's wife on the sly. This means that genes for the player would propagate *much faster* than any survival benefit genes. This is how Darwin could explain why the animals on the Galapagos Islands were much different than on the mainland after only being separated by a few thousand years. Genes that are based on sexual selection, and not survival selection, can take off in unexpected directions. For humans, this means much of our unconscious and non-verbal behavior. So, when we cross the threshold from "not noticing" somebody to "noticing" somebody, there are likely plenty of interactive variables. We noticed them, they noticed us noticing them, we noticed them noticing us noticing them, *etc.* All of this happens subconsciously. From our conscious perspective, this shows up as one day just "having feelings" for somebody. But the overall process is much deeper and much more complicated.

Tribal Size

Most tribes were large, around two to three hundred people. This meant that any lovers that were in the "pre-sexual" and "noticing each other stage" were usually separated. Also recall that while the men were out hunting, the women were gossiping. Then the women would tell their men all the latest gossip when they

came home. This meant that even when the tribe was together, there was a lot of distance between the two would be lovers, and it usually took place with a lot of "social buzz" about current tribal events.

Love Ingredients - Ancient Tribe

Now we're ready to start putting together the ingredients needed to create the feeling of love. Or rather, the situation that made the spontaneous creation of love probable. Once we understand what was most likely required in ancient times, which is when our instincts were programmed, we can then see about how to best recreate those situations in modern times.

Separation

Love seems to happen while the lovers are apart from one another. They must have some idea of each other, and they have to think about each other when they are apart. This could potentially happen in three ways. The first would be the girl notices the guy, but he doesn't quite notice her. Then when he's gone for the day, or for days, she thinks about him. The more she thinks about him, the more she wonders why she can't get him out of her mind. Pretty soon those thoughts about him shift from being neutral thoughts, to being affectionate thoughts. Eventually she'll see him again, and she'll look at him with a slightly different combination of non-verbal body language. She's now thinking of him in affectionate ways, and this comes across unconsciously in the way she acts around him. This makes him notice her when he didn't notice her before. Then they are separate again, but this time he starts to think about her a little differently. Perhaps he noticed she was acting "goofy" around him, but he didn't know why. As he hunts all day, or for several days, with the other men, he can't get her out of his mind. These thoughts then shift from neutral to affectionate. Meanwhile, her thoughts are becoming more affectionate. Eventually they see each other again, and now their mutual one-itis is complete. He knows (or suspects or is told by his elders) that she likes him. He also likes her. However long this continues, every time they separate, their mutual feelings grow until it is obvious to everybody. Finally, they get together and the tribe now has one more happy family. The second way this can happen is the opposite. He is the one that starts having feelings for her. Then he looks at her differently, which makes her notice him. Then she thinks about him while he's away, and likely talks about him with her female friends. This builds up her desire for him and we get the same result: Mutual one-itis. The final possibility is it happens simultaneously. Maybe they bump into each other, physically, and think about each other while they are apart. But no matter which of the three cases, it all requires they be apart to have time to "convince

themselves" of the feeling of love. Of course, the phrase, "convince themselves" isn't quite accurate. Love happens, or it seems to happen, spontaneously. But it seems to happen while the would-be lovers are separated, and thinking of each other.

Scarcity

The separation creates a feeling of scarcity. Humans want what we can't have. Or rather, all else equal, the scarcer something is, the more we want it. The period of separation is when both parties are thinking of each other, but do not have access to each other. Their physical presence, from each other's standpoint, is very scarce. Not only is it scarce, but it is unpredictable. Hunters don't know when they are going to return. If they get lucky and bag a woolly mammoth before lunch, they come home early. But if they get skunked and have to chase a heard of zebras for a couple days, they might not be back for a week. So not only is scarcity required, it's scarcity coupled with an unknown return.

Uncertainty

We can separate this part out as a separate requirement. Both would-be lovers have no idea when they will see each other again. Even when the hunters return, they are a large tribe, and the two young lovers might not have a chance to even be near each other.

The Feeling

Each must have an affectionate feeling for each other. This can start out as a neutral feeling, but it must turn into an affectionate feeling. This affectionate feeling will come across on how they act around each other. More lingering eye contact, more open body language. Both the feeling and the resulting unconscious body language are a necessary requirement.

Social Approval

While it's common in modern times to fall in love despite not having any social approval, it's actually a very rare case. When we force ourselves to see love as an instinct that was created during our long hunter gatherer period, it would seem that not having social approval yet still getting together and having a child would be very rare. So, we'll assume that in most of cases, the couple had social

approval from their peers. The men, the peers of the male, approved of the female. The women, the peers of the female, approved of the male. This social approval likely enhanced the transition from a neutral feeling to an affectionate feeling. Just to make sure, let's assume two tribes, with two different social approval genes. One tribe didn't really care who hooked up with whom. The second tribe made sure that everybody that hooked up was approved by most of their peers. It's not difficult to see that children of the second tribe would have a higher probability of surviving than the children of the first tribe. Since the children of the second tribe were born of approved unions, they would be more likely to be cared for with enthusiasm than children in the first tribe. We can therefore assume that social approval, while not necessary, will definitely enhance any feelings of affection.

Time

The last ingredient is time. Love is a feeling that needs to grow in the minds of the lovers. It is not something that happened quickly. Again, we can imagine two tribes. The first tribe fell in love (and had sex and made babies) at the drop of hat. The second tribe had a much lengthier "falling in love" process. It's easy to see how children in the first tribe would be much less likely to survive than children in the second tribe. Children in the first tribe would tend to be the sole responsibility of the parents, while children of the second tribe would be more likely seen as "tribal children" who were everybody's responsibility, since many more people were involved in the creation of the feeling of love. This brings us to one more important ingredient.

Commitment and Consistency

This will be a bit harder to understand. But one trait that is noted in modern humans is that we are much more likely to do things that we've already done before. One reason may be that doing familiar things requires much less brainpower than figuring out new things all the time. When looking at love as a tribal event, the idea of commitment and consistency can be found nearly everywhere. Each lover thinks about each other, and the more they think about each other, the more they are likely to think about each other. The more they think about each other when they are apart, the more familiar it feels to think about each other, and the stronger those thoughts become. The more each lover discusses their potential partner with their peer group, the more that becomes a familiar thing. By the time they get together and have a child, nearly everybody

has participated to some degree. Remember, from a purely biological standpoint, the whole purpose of all of this is to ensure the survival of the child. That is the prime directive, from a purely biological standpoint, of the tribe. To create the environment of having children that have the best chances of making it into adulthood and repeating the process. A child born of a couple who took their time leverages the idea of commitment and consistency for each other, and the child. The tribal members who are nearest to the couple will also feel a slight obligation (unconscious and instinctive) for the child, since they helped along the process (via social approval) of the young couple getting together. Every step of the way, from the time they first noticed each other, to the time their first child was born, they were doing things that were consistent with previous behavior, which further solidified and made familiar that behavior.

Love Ingredients - Modern Society

Now we'll take those same ingredients that were likely present when every ancient human fell in love with another ancient human and translate them into our modern society. Our ancient ancestors depended on love "just happening," as do most people. But we will soon see that when we combine those same ingredients, they don't need to happen spontaneously. They can be created just as scientifically and repeatedly as movies that make us cry. If you have ever fallen in love before, or if you have a special person in mind as you read this that you would like to make fall in love with you, keep that person or experience in mind as you read through these ingredients.

Separation

Love happens when you are apart from the object of your desire. Since you will be creating love in somebody else, you need to make sure they are apart from you. You will need to give them the time alone, without access to you, while that feeling of love can successfully incubate in their mind. Love does not happen; a neutral feeling does not turn into a feeling of affection when we are present. We must be separate long enough for those neutral feelings to turn into feelings of affection, or for those feelings of affection to grow in strength. Remember all the times you fell in love with somebody. Recall the period over which those feeling strengthened. They likely strengthened when you were away from them, rather than when you were with them.

Scarcity

This is a corollary to separation. The object of our desire must be scarce. They must only be accessible for a short period of time. We must think of them more often than we can be with them. This is likely the most commonly recognized "rules of attraction" in modern dating. If you text too often, call too often, or otherwise make yourself available too often, the feeling of attraction will not grow, or worse, any feeling of attraction that exists will shrink and disappear. Despite this being one of the most commonly known rules of attraction, it is also the most broken. Understand that as an instinct, love is best cultivated in our ancient environment, when there were no possible chances of communicating with the objects of our desire. This is very similar to our never-ending hunger.

Back then, being hungry all the time was a benefit, as it helped us to stay motivated to always hunt for food. Always wanting to contact our love desire, but not able to, was also a benefit, as it significantly strengthened the emotional bond, which gave any children a strong chance of surviving. However, consider these two instincts today, hunger, and the instinct to communicate with our love desire. Hunger is easily fulfilled, as there are plenty of sources of food. The result is that many people are obese. Similarly, our instinct to want to contact our love desire is longer constrained by our natural environment. Because of this, the emotional bonds never get a chance to strengthen as much as they could. Understand this will likely be your most difficult obstacle, of not contacting your love desire. Like hunger, it is very hard to avoid all the food opportunities through sheer willpower. It is similarly difficult to avoid contacting your love desire (when there are endless opportunities) through sheer willpower. Luckily, knowing that this is a necessary component, and that contacting them too often will likely destroy any love feelings they have for you will help you avoid this common temptation.

Uncertainty

Coupled with scarcity is uncertainty. Even new lovers who contact each other once a week, but do so on the same day and same hour every week, will not have as strong a feeling of love as they can. The contact must be scarce, and the timing must be random. Knowing when your love desire will contact you next must be as uncertain and unpredictable as possible to give the chance of love for you growing strongly in their mind.

The Feeling

The feeling of one-it is must be present. They must like you, but be uncertain whether you like them. When they see you, they must see evidence that you like them, but it cannot be overwhelming and obvious evidence. Remember our ancient ancestors had feelings that manifested through their unconscious body language. Unless you live in a very small town, this will be very hard to reproduce. But the end result of noticing you, and feeling attracted to you while not being sure if you are attracted to them will be necessary. This will be achieved through some very specific interpersonal communication styles, that will be largely unconscious when felt by your target. They will have the same effect as them having feelings for you, and suspecting, but not quite being sure, if you have feelings for them. This will be a communication style that will need

to be practiced.

Social Approval

This is not absolutely necessary, but it will make the feeling in your targets mind much more powerful. You must be approved by their social peer group, and they must feel approval by your social peer group. This is easy to engineer through your communication style, and how you talk about yourself to your targets peer group, and how you talk about your target to your own peer group. This is not a necessary ingredient, but the more you can leverage this particular ingredient, the better.

Time

Imagine that love is a seed you must plant in their mind. Once planted, the most important thing is to give it time to grow, on its own, when you are not around. You plant the seed by how you talk to them when you see them, and you let it grow when you are leveraging scarcity and uncertainty. We'll go through some specific details on how to measure how strongly love for you is growing in their mind, but generally speaking, the longer it takes, the stronger it will take root.

Commitment and Consistency

This will generally take care of itself, but through some calculated behaviors, you can leverage this quite a bit. The general rule is your target will be more willing to do things, and think things, if they are familiar. By choosing your behavior around them, you can purposely build in the feeling of familiarity with how you speak and act when you are around them.

Balancing Act

Think of all these elements like the ingredients for a cake. You can bake as big a cake as you want, but you need to be sure to increase each ingredient in the right proportion, at the right time. For example, if you have too much commitment and consistency (familiarity) not nearly enough scarcity, you will be in the friend zone. If you have too much scarcity, and not enough of that feeling of one-itis (felt by them for you) then you will be forgotten. Make no mistake, this is a complicated process, and it can easily be unsuccessful if you don't pay enough attention. However, remember you are creating the most wonderful feeling ever

possible in a human. This isn't something to increase somebody's buying temperature enough to buy a kitchen gadget. This is to create a wonderful emotional feeling that will result in a strong emotional attachment for you.

First Skill - Objective - Subjective Spectrum

This will be the first meta skill we cover. A meta skill is something that will make other skills easier. Cooking a grilled cheese sandwich is a specific skill. Cooking is a meta skill. Learning to cook in general will make learning individual recipes a lot easier. Mathematics is a meta skill that can help you cook. Cooking requires understanding fractions and ratios, so we can say that mathematics is a meta skill above cooking. This means that certain meta skills are more meta than others. Meta means "above." Things like learning to learn, being able to go into strange situations and figure things out without needing to be told, general people and communication skills are all meta skills that are fairly high up the "meta ladder" of skills. The more meta skills you have, the easier life will be. One of the highest meta skills to possess is the ability to shift between the subjective and objective view. We all have known people that were in bad relationships. Everybody that knew them could tell from the outside looking (the objective view) that the relationship was dangerous. But from within the relationship (subjective view) they thought everything was fine, or at least it wasn't nearly as bad as everybody else thought it was. Unfortunately, many of the relationships end in death or physical harm. Why is this? The feeling of love, from a purely biological standpoint, is the strongest emotion we will feel. The feeling of love between couples must be strong enough to ensure the survival of the children. Once the child is born, the feeling of love between mother and child is even stronger. If you ever go hiking, never get between a mama bear and her cubs! When we feel the feeling of love, and it is reciprocated, it is nearly impossible to think objectively. Remember one of the key ingredients of love is uncertainty. Unfortunately, being in a relationship with somebody who delivers this uncertainty through violent behavior may trigger those same deep feelings. We don't know when they will love us and show affection, and we don't know when they will hit us. As illogical as this sounds, for many people this creates an emotional attachment that is incredibly difficult to walk away from. If you already have a person in mind in which you would like to create a feeling of love, this will be difficult. It's as difficult as objectively measuring and controlling the calories you are eating when you haven't eaten in several days and are sitting at an all-you-can-eat buffet of your favorite food. Once the feeling of love is turned on, it's extremely difficult to think objectively. At the same time, the easiest and most effective way to create a feeling of love in somebody else is through your objective behavior. Creating love in another

human is akin to creating a body as a fitness model. You need to consciously control your eating and your activity. This is hard, but the rewards are many. When the fitness model eats their perfectly balanced diet of 1800 calories a day, they do so not because it feels good in the moment. They do so because they have a strong expectation of a much better good a little bit later in the future. Creating love in others from an objective mindset is the same. We forego the current pleasure in exchange for a much stronger pleasure later. The fitness model enjoys eating boiled chicken breast because she has purposely created the connection between the taste of the chicken breast and the feeling of success, whatever that means to a fitness model. To create and enjoy love, you need to shift from the creation phase, when you are objective and calculated, to the subjective phase, when you can enjoy the company of your love interest from a subjective standpoint. The stronger your ability to make the transition from objectivity to subjectivity, the more rewarding your experiences will be. If you can create love with pure objectivity, you can create strong love in nearly anybody. If you can then switch periodically into the subjective mindset, you can then enjoy that love as much as if it happened naturally and spontaneously. Much like somebody taking the time to scientifically and objectively cook a chocolate cake, and then enjoy it on their friend's or lover's birthday. Even if you are reading this guide to get an intellectual view of love, being able to switch from objective to subjective mindsets will serve in all areas of life. Most things are infinitely complicated from a subjective view, but simple and basic from an objective view. From an objective view, hitting a baseball in the right field bleachers is a simple application of physics that can be understood at the high school level. But from a subjective view, it could be the most significant moment in a man's life. Athletes switch from objective to subjective view all the time. Anything that involves repetitive training and coaches is primarily concerned with taking subjective behaviors, elevating them to the objective level, practicing them to a new level of skill, and then dropping them back down to the subjective view.

How to Practice

Begin with simple ideas. Sit in your favorite coffee shop and read a book. While you are reading, see yourself from within your own eyes, as subjectively as possible. While you continue to read, see yourself from a third person perspective, as objectively as possible. This will be difficult at first. Describe yourself from the third person perspective in as much objective detail as possible. Imagine you are an invisible alien sent to monitor earthlings. Subject is

wearing tan pants, a red shirt and is reading a book. The book is being held at a seventy-three-degree angle. They have a cup of coffee three inches ahead. The coffee is currently 92 degrees and is cooling at a rate of 1.5 degrees per minute. Then switch back into the subjective view and read your book, and immerse yourself in the story. Keep switching back and forth.

Simple Conversations

Enter a simple conversation of little significance. Create a specific objective, and plan the conversation as objectively as you can. Plan what you will say, try to anticipate what they will say, and then what you might say when they say that. This will be difficult, so choose simple conversations, like ordering something at a fast food restaurant. Imagine you are an alien posing as a human and you can't blow your cover. When you are in the actual conversation, switch to subjective mode. Smile at the other person when you are speaking. Hold eye contact. Enjoy the interaction. Feel whatever emotions are called up. Feel them in the moment as much as you can. After the conversation has finished, switch back to objective mode and take notes. This will feel strange. Most people just cruise along in subjective mode, and only go into objective mode when they must. Being able to do this at will can give you an extraordinary amount of control over your decision-making process. Think of this like you would exercise, or even martial arts. Developing this skill will take time and patience. But this will be a meta-meta skill that will make many subjective activities much easier and much more enjoyable. You will gain a lot of rational control of your decision-making process. Consider doing this with one conversation per day, and continue to stretch how long and how important the conversations are. The easier you can do this, plan objectively and then enjoy subjectively, the more rewarding your love generating skills will be.

Meta Skill - Incentive Management

Incentives are the reasons we do things. The incentive for eating is that it tastes good, and it relieves our hunger. We hear a loud noise and we run away. You can think of all our instincts as hard-wiring for certain incentives. Things happen inside or outside of us, and we automatically respond. Imagine if we had to remember to eat, or drink, or sleep, or use the toilet. Meaning we never felt tired or hungry or thirsty or the urge to relieve ourselves. We might forget, and then we'd die. If we never felt hungry, we would only eat because we wanted to enjoy the pleasure of food. This might be something that sounds wonderful today, but think of our ancestors. If they never were hungry, they would never go hunting. They would only eat if they saw a piece of easy to pick fruit and they knew they would enjoy the experience. If ancient humans didn't have a never-ending hunger in their bellies, they (or any other animal) wouldn't last very long. Economics speak of incentives in the abstract, but what it can also mean is the primal urge for doing things. We have a feeling that we need to go, and it's an uncomfortable feeling. When we relieve ourselves, it feels good. This motivates us to continue to relieve ourselves whenever we need to, as well as drink water or other liquid whenever we have an opportunity, so we can continue to flush the toxins and waste out of our systems. Sometimes marketers have incentives to encourage people to buy things. Incentive is anything that motivates us to do something. And just like the objective-subjective spectrum, we can see incentives along a similarly binary spectrum. For incentives, these can be thought of as external and internal. We need to be careful we know what we are talking about. The sound of a lion roaring behind us makes us run away. That is an incentive, an instinctively programmed one. Similarly, the feeling of the need to relieve ourselves is an incentive, also and instinctively programmed one. However, one is triggered from outside our bodies, (the roar of the lion) and the other is triggered inside our bodies (the desire to relieve ourselves). This is *not* the inside-outside we are talking about. We will define internal or inside incentives as ones not consciously chosen by us. This can mean an instinct, like one to eat or sleep late. But it can also be a wholly artificial incentive, like if our boss is going to fire us if we are late to work. We didn't choose the time to show up, our boss did. These are external incentives, things that motivate us to action, but the things that motivate us to action are out of our control. We will define internal, or internally chosen or self-chosen incentives as ones chosen by us. For example, if you get up an hour before you need to in order to exercise before

going to work, then that is an internal incentive. If you sleep late and miss your workout, nobody will know but you. If you make it a hundred days in a row, and that was a personal goal that you didn't share with anybody, that is a goal you will celebrate only with yourself. The more you can set and adhere to internal incentives, and be less dependent on external incentives (set by other people or Mother Nature) to keep you motivated, the better off you will be. If you are eighteen and decide to join the Marines, you will have plenty of incentives to wake up on time. Placing yourself in a situation where you are forced to follow the rules is not much of an accomplishment. Most normal humans, when placed in a marine barracks environment, will learn to wake up early. The real test of your motivation is your ability to set and adhere to internally chosen incentives.

Love Applications

Recall our ancient ancestors. When they fell in love, they had no choice but to not be in contact for long periods of time. For them, it was not a choice. They were constrained by their environment. Today, you must set up your own internal incentives. Creating love in another person will require that you go long periods (days at a time in the beginning) where you simply cannot contact them. But if you feel even the slightest bit of feelings for them (a very high probability) then this will be difficult. You can make it easier on yourself by getting in the habit of setting and adhering to your own chosen incentives. Doing things that are difficult, for your own reasons is a skill that can be strengthened with practice.

Start Small

Begin with something simple. For setting internal incentives this tends to fall into the category of, "I'm just not like that," for most people. It's common to try and fail at setting and adhering to your own internal incentives, only to conclude that this is one of those things that "some people can do" and "some people can't." Avoid that thinking, because it is incorrect. You can definitely build up your skill of setting and adhering to your internally chosen incentives. Start small, and build up. Just like any other practice that you've never done before, if you start small and build up, you will strengthen your ability.

Suggestions

Wake up early in the morning, ten minutes earlier than normal. If you normally

hit the snooze button six times, try hitting in only five times. Don't get up just to get up, get up for a purpose. Write in your journal. Watch a comedian on YouTube to put yourself in a good mood for the day. Do five situps. But do something, every morning, that only you know about.

Avoid Cussing

When building love, you will need to develop the ability to restrain from doing something that you want to do. So, it's a good idea to start today and build up your restraining muscle. If you use a lot of curse words, stop. Or at least stop during a particular time during the day. Choose one hour when you won't cuss.

Avoid Eating During Certain Times

Set an upper limit on when you will stop eating. Choose to not eat past seven PM, for example. Choose a time and stick to it. Do not tell anybody what you are doing or why. Just use whatever excuse you can to avoid eating past seven PM.

Manage Texting

Since texting is going to be the most tempting thing you will need to control when creating love, developing some rock-solid texting rules for yourself now, before you begin creating love in others will be helpful. Make a rule that you won't text anybody back, regardless of the message, unless you wait at least thirty minutes. Right now, this may seem like an impossibility. But with a little planning, you can figure out how to plan ahead of time so you can go thirty minutes without responding. If thirty minutes is too long, start with five minutes and work your way up. Controlling your texting will also serve as a useful filter. Not texting anybody within a certain time, as a rule that you share with nobody, will do two things. The people that already like you will like you even more, since you are now slightly scarcer. The people that don't really like you will drop off the map, but they are not that important. If you adhere to a time limit before you respond to any texts, it will work well in your favor. Start with whatever time is easy, and slowly increase it. Remember, you are building up the ability to not respond to a text from a lover for hours or even days. This must be kept secret. If you tell anybody this, they will think you are extremely manipulative. But this is a very powerful trait to develop. It will make you seem much scarcer, and therefore much more in-demand to those who are truly important in your

life. It will also train you to make solid plans ahead of time, and stick to them, rather than "so-so" plans that can change on the fly. This will make you much more valuable in the eyes of others. Somebody who respects and plans their time, not somebody who bends with the wind. This may be the hardest thing you do, especially if you are a highly social person. If you need to, start with one minute. Do not reply to any texts until a minute has passed. When this becomes easy, increase to two minutes. As you slowly increase the time before you reply, you will start to naturally plan ahead. Both these skills will help later on when you are creating love in others.

Social Skills Building

Another very important meta skill to develop is being able to engage in small talk with strangers. This can be frightening for many people. However, we can make it much less so by how we think about it. When a boxer trains to fight in a boxing match, he or she skips rope. The more endurance they have, the better of a fighter they will be. If they are too tired to lift their arms to defend themselves, they won't be any better than somebody that doesn't know how to fight. So, they practice conditioning as an meta skill. Similarly, we can think of small talk as social conditioning. Thinking of it this way will help ease the normal fear people have. When we think about starting a conversation with a stranger, we imagine exposing ourselves. We imagine the worst-case scenario, of revealing ourselves and then getting rejected for who we are. But when engaging in small talk, you don't need to reveal anything about yourself that you don't want to. You don't need to get accepted by the person you are speaking with. So long as you see this as only a conditioning exercise, and not as a "pass-fail" situation, there is nothing to fear. In fact, you will learn that most people are actually pretty boring. Let's take a look at why we feel anxiety when thinking of starting a conversation with a stranger.

What Do You Want?

Most normal people don't go around starting conversations just to build up their social skills. This means that all the times you've started a conversation with somebody, or they have started a conversation with you, there has been a reason, an intention. This means when somebody started a conversation with you, they had an intention, something they wanted. This likely came across as a feeling of imposition. Maybe they wanted your phone number. Maybe they wanted to sell you something. For all these reasons, your feelings were of being the recipient of an unwanted request. Similarly, any time you've started a conversation in the past with a non-sales clerk type of person, you likely had an intention as well. And like most people, even if you have a fifty-fifty success rate (for whatever reason you were starting random conversations with strangers) this leaves you with a feeling of anxiety for starting conversations with strangers. However, we are specifically talking about interacting with strangers not for any specific purpose other than to practice general social skills. This means you will have no ulterior motive, nothing you want from them. Just any kind of normal human

exchange. This will give you an altogether different experience.

Start Slow

Just like a boxer skipping rope, when you start you want to start as slowly as possible. You are not doing this to become more attractive, and you certainly aren't doing this to find the love of your life. Always keep in mind the rope skipping metaphor. Boxers don't skip rope because they want to win the gold medal in the rope skipping event at the next Olympics. They don't skip rope because they want to be a famous YouTube rope-skipper. They skip rope because they know it will help them box. It will enhance all their other boxing skills that are much more technical and directed. So, build up your skills however you can. Start as easy as you can. And above all, be as consistent as you can.

Eye Contact

The most important thing is to maintain eye contact with others. For many, this is a very difficult thing to do. If you find yourself in this position, don't worry. Many people get nervous when making eye contact with people. Just aim for the goal of holding eye contact with one person per day, where they look away before you do. Once you achieve this, it will feel like an emotional victory. But be careful. Don't push yourself. When anybody starts to skip rope, it is very difficult. The sure way to destroy any physical fitness regime is to start too fast. Social skills as a meta skill will, like every other meta skill in this guide, serve you far beyond getting people to fall in love with you. Even if you are still at the point of only wanting to intellectually understand the love process, make a point to start these social skill exercises.

Keep Track

It's easy to tell yourself you'll record the times per day that you maintain eye contact mentally, but it is very easy to forget. To make sure you stay on target, write down your results. Put a small "x" on your calendar to indicate you've made eye contact with one person that day, and you held eye contact until they looked away first. Put two x's if you did it twice, and so on. But do it at least once per day. And keep it at one per day until it is so easy you find yourself making eye contact with others without even realizing it.

Don't Push Yourself

You may also find yourself feeling an internal push to smile, or start a conversation, or even want to get to know the person you are making eye contact with. If that happens, fine. But be sure to understand that this is an exercise in social skills as a meta skill, not an exercise in meeting people.

Expand Slowly

It's a good idea to understand the limits of your own comfort zone. If you find yourself pushing yourself too far out of your comfort zone, that behavior will not be sustainable. As much as we'd like to believe that we can change behaviors quickly, it is much more difficult. This is the common reason behind yo-yo diets. Short term motivation usually dies out relatively quickly. The best course is to only go slightly outside of your comfort zone. If in the beginning, holding eye contact with people until they look away causes a slight bit of anxiety, that's fine. Start with people you would feel least uncomfortable with making eye contact. Once you are comfortable with those types of people, (sales people, supermarket checkers, etc.) then move on to other people. But only go very, very slowly.

Helpful Mindsets

One thing that will help considerably is the mindset of a treasure hunter. At first, this may be difficult. But eventually you will get to the point where you are making small talk with strangers. This is very easy and very normal, even if it now terrifies you. Remember before, we talked about the anxiety being because we both remembered being approached, and we remembered approaching others with something that we wanted? When you take on the mindset of a treasure hunter, the opposite will happen. In fact, you will have an interesting problem. You will start talking to people, and they will not want to end the conversation. When we walk up to somebody, and we want something from them for our own purposes, the natural response is they feel on edge or even defensive. But with the mindset of a treasure hunter, you are only seeking information for its own sake. You aren't complimenting them or warming them up for a sales pitch or a date request. You can even keep the mindset of a treasure hunter when making eye contact. Once you find out how easy it is, you can switch to smiling. Since we can't control the reactions of other people, you can't expect everybody to smile at you back. When somebody does smile back, think of it as finding treasure. Yes, it sounds goofy. But this will slowly shift your mind to thinking

that there is treasure in other people. Right now, this might not sound like a big deal, and it might even sound like a silly way to think about people. But it will soon shift your non-verbal communication. Most people look at other people, and either want something from them, or want to stay away from them. This mindset will slowly cultivate the energy of, "I wonder what is interesting about that person." All people can be either interesting or boring, depending on what frame of mind you hold when you initiate contact with them. Any one person can have hundreds of interesting stories. But if you only look at them with a "what does this person want from me" mindset, you will never see them in that light. Remember, this isn't a technique to meet people or even impress people. This is just a skill to practice, to help you shift your energy that you present to the world. Just like skipping rope will help boxers box, having subconscious energy of, "I wonder what is interesting about that person" will be very helpful and useful. When we say "energy" we are referring to the sum total of all your non-verbal body language. How you hold yourself, your facial expressions, the movement of your eyeballs, everything. Humans have been communicating long before the invention of language, and there is much more to interpersonal communication than the words we use. Think of these exercises as a base upon which your love generating skills will rest. Much like the physical conditioning of a boxer is the base upon which his technical fighting skills rest.

Criteria Building

Now that you are starting to slowly shift from an intellectual understanding of what love is and how it happens, we are slowly shifting into the applications area. Once you start purposely interacting with others, even when it's just eye contact, it's time to start building your criteria. While you may have somebody in mind, it's useful to do this exercise anyway. Since you are going to develop the skills to create the feeling of love in anybody you choose, you may as well choose the best person possible! Criteria is something that most people think of subconsciously when we think about our love partners. We think in terms of "my type" or "not my type." Consider elevating that up to the conscious level as much as possible, so you can get a very good look at exactly what your type is. When it comes to any criteria, we can think in terms of red flags and green flags. Red flags are things that absolutely must not be present in your dream partner. Green flags are things that absolutely must be present in your dream partner. Everything else is a mix of would-like-to-have, and would-like-to-not-have, of varying strengths. It's very important to not create this list in a vacuum. It's best to create this in conjunction with your social skills building skills from the previous chapter. Mixing your interactions with real world people will help you be tethered to reality when coming up with your dream partner (if you don't already have one). It's disheartening to spend a lot of time coming up with the perfect ideal, only to find that people like that in your real environment are few and far between. This when we need to make some crucially important points. While you absolutely can create love within somebody, (so long you can get them talking to you) there are a few things that will keep that from happening. The biggest obstacle you will find is that if they are in love with somebody else. This means we need to bring up the dismal science, the harsh world of economics. When you go shopping for food at your local grocery store, you can only buy what they have. Even if you have millions of dollars to spend, you can't buy what they don't have. In this simple metaphor, your ability to go shopping with a million dollars is like having the skills to create love in anybody you meet. But they must be available, and you must be able to meet them. As wonderful as it would be, you can't conjure up a person out of the ether and expect them to show up at your house! If you already have somebody in mind, and you know they are available, that's fantastic. But if you would just like to make love happen and you don't know with who, then you'll need to build up your criteria based on what is physically available. The metaphorical shopping

example would be like getting your heart set on Pizza only to find there is no ingredients in the only store in town to make pizza! It's much better to decide what to eat once you know what is available in the supermarket. It's much better to set your criteria for your future lover based on who is available from wherever you will be choosing them from.

Treasure Hunting

This is another reason to put on your treasure hunting cap when going out to practice your social skills. Remember, the social skills aren't to meet anybody, but it's a great way to get a feel for the kind of person you'd like to meet. It's lot more fun to go out making eye contact when you're also thinking of the people around you as having, or not having the qualities of your future lover.

Start with Physical

While we often say that looks don't matter, there are some people you will be physically attracted to more than others. That's perfectly fine. You don't need to admit your list to anybody, you can keep it as private as you want. Consider both red flags and green flags when out hunting around for romantic prototypes. (Don't worry, you aren't going to be seducing any of these people!) Start as vague as you can, and then keep refining it as you interact with more people.

Best Personality Test

One fun game to play is if you are somewhere where people are standing or sitting, and you are looking at somebody and they are kind of on the border between acceptable to your physical standards and not, ask yourself the question: "If they had the absolute best personality, would they qualify as my lover?" You can come up with all kinds of creative games to play with yourself.

Personality Criteria

Just like with physical criteria, you can start very vaguely with this, and then refine when you start interacting with more and more people. It's very important to get a good idea of the kind of personality you'd like before you meet them, otherwise a very common thing will happen.

Painting the Target Around the Arrow

What normally happens (remember, we "fall" in love) is love just happens. And because it is our prime directive as humans to make more humans, when we feel love, especially unexpected love, we tend to redefine our entire lives to support that feeling. This means that if we will just use their personality, their looks, and everything about them as the "perfect person." The problem comes when that love feeling wears off, and you don't really like them nearly as much as you thought you did. In the days of hunters and gatherers, when there really wasn't much choice (recall that we lived in tribes of a few hundred people) that initial feeling of love was enough. But in modern times, when we are bombarded with hundreds of strangers on a daily basis, that initial feeling of love won't usually be enough, especially if it happens spontaneously. Consider at least coming up with a few personality characteristics on your list of green flags. As relationships grow, you will need to be recreating love in your partner often, and it's much easier if you have a lot in common with them. If you happen to fall in love with somebody who isn't really your type, but you *do* think they are your type long enough to fall in love, once that initial feeling passes, you might not be interested in them enough to recreate it. Consider choosing somebody with enough in common with that you could be genuinely friends with beyond any romantic feelings.

Use Friends as A Personality Template

A good way to start is to use some of your close friends as personality templates. This can give you a good base to work from. Write down specific personality traits they have, that you would also like to have in your partner. Sense of humor, political and religious beliefs, hobbies, intellectual pursuits, physical hobbies. All these are good places to start.

The More People You Meet - The Better

The more people you interact with and get to know, the more you'll get an idea of the kind of person you'd like to end up with, and the kind of person you would rather not end up with. You may find that some red flags, or deal breakers, are not really that bad, and you may find that some green flags, or must-haves, are not all that important. Understand that if you are just starting from scratch, this is going to be a lengthy process. But developing these skills is a lot of fun, especially when you are actively dating and getting to know people on a much deeper level. This brings us to our next meta skill, one few people know exist,

and fewer still ever use.

Disqualification

This is one very powerful skill that is also very subtle. It's extremely valuable in both sales and romantic relationships. It's related to the law of scarcity and to the idea of having boundaries. To understand the power of disqualifying people, let's first take a look at the opposite.

The Clingy Type

We all know somebody (and probably have been that somebody) who is so desperate for the friendship or affection of the target that anything the target does is perfect. If you are on a date, and your date always says, "I don't know, what do you want to do?" It can be nice, but if that's *all* they do, they the chances of attraction lasting are very small. Nobody likes somebody who has zero backbone. The surest way to kill any attraction is to always be available, always be the shoulder to cry on, and always go along with what the other person wants. This is pretty much the stereotype of a "beta" type of male who always ends in the friend zone. The opposite is somebody who knows what they want, and knows what they don't want. On a broader scale this is the difference between being assertive, an extremely rare and attractive trait, and being passive, a very common and unattractive trait. Switching from being passive to being assertive is paradoxically the most effective change we can make in our lives, but it's also the most terrifying. We are afraid that if we stand up for ourselves, if we draw the proverbial line in the sand, everybody we know will reject us and we'll be all alone. The paradox is that while this is our common fear, the opposite will happen. Calmly stating what you won't put up with will make you more attractive. Think of it this way. When we don't care what happens, and are willing to go along with whatever the other person wants, we are simultaneously giving people the message that our needs are unimportant. If we think our needs are unimportant, then so will they! And they will value us accordingly. By having solid boundaries and a solid idea of what we don't want, we are demonstrating that we value ourselves. And if we value ourselves, others will be more likely to value us.

Sales Techniques

A very powerful book that merits reading, just for a non-relationship version of

this idea, is High Probability Selling by Jacques Werth. The strategy is simple. There is zero persuasion involved. The structure of a "high probability sale" is a presentation of the product, and then a simple question: "Do you want this, or not?" It's phrased differently in different situations. But the underlying energy is, "this is what it is, take it or leave it, makes no difference to me." This removes all desperation from the sale. When you remove the desperation from the sale, the onus is on the potential buyer to make the decision. The even deeper implication is that if the seller doesn't really care whether the customer buys it or not, he must have other customers. It implies quite a lot in its simplicity. When you can present this same "energy" in the romantic marketplace, you will become *extremely* attractive to a lot of people. In High Probability Selling, much of the process is an implied disqualification of the customer. Which has the interesting result of the customer trying to qualify himself to the seller. Most sales people do anything they can to get a sale. The High Probability Salesperson has the very subtle (and very powerful) energy of requiring the potential customer convince the salesperson that the customer is qualified to make the purchase!

Power of Disqualification

Most seekers of romance wander the dating market with an energy of desperation. This kills attraction before it has a chance to start. One powerful motivating power for humans is something called Social Proof. If you seem desperate to find a lover, the underlying message is that you don't currently have anybody. This is subtle and subconscious. But it also has zero social proof. Nobody wants somebody who nobody else wants! But if you have standards, and you aren't shy about expressing them, this implies (it does not state) that you *do* have options. This *does* imply social proof, which will increase attraction. From the inside out, it's extremely hard to disqualify potential lovers, especially if they are interested in you, if you don't have any other options. But if you can manage to do this, you will soon have plenty of candidates. The stronger you are at disqualifying non-suitable candidates, two things will happen. One is you will have *more* people interested in you. This will happen gradually, but it will happen. Every time you decide not to pursue a relationship because the other person doesn't meet your standard, this will significantly increase your self-confidence and self-worth, even if you *never* explain to anybody what you just did. This is not something that happens based on what you say or do. You see somebody that is interested in you. You interact with them, and through the interaction, you decide for whatever reason they are not qualified to be with you.

You don't mention this, you don't tell them, you just politely exit the conversation or the relationship. But because you will be proving to *yourself* that you deserve more, this will fundamentally change your subconscious behavior, how you present yourself to the world. The net result is that the more people you disqualify, the more attractive you'll become. The second thing that will happen (once you start to consciously disqualify people) is that you will be attracting higher and higher quality people. If you're just starting out, you might be hoping for anybody to date you. But once you start disqualifying people, especially people that are interested in you, you will start to become more attractive, and you'll be attracting higher quality people. Of course, "higher quality" is purely subjective. When we say, "higher quality" we just mean people that are a better fit for your own subjectively chosen criteria. Being able to disqualify somebody does require that you *have* some criteria.

Disqualifying as Practice

This is strange and may even seem mean, but make sure you keep this to yourself at all times. A fantastic way to quickly increase your real self-confidence and self-worth is to disqualify people for real reasons. Don't tell them, don't tell your friends, don't purposely mislead people. Just talk to people long enough to find some element of their personality that you decide does not pass your tests. Avoid disqualifying people based on their physical appearances. This is too easy (everybody does it all the time anyway) and it won't build any skills. But when you talk to somebody that is physically attractive enough, and then find something out about their personality that would disqualify them from having a romantic relationship with you, that will build your confidence. From their perspective, they shouldn't feel like you are trying to seduce them, or build them up just to crush them. Speak to them as a potential friend until you find something about them that would preclude you from having a relationship with them. This is absolutely a private mental exercise. Nobody should know you are doing this except for you. But it will affect a slow and very subtle change to your demeanor. It will eliminate any latent desperation you may have (that many people have without knowing it) and slowly replace it with a powerful and attractive subconscious radiation of self-worth. People who know who they are, and know who their type are move and act with a much more attractive energy than people who wander the streets looking for anybody who will be their friend. Think of these exercises as one of your secret weapons of seduction that nobody needs to know about except for you.

Adult vs. Children

Before we start getting into the actual communication structure and techniques that will elicit the feelings of love in your chosen target, there is one concept we need to be clear on. For most people, love just happens. It happens when we least expect it. If you are one of the lucky ones, and happen to fall in love with the right person at the right time, nothing else can come close that will make your life worth living. As compelling as that dream is, and as realistic as it seems to be via Hollywood movies of the past few decades, we also must think like economists. Most people will never get so lucky. Most people end up with somebody "good enough" and do their best to make it work. Any couple that has been married more than a couple decades will tell you a successful marriage is nothing like in the movies. It is work, it is sacrifice, and it is lots and lots of compromise. Sure, they have fallen in love, or had a similar experience, but we are very far removed from the days of hunter-gathers. We live in a modern society where a dual income is not needed to raise a family. Today, people rarely stay married because they need to, as they did only a few decades previously. As compelling as the magical romantic fantasy is of falling in love is, the probability of it happening is quite low. Divorce is rampant. As wonderful as falling in love can be, divorce (from that same person) can destroy your emotional well-being and your finances. Do not fret, on the other side of this idea is something that few people realize exist. A concept that is very powerful, but requires you leave forever behind the romantic fantasy of falling in love. Don't worry, you will still enjoy the emotional bliss of feeling in love, and you will also paradoxically feel it connected to the feeling of uncertainty, which makes it even better. But to understand that concept, and how it works we need to talk about the two primary mindsets of human life.

Childhood Mindset

The childhood mindset is where you have needs, and somebody else has the responsibility to fulfill those needs. When babies are lonely, they cry. When they are happy, they cry. Any emotion they feel, they simply express it, and somebody else has the responsibility of responding. From the child's young mind, there is no clear idea of who that other entity is. There is only self and other. And from the young child's mind, other is all-powerful. Godlike. The strategy of the childhood mindset is to express ones needs, and then wait for the

God presence to fulfill those needs. As you may likely suspect, this strategy for fulfilling ones needs sounds strangely familiar. It is the very same strategy we use when we go to church and offer up our petitions to our God. Even in ancient societies with ancient gods, the strategy was the same. We lowly humans have needs, and the all-powerful gods are responsible for fulfilling these needs. You may also notice a startling resemblance to how we run our societies. Many people turn to the government, the higher power, to fulfill their needs. Perhaps this is just a coincidence. Perhaps the entire universe is structured in a cosmic hierarchy, where the higher we go the more powers there are higher than us. Or perhaps we are still trapped in the childhood mindset, and we have purposely created our society because this strategy is all we know. However, remember the idea of an instinct mismatch. How our ancient instincts don't quite resonate with our modern society. Hunger, love, all evolved in situations much different than those in which we now live. Consider also the transition from childhood mindset to adult mindset back in the days of hunter gathers. While they did have plenty of primitive beliefs, they realized in a very real way that unless they took responsibility for their lives, nobody else would. Once boys and girls transitioned to men and women, the tribe would no longer allow the childhood mindset of asking and waiting to receive. When you were a child, you depended on the adults. When you were an adult, you took care of the children. People didn't have the luxury of depending on the government. It was very much the rule of, "If you don't kill, you don't eat." Consider this as another idea that will require your inner determination. Waiting for love to happen magically like in the movies is a very childhood like mindset. Unfortunately, most physical adults today in many ways use the childhood strategy of getting their needs met. Politicians get elected by promising things to us so we don't have to worry about them. We ask, and hope to receive. Consider making the decision to diminish this behavior as much as you can. Love can only be created from a self-responsible, adult mindset.

Adult Mindset

An adult looks out into the world and realizes that it is a dangerous and treacherous place. He also realizes that nobody is going to give him anything. He realizes that to get what one wants, you have two basic choices. One is to make it or get it yourself. The other is to get it from somebody else. And when figuring how to get it from somebody else, there are many ways to get it, whatever it is. One way is to steal it. This is not recommended! A much better way is to find out what that other person wants, and arrange a trade. This is how societies are

built. Diversity of labor and skills is the backbone of any society, primitive and modern. People do what they can, and get paid. Then they take that money and buy what they want. It is their responsibility to increase their skills to make more money so they can buy more of what they want. Nearly everything that is produced today in our huge, globally interconnected economy is produced in from this simple structure. This structure began when humans stopped hunting and started farming. Farming allowed larger groups to live together, which allowed a much broader collection of skills and things that people could make. The most important point here for us is that the adult mindset is one of creation, while the childhood mindset is one of receiving. The further you can plant yourself in the adult mindset, the easier it will be to create love in others.

Adult Mindset Exercises

The more you feel in control of your life, the stronger your adult mindset will be. The more you feel dependent on others, the more of a childhood mindset you'll hold. This is a tough pill to swallow. Politicians have conspired for centuries to convince us of many things that are our "rights." Believing you have a right to something removes the feeling responsibility and makes you dependent on those whose obligation is to provide you with that right. It is a very clever deception, one that is nearly impossible not to fall for. But the more you assume responsibility for everything in your life, the more freedom you will feel and the easier it will be for you to create love in others. Start journaling about all the things that are required for your very survival. The rent payment. The bill payments. The food payments. Health care costs, all the stuff we don't like to think about. Just think about these things, and contemplate ways where you can feel more in control and responsible for the situation. Any small shifts you can make where you feel less dependent on others. This is a very slow process. This is a very personal and highly emotional process. The more responsibility you have over your daily life, the better you will feel. This is something you should consider doing even if learning about love and how to create it is still only an intellectual exercise. Becoming more self-responsible and less dependent on others will help in many areas of your life. However, there is one amazing benefit to having the adult mindset that those with the childhood mindset will never enjoy. One that will make love feel even better from the adult mindset. And it is very easy to create, and even easier to enjoy. We'll learn about that next.

Garden Metaphor

We've talked before about how we "fall" in love. How it is an unexpected thing. The concern for many when creating love from scratch by understanding the biological underpinnings of its construction is that it will lose its luster. But consider a garden. When you decide to plant a garden, you do so by understanding the science of botany. You need to know a thing or two about soil composition, about how to keep the weeds from growing, to make sure pests don't overrun it. You need to have an idea of what you want it to look like and plant flowers appropriately. Once you understand all that goes into gardening, you can create any garden you like. Before we complete this metaphor, let's ask a bigger question. Why do brightly colored flowers seem so compelling to us humans? Why do bright colors seem so compelling? If you were walking down a drab sidewalk and came across an unexpected and colorful garden, especially a well-manicured one, you would stop and enjoy it. But from a purely biological standpoint, why do such lush colors draw our attention? It's tempting to say something like, "Well, because humans like beautiful things!" But how does our subconscious mind know, in an instant, what is beautiful and what is not? We are hit with tons of data, and that data goes into our brains and a feeling is generated, usually in less than a second. In the case of a beautiful garden, why do we feel such a compulsion to gaze and enjoy? What is the evolutionary benefit from the "gaze and enjoy" response to a collecting of colors? Consider it's the same reason that certain food tastes good. A freshly killed piece of meat roasted over a flame tastes good. A piece of bark from a tree does not. The freshly roasted piece of meat gives us useful fat and protein. The protein helps us keep our bodies in shape, and the fat gives us energy. The bark? Not so much! So, nature has programmed us to feel good when we do things that benefit us. What's the benefit from feeling compelled to look at brightly colored flowers? Consider this idea. Suppose that in the ancient landscape, flowers represented opportunity. Both for fruit, that was delicious and tasty, and for water. Both were present often when there were brightly colored flowers. So, the ancients that had the instinct that said, "Hey, let's go check out those pretty flowers," more often than not stumbled across sweet fruit and plenty of water. Both very useful things back in the harsh days of hunter-gathers. Perhaps this is why we love such color combinations, the same combinations young girls wear on their first date, or artists use in their masterpieces. What's the point of all this?

Imagine you wanted to enjoy the colorful collection of flowers, but you thought that if you created it by science you would lose the benefit. That you forbid yourself from enjoying any flowers unless you found them naturally occurring in the wild. That would be silly! Plenty of people love their gardening hobby. They love to kneel in the dirt and work on their garden, knowing it will produce beautiful flowers. They see and enjoy those flowers just as much as if they'd seen them in the wild, perhaps even more so. Any time you see an attractive person wearing colorful clothing, they are leveraging the ancient instinct of being drawn to colors. But creating love in another person is not like a garden! In fact, it is much, much better than a garden.

Rebound Effect

If you plant yellow tulips, you will get yellow tulips. When they bloom they won't be much different than the yellow tulips you'd imagined. Sure, they are real, and real things are better than what we can imagine, but you won't be surprised. The love you create in others will be a billion times better. A trillion times better. Why? Because humans are unpredictable. Even people we've known our entire lives are unpredictable. And what will happen when you take the time to create love in somebody? They will want to please you. Pleasing you will be very important to them. This is what happens when we fall in love naturally. We behave in ways that push each other's buttons. We very much enjoy making each other smile. Seeing the object of your affection smile is a drug like no other. When you create love in others, they will want to make you smile. They will try to make you smile. They will try to make you laugh, and feel happy. And it will be completely honest and congruent. They will want to make you laugh and smile and they will want it to be a natural laugh and a natural smile. They will be very interested in finding out the things about you that make you laugh and smile. They will actively seek your pleasure buttons, so they can push them, over and over and over. They will do so in ways that are impossible to predict. The more conscious effort you put into creating the feeling of love in them, through pure scientific and biological understanding of the human love-instinct, the more they will eagerly seek to find new and never-before discovered ways to continually push your pleasure buttons. Think of a massage chair. It is purely mechanical. You adjust the settings to do exactly what you want, and exactly when you want. When you create love in another human, they will behave randomly. Unexpectedly. A massage chair has no intention. It is a piece of non-thinking inorganic equipment. A person thinks and has intentions. Not only will the things they do please you in and of themselves,

but they will be a billion times more pleasurable because their intention is to make you happy. And guess what? Even if you start out like a stone-cold scientist, creating love for your own conscious and well planned out reasons, you won't be able to resist falling love with them as if it happened naturally anyway. You will consciously create wonderful feelings in them. This will motivate them to try their best to understand you so they can please you and make you happy. This act, on their part, will inspire *real feelings* of love in you for them. Try as you may, stay as scientific and rationally minded as you can, when you create love in them, by the unstoppable forces of human nature and the love energy that binds us together, they will create love in you. They won't think they are purposely creating love, they will only be hoping to make you smile, to make you feel happy, because when you are happy and smiling, they are happy. Their behavior, since it will be human behavior, will be unpredictable. And when you have a person that passes all your criteria for a romantic, long term relationship, spontaneously and unpredictably doing things to make you happy, your spontaneous and organic love for them will not be far behind. When they say, "Love conquers all," it's usually meant to say that, "when you have love, you don't need anything else." This may be incorrect. Love conquering all may mean that when love shows up, step aside, because everything else takes a back seat. This is another reason to be very, very careful when choosing whom you will create love in. Because love is the most viral of infections, that will spread through your mind and body and soul. Sure, now you think you may be able to maintain your objectivity. Your rational thinking mind. But when love shows up, beware. You can run, but you can't hide.

Meta Model Questions

Now we're getting to the good stuff. We know that love has biological origins. We've reverse engineered the situations in which love pops up in its natural habitat. We've also gotten over any internal issues of not letting it happen naturally. We've covered why even if you create it consciously and scientifically, it will still have the same net effect of unexpected love. We've gone over many metaphors of naturally occurring good things that are just as good when they are created scientifically, like gardens. Now the task is to start to understand exactly how to create it. You've seen a pretty flower growing in the park, but you can't pick flowers from the park. You need to learn how to grow your own garden filled with pretty flowers so you can gaze upon them whenever you like. Our first task is to learn a very powerful communication method from NLP. This is a very common technique, it's known by most people. However, we will be using it much differently than most people use it. Most people use it incorrectly, and as a result it almost always creates negative feelings in others. We will be using it to create wonderful feelings in others, and create them rather quickly. First, we'll learn the basics of how to use it devoid of any purpose, then we'll start to use it to purposely elicit positive feelings from others. These positive feelings in others will be the seeds that will eventually blossom into your own private love garden. (OK, enough with the metaphors!)

Meta Model

Very simply, the meta model intends to get specific information where none is presented. Around us, the world is a very chaotic and complex place. There are millions of bits of information hitting our senses every second. Our poor brains must sort through all of it to find out what's important, and what's not important. What's more, sometimes we have to relate our experiences to others. Since our brains are filtering out over ninety nine percent of all the information, whenever we recall any experience and communicate that experience to a friend, there is going to be a lot of missing information. When they say a picture is worth a thousand words, they mean that literally, and then some. Take a picture of a landscape or a beautiful model. When you look at that picture, you get a certain feeling. How many words would it take to recreate that same feeling? At least a thousand, likely a lot more. And that's from a very skilled writer who is poetic and can get people to feel wonderful feelings with their words. Most of us

normal humans, when trying to describe a beautiful scene to a friend, would say something absolutely unhelpful like, "Dude, you should have seen it! It was awesome!" Think about the most gorgeous person you've seen in real life recently. And try to describe their beauty in only a few conversational words. Another very common way of describing how utterly inadequate our spoken language is the common, "Words just don't do it justice."

Distort Generalize and Delete

There are three main ways to try and summarize complex feelings with our clumsy words. We distort, making them seem different. We generalize, meaning we put things into categories whenever possible, and we delete, meaning we just plain leave things out. Whenever we use the meta model, we intend to get as specific as we can on any particular topic. But this can be very dangerous if you aren't careful. Most of the time, we are perfectly fine speaking in generalizations. Imagine standing next to a colleague on a Monday morning while the coffee pot is filling up.

"How's your weekend?" They ask.

"Pretty good," you say, smiling.

"Yeah?" They ask, curious. You look up and smile more.

"Yeah, met a girl," you say looking back to the coffee pot.

"Sweet," they say, nodding.

For most normal humans, this is plenty of information. If you turned to them and gave a two-hour play by play of how you went bar-hopping on Saturday night and ended up a jazz club downtown where you convinced the waitress to sit with you and then went back to her place with your friends and her friends and ended up meeting a mutual friend who came over, you'd both be fired. Nobody wants that much information. Nobody wants to give out that information. Even if the colleague asked a simple question like what color her hair was, that would seem very odd. You might get worried and think she was his sister or something. Generally speaking, most human do fine with very vague information back and forth. So, when you start by asking for specific information, you must be very, very careful. To begin, let's look at this general conversational structure between two people who are slowly getting to know each other.

Conversational Structure

Initiation

The first thing is to have a reason for the conversation. If you are in a social setting where it's appropriate to start conversations with strangers (bars, nightclubs, parties, etc.) then just starting a conversation for the sake of getting to know them is fine. If there is no specific reason to have a conversation, like you are going up to them cold on the street, you will have to ease in very slowly.

Small Talk

Once the conversational barrier is broken, and you and they are in the same frame, the next phase is small talk. Your name, their name. The weather is a very safe topic. It's external and everybody agrees on what it is. It's nobody's fault so nobody is going to be worried about getting blamed. Other safe topics are things about yourself and themselves that are easy to talk about. These can be situational.

Deeper Subjects

Once the initiation phase and small talk phase are over, you are starting to feel more comfortable with one another. You are "vibing" on an unconscious level. You are in rapport (more later) and are starting to feel safer about talking about deeper topics.

Exchange Information

At this point, this is where most people exchange information and part ways. When looked at from a purely biological standpoint, this is very similar to when two dogs interact. They approach cautiously, they sniff around each other, to make sure neither is a threat, and then they decide to be friends. This process of "feeling each other out" is common among many social mammals. It's only different with us humans because we use words and we use those words to build ideas about each other while we go through the process. To the extent there is a mutual attraction (for any reason: romantic, friendship, business, mutual hatred or affinity for a politician or sports team, etc.), we will want to meet them again. So far this is totally common, totally normal, and it happens every day all over the planet.

Natural Friendship and Love

To the extent that each successive meeting furthers the friendship, or if romantic feelings develop between the two and they start a physical relationship, this is also very common. Aliens watching humans would see this happen all over the planet, thousands of times every day. Humans meet, humans get to know each other, and through some magical process, more humans keep popping up. Currently on planet Earth, there are about 4 births per second. Meeting people, falling in love, and making babies seems to be something we humans are pretty good at!

Accelerated Process

However, you want to make it happen, not hope for it to happen. We will be using the meta model to ask targeted questions as soon as the small talk is over and a feeling of mutual comfort develops. When most people talk, they say the first things that pop into their mind. When we hear something interesting, sometimes we ask a follow up question, sometimes we don't. We will learn how to use the meta model to ask laser targeted follow up questions. These questions will get the other person giving answers that make them feel very, very good. We'll use the meta model as a kind of treasure hunting device. A device to look deeply into their mind and ask questions that will get them feeling wonderful feelings, either about things they've done in their past, or even better, things they want to do in their future. Then we'll be using some other powerful communication technology to covertly connect those wonderful feelings to us. And then we'll be purposely spacing out those wonderful feelings, so that it resonates with the ideal love incubation process. Think of these meta model questions like love seeds we will be planting in their mind. To them, it will feel wholly organic and natural. Just like real love. And it will be, just like the flowers that grow in your garden are just as beautiful as wild flowers that grow in the mountains.

Meta Model Specifics

The technical details of the meta model itself are actually pretty simple. All you do is ask questions to get more specific information when the information presented is vague. Since most of the information we humans spit out is vague, the real trick to using the meta model is knowing *where* to ask for more specific information. As we go through the meta model, and its applications in creating love, learning specifically when to ask meta model questions is the most crucial element.

Examples

Let's dive into a basic example. The example presented won't be realistic, they won't be questions anybody would actually ask anybody. Our first pass through these examples is to get an idea of how to use the meta model. Then we'll refine our use to be able to use it in more appropriate ways.

Vague Statement

I had chicken for dinner last night.

Meta Model Warmup

What is vague about that sentence? Quite a lot. We have the person telling us they had chicken for dinner the night before. If we know them, if we've been over to their place, we can maybe imagine what kind of picture that would look like. Them eating chicken at their dining room table. But suppose we've never been to their house. And we don't know anything about then. And just for the sake of this non-realistic example, what kinds of things could we ask?

What kind of chicken (breast, leg, etc.)?

How was it cooked?

How was it seasoned?

What did you eat it with (utensils)?

What did you eat it with (side dishes)?

What did you drink?

Where did you eat it (house or restaurant)?

Where did you eat it (dining room or in front of TV)?
What time did you eat?
What time did you finish?
What time do you normally eat?
What time do you normally finish?
How often do you eat chicken?
Where do you buy your chicken from?
How many times, on average, did you chew each bite?
How many bites did you take?
Did you put your utensil down between bites or do you hold it?
Did you have a conversation when you ate?
Do you chew with your mouth open or closed?

Right off the bat, we can see that nearly all the meta model questions we *could* ask are inappropriate. Even if you asked these questions to a close friend in jest, they would soon become very upset. Before we go further, let's explore why.

Many Mammals Are Territorial

This may sound like a silly side track, but consider this idea just for a little bit. Many mammals are very territorial. They mark their territory, and get angry when another animal wanders into their territory. The movie "300" about the historical battle of Thermopylae (the small number of Greeks vs. the much larger Persian Army) was essentially about territoriality. While not quite a famous line in the movie, the statue in Greece has the words, "Come and Take," inscribed in Greek. This is essentially a defense of one's territory. The statement, "Come and take," is a declaration that says, "This is my territory, if you want me to leave, you're going to have to make me leave." Why is this important? When we have experiences, they are *our* experiences. They are very personal to us. And when we describe them to others, we are the ones who decide how much specificity we want to give. So, when we say something simple like, "I had chicken for dinner last night," we are deciding, in the moment, exactly how much information we want to give about our experience. If somebody starts to ask us silly questions about how many times we chewed, we will respond by feeling that it's none of their business. This is why police interrogations are so frightening. We are put in a position where we must divulge things about ourselves, our thoughts, our intentions, that we'd much rather keep private. So, when you start to ask meta model questions, be very, very careful. One wrong

question will forever put you in a category in their mind of somebody that they specifically *do not* want anything to do with. While you'll soon learn why the meta model is the easiest, and most powerful set of communication tools you'll ever find, they are also extremely easy to misuse. And once you misuse them, it's almost impossible to get back into the good graces of the person upon which you've just tried to peek into their mind where you are not allowed.

How Do You Know?

The trick with the meta model is not how to use them, as we can see above, it's easy to come up with plenty of interrogative questions that put somebody else on the spot. The real skill in using them is knowing what to ask, and knowing how to ask. For this, you will need to develop the skill to "read the air" as they say in Japan. To understand the energy beneath the words being said. To ask questions requesting more information that they will want to share with you. How do you do that? It's just a matter of paying attention. When we humans say things vaguely, and it's clear we don't to offer up any more information, it's pretty obvious. On the other hand, when we are describing something we really like, and that we really want to talk about, but just can't find the words, we love somebody who can figure out how to help us describe it by asking us the right questions. Used incorrectly, the meta model will make you sound like a police interrogator they want nothing to do with. But used correctly, they will feel happier and happier the more you talk to them, and carefully get them to expand what they are talking and thinking about.

Start Small

The best way is to slowly move forward. If somebody told you they ate chicken last night, and you started firing off a list of questions like the one listed above, they would run away. The trick is to ask vague follow up questions, and always be on the lookout for things they seem to like talking about. Go as slow as you possibly can. Imagine that their facial expressions are the only way to move forward. So long as they are happy and expressive, you are in a good place. Keep asking questions that get them happy and expressive. If their happiness and expressiveness starts to diminish, backup mentally and try to find another conversational direction. For some people, this is incredibly easy and thinking about it in such conscious terms is clumsy and goofy. But for others, this is something that needs to be understood and practiced. People that are naturally pleasant and outgoing do this without thinking. For them it's instinctive, to

always bring out happiness in others. They just naturally know how to talk to people to get them happy and feeling good. For others, this needs to be understood first, and then slowly practiced until it is in the place of unconscious competence. Wherever you lie on the spectrum, whether you do this naturally and this is the first time you've actually thought about it in such rational terms, or you feel like you have little to offer conversationally, this will be the essential skill to bring out good feelings in others. Once you understand the process, and you can purposely build up good feelings in certain people, then you will be in good shape. You will then have a tool to get your partner in a good mood whenever you need to or want to. Later, we'll learn how to amplify those good moods and attach them to ideas or yourself. For now, let's figure out how to practice this skill.

Meta Model Practice

We'll assume you are the most conversationally clumsy human on Earth, so we can start from the bare bone basics on how to use, and more importantly, how to not use the meta model. One of the problems with being a human is we can't really learn except through trial and error. Normally, this is a wonderful way to learn. We try something, we make a mistake and get a bad or unexpected result. This gives us a bad feeling. This bad feeling forces to evaluate what just happened so we don't make the mistake again. In modern times, we have tricked ourselves into thinking this bad feeling that we associate with failure is to be avoided at all costs. However, it is this bad feeling, coupled with the memory of messing up that are the two prime ingredients for learning. We have a bad feeling associated with what we did wrong, and that makes our mind-body system work over time, running over the event over and over in our minds until we come up with a better way of doing it. This common and automatic strategy is another example of the instinct mismatch that plagues modern humans. In the past, making mistakes was crucial for learning, and in many cases, it still is. However, on the rare occasion where an un-correctable or life altering mistake is made, (we crash our car, we ruin a perfectly good relationship, etc.) we can't turn that part of our brain off. That part that always goes over that horrible mistake over and over wondering what we could have done differently. Understand that in small doses, that is a wonderful instinct. That's the very instinct that has transformed humans from cave dwelling spear throwers to modern civilians sustaining ourselves with microwavable burritos. In fact, the founder of Sony, Akio Morita, once said that if you wanted to double your success rate, all you had to do was to double your failure rate. However, since learning how to talk to people isn't something we normally think of as learning by trial and error, at least using the meta model correctly, we must carefully construct those trial and error situations so they don't forever ruin us. If you decided to start with your friends by charging ahead with meta model questions, you might not have any friends left!

Online Forums

The best way to see the instant and vicious response the *wrong* meta model questions will get you, sign up for any online forum that deals with touchy topics like religion or politics. Pick a side and start to use meta model questions to ask

the opposition. Make sure you use a fake email address so nobody tracks you down! Politics and political discussions are perfect. One because most of political beliefs are very vague, so they are ripe for meta model questions. Political beliefs are also beliefs that we closely associate with our identity, so by asking meta model questions regarding one's political beliefs, you will certainly get a taste of how *not* to ask them! Online forums about any social issue that is a hot topic is perfect. Just be sure to not get personally involved, which is very difficult, so be careful.

Friends

Online forums are a great way to learn how not to use the meta model. Your friends are a good place to practice proper meta model questions. The general rule is to ask meta model questions about things they want to talk about. If you aren't sure, ask an open-ended question that will elicit a vague answer. Another good rule of thumb is when asking any meta model question, don't look at them directly. Physically look off to their side, and act as if you are trying to recreate an image based on what they are saying. If they are talking about something they enjoy talking about, this should be easy for them. Always keep your expression open and excited. Don't do anything like furrow your brow, cross your arms and face them while you say, "What do you mean, exactly?" Instead, sit or lean back, open your body language and look to the side, as if you are inviting them to help describe the hallucination you are trying to see. Here are some examples.

I saw this really cool movie the other night.

Yeah? (smiling, hopeful). What was it about?

These guys on a space ship were chasing these other guys.

Space ship? (Turning to the side, trying to imagine it.) Like how big was the space ship?

Not so big, only three people.

(Nodding your head, still turning off to the side). Did they have any weapons?

No, that was the thing! (more excited).

(Eyes wider, looking at the imaginary picture off in space) No weapons? Did the guys they were chasing have any weapons?

Yeah, dude, that's the thing! If they knew they were being chased they would have blown them to bits!

Whoa! (Eyes bigger, imagining being in a spaceship chasing another spaceship with no weapons). So, they had to like sneak up on them!

Yeah, dude, that's it!

Don't tell me anymore, just tell me the name! Where'd you see it?

Two Main Ideas

There are two main ideas to keep in mind when practicing these techniques with your friends. One is that when most people talk to others, they choose one of two strategies. The most common one is to just do all the talking. This ends up with everybody in a conversation with somebody else, nobody really listening, just waiting for their turn to talk. The second most common strategy is that when we do listen to others, we tend to put the burden on them to entertain us. At the same time, very few people are nearly as descriptive as they'd like to be. We watch movies where characters give riveting descriptions and tell beautiful stories to their friends. But in real life, we say things like, "Yeah, that movie was pretty cool." Pay attention to this next time you watch anything on TV or any streaming channels. Normal, everyday people on TV tend to be much more descriptive than we are in real life. Consider your job as an advanced meta model user to carefully and covertly help them become as expressive as those characters on TV. To carefully elicit those things in their mind they *wish* they could describe as artfully as movie and TV characters (who are saying lines written by professional writers under the direction of professional directors and who have practiced those same lines over and over and over!)

Treasure Hunter

See it as your goal to find those things they would love to talk about, and help them talk about them as expressively as they would like. This is a very subtle, and very subjective skill. It depends on watching them carefully when they speak, and paying close attention to not only their facial expressions, but how

they say certain words and phrases. There is a *ton* of information available to anybody. But most of us are so concerned with what we are going to say when it's our turn, that we don't pay much attention to anything other than the vague feelings and meaning of what others are saying. However, the ability to slowly and carefully tease out their inner descriptive speaker, when talking about things they are passionate about, will be very, very powerful. Not only will this skill give you the ability to fire up feelings in nearly anybody (including of course any love interests) but it will also help you make a ton of money. Job interviews, sales conversations, anything where any kind of persuasion is necessary will be easy once you develop these skills.

Start Slow

If you've never even thought along these lines, consider just playing the observer for a while. Watch your friends talk, and be a silent treasure hunter. Look for any words or phrases that they say with extra enthusiasm. Look at their facial expressions, gestures and overall energy when they speak. Once you get out of your head and start to observe others with your full mind, these things are pretty obvious. Once you can clearly see the difference between the things they want to talk about and the things they don't want to talk about, move up to the next level.

Repeat Words and Phrases

Once you've found those golden nuggets, the topics and ideas they enjoy talking about, just repeat them with a tone that says, "That sounds cool! Tell me more!" Chances are they will. In the above example, the first golden nugget was the phrase, "space ship." Just repeat the words they said, and be as open and interested as you possibly can.

Asking for More Detail

Remember, you're helping them become that extroverted, descriptive speaker that actors pretend to be in the movies. Eventually they won't be able to describe what they want to, so you'll need to help them. A great fallback position is to shift your focus, and start asking questions as if you are trying to see what they are describing.

Either or Questions

If they are having trouble, asking either-or questions is a great way to go. Just choose one extreme or the other, and ask an open-ended question, "is it more X or more Y," where X and Y are two ends of an extreme.

Proper Rapport is Essential

Rapport, and the proper kind rapport for this initial meta model questioning is another very subtle but very important part of this powerful skill. We'll discuss that in detail next.

Non-Judgmental Rapport

Rapport is essential for all human communication that isn't coercive. Rapport is a common idea, and it's one of those things that everybody seems to know about. However, the way it's commonly referred to is an indication that although simple, it is widely misunderstood. Most of the time, salespeople and therapists believe that the words are the cause of a rapport. A sales person starts to chit chat with you about common interests and believes he's building rapport. But the words exchanged are not the cause of the rapport, they are the effect. This is a very subtle, but very important point. It is entirely possible, and relatively easy to build strong rapport with someone with whom don't share a common language. Humans and chimps split off from a common ancestor over six million years ago. Currently, humans and chimps share 98% of our DNA, despite that humans and chimps have been evolving separately for six million years. Humans only developed spoken language two hundred thousand years ago. If words are the cause of rapport, how did we create rapport with one another before language was invented? If words are the cause of rapport, how do chimps sense whether a strange chimp is a friendly chimp or an enemy? The truth about rapport is that it is very natural and instinctive, only when we try and think about it do we mess it up. However, there is another commonality between us and chimps that is essential to understand. Chimps, as well as us human primates, are hierarchical. Studies of chimps have shown that there is a strong correlation between social status and sex. Meaning that every generation of new chimps is made from the high social status chimps from the previous generation. Study after study shows that when humans are put together, we always self-organize in a hierarchy. This happens quickly, unconsciously. Nobody needs to have a vote to see who the "leader" is. While this is an interesting plot element in stories of people stranded on islands, it's very rarely that people think about this. It's something that happens spontaneously. Whenever there is a group of strangers, and there is any unexpected danger, or even potential danger, the first instinct is to look around to see if anybody is in charge. Even when social scientists carefully construct experiments by putting several "alpha types" in one environment, the self-organized hierarchical sorting process is not nearly as dramatic as portrayed in the movies. What does this mean for creating rapport? Whenever two people are talking or interacting for the first time, there is always part of us that is trying to determine who is higher or lower on the social status ladder. This is very subtle, but it is always present. Often there is a pre-set structure, like a staff member

who is trained to take the lower position in order to better serve the customer. But most people that you interact with, unless you are in the habit of starting conversations with strangers on the street, have a pre-defined place on the social status ladder. Companies are highly structured according to social status. Of course, when we say "social status," we mean the deeply instinctive relative position of people that are present. We aren't referring to other social status symbols that are consciously recognized. This is a very deep, ancient, and ever-present energy that exists between humans. To see this in action, take a back seat and be the observer next time you are hanging out with your friends. There will always be a flux of social status competition. Even when there is a conscious attempt to make everybody "equal," it is usually very temporary. As in George Orwell's *Animal Farm*, even when everybody is trying to be equal, some people are more equal than others.

Sales Rapport

Sales people are taught to first create rapport. They do so by mirroring and matching body language. Once rapport has been established and verified, they switch to leading rapport. Meaning the salesperson moves their position slightly and verified that the customer follows them. For sales people, this is essential. The salesperson leading, and the customer following is an indication of their respective levels on the social status ladder. Those lower follow those higher. Those higher lead those lower. For salespeople, this is crucial, as they are eventually going to instruct the customer to buy the product. The more dominant they are, the more likely the customer will buy. All this can happen under a feeling of strong friendship. The idea of dominant and submissive social status is very subtle. If the salesperson is highly skilled, the customer will feel absolutely natural in following his or her suggestions. But there is an element here that will not be present when you are creating emotional love. When a salesperson and customer are doing their rapport dance, both of them realize it is only short term. It's a lot easier to create leading rapport, and it is a lot easier to fall into following rapport if you know it is for a specific purpose. When a customer walks into a shop, part of them actually wants to buy the product. Part of them has objections, so the salesperson can be seen to help them overcome those objections. In that regard, it's very much like a therapy session. The patient has something they want, but something is in the way. The therapist creates leading rapport, and guides the patient to overcome their objections. Both sales and therapy follow the same communication structure. The patient or customer comes in with a pre-existing mindset that they'll slip into a following rapport,

and hopefully be led by a helpful salesperson or therapist to get over their internal objections and achieve their objectives. Both situations are short lived. No patient expects to be friends with their therapist, no matter how friendly and emotionally open the conversations are. No customer expects to be friends with a salesperson, no matter how friendly and financially open the conversation is. Both go in ready take on their pre-set roles, and everybody (customer, patient, therapist, salesperson) all hope that the issue is resolved quickly and to everybody's satisfaction.

Love Rapport

Love rapport is much longer. It must be natural, since it's going to last a long, long time. Nobody (except for you who will be engineering the whole process) knows what's happening. Nobody decides to fall in love. Nobody meets a stranger hoping they'll fall in love. Yet whenever two humans meet, that ancient social status battle will always be present. Knowing this is there is very helpful, but it is only a first step. You must be very careful to be able to measure where you are with respect to your target (leader or follower) and be able to shift back and forth when needed. This is a very careful and subtle dance, but it is something you must learn to recognize and control to be most effective in your love creating skills.

Measure First

The more you are in rapport, the more your body language will be matched. While words are always a lagging indicator of rapport (rapport comes first, and the words indicating rapport come later), body language matching can create rapport, and rapport can create body language matching. They both follow each other. You can use your body to create rapport, or you can quickly check it if you've forgotten all about rapport (which is very easy).

Know When You're Following

When asking meta model questions to bring out there positive, energy, always do so in a following position, especially if you've just met them. The longer you've been together, the less it will matter, but when you are in your first several conversations, always be slightly following when asking them meta model questions to get them talking more about what they like. A helpful mindset is to imagine you are a child at the library during story time. You are

sitting on the floor with all the other kids, and the older librarian is reading you a story. But she only reads a little bit at a time, and you've got to keep asking questions to find out what happens next. This will almost guarantee that your target feels open and excited to tell you more about whatever you are asking.

Know When You're Leading

It's very common for couples to get stuck in the, "I don't know, what do you want to do?" trap. Part of the responsibility that comes with consciously creating love is always knowing when to lead, and always knowing when to follow. Meaning you've got to read your partner (or potential future partner) and know when to take the lead, even if it's during a conversation, and when to shift into following position.

Rule of Thumb

A good rule of thumb is whenever you ask meta model questions (even to non-love targets) always shift into follower position. If you make a mistake and ask a meta model question with even a hint of a leader, it may come across as an interrogation. Whenever asking a meta model question to get more information, always put yourself in the child-at-the-library mindset. You are interested in what they have to say, only because it sounds fascinating, and you want to know more.

Effect on Your Listener

This may sound overly cumbersome and way too analytical, but keep in mind the outcome this will have. Humans are keenly interested in people that are genuinely interested in us. If you are genuinely interested in what they have to say, and you ask targeted meta model questions that lead them to more feelings of pleasure, it will virtually guarantee they will develop attraction for you. Equally as important is knowing when to shift from follower position to leader position. This generally happens when they run out of things to say, and are just content to look at you and listen to you talk. Always be ready to lead the conversation when they are ready to hand over the reins.

Switching Topics

The best dates happen when you just talk and talk and talk. The best post coital experiences happen when you talk and talk and talk. Even with same sex friends, talking endlessly is a good feeling. This normally happens spontaneously and rarely. Luckily, we are soon going to understand how this happens, so you can create that same free-flowing "in the moment" feeling with anybody you like.

Love and Friendship

When love happens, it's because we spontaneously hit each other's love pleasure buttons. The object of our affection behaves in a way that hits our pleasure buttons, which makes us behave in a way that hits their pleasure buttons. If this happens spontaneously, it's one of the best feelings in the world. A similar thing happens to friends that you "click" with. You ask them genuine questions based on genuine interests. This gets them talking about things they are passionate about. Those things they are passionate about reminds you of certain things that you are passionate about. The same structure between friends is the same structure of falling in love. You speak in a way that ignites the other person's desire to speak. They speak in a way, and about things, that ignite a desire in you to speak. This is usually pretty rare. Most of the time, even best friends have conversations without saying much.

"See that movie, about the thing?"

"That one with the chick?"

"Yeah, that one chick."

"Yeah, man, she's hot."

"Movie sucked though."

"Yeah, sure did."

"Yep."

When we meet people that we don't seem to "vibe" with, the reason, or the thing we are describing is that all the conversations are like the above. No matter how hard either of us try, we can't find any topic that sparks a naturally free-free flowing, back and forth conversation. If this doesn't happen soon in any relationship, be it a friend, lover or coworker, it usually never will. In fact, this is the primary reason alcohol is considered a social lubricant, and is always present whenever

people get together socially. It helps people relax and open up, which leads to more chances of that spontaneous, back and forth conversation happening.

How to Engineer It

However, once you understand the meta model process, as well as the ability to notice the difference between leading and following rapport, you'll easily be able to create that conversational spark at will. It's not quite enough to say, "be interested in others." We must understand how to ask the right questions that elicit those long and spontaneous answers, while learning a few more tools to keep the conversation going as long as possible. We don't want to let them do *all* the talking.

Back and Forth

When it happens spontaneously, they talk, which reminds you of something, you talk, which reminds them of something, and they talk, and so on. Kind of like a tennis match. The rally dies when both parties run out of things to say. But a skilled conversationalist can keep the rally going indefinitely. Start off by asking simple questions, just like you normally would. Any questions based on the environment, the reason for the conversation, the party, whatever. Then ask further questions based on their responses. Continue asking meta model questions from a following (library story time) mindset. Once they start giving a long and detailed answer, you'll need to do two things at once. One is you'll need to pay close attention to their answer. Any time they talk about content where they struggle to describe exactly how they feel about it, this is the perfect time for more meta model questions. Look off to the side, act like a kid at the library trying to imagine the story, and ask questions to get a clearer answer. But you also need to pay close attention to when they are starting to run out of steam. Once this starts to happen, you need to start talking about something similar, with an equal amount of enthusiasm. This is definitely a skill that will require practice. It's something most people never give much thought to. They just assume that it sometimes happens, and sometimes doesn't. If they feel compelled to talk about something, they talk about it. But this is a skill you can practice. Once you come up with a topic that their answer reminded you of, start talking, and don't be shy with your charisma. Make sure your facial expressions and gestures are open and as enthusiastic as possible. Consider this as both giving them a good feeling, as we all love to watch a charismatic speaker communicate, but it's also giving them an example of how they can communicate as well. The

more open and enthusiastic you allow yourself to be, the more quickly and likely they'll spontaneously come up with a different conversational topic. You, of course, can see this in their face, and help them to get talking and describe it by shifting back into your following meta model mindset.

Lots of Work!

One way to determine if they are right for you for a romantic relationship is to see how much effort you need to put into the conversation to keep it going. If you find that you're putting in a lot of effort, but aren't getting much return, then consider disqualifying them for a romantic relationship. Common criteria for many people when sorting for ideal relationship partners is that they can carry their fair share of the conversation. This is completely up to you. You may like the quiet shy type that only you can get to open up. In which case you might not mind at all doing all the heavy lifting in the early conversations. One of the benefits of shouldering most of the conversational work is that because few people know how to do this consciously, you will be seen by them (the quiet, shy type) as the only person who really gets them. And you will. Many people are wonderful on the inside, but it takes some conversational treasure hunting to find those wonderful insides. And when you do, they will see you as different than every other human on Earth. This can be your secret weapon in breaking through the quiet exterior of many introverts who are fantastic people that just don't want to bother advertising their fantastic-ness. Being quiet on the outside may be their own unique qualifying strategy, to only get close to those who are willing to put in the work to get to know them. This demonstrates quite a lot of self-confidence. They know they are so valuable that they don't need to advertise. When you come alone and carefully find their inner treasure, it will be worth all the effort you put into it. You may discover that shy introverts may be the best hidden secret of relationships. Like certain atoms, they require a lot of energy to form bonds, but once those bonds are formed, they are very hard to break.

How to Practice

This is a very subtle skill, but it's worthwhile to practice it however you can. Even if at this point, you are still reading this for an intellectual understanding, being able to switch this skill on when needed can be a very valuable asset. Job interviews, building good relationships with neighbors or in-laws, being able to flip on your "conversational genius" will serve you in many ways. To start, begin

practicing with your friends. Whenever you can, switch into meta model follower mode, and just ask questions. This part is easy, especially if you are truly interested in what you have to say. However, building up your ability to quickly fill in the blanks with your own stories may be tough. Luckily, this is something you can start practicing on your own.

Memory Rebuilding

Something you should consider doing would be to spend a few minutes every night rebuilding your memories going all the way back to your childhood. You can do this on different themes, themes that tend to come up in conversations. For example, you might start a theme of "making friends." Start off as young as you can remember, and just journal your experiences, as objectively as possible, from when you started making friends at a young age. Start in school, and take the time to recall the friends you made, and how you made them, as you grew up. Move through high school and college or your job. This isn't to go through any of the emotional experiences, this is just to jog your memory. Doing this exercise will make those experiences come to mind much more quickly when needed. This exercise will make the difference between you being frozen, and not knowing what to say, or being able to quickly recall a childhood experience. This way, when your conversational partner runs out of steam, your brain will provide you with a similar topic right away. You can carry on the conversation by immediately saying, "That's like when I was in third grade, this new kid sat next to me but we ended up throwing dirt clods at the girls during recess, it was awesome!" Go through as many themes as you can. A great way to find a new "theme" around which to rebuild your memories is when you feel stuck during a conversation. For example, you may be practicing with a person down at your local pub, who was talking about an experience rebuilding his engine. At the time, you may have been dumfounded as to what to say. But this is a golden opportunity to start a one or two-week nightly journaling experience about engines and anything in your history regarding engines. The more topics you do this on, the more things you'll be able to call to mind spontaneously during conversations. This will absolutely obliterate the common, "I don't know what to say," response that comes up often in early conversations. The great part is that based on how our memories are stored in our brains, any one theme you go back and rediscover will recall tons of other memories that don't really have anything to do with the original theme. This will increase your chances of having free flowing conversations with more people.

Beware the Ego

Your biggest enemy in using the meta model from a following standpoint is your ego. Before we talk about how to keep your ego from bothering you, we need to understand exactly what the ego is. It is surprising its simplicity, but potentially deadly in its operation. Let's revert to our discussion of ancient lives of hunter gathers. We need to have a biological reason for everything, otherwise we'll end up with metaphorical ideas and suggestions that sound good but are impossible to implement. Imagine the structure of an ancient society. Two or three hundred people. Organized as a hierarchy. The higher up one was on the social ladder, the easier life was. Conversely, the lower one was, the worse and harder life was. Tribes were nomadic, so they were always moving into new territory. Those at the top of the tribal food chain got the best spots in the new territory. Those at the lower end got the leftovers. The places that nobody else wanted. Further away from water, or nearer to danger. Imagine a large stereotypical cave for a few hundred stereotypical cave dwellers. The most important members of society stayed near the back, as did their families. In studies of chimps, they find a strong correlation between social status and sex. There is enough evidence of human history to suggest that whenever possible high-status males did everything they could to monopolize all the females. Even in recent history, it seems the primary driving force of the desire to rule many men is to have access to many women. A surprisingly large percentage of Asian males are descended from Genghis Khan, for example. What does this mean for the ego? Based on what we know from chimps and what we know from human history, as well as endless social research which shows that humans are hierarchical, we can imagine that every generation of humans, since we split off from chimps six million years ago, can be seen as a social status contest. And the winner of each generational social status contest passed the most genes down to the next generation. The Pareto Principle states that in any system, twenty percent of the components are responsible for eighty percent of the work. Twenty percent of the salespeople at any given company will account for eighty percent of the sales. You probably wear twenty percent of your clothes eighty percent of the time. Or you listen to twenty percent of the songs on your player eighty percent of the time. It's not unreasonable at all to imagine that up until the agricultural revolution only a few thousand years ago, twenty percent of the males had eighty percent of the children. This means that the ability to get and maintain social status could very well be the prime directive that exists deep in our subconscious

mind. Those that could get the most social status in every generation got, as a result, the easiest access to sex and wealth. Or sex and food until wealth became something other than food. The primary driving force in humans ever since we split from chimps six million years ago is to get and maintain, or increase, or demonstrate, as much social status as we can. Also, consider those in the middle range of ancient tribal society. Just like eating food feels good and not eating doesn't feel good, anything that indicates rising social status feels good, and anything that indicates or threatens lowering social status feels bad. We see people talking about us in a good way, we feel fantastic. We see people talking about us in a bad way, we feel horrible. Napoleon noted that, "Men will die for ribbons." Meaning that the best way to motivate his soldiers was to publicly acknowledge those who fought bravely. Just like our ancient hunger doesn't know that we don't need to eat everything in sight, because it still thinks food is scarce, our ancient *ego instinct* doesn't know that people talking negatively about us really isn't such a big deal anymore. It still feels horrible to see people talking badly about us and it still feels fantastic to hear the praises of others, especially when it's given publicly. Similarly, we are desperate to demonstrate high social status to others. This doesn't mean we always feel compelled to carry designer goods. This happens at a deep, unconscious level. Whenever are talking to another person, that ancient part of our brain, the collection of instincts that are responsible for demonstrating our social status (and being keenly sensitive to any indications of movement either way), is desperate to demonstrate that our social status is higher than theirs. This is the ego. A collection of instincts that simply cannot be turned off any more than our hunger can be turned off. We will always be sensitive to the opinions of others. And we when meet people, we are desperate to show them, and everybody else, that our social status is higher than theirs. This is not conscious, this is very subtle and underlies every conversation we have, even online. Despite the context and emotions of the conversation, if the people in the conversation are at all strangers, there will be some kind competition going on. My idea is better than yours. My joke is funnier than yours. My laughter is louder and more responsive than yours. My comment on the issue is more insightful than yours. This is very, very subtle, but it is always there, even among friends. It is as natural as hunger, the desire for sex and emotional companionship. And like all our other instincts, what helped us back in the days of hunter gathers gets in the way today.

Turn It Off Temporarily

In this case, knowledge is much more than half the battle. The best way to turn

off your ego is not to turn it off, but to teach it to play the long game. Many people are very good at this naturally. They naturally let others think they are getting the best of them, when in reality, they've got very long-range plans. This doesn't mean we need to be extremely manipulative and cunning. It just means we have to keep a careful watch of our ego, and when we feel its head starting to rise up, we can tell it to relax, since what we are doing is develop something much more enjoyable than a short-term victory.

Strategy

Your ego will pop up without you knowing it until it's too late. Most people don't even acknowledge their own ego, only the ego of others. But since you now have a much deeper understanding of it, you can watch it in action. Every time you feel the need to make a comment that intends to make you feel at all superior (deeper insight, more intelligent comment, harsher insult, etc.) that is your ego. Adults have an easy time shutting their ego when letting their children win at simple games. Letting their children win gives them a pleasure which is greater than "being right." This is the strategy to use. Force yourself to focus on the pleasure of seeing your conversational partner shine in the spotlight. People that are referred to as "know-it-alls" are generally not enjoyable conversation partners because they simply cannot let other people "win" at anything. They always need to have the last or best word or be the authority in some way. Nobody ever fell head over heels in love with a know it all. However, you aren't going to be a pushover. You are going to practice, so you let the right people shine at the right moment.

Observational Practice

The first step is to simply watch your friends talk. Force yourself into observation mode. Watch them, and force yourself to see them through the lens of the ego contest. See if you can spot who is trying to demonstrate social superiority and how they are trying to demonstrate it. The funniest laugh, the best comment, *etc.* Read internet forums and see if you can read between the lines, and see how each and every post is, in some way, an attempt to demonstrate some kind of superiority. It is usually very subtle, it is usually socially acceptable, even welcomed, but it is always there. It is a natural instinct like hunger or the desire for sex. It is not evil, it is not bad. It is a very necessary emotion that has helped humans survive and thrive for the past 99.99% of our existence on Earth. You only need to notice it enough to see that it is there, and

it is always there. Once you notice it in others, begin to watch for it in yourself.

Impulse to Speak

It's easiest to recognize in yourself when you are listening passively, even boredly, but then you suddenly start to speak, almost without realizing it. This is your ego noticing an opportunity to demonstrate any kind of superiority. This is fine with your friends. This is fine with your boss or colleagues or family or even the police. But at the wrong time, it can be deadly to the object of your affection.

Why So Deadly?

The point of meta model questioning from a following standpoint is to help open them up, lead them out, slowly get them comfortable talking about deep things that they've never really expressed before. This is when they are at their absolute most vulnerable. This is when your ego can do the most damage to theirs. Imagine you are talking to a stunningly gorgeous but extremely shy person. You're on a third or fourth date, and they are really starting to open up. They are talking about things that are deeply important to them. Ideas and dreams about their future, that make them feel wonderful, and subconsciously associate that wonderful feeling with you. This is the absolute worst time for your ego to chime in. Let's say they're talking about the dreams about becoming a vet, something they've had for a long time, but something they've never really expressed. Maybe they really don't know if they really want to go school to become vet, but for some reason, talking about it to you makes them feel wonderful. A kind of "what if" conversation about the ideal future. But you remember reading an economic article about how vets are in bad shape. They have tons of student loans and the vet business is dying. Your ego decides that it would be a good idea to "show off" your knowledge of the state of the vet industry. Just when they are at peak "good feeling, your ego chimes in.

"Yeah, but you'd have to borrow money to be a vet and it would be hard to pay it back. I just read an in-depth article about the vet economy and it's really terrible now."

Game over! They feel silly. Embarrassed. Foolish for having had the courage to dream. And more importantly, they associate those negative feelings with having expressed their deep desires to you. In letting your ego out of its box, you've

taught them that expressing their deepest desires to you is a dangerous thing! Not a good way to make somebody fall in love with you! This is also something that you cannot undo. Once your ego crushes their dreams, you can't uncrush them by saying something useless like, "I shouldn't have said that." That would be like saying, "Gee, I shouldn't have done that, that was as stupid thing to do," after crushing their big toe with a hammer! Admitting it doesn't uncrush their toe! Even worse, crushed toes can recover, but crushed dreams cannot!

Don't Tell - Don't Question - Only Ask

A good rule to follow when getting deeper and deeper into dream territory (through meta model follower questioning) is to avoid commenting or even making statements. One very important skill to practice is to only ask questions that intend to get more information. Not advice masquerading as questions like, "But won't that get you a lot of student debt?" Questions that make their picture bigger. Only give advice to your future lover if they specifically ask for it. And even then, be exceptionally careful. Advice and comments will almost always kill attraction, not build it up.

Secret Tricks

Once you get past your ego, and get them to open up, there is a goldmine of information that you can use to accelerate their emotional feelings for you. However, you must be very careful, and use them sparingly. Remember, always think like a caveman. Recall that young lovers back in those days rarely saw each other, and when they did there were usually tons of people around. At the same time there was usually not a lot of competition, which there is today. But there is always a very fine line between just enough, and too much. The best way to get them to fall madly in love with you is get them to want to see you, but only present them with opportunities to see you less than they want. Too much and it's over. Once you cross the threshold of being more available than they want you to be available, it's time to dial it way back down. In that regard, think of reeling in a fish. If you reel too hard, the fish is gone, and you'll never get it back. But if you don't reel at all, the fish is going to be eaten by another fish! Ok, maybe not the best metaphor. We'll get into a lot more details later about frequency so now we'll talk about exactly how to use that information you are getting during those wonderful conversations that flow from meta model following. They'll be talking about things that are important to them. They'll be talking about things in great detail that are important to them. They'll be talking about things in more detail than they've ever talked about. This will make them feel much better about those ideas. Let's take a look at the vet example from the last chapter. That person likely had a vague desire to be a vet, but they never really thought about that vague desire with very much specificity. Chances are, if they'd ever expressed that vague desire to anybody, it was likely squashed by the other person's ego. This is a curious way we humans share our friendship. If one of our friends, or even a loved one, expressed dreams beyond lives of mediocrity most of us live, it scares us. We then tell them what a foolish idea it is. We convince ourselves that we're helping them avoid future heartache, when in reality we are terrified of losing them. Consequently, nearly every human has dreams they are terrified of sharing with others. Then you come along and get those dreams out in the open. And not only do you accept them, you help them expand them and get them much more specific than they'd ever hoped. And now they're starting to feel really good. And they are automatically and subconsciously associating those good feelings with you. If this was all you did, go on regular dates and talk to them like this, for them you would be a dream come true that they would never want to let out of their site. But we've got a lot

more tricks up our sleeves!

Using the Information

Now you've got very powerful information. You've got ideas that represent their deepest dreams about their future. How do you use it? One of the rules of writing fiction is, "show, don't tell." That's how. Don't say something silly like, "Hey remember last week when we talked about your dreams of becoming a vet? That was pretty nice, wasn't it?" Instead, show them you remember. Show them that you remember. Show them that you remember in a way that says ideas about them and their dreams are now part of your everyday thinking. Let's say you had a discussion about their dreams for their vet business, and it's now two weeks later. You are out driving around and you pass by a vet shop. Avoid saying something obvious and goofy like, "Hey there's a vet! Remember, you wanted to be a vet, right?" That's way too clumsy and conscious. It shows you are purposely trying to recall that vet conversation, and it shows you are hoping to get a specific reaction. A better idea would be to say something much subtler. Let's say the name of the vet was "Shirley's Dog House." Glance over, chuckle to yourself and mention, almost without thinking, "Yours will have a better name, right?" and then drop the subject completely. This is a demonstration that you remember the conversation. That you remember it was important to them. This will spin their mind in all kinds of wonderful directions. If you say it too obviously, they'll think you're using an angle to get a specific response. It won't sound congruent or natural. But when you just mention something in passing, it demonstrates a kind of "working knowledge" of their deepest dreams. It shows that you've taken their deepest dreams, accepted them as part of who they are, and have worked them into your ideas about them. This is more powerful than saying that they are important to you. This is more powerful than telling them how much they mean to you. This is on a completely different level. This shows you are not just entertaining their dreams, you accept them as completely valid. This shows them that you've seen the real them, and you like and remember the real them. Few people ever experience this from anybody, even those closest to them. Also consider this. When you drop a comment like that, and then completely forget about it, they still start wondering how and why that comment came up. Their mind will be spinning about how you are thinking about them, but since the comment was so subtle, they won't be sure. Did you remember it because it was a vet, or because it was important to them? This is the kind of uncertainty that grows into deep affection. This is a very powerful love seed you will be planting in their brain.

Take Notes

Whenever you have a conversation that involves them telling you anything that makes them light up, remember it. Write it down later. Burn it into your brain. Do any kind of memory trick you can to associate those things with them. Do not judge them. Do not try to alter them or coach them or offer any advice about them, ever. Just remember them.

Look for Opportunities

Whenever you see an opportunity to demonstrate in as subtle a way as possible your memory of those things, think twice and speak once. (Kind of like measure twice and cut once). You don't want it to be obvious that you are purposely trying to do anything. It must seem as spontaneous as possible.

Shouldn't This Be Natural?

Absolutely! You like them and they will hopefully like you. If you like them, you'll naturally remember the stuff that is important to them. But sometimes when we silly humans like people, we get so nervous that we can't think correctly. They're sitting across from us and smiling and talking and it's so wonderful trying to pay attention to the actual words they are saying is impossible! So, it is a good idea to spend some time after the date to write down the stuff you talked about. And some of us are just socially awkward and need some help. And all is fair in love and war. Remember, this is in support of our prime directive as humans, to make more people! Also remember that much of this will be natural, and knowing how all this stuff happens anyway will help you stay on track.

Deep Testing

Naturally, this shouldn't be a one-way street. When going back and forth, you each should get deeper and deeper into your own respective dreams, or whatever the topic of the conversation is. One way to "test them" to see if they really are worth your time is to see if they remember stuff that's important to you. While it may not be important early on, if you do all the conversational heavy lifting, and you do all the work remembering the stuff that's important to them, don't be shy about expecting at least some reciprocity. It might be OK now when you're head

over heels in love with them, but it might not be five or ten years into the future. If you do all the work in the beginning, they can reasonably expect you to do all the work all the time. You can't really get angry at them ten years later for never asking about what's important to you. They didn't in the beginning, and you were fine with it then! Consider this another part of your criteria. When thinking of your ideal partner in the abstract, before having met them, how interested are they in your important hopes and dreams?

Fears Are Equally Important

These are best left until after you've developed sufficient rapport, and it's always a good idea for you to go first. But just as important as knowing their deepest hopes and dreams, knowing their deepest fears is also equally important. Share some of yours, and when they reciprocate, remember them. For example, if they have a deep fear of clowns, from that point forward you've always got to be on "clown duty." If you ever see one, don't laugh or make a joke. Treat it as a real threat and get them out of there! You should also expect them to do the same for you.

Emotions and Sex

One of the general skills you'll need to develop is to be able to speak calmly and confidently about sexual and emotional topics. When thinking about these two topics people tend to avoid them until there are problems. Just reading a sentence about speaking openly about sexual and emotional topics conjures up ideas of therapy and interventions. But consider that your ability to speak calmly and rationally about these ideas will enhance your abilities to create love significantly. This isn't to mean that you create love *by* speaking about sexual and emotional topics. This is a skill that has powerful yet subtle secondary and tertiary affects. For example, if you saw a movie with somebody you were just starting to date, and the movie touched in some sexual or emotional themes, being able to talk calmly about them with the same amount of verbal dexterity as you would an action movie would speak volumes about your character. A very common hope for a romantic partner is somebody who can speak intelligently about these topics, as they tend to be the source of problems. But at the same time, very few of us can speak very well about these topics, so it's not something we think of as criteria. It's one of those things we "hope" is present in our partners, or we hope we'll never have problems that require talking about these issues. So, when you can demonstrate early that you can discuss emotional and sexual topics without getting "weird," that will make you more attractive in general. You never need to talk about yourself or your potential partner. Only demonstrate the ability to do so. For example, you might watch a movie together that touches on potentially taboo emotional subjects. Being able to discuss the plot of a movie in terms of those potentially taboo subjects is possible without ever having to reveal any of these ideas about yourself.

Practice Makes Perfect

This is definitely something that you can practice. This is one of those things you should practice without ever telling anybody. The first step would be to do some introspective journaling to uncover the emotional subjects that would make you uncomfortable. Once you've got a few of these, then just start having imaginary conversations about them in the car, or when you are alone. A good way to build up your emotional tolerance would be to watch emotionally uncomfortable movies. Most of us only think of watching movies as a form of entertainment. But movies can be a fantastic way to expand what you feel

comfortable thinking about and imaging from a first-person perspective. Pilots practice on flight simulators, soldiers train to resist brain-washing by simulations and sales people role play all the time to help themselves overcome common objectives. Consider watching some emotionally uncomfortable movies just to allow yourself to imagine yourself in the role of one of the characters. The more emotional range you can think about and talk about, the more attractive you'll be to a wider variety of people. And later, within the relationship, being able to discuss emotionally sensitive topics could be the one thing that makes them never want to leave you. And when you can shoulder the responsibility of helping them speak about emotionally difficult issues by using your meta model skills, you can be their dream come true. But you can't help them discuss emotionally difficult subjects if you can't do so yourself! To really prepare yourself, consider journaling about all the emotionally difficult situations you've been in. Write them out from an objective standpoint. Being able to discuss your own emotional history from a purely objective viewpoint will help you help your partner discuss their emotional issues without getting pulled in on an emotional level. Remember the difference between being inside of a situation subjectively and being outside of a situation objectively. By training yourself to think objectively by reviewing your own emotional situations, you can help them in significant ways. You can be just subjective enough to emphasize with them, but keep enough objectivity to lead them through with delicate meta model questioning.

Sexual Discussions

Being able to speak about sexual topics is also a highly desired skill. Not only that, but being able to speak about non-sexual topics with obvious sexual energy will make you irresistible. This is impossible if your brain shies away from any sexual ideas. This is something you can practice as well. And again, this is something you should practice without ever telling a soul! Just get comfortable talking about your own sexuality and your own sexual desires. You can begin by journaling all your sexual experiences, as objectively as you can. Consider of having a goal (which will be hard to attain) of speaking about your sexual desires as calmly and rationally as you would your food choices. Sitting around and talking about your favorite pizza places and favorite combinations of topping is easy. But talking to somebody about your sexual likes and dislikes is difficult for many people, but you'll find the more you can talk objectively about your own desires, in the appropriate situations, the more attractive you'll be.

The Super Power Meta Model Skill

This is the one skill that should you spring it on your new lover, they will never, ever want to leave you. Be very careful, as this will create a huge amount of attraction for you in their minds. Do not use this lightly, be sure you are using this on a person who you feel strongly passes all your criteria. Conversely, only use this if you are absolutely certain the other person is aware that you and they are having a very short term sexual encounter, for whatever reason. Also understand the strength of this super power is directly related to your own abilities of calmly talking about your sexual preferences. The process simple. When you have sexual rapport, meaning you are in bed and relaxing after having sex, or you are getting warmed up to have sex and it's not the first time. Then start using meta model questions to get them talking about their deepest and most secretive sexual fantasies. This requires a lot of rapport, and a lot of emotional calmness. Even a hint of judgment will destroy everything, so be careful, and be ready to listen and accept anything they say as valid. Before you attempt this, be very sure that there aren't any sexual desires on their part that would be a deal breaker on your part. If you reject somebody because of their sexual inclinations, that would be very devastating to them emotionally. This is not something you do after being sexually intimate with somebody. If you aren't certain you can accept anything they might desire, do not try this. But the process the same as any other meta model elicitation. With sexual ideas, you'll need to start a lot more vaguely. Just asking them, "So, what's your kinkiest sexual fantasy?" Probably wouldn't be a good idea. Start slow, and ask them if they'd like to play a game of sexual questions. Let them know they can stop at any time. Make sure they know you aren't going to reject or judge anything they say. Tell them you are going to help them create the perfect sexual fantasy. Tell them they don't even have to speak. All they need to do is move their head one way for yes and another way for no. Or move their head one way for choice A or the other way for choice B. Ask them to think of any sexual situation they'd like to be in. Tell them it can be extremely vague. Then start asking "either or" questions. Inside or outside? Alone or with another person? With one other person or with many other people? Pause after every three or four "either-or" questions and describe their fantasy up to the point. Ask them if it's accurate. If it is, continue. The longer you take to get more and more specific, the more realistic their sexual fantasy will become. And the longer you take to do this, the more they will subconsciously associate their sexual fantasy with you. Even if their sexual fantasy involves a specific person other than you, (or many specific people other than you), like a rock star or athlete, just roll with it. Accept it as a

completely valid fantasy. The more you can help them create a rich fantasy with as much detail (while they are lying next to you with their eyes closed and listening to your voice help them bring their fantasy to life) the more they will associate sexual fantasy with you. Your voice, your smell, your touch, your presence. If you can successfully discuss your own sexual desires, and you can accept whatever fantasies they may have as completely valid (even if it's with vampire aliens) you will create a powerful subconscious anchor. Their deepest sexual fantasy to you. If you can slowly bring them to sexual climax while you help them create their deepest sexual fantasy? They will be your willing love slave the rest of your life! (Well, maybe not but you get the idea!) If you were a CIA agent and had to seduce the enemy and get them to give up their nuclear codes, this would be the way to do it!

Sneaky Tricks and Advanced Tactics

With what we've covered so far, you have enough information to get most anybody to fall in love with you. Now, you may not be able to go out and do that today. You may need to do some work first. Build up your list of criteria. Develop your social skills, and get comfortable talking to strangers just to have experience interacting with a wide variety of people. And the last chapter may take a while until you are full ready to openly discuss movies about complex emotional topics like teen suicide and other complex issues which require seeing things from different perspectives. And the idea of talking about your own sexual desires may take a while. Nevertheless, with that collection of skills, you'll never have to "hope" for love happen. You'll know exactly how to make it happen. If you are in an existing relationship, you've got enough skills to fire it up like it just started. Even with the meta model skills alone, you can make a small fortune in sales. But when you add in a couple of the ideas we are going to add in here, you'll have enough knowledge to transform yourself into an unstoppable force of infinite love power, capable of melting hearts as you simply walk down the street! Ok, maybe that was a bit much. But suffice it to say that with the added ideas in this chapter, anybody who agrees to sit across from you for a simple coffee date is going to fall head over heels in love with you. They just don't know it yet.

Spatial Anchors

The first sneaky trick is something called a spatial anchor. Anchors are widely known about, but fortunately few people know how to use them. These are one of those things that everybody thinks they know, since they know how to talk about them intelligently, but nobody (not even world class politicians) seem to have a clue about. They are based on the Pavlov and his discovery. In case you just landed on planet Earth and haven't heard of Pavlov, he was a Russian scientist who figured out how to get his dogs to salivate by ringing a bell. He brought the food, and they salivated. That was the natural response. Then he started ringing a bell when he brought the food. The dogs soon began salivating at the sound of the bell, even when it wasn't accompanied by the smell of food. In NLP circles they call this anchoring. But they almost always do it wrong. Pavlov had to ring the bell several times to get the dogs to start salivating at the sound of the bell. The way this is taught in NLP seminars, you only need to do it

once. So, when you set your anchor, you need to set it along with the natural response enough times to make sure it's set. Then when you "fire" the anchor it will get your target to feel the same response. A spatial anchor is one that is set in space. You can set one when you gesture. Most people gesture without any thought, so there isn't any correlation with the placement of their gestures and the emotional content of their message. To set spatial anchors correctly, you'll need to start using your gestures consciously. This will feel weird, and like anything else you try the first time (like putting your keys in a different location) it's going to take a while before it feels normal.

How to Set

You don't need to be very specific. Only understand the difference between "good things" and "bad things." Both good things that everybody would agree is a good thing, and ideas you want your target to think is a good thing. When setting your "good" anchor, use the same gesture whenever you say something you believe will create a "good" feeling in your target. For the sake of illustration, we'll use your right side as your good gesture and we'll denote it with an R in parenthesis: (R). So what things do people feel good about? Money, sex, vacation, babies, ice cream, weekend parties, etc. So, if you were to say the following, with the (R) gestures accompanying the "good" things, you'd have a pretty high probability of connecting those good feelings to your chosen gesture.

Last week I was flipping around, watching TV. I just gotten home from work, ready for the weekend (R), and I found this movie that I thought was familiar, but I hadn't seen it. The actress was gorgeous (R) and she had this really cute baby (R). I didn't really know the story since I started watching halfway through. While I was watching I got an automated text from my bank, saying they'd made a miscalculation and I had an extra four hundred dollars (R) in my account. I was in a pretty good (R) mood, so I called my buddy and he brought over a bunch of pizza (R). By the time he got there, the movie was over and the lady had reconnected with her husband (R) who realized his mistake and told her how much he loved her (R) and it was a happy ending (R). Then my friend came over and I fell asleep on the couch while he watched a movie about zombies vs. aliens or something.

Once the good anchor is set, you can start to connect it to things you want them to feel good about. Like maybe they should give you their number (R) so you can get together later (R) and continue this conversation. Or if you were a

salesperson, you might talk about how they should buy the product (R) so they can take it home (R) and enjoy it (R). The idea is simple. Set the anchor enough times on things you know they'll feel good about, and then fire the anchor a few times on something you *want* them to feel good about. But we are going to go a bit deeper, and use this with much more power.

Combinations with Meta Model

Whenever you are asking them questions about something they like talk about, and you are using the meta model to get them talking in more specific and more enjoyable terms, you use set your good anchor to their desires. As you carefully elicit their fantasies, hopes and dreams, you'll need to periodically describe their ideas back to them, both to make sure they know you understand them, and to make they feel good when they hear you saying their words. You can enhance this by using your setting your anchors to their words, as you say them back to them. For example, if they are speaking to you about their dreams of one day become a vet, imagine if they said the following:

Yeah, I don't know if I could even get into the school, but I'd love to become a vet. I mean it would be great to help animals, and I love the idea of being able to heal a family pet and tell the kids that their dog or cat was going to be OK.

Let's further imagine that the underlined parts are where they kind of "lit up" a bit when they said those phrases. That's an indication those are things that have special emotional meaning to them. These are the key phrases you can say back to them. When you do, make to use your "good anchor."

That's really cool. I really admire people that make a decision like that, to become a vet (R). I mean we all have dogs and cats and it's horrible when something happens to them. It's good that there are people that can help animals (R). I had a friend and when his dog got sick, all their kids wanted was for somebody to heal the family pet (R) and tell them their dog was going to be OK (R). So, when do you start vet school?

This way there's no guessing. You may try something like "I found some money (R)" only to find out your love interest is a communist who hates money and wants to revert to the barter system. But when you use their own phrases that you *know* make them feel good, you'll have a lot more power.

But we're just getting started!

Sneakier Tricks

A very popular and nearly always misused technique from NLP is the embedded command. The idea is simple, but few people can deliver them with any skill. Interestingly, the people that deliver them the best are those who aren't aware they are using them. How can this be? Before we get into the details of what embedded commands are and how they are best used, let's quickly go over what NLP is and what it isn't. NLP falls under the umbrella of persuasive communication. Persuasive communication involves talking to other people in a certain way that is different from how one normally talks to people. This presents an interesting problem. If you were to learn how to play the piano, you would know that it takes practice. And you could practice in the privacy of your own home, using headphones so nobody would need to listen to your mistakes. Most everything we learn is looked at as something that needs to be practiced, and everybody knows that practicing is normal. The best athletes in the world practice 90% of the time and compete 10% of the time. But communication is something that is hard to practice. If you are talking to somebody who knows you are practicing, then you're not really practicing since it's not really organic. And practicing with somebody who doesn't know you are practicing feels very strange, so most people don't do it. This presents an opportunity for clever marketers. They are teaching something that is only ever practiced in the seminar room, where everybody does what they are supposed to. Very few people actually take the time to go out and practice on real people, and continue to practice for the amount of time it takes to genuinely improve. Learning to play the piano effectively takes years. Learning to excel in a sport may take a lifetime. Yet somehow, most of the people with "certificates" in any kind of NLP-related skill believe that practicing for two weeks in a seminar room is sufficient. That's the first point. Most people that think they "know" NLP don't really have the faintest idea. This also means that those who come up with NLP things to teach have a lot of flexibility. They can come up with a lot of esoteric ideas, and nobody will know since nobody will actually go out and try them on real people. This is true for anything related to making money, meeting people, or become persuasive. Since most people will never take the time to actually practice what is being taught, the "teachers" can get away with the craziest sounding ideas. So, right off the bat, most of what you hear about NLP from other people is not that much different from listening to people who participate in "fan-fiction" online groups. It sounds great in the seminar room, it worked

great when they got their online certificate, but it's not something they've ever really tried. Most of NLP is really very simple, but since few people have taken the time to actually practice these very simple techniques, clever trainers and marketers have invented all kinds of silly sounding communication systems. But true persuasive technology is not invented. It is reverse engineered from people who are naturally persuasive. The way NLP was "invented" way back in the day was by reverse engineering people who were naturally persuasive. This is why many people get confused. They'll read a few books or blog posts about NLP, then they'll come across a naturally persuasive speaker, and see some "NLP," and make the erroneous conclusion that the person is "using" NLP. Here we need to get into some basic logic. Let's say that ten percent of people are naturally persuasive. Those ten percent use techniques that (that they use spontaneously and naturally without ever being taught) that are proven to be effective. Somebody comes along and secretly studies all these naturally persuasive people. Some use some techniques, some use other techniques. Let's say after secretly studying these persuasive people for a few years, they come up with 100 specific techniques that they can copy and test and show that these individual techniques are persuasive. And let's further assume that each naturally persuasive person uses sixty or seventy percent of those techniques on average. And let's assume that the average "non-persuasive" person uses maybe ten percent of these techniques, on average. One could conclude that some people know some NLP, and some people know more NLP. But the truth is that some people are just naturally more persuasive than others. NLP is just a collection of all the individual techniques that people are already using, and have already used. Now, how many people have studied NLP and gone from being a person who uses ten percent of these techniques to fifty or sixty percent? How would you know? If you were only allowed to observe the communication from the outside in, you wouldn't really be able to tell if they were actually using NLP after having practiced it for a long time, or if they were just naturally persuasive. This allows for a lot of mythical beliefs about NLP to persist. That it doesn't exist at all. Or that it does exist but it is so secret that only a few very powerful people know about it. Or that some persuasive people are so clever at using it that they seem to be normal, and only those really skilled in NLP can tell us how those are really using secret techniques from NLP. But the truth is that some people are naturally persuasive. And persuasion is luckily something very simple that we can study and practice. Unfortunately, we humans have a clever way of deceiving ourselves. And that makes us ripe for trainers who can make money by teaching these allegedly super-secret techniques. Here's how it works. Somebody may read a book or a blog post about NLP. Something simple like

how to use spatial anchors or embedded commands. They sound cool, but then when they go out to try them, it seems intimidating. So, they decide to study more. They liked the experience of learning about embedded command and spatial anchors, but now they pretty much know everything about them, because after all, they are very simple. So, they have two choices. Go out and actually practice these two simple ideas (simple in concept but kind of scary to practice) or they could look for another secret technique to study. Most people tend to do this. This creates a market filled with eager people who would rather learn more secret techniques than actually practice simple and very powerful techniques. Consequently, if you were to peruse the NLP market place, you would find all kinds of goofy names of allegedly top-secret systems of alien based psychic persuasion (or something equally silly). But the bottom line is that what you need to know, and do, to make nearly anybody fall head over heels in love with you is actually very simple. But it's also very easy to fall into the "I'd rather learn more than practice" trap, which keeps you in your head and not out in the world where all the fun happens. So, when we go through and describe these mystical "embedded commands," you will find evidence of people using them every day. Those people have not learned NLP, they just happened to feel strongly about what they are talking about, and they would like you to. That's how humans communicate. It's the foundation for spoken language. To get ideas out of our heads, into our targets heads, in a way that our target will hopefully take action. This is something humans have been doing since the dawn of time. It is not sneaky. It is not mystical. It is simply a matter of learning how to communicate more effectively, so you can have a better effect on others. It's no different than when young ladies would walk back and forth in charm school with books on their heads, so they would appear more graceful. It is not a secret trick it is not a means of deception. It is just a more effective and persuasive way of communication. All this background is to get you hopefully committed to learn these simple tricks and then practice them as if they are no big deal. They really aren't. Let other people believe in NLP mythology all they want. You can get busy learning the simple tools you need to get people to feel undying romantic affection for you. We'll get into some details next.

Embedded Command Structure

Ok, enough background motivation! Embedded commands are extremely simple. About as simple as spatial anchors. And when you combine the two, they will be very powerful.

Command Structure

Commands need a grammatical structure. In English (don't ask me about other languages!) it's the plain form of the verb, a single verb or a phrasal verb, followed by an optional noun. When said by themselves, the fewer the words, they more powerful they are. For example:

Sit down!

Is more powerful than:

Sit down in that blue chair over in the corner next to the fish tank!

Both are commands. Both imply one person telling another person what to do. But one is much more powerful, meaning will be much more likely to elicit compliance, than the other. The first one, said with confidence, will imply immediate action. The second might end with the target wondering about the fish, or why they can't choose another chair, or that the chair really isn't blue, it's more of a light purple. So, our first "rule" of embedded commands (don't worry, we haven't gotten to the embedded part yet) is that shorter is better.

Command Tonality

Commands also must be said with command tonality. If you said, "sit down?" and pointed to a chair, your target might sit down, they might wander outside instead. If you said it flatly, "Sit down," without any rising or falling tone at the end, they might wonder who you are speaking to. But if you said it with falling tonality, where the "down" was said in a lower tone than the "sit" part, they would know exactly what you mean.

Embedded Commands

Now the good part! This is where you take a simple command, but embed it in a larger sentence. Consider the following sentence:

The other day I was waiting for my turn to go order at that Mexican place down town and I decided to sit down because it looked like it might be a while.

That's regular sentence that describes a past action. If you were listening, you would likely be trying to imagine your friend, the Mexican restaurant, and whatever chair he sat in. But consider if you say the "sit down" like a command. And further imagine that there was a slight pause before and after the command.

*The other day I was waiting for my turn to go order at that Mexican place down town and I decided to **sit down** because it looked like it might be a while.*

Of course, if you paused for two seconds before, and two seconds after, and you gave the command as if you were a frustrated kindergarten teacher about to lose your mind, whoever you said that to would think you've gone bonkers. It would actually be kind of funny. Right in the middle of the normal sounding sentence about a normal sounding restaurant experience, you decided to pause and scream at your conversation partner. Even funnier would be if you continued talking as if nothing happened. In fact, this can be a very entertaining party trick. For example, imagine you were standing in the middle of a mixed group at a party. And supposed you said the following:

*I was watching this movie on TV and this girl went into the doctor's office and he said before he began the exam, she had to **take off your clothes** so he could check to see if she had the zombie virus.*

If you said the part before and after the command (take off your clothes) like normal, but when you said the command you paused and looked directly at a female friend (or better, somebody you barely knew) and then acted like everything was normal as you continued the conversation, it would be pretty funny, assuming you kept your composure. Now, this isn't how should use commands with your love interest, but it is an example of how something so simple is so versatile, and this "one weird trick" can make your conversational style extremely flexible.

Ideal Delivery

When you deliver these in a non-humorous way, they should only be barely perceptible to your listener. If you change your tonality, facial expressions, *etc.* too much, they'll either think you're being sneaky, or they'll think you are being funny on purpose. When using command tonality, you only need to drop your tone just a teeny bit when you say these. Milton Erickson, the Dr. who invented these, would only tilt his head to the side when he gave embedded commands to his patients, who usually had their eyes closed. Ideally the change in tonality should be within your normal speaking range. It should sound as naturally as you can make it.

One Command Isn't Nearly Enough

A common misconception in embedded commands is that they are magic bullets that you only need to use once. Unfortunately, that's not the case. The more you use, the better. In fact, consider making it a goal to speak in "embedded commands" as part of your natural speaking style. You can train yourself to use your command voice whenever you come across a short phrase that is "command worthy." What makes something command worthy? Anything that you want them to do, anything that most people already want to do, or anything that you know your target would like to do. As a general rule, when speaking to people whom you aren't trying to make fall in love with you, you can use commands and command tonality (as well as your good spatial anchor) whenever you say something you know people will be eager to do. Make money. Have sex. Go on vacation. See the happy baby. Bake chocolate cake, *etc.* Understand this will take time, but just this small shift will have a powerful effect on your overall communication. By using your command voice, and using actual commands whenever you are speaking and you catch a command worthy phrase before it leaves your mind and deliver it with command tonality and your good spatial anchor (which is pretty much what naturally persuasive people do anyway) you soon become a very interesting person to listen to. You will be commanding people to do things they want to do anyway. To nearly everybody, this is a very good feeling. To be listening to a confident speaker who is subconsciously telling us to do what we want to do.

Understanding Command Order

When using commands to achieve a specific endpoint, that is, going from somebody casually knowing you to having strong feelings for you, the order of

your commands should go from the "everybody wants to do" commands to the "things I want you to do" commands. And the transition should be as smooth and gradual as possible. For example, the following commands given over the course of a thirty-minute dinner date conversation, would be perfect.

Relax

Enjoy time off

Have a good time

Enjoy the wine

Try some cake

Go on vacation

Open up

Become comfortable

Share an experience

Tell me more

Get closer

Think of the future

Get together again

Look forward to this

Try a different restaurant

Look forward to my call

These are just some examples, but see how they slowly transition from command most anybody would follow, to some more neutral commands, to

specific ones that could be related to getting together again. This is probably the biggest misunderstanding of embedded commands, that they are a "trick" that you only need to use once or twice. Once you start to look for these in others, you'll see that people who use them, use them often, and they use them naturally. Consider making them part of your normal language, no matter who you are speaking to and no matter what you are speaking about. Whenever you catch yourself about to say a short command worthy phrase, just put it in a command and use your good anchor along with it.

How to Practice

This will take time, make no mistake. The easiest way is to just to find some text, and find all the command worthy phrases. Mark them out somehow, and then just read out loud and say the command as command. It will feel strange at first, and it will take a while before they feel "normal." But once they feel normal, when you use them on others they will have no idea. They'll just assume that's how you speak. And if you practice using these on "everybody wants to do" commands, then they'll never be any reason for anybody to say anything. They'll just nod along like it's a good idea. Next, we'll learn some even more powerful ways to use for fantastic effects.

Elicit and Magnify

If the thought hasn't already crossed your mind, the next step is pretty simple. It follows from the last two ideas. The first is using their "desires" connected to your spatial anchors as you say them back to them. To make them even better, simply take their desires and change them into command form. For example, let's say you're on a first date and they say something innocent like, "My job's pretty good, but I still wonder if I could become a vet." Now let's say when they say the last part, they say it with mixed emotions. Maybe they are a little shy about saying it loud to somebody they barely know. Maybe they think it's an unrealistic goal for one reason or another. But you detect that underneath, you sense it's not just something they thought up in that moment. You suspect it's something they have been thinking about for a while. So, you do some careful digging, to see if that really is a gold nugget.

"Yeah? You like animals?" you ask. A vague and safe question. They smile. "So, if you were to become a vet, what would that mean?" You ask. You took their words (become a vet) and said them back in a relaxed, vague question. Suppose they smiled, but were unsure. So, you decided to ask some specific meta model questions to help them.

"Let's say you had the money and the time and everything. If you went to vet school, how long would that take?" you ask. Notice how you carefully shifted the question into "hypothetical land."

"Well, if I could get in," they said, pausing.

"Sure, assuming you could get in, it was paid for, you had the time, how long would it take?" you say, slightly refining your hypothetical meta model question.

"Well," they say slowly, actually thinking it over in specific terms. "I'd have to go to school for another four years," they say, perhaps out loud for the first time. You smile and nod, remember a few moments go, pulling their original golden nugget. You've carefully pulled it out, polished it up, made it more real and are now ready to give it back to them.

"So, if you could **find the money** (R), **find the time** (R) and study for four

years, you could **become a vet** (R), right?" you ask.

The above assumes you've carefully set your good anchor (R), and you have warmed them up to your command voice by giving them some early commands about things most people would like. Now you are giving them commands that reflect their deepest desires. Think about what this does. All of us have deep dreams. All of us are a little sketchy about sharing those deep dreams with others. And most of us have an experience of sharing those deep dreams, at least some of them, with those close to us only to get a less than enthusiastic or supportive response. But in the above scenario, you were paying close attention to them, and you noticed a short statement (become a vet) that could potentially be a gold nugget. Something that represents a strongly held dream or hope about their future. You carefully and without judgmental (neither good nor bad) pulled it out to verify it. You asked a few easy meta model questions in hypothetical language (assuming you could get in...) so they don't feel on the spot. By slowing shifting into hypothetical language you allowed them the "play space" to imagine their ideal future without the normal constraints of normal day to day life. You got a few pieces of information, the length of time that would be required, and you made an assumption that it would take money. (The money is said vaguely, so it could apply to the tuition as well as living expenses of four years). Then you combined those two commands (find the time - find the money) and used them to build up the strength of their gold nugget (become a vet). Even if they never, ever really considered going to vet school, even if they never quit their regular job, this is something very powerful and very personal to them. You carefully pulled out one of their deepest desires (by paying close attention when they were speaking) got it into hypothetical land so you could further define it, and then you fed it back to them in the form of a command. It's one thing to say something vague and meaningless like, "Follow your dreams!" Anybody can do that. But it takes focus and a lot of effort to find out what somebody's dream is, get it out in the open in an easy-to-talk-about way, and then command them to do it. Take a moment to think about this next question. How many people, in your life, have ever done that for you? How many people have patiently listened to you talk about your dreams, and with zero judgment (positive or negative) help you define your dream, and then command you to fulfill your dream? If anybody has, it's probably been people who are *supposed* to do this, and people that you *expected* to do this. Teachers, school counselors, pastors, parents, *etc.* Even then your dreams were likely mixed in with some unexpected, (and unasked) for advice.

Remember the Reason

You don't do this to become their career counselor. You don't do this to become their life coach. You don't do this and then think they will forever ask your advice when it comes to decisions regarding their dreams or hopes. In the above example, you don't ever need to bring up the idea of them being a vet. You certainly don't remind them a year later and say something unhelpful like, "Hey, I thought you were going to become a vet? What happened?" You allow them to keep their dream, as a dream, and you allow them to treat it as a dream as long as the like. It is completely up to them when and how they transform their dream into reality. Now that you've elicited their dream and have connected it to your command voice and your spatial anchor doesn't mean you are now forever connected to them. It means absolutely nothing about the future for you and them. The only reason for doing them is to give them an emotional experience, with you, in that moment. The underlying message of the above conversation is:

"I like that you have dreams. I like that you've shared your dreams with me. I totally appreciate and support your dreams; however you decide or don't decide to make them come true. I don't expect anything from you because of this. I don't require anything from you because of this. I'm not here to judge to advise. I'm only here to understand and appreciate."

Now, ask yourself this question. Think very carefully. How many people in your life has asked about your dreams within the above understanding? Probably not many. The ones who did were likely blood relatives. What do you think your response might be if somebody (who passed your physical attraction criteria) asked that of you? How would feel as a result? This is the feeling you can now create in others. At will. This is the feeling that, when spaced out over time and mixed with scarcity, will get them thinking about you in the best possible way. Thoughts that slowly turn into one-itis, or love. We still do, however, have a couple other tricks up our sleeve.

The Self Point

The last chapter was fairly detailed, and it covered only one golden nugget. Every person you talk to will have an unlimited number of these. So long as you always keep yourself from giving advice or trying to tell them how to achieve their hopes and dreams, and keep the "understand and appreciate" mindset you will continue to find more and more golden nuggets. Every single golden nugget you find can be carefully moved over into hypothetical land. Just ask how they would achieve whatever it is they want should everything work out according to plan. The words are easy and not that important. Much more important is that your energy be absolutely devoid of any advice giving or judgment, either positive or negative. The structure is simple. Ask about what they want, under any context. Then ask simple meta model questions to get more information. Look carefully for any potential golden nuggets. Carefully expand those golden nuggets with hypothetical meta model questions. Once you're sure the golden nugget is a golden nugget, that is you finally clarify (usually by their facial expressions and other non-verbal communication) that it is indeed something they would love under the right conditions, put it into a command form, if it isn't already in one, and then connect it to your spatial anchor and command voice. The more golden nuggets you find, the more experiences you'll give them. Of course, you shouldn't overdo it. You need to talk about yourself and your own dreams. And you should also use some playful teasing with some of their desires. How much and how often varies greatly from person to person, both the person giving and the person receiving. If you do too little, you may be seen as somebody who is really sweet, but perhaps too sweet as there isn't any chemistry. Too much and you may be seen as a callous bully. Developing "teasing flexibility" is definitely something that will be extremely helpful. The more you can adjust your communication style based on whom you are speaking to, the more you'll be able to move their emotions. But if you are sufficiently open, detecting their own preferred (and almost always subconscious) level of teasing is fairly simple. You'll know when you are not pushing enough, and you'll definitely know when you are pushing too hard. But before we get into the push-pull idea, there's one more anchor to discuss.

The Self Point

This is a pretty famous anchor, as it's been taught as a powerful and sneaky trick,

which it is. But like spatial anchors, you need to use it quite often, and as naturally as you can for it to be effective. Recall when setting the right anchor (R), you needed to say things that had a high probability of eliciting a good feeling in your listener. Done enough times, the anchor itself (R) would create that good feeling. You can also use your good anchor on their golden nugget, as you expand and magnify it. Once you've got their golden nugget anchored to your good anchor, you can then start to give suggestions, or your own commands, and attach to your good anchor. If you've set enough of their golden nuggets to your good anchor, whatever other commands you give, so long as they aren't over the top crazy, will be subconsciously associated with their golden nugget feelings. For example, if you've set five of their golden nuggets to your good anchor, and it's your third date and you're ready to ask them back to your place, you can say, "Why don't you come home with me (R) tonight, I'm not ready to let you go." The short command (come home with me) is attached to your good anchor, which will also subconsciously bring up a lot of their gold nugget emotional energy. This will significantly increase your chances. But you can do a lot more, that acts a lot more subtly, especially when added up over time. This is when you use the self-point. A self-point is when you very subtly gesture toward yourself. For example, if you are speaking to somebody and you are holding each hand out on either side of you, as most people do when you speak, you can bring your right hand (or whichever hand you use for your good anchor) slightly toward you when you are setting a good anchor. Self-points are only used for generally good anchors (the kind you believe will have a high probability of eliciting a positive emotion) and golden nuggets. This works slightly different than a good anchor. A good anchor is kind of a stored place off to your right that you can use to create good feelings. When you don't use it, it doesn't do anything. But when you subtly gesture toward yourself, and you do this often, your listener will slowly start to associate those good feelings with you. Now, imagine if you set five golden nugget anchors over the course of a conversation. That would give your right anchor a powerful potential energy you could use for later commands. In this regard, right anchors (or your chosen spatial anchors) are potential energy for specific uses. But if you instead use a self-point when repeating their magnetized golden nuggets back to them, it will have a completely different effect. They will slowly begin to associate their gold nugget feelings with you. This simple idea of the self-point, when combined with the careful meta model expanding and magnifying of their golden nuggets, is incredibly powerful. It doesn't require you learn any complicated communication system, or memorized lines or patterns. All it requires is that you create rapport, ask simple questions and expand their answers that they seem to

enjoy answering the most. Then expand them, magnify them, and carefully connect them to yourself with subtle self-points.

The Good Anchor Self-Point Sweep

Another way to use the self-point is in combination with a previously set spatial anchor. Suppose you've set your right anchor (R) with things that made them feel good. Maybe you told a few jokes and when you said the punch line you set the right anchor. Maybe you described your favorite movie plot and when you said things like, "fall in love," or "saved the princess," or, "killed the monster," or "was reunited with his father," you set the right anchor. Everything's going fine. Then you start asking meta model questions and start getting some potential golden nuggets. You choose one, and start to magnify it and make it bright and shiny. Just for the sake of argument, let's say their golden nugget is to "become a singer." When you say it, you can use the first part of the phrase as your right anchor and as you finish the phrase, you can slowly bring your right hand toward your chest. When you do this, be sure to maintain eye contact. This is very much like a sleight of hand magic trick. The magician is telling an interesting story to the audience while looking at his right hand. The audience is looking at him and his right hand. But his left hand is doing the magic. This is kind of like this. It's not absolutely necessary to look at them, but definitely don't look at your hand! And when you bring your hand toward you, don't do it briefly. Don't finish the sentence and stare at them with your hand on your chest, hoping they get it. Do it very briefly. Just a couple inches toward you for a split second is enough. Your hand should pause for a couple nano-seconds before it returns to your side. The idea is to do this a few times over the course of the conversation. It should also not seem out of place, which means now is a good time to start practicing this. Whenever you use any phrase that you have an idea will elicit a positive response in your listeners, use this gesture. The anchor-self-point sweep. If you've never consciously used your gestures before, this will feel very strange. The first time you use a self-point anchor (even if it's for a nano-second) it will feel like you are shouting over a bullhorn: "Hey Everybody! Stop what you are doing and look at me! Aren't I awesome?" But unless you are blatantly obvious, few people will know. In fact, the first few times you try this, you might think, "Wow this trick is lame! It doesn't work, they didn't do anything!" But remember the purpose. The purpose of the self-point is to not cause any instantaneous change in behavior. It is to slowly build up good feelings, over time, in your listeners. If you started today, and carefully built in the self-point over time, everybody you interact with will slowly start to have a higher opinion of you.

Nobody will give you money or stop you on the street asking for sex. The result will be slow, and it will be subtle. But you will shift from however they think about you now, to somebody that they like having around. It's better to start practicing this now, so when you find yourself sitting across from a potential love interest, it will be natural.

Push Pull

Push-pull is a popularly referred to technique that can be easily misunderstood and misused if one doesn't understand the underlying mechanics. It must be used with a lot of calibration, otherwise it can have the opposite effects. Push pull is how people who are naturally comfortable with each other behave. Friends tease each other and the stronger the friendship, the harsher the teasing. There is a famous scene in a Clint Eastwood movie, "Gran Torino" where he is teaching a young male how to become more "male." He is trying to explain how Walt Kowalski (Eastwood's character) and his barber are really being friendly when they curse each other out when they see each other. When Thao, the young man comes in to try and replicate this natural "push-pull" behavior, he gets it all wrong. This is what can happen when you try to use the commonly taught "push-pull" without understanding the mechanics. Imagine playing "peek-a-boo" with a baby. You hide behind a piece of paper, and wait a certain amount of time, and then show your face. The baby laughs, and then you hide again. If you come out too strong, or hide for too long, it will ruin the effect. This is something humans do naturally and normally. So, thinking about this from an objective standpoint can be difficult. But if you try to use any kind of push-pull without being able to accurately read their emotional state, you can use it incorrectly and not really know until it's too late. Even in relationships when the couple has been going out for a while and supposedly knows each other, one person can say something innocuous but isn't taken lightly by the other person. One person is hurt, they think the other person should know but they don't, in fact they don't even remember what it was they said, and another round of emotional drama is born. When using any push pull techniques in the early stages of the relationship, you must be very careful and pay attention to how they respond. These are by no means automatic. They are very delicate, just as delicate as the wrong tone of voice to a baby can make them cry instead of laugh. With that in mind, let's take a look at some basic push-pull ideas, as well as some basic rules to keep in mind so you don't end up worse off.

Push Pull Elicits Uncertainty and Scarcity

Humans can be trained by the random giving and taking away of stimulus. This is the same process that gets people addicted to gambling. You gamble, and the outcome is uncertain. Sometimes you win small, sometimes you win big.

Sometimes you lose small, sometimes you lose big. The rewards (large and small wins) are given randomly, so the uncertainty of when they will arrive are coupled with the positive feelings they elicit. This is the ideal way to deliver positive feelings in order to train both people and animals. Random delivery of positive stimulus. If the receiver learns to expect the stimulus, then they lose their positive effect. That they come randomly makes them much more appreciated. It doesn't seem to polite to talk about push-pull in terms of animalistic training but that's precisely why they work. They work unconsciously and instinctively, to build in a desire that lasts longer than the period. In animal training, after a certain amount of random positive rewards, the animal learns to respond only to the command. The frequency of the rewards can slowly fall to zero. If you think about a relationship that builds randomly, the same process happens. Recall our discussion about how each other subconsciously pushes each other's "pleasure" buttons, which inspire further action which continues the process. He does things that makes her feel good, which makes her behave in a way that makes him feel good, which makes him behave in a way that makes her feel good, and on and on. These reciprocal "button pushing" happens randomly and unexpectedly. So, each feels that the receiving of the "pleasure button pushing" is random and has the same effect as animal training. Only they are training each other to fall in love with each other. However, it's happening subconsciously and organically, so "training" isn't the appropriate word. We might say that each is being "trained" by the random and unpredictable behavior of the other. When we use "push-pull" which is essentially randomly giving good feelings and randomly teasing, it will have the same effect. This is in line with all the other ideas in this guide, of taking something that happens randomly, spontaneously and organically, and elevating to the conscious level of understanding, so it can be then used at will.

Space Out the Golden Nuggets

Think in terms of training and animal. The golden nuggets you give to your romantic interest will feel wonderful. When you elicit their desires, and feed them back to them with your command voice and your anchors, do so very sparingly. Otherwise they'll expect that kind of treatment all along. Try to do it once per meeting in the beginning. This is something that is very personal. Often the conversations will be very spontaneous and whenever you sense your partner getting close to a golden nugget opportunity, you need to make sure you take advantage of it. One way to think of conversations is like fishing. Let them evolve on their own, but always be looking for golden nugget opportunities. This

is the best way to keep them sporadic, to allow the opportunities to present themselves on their own. But whenever you do drop in an embedded command and anchor along with one of their magnified golden nuggets, be sure to pay close attention to how they respond. Ideally, they'll be more open, and more outwardly attracted to you. The idea is to keep them eager and slightly wanting to chase you on as many levels as possible. They should feel a mix of desire and uncertainty. A desire to move forward, both physically and emotionally, but a little uncertain if it's the right thing to do. To create this, you'll need to give them some good stuff, and then pull back a bit.

Mimic Their Push Pull Frequency

All humans, in the beginnings of any relationship, speak and behave in push pull style. Most of the time it's subtle and natural. We make sporadic jokes, and then we are serious. We say something a little personal and emotional, and then we talk about sports. We talk about the seriousness of the economy, and then we fret about an upcoming zombie apocalypse. When we "get along" with people, we use phrases and metaphors that describe this oscillatory behavior. Push pull refers to the ebb and flow of the seriousness of the conversation. We "vibe" with people, which suggests some kind of resonance. We even use the word "resonate" when speaking about our unconscious interactions with others. Imagine a beautiful symphony interrupted by a loud, off key piano note being accidentally played. The frequency of that musical note doesn't resonate or "vibe" with the rest of the music. When a person shows up in a group that they somehow don't "vibe" with, it creates the same "out of place" effect. The easiest way to consciously leverage the push pull idea is to let them lead until you get a feeling for their own frequency. Consider this another level of rapport in addition to body language rapport. When two people are talking and laughing and feeling open and comfortable, they are naturally resonating with each other. If you can make your own frequency as flexible as possible, you will naturally "vibe" with more people. This is something to think about when practicing your social skills exercises. The ability to "vibe" with a wider variety of people is just as important as being conversationally fluent in as many topics as possible.

Avoid Feeling Offended

One thing that will kill any chances of vibing with anybody is if you feel offended for any reason. Few people purposely set out to offend anybody. But many of us say things out of nervousness (we are too nervous to think much

about what we are saying, yet we are still trying very hard to give a good impression) that are not nearly as clever or witty as we think they are. If you are in a first conversation with somebody, be willing to overlook these mistakes as genuine mistakes. Give them the benefit of the doubt. Relax and open yourself to their vibe. Once you find their own resonance frequency, you can slowly move from a following rapport to a leading rapport and then back again. Give them one golden nugget per conversation, and pull back, and make sure they try and follow you, conversationally, emotionally and even physically. This is a great way verify that you've got them on the hook. Just like with fishing, don't reel them in too quickly. Understand that this is a fish that is going to love being caught. Ok, enough with the metaphors! Let's talk about push-pull on a much longer scale.

Putting it all together

We've covered all the individual skills and techniques, now all you've got to do is put them all together. The most important part of all of this is the space between the notes. Always remember that the techniques themselves won't create the feeling of love. Them thinking about these emotional and unexpected feelings you created, and you, when you are not present, when they don't know when you will be present, is what will create the feeling. When you plant seeds, you need to give them time to grow. They won't grow if you keep digging them up. When you plant positive emotional seeds in their mind, the positive thoughts they will think about you, they are best left undisturbed. Consider that in order to create or strengthen or rekindle a feeling of love in another human, three ingredients are required. The first is the feelings you give them when you are together. You have the skills to do this. You have the skills to talk to anybody, elicit their deepest dreams, magnify them, and then anchor them to yourself. You know how to talk to people in a way that will make them feel good because of you. But that alone isn't enough. The two other equally crucial ingredients are scarcity and uncertainty. They must have time to remember those conversations and interactions with you. They must think of them, want to see you and experience you again, but not be quite sure when it will happen. One of the commonly taught dating techniques is to never set the second date while on the first date. The reason this is not a good idea is while it may preserve scarcity, it absolutely destroys any chance of uncertainty. So, does immediately responding to texts. Even if you must wait an hour before you respond, force yourself to wait an hour. But don't wait an hour every single time, because that will also destroy the uncertainty required to build the feeling of love. Ancient hunters never knew when they would see their ladies, ancient gatherers never knew when they would see their men. Every day was different. Nobody knew when they set out to hunt when they would return. Consider all the times you've felt strong feelings of attraction or desire for another human. Chances are the idea of uncertainty was built in. You may have been certain you were going to see them again, but you didn't know exactly when. Even if your boyfriend or girlfriend assured you (and you absolutely believed them) that they would call or text you as soon as they got off work, not knowing when that would happen, and still expecting it, is a wonderful feeling. Even if the uncertainty is ten minutes either way, that uncertainty is the space between the notes that make the music sound beautiful. If you are waiting a single minute for that knock to come to your door,

that minute of uncertainty explodes the pleasure of the knock when it arrives.

Pleasure - Scarcity - Uncertainty

The longer you can maintain this holy trinity of love, the deeper the emotion you'll create. Whoever the object of your affection is, make them feel wonderful. Forget yourself and find out what's important to them. Build up that golden nugget. Anchor it and feed it right back to them. Then make yourself scarce, literally. Tell them you'll call them if you must, but don't say when. Give them a window of a day or two. Choose when you would like to call, and force yourself to wait a little bit longer. When you talk to them, talk to them a little bit shorter than you would like. Lean in, make them feel wonderful, and then pull back and make them want you and know when they are going to have you.

The Willpower Diet Never Works

When we silly humans want to lose weight, just deciding isn't enough. As soon as hunger strikes, hunger wins. Every. Single. Time. This is why hunger can only be managed, never conquered. Those that successfully slay the ancient drive of hunger only do so by managing it with plenty of forethought. They purposely eat things that fill them up, but don't have very many calories. Consider the romantic feelings is a billion times harder to control with sheer willpower. Every human alive has made the fatal error of thinking that all they needed to do was to express their feelings to the object of their desire. Only that usually has the opposite effect. In the ancient days of hunters and gatherers, our hunger was always unfulfilled. Our desires to express our love to our partners was also unfulfilled. Today if we satisfy our hunger desires without constraint, we'll be too fat to leave our houses. Equally dangerous is expressing our love desires without constraint. This will be your biggest obstacle. Of carefully keeping your distance long enough to let the love build in your interest. But that distance and uncertainty is absolutely vital. The longer you can wait now, the more you will enjoy their undying love later.

Best Defense Is Good Offense

The mind can't think of nothing. Therefore, we can't eliminate thoughts we don't want to think. But we can replace them. The best way to keep from calling or texting the object of your desire and professing your true feelings is to always have something to occupy your time. Ancient hunters and gathers and characters

in our favorite romance movies always had something they had to do that kept them from their loved ones. Pacing your room and purposely waiting an hour to text is as impossible as going to an all you can eat buffet and only eating 300 calories worth of vegetables. Do something, anything, short term or long term, that will make it impossible for you to contact them, and they you. Leave your phone at home and go for a walk. Or better yet, choose a day at random, every Sunday for the following week, and leave your phone at home on that day and do not text or call anybody. Knowing that the object of your affection is trying to get in touch with you and can't will be the hardest thing you will ever withstand, but you must. The more uncertainty and scarcity they feel between the pleasure of you, the more their love will grow. Get close, make them feel wonderful, and then give them the pleasure of missing you. Of being desperate to see you and the brief hope that every phone vibration sound it is you.

Never Take Them for Granted

It may be tempting to think that their love for you is set, and you no longer need to maintain it. This is the worst possible mindset to keep. Every garden must be tended to. Any garden that is left for long will be overrun with weeds that will eventually overtake and kill the flowers. Do not let that happen. Feeling taken for granted is a horrible feeling, don't ever do that to one you love. Their love for you is the most precious of things. Build it carefully, cultivate it carefully and always keep it in pristine condition. Doing so will reward you immeasurably.

Daily Habits

If you are just starting from scratch, this is a lot to take in. Thinking about something that happens naturally and organically is a difficult thing to do. Something as natural as fighting can take years to master when it is taken up to the conscious level. Learning something as seemingly simple as playing the right keys in the right order on a musical instrument can also take years to master. Learning how to communicate in a way to elicit wonderful feelings in the right person is a huge task. Even knowing how to sort for the right person is beyond the thinking of most ordinary people. When it comes to meeting people, and building lifelong relationships, the strategy of being yourself and hoping for the best has been a decent strategy. But more and more often, this strategy falls far short of what is possible. While it may take a while to master these skills, what they will deliver is the most powerful thing available to us humans. A loving and supportive relationship with your ideal partner. The foundation and cornerstone of a successful life. Where to begin? In this chapter we'll go over some recommendations of things you can get started doing today.

Small Talk

Whenever possible, start a conversation with anybody under any legitimate circumstance. This is not to get any specific benefit or information. This is only to practice interacting with other humans. Forget about any outcome, and talk to anybody within earshot. No matter what happens, even if they look at you as if you are crazy, you will get valuable data. Every single time you interact with another human, the massive amount of unconscious data will go into your subconscious memory banks. The more data regarding other people you have in your subconscious memory banks, the more naturally calibrated you will be, and can be, with any particular individual. Make eye contact and smile, or say, "Hi," or mention anything about the situation that is worth mentioning. Shoot for one interaction per day, regardless of how it starts or ends, and regardless of the other person's opinion of you. There is no wrong way to do this. There is only doing it, or not doing it. Both are a choice.

Criteria

After every encounter, with every person, quickly see if they have any criteria

that you would like your ideal partner to have. Only do this after the interaction, not before. If they are the wrong gender or the wrong age bracket, that is fine. Mark this down as "one interaction, zero criteria." If they are the right gender, and that is the only thing, write it down as "one interaction, correct gender, nothing else." Train your brain to interact first, and sort later. It's common to have criteria first and only talk to those who pass our criteria (e.g. correct gender, age range, sufficient attraction) but that means we are only choosing to talk to people we are attracted to. This is not a good idea for many reasons. One is you'll be training yourself that talking to people makes you nervous, which is the opposite of what you want. You want to train yourself that talking to people is normal and boring. Also, it will build up the idea that you only talk to people if you think they have something to offer you. This will almost guarantee that you approach people with the "accept-reject" power resting solely with them. It's much better to feel that you have all the "reject accept" power, and nobody else. If you talk first and sort later, you will also start to meet people that have criteria that you didn't know existed before. The more people you talk to, the richer your overall criteria will be. And somebody who has a strong idea of their ideal lover, as well as the "talk first and sort later" mindset, is a very attractive person. Most people walk the Earth hoping to be accepted by others, you will develop the opposite mindset and unconscious energy.

Meta Model Question Practice

Whenever you get an opportunity, put yourself in the following mindset and ask as many meta model questions as you can. In the beginning, you will tend to fall into "judging" or "interrogating" meta model questions and not realize it until it is too late. That's fine. Practice with your friends, and only ask meta model questions about safe topics. Movies, food, and other similarly leveled interests. See how many questions you can ask that get longer and more enthusiastic answers. You'll either run out of ideas, or your ego will take over without your consent. Either way is fine, but the more you practice, the more you'll be able control the flow of answers by controlling the type of questions.

Practice Anchoring

Begin today by looking for any opportunity to use your good anchor. Choose an anchor, and let that anchor be forever your good anchor. Whatever you choose for your good anchor, practice using it on its own and practice using it with the good anchor - self point shift. The more you practice, the sooner you'll start to

use your good anchor as well as the self-point naturally without thinking. Practice the anchor and the self-point before you begin practicing embedded commands.

Practice Embedded Commands

Begin with innocent commands that feel easy to say. Try for a couple within every conversation. Just step back in your mind while speaking, and choose a couple of command phrases, and say them in your command voice. Practice when you are alone. Read things and look for short commands and say them as command when you read them.

Combine Commands and Anchors

Once you are comfortable with each on their own, begin to combine them. Start off with simple commands you know most people will go along with. Make money. Leave early. Sleep late. Once you prove to yourself that nobody is going to point at you and scream (like in "Invasion of the Body Snatchers") when you use embedded commands and anchors, see how far you can push what feels comfortable.

Practice Finding Golden Nuggets

Once you have practice meta model questions, practice looking for golden nuggets, vague ideas that represent people's hopes and dreams and even fantasies. Practice pulling them out and magnifying them as much as possible. Remember to be extremely careful when talking about them, they are fragile. If you tread on the dreams of others, it's something that you can never take back. Be careful!

Golden Nugget Anchors

Once you are skilled enough to extract and magnify their golden nuggets, begin anchoring them and feeling them back as commands. This will make you seem incredibly attractive and charismatic regardless of who you are talking to. If you already have a relationship partner, you have a built-in practice partner.

Always Journal

A powerful way to enhance your skills is to always journal after the fact. What happened, what went well, what didn't go well, and what you might do differently next time. Journaling is a great way get your thoughts out on paper so you can look at your ideas objectively. It's also a good way to objectively look at things that went well, especially any relationships you are building. No matter what you do, even if you do nothing, journaling about it every day will become very helpful. Just writing down that you did nothing, even if you had an opportunity, will spur you to take action, any kind of action, next time.

Slower Is Better

If you have a love interest in mind, it can be difficult to keep from charging ahead. Remember the wise words of Dale Carnegie. You can get anybody to do anything so long as you convince them it was their idea. Love is no different. Allow them the luxury of falling in love with you, and not knowing if you feel the same way. Of wishing for your text and your call. Take your time, and allow that love to grow in their mind. Satisfy their desire to grow close to you as slowly as you possible can. The longer you take to build the desire in them, the longer it will last. Even if they are currently with somebody else. You have skills few people know exist. Let these be your secret weapon that allows you the luxury of time, and planning and eventually victory in the greatest battle of all, the contest for the heart of another. The slower you go, the more certain your victory.

Final Words

You now have in your hands a set of skills that can make you the most powerful communicator around. Voltaire famously said, "Give me ten minutes to talk away my ugly face, and I will bed the queen of France." You now have that power. If you make the commitment to practice the skills in this guide, you will soon have the seemingly mythical ability to create love at will in others.

Anybody who finds themselves in a conversation with you can be made to fall in love with you if you so choose. Practice these skills enough to feel that they are real, and that they live in the world of action and behavior, and not in the world of theoretical and intellectual understanding. Practice the meta model questioning technique, the embedded commands and anchoring technique until you can use them without thinking. Just knowing you can use them will give you an extraordinary amount of confidence. Even the most beautiful humans look out over a crowd of strangers and worry about getting accepted or rejected. With these skills, you can look out over a crowd of people and wonder who will get the pleasure of your conversation, even for a few moments, and who will not. Any conversation you find yourself in can be a time to practice, a time to give the gift of emotional pleasure, a time to find the treasure that lives deep within all of us, waiting for somebody with your skills to bring it out. To validate it and magnify it, and put it back with delicate power. Once you develop this skill, nothing will be out of reach. No job, no sale, no relationship will ever not be yours for the taking. Start practicing today, and make the world yours.

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