

SPECIAL BONUS



TEXT GAME

By Paul Janka

So, you've learned to get the number from 7 out of 10 girls and your confidence is at an all-time high. But, you seem to lose many of them during the texting phase of the game. What are you doing wrong, and how can you improve?

That's the purpose of this guide.

Texting is the bridge which makes a girl you meet on the street into a friend - without a strong texting game, you'll lose most of the numbers you worked so hard for on the street. Texting is a delicate thing, not least because women are verbal and tend to be more sensitive to word choice than men. What that means for you is that you will communicate a lot of information when you text and any error on your part will be magnified by the format...

It's also a unique art form - it lacks the immediacy of the face-to-face conversation in which coercion and persuasion can hold sway, and it has the deliberate, gauged response that's impossible to deliver in a real-time phone call. In short, it's the perfect communication tool - succinct, impatient, terse and it can pack a wallop.

But mastering it is far from easy. In this short guide, you'll learn everything I know about using a phone to get a girl ready, willing and back at my crib. I've been converting strangers to sexual partners via text since 2002 - and the strategy has paid off: I've slept with over 200 women since then, almost all of that accomplished by text game. In that time, I've committed thousands of errors, and I remember many of them. It's been a steep learning curve, marked by frustration as well as pure, unexpected excitement and titillation.

I'm going to start at the beginning, with getting her number and then walk you through all the phases of text game, so you lose as few girls as possible as you migrate them from the curb to the mattress.

So, let's get started...

How to Get Her Number

Wouldn't it be easy if every girl walked up to you and said, "Hey sexy, nice to meet you. I'd like you to take my number and text me later. I'll wait here, patiently, while you get your phone out, dial my number, and save it to your phonebook. I'll also spell my name, and wait with you until it's properly stored in your phone. Please let me know when you're ready and we'll get started."

Maybe there's a community out there where this conversation exists, but it hasn't happened to me yet - not on the sidewalks of New York, not in the quiet corridors of museums, not on campus, not at Starbucks, not in Parisian cafes, nor on the subway, bus or in the airport. To be honest, it's almost never the case that actually getting and entering the girl's phone number has been easy; at best it's been inconvenient, at worst awkward or mishandled.

In my seminal book *Janka Method* I address all the elements of pick-up that lead to asking for the digits; I refer you there for explanation. Once she's agreed to "meet for coffee" you need to actually get the 10 digits (more for international girls) into that little electronic device.

The Easy Case

She's standing next to you and is willing to go slow as you enter the number. Dial it and then press "call". Wait till your number comes up on her screen and she sees it. Tell her that's your number and then hit the "end call" button on your phone, and restate your name (this sounds obvious, but I've gotten so many calls back from girls five minutes after the fact asking, "Who is this?" They see a missed call and forget about our brief interaction a few moments before. On your end, you now have her number dialed from your phone, so it's in the call log. This is where you want to be because the call log (unlike the text message inbox) doesn't get full quickly and have to be deleted.

The other reason you dial her number, instead of entering it right then and there into your phonebook, is because simply dialing and calling a number is a 10-second affair whereas opening the phonebook, selecting "new number" and entering the digits and then moving the cursor to the name field and entering her name takes about 25-40 seconds. This time differential often makes the difference between success and failure. A girl, caught up in the glow of charming banter, will tolerate 10 seconds with a stranger, giving over her personal information. The same girl, when asked to stand silently by as you fumble for nearly a minute with a gadget, will start to get perspective: she's just given (or is about to give) her private, personal phone number to some guy she knows nothing about. Thirty seconds is often sufficient time for the bubble you've just created to "burst" and her to back down from the engagement. At the very least, you'll have to appear charming and keep the conversation going as you desperately get your phone to cooperate. Do yourself a favor, and just dial it and cancel; don't open your phonebook in front of her.

If you are working a particular street, party, or bookstore for example, you may want to keep moving and make a mental note of the number and the associated girl's name. It will slow you down to stop and enter her name into your phonebook. Most players work a room, get 3-7 numbers and then take a break and label the digits with a name marker. One guy I know just works the semi-anonymous numbers and only bothers with names if the girl actually arrives on a date.

Once you've gotten several numbers in a target-rich environment, break off and transfer the numbers and associated names to your phonebook. It often helps to include a specific marker so you can remember a unique quality about the girl (to be used later during texting). For example, JENNY BOOTS or MICHELLE HAIR or BONNIE SCAR.

The Area Code Trick

Can you blame them if they're a little hesitant when you ask for the number? After all, you're a guy they've just met, and they know next-to-nothing about you. Having dealt with reluctance on literally *hundreds* of approaches, I'll give you tip to grease the wheels. After you say, "I like our vibe. Let me take you out for coffee...", whip out your....er, phone. Lead them by announcing the area code as you enter it into the phone. Here in NYC, many cell numbers begin with 917, so I'll say, "So it's 9-1-7..." and then I look to her for confirmation. And I wait.

Two things will happen. Either she'll correct you, "No. It's 6...4...6..." which is good, because she'll continue on into the body of the number. Or, you've guessed correctly and she'll finish the sequence for you.

It's the rare girl who stops and refuses to play. Part of the reason is Pavlovian - she is conditioned to complete the 10-digit string when she hears the first 3 numbers. Use this technique on all your pick-ups. You'll be amazed how effective it is!

Traveling & Out-of-Towners

If you live in a dense metropolitan region like New York City, you'll encounter a lot of girls who live elsewhere. And, of course, if you travel you'll meet girls at your destination. If you're hustling in these places (or with non-locals), I'll give you a very useful tip. This came up for me when I used to go to Las Vegas for work as a hedge fund analyst. I had several girls in Sin City and every time I flew in from NYC, I would have to search my phone for these girls, always afraid I'd overlook a few. For example, I'd list a girl as AMY LV or CHRISTINE LAS VEGAS.

My phonebook was extensive at this point in my life, perhaps holding 500-700 girl's numbers. It was cumbersome to scroll through and have to watch carefully for the suffix "LV" or "LAS VEGAS". Also, I'd have to remember the names of all the girls in a particular city as I flew in... Amy, Christine, Tara, etc. This became seriously unmanageable as the number of women grew, and even more importantly, as the number of cities I visited grew. I visited Las Vegas, sure, but my folks lived in Los Angeles, so I had developed a group of women there, as well. Plus, I had previously lived in Boston and had a harem up there, all with different and hard-to-remember names.

Why is this all important? Because, as I'll explain in Mass Texting, you need to do prep work, and that starts with alerting all the girls in an area that you'll be arriving soon, or that you're about to land and would love to see them over the weekend, for example.

The Solution: Catalog the girls by *city name* first, and since your phonebook lists alphabetically, all girls in a region will be grouped together. For example, the proper way to list the girls above would be: LAS VEGAS AMY and LAS VEGAS CHRISTINE. Next time you're taxiing to the terminal at McCarran Airport, you simply pull out your phone, scroll to the L's and select all the locals for a group text, "Just landed. Let's decide on a night for drinks..."

No Network

This is tricky, and requires foresight and a fair amount of practice. Trust me, though, you're going to want to have this down before you try to save a hot girl's number while on an underground subway, or deep in the library stacks. There's nothing more frustrating than having a successful interaction with a hottie, entering the number, and then five minutes later realizing it wasn't saved and you have no record of it!

Here's the deal: if you enter and attempt to dial a call when there's no network available, the

phone will state "no network available" and the call will not be saved into your call log. If you've followed my advice and have gotten into the routine of dialing and hanging up, trusting the call will be saved into the log, you're S.O.L.

I've had many an interaction that got increasingly clumsy as I dialed and check repeatedly, realizing the number was not stored. And, of course, in my frustration I had to keep re-asking for her number because I hadn't memorized it... The world's easiest way to get flustered!

In such cases, to avoid this snafu, proceed as follows: open your phonebook and enter her number directly into the stored phonebook on your device. Unlike the call log, the phonebook will accept direct entries independent of network connectivity. It will take a bit longer but it's your best choice.

Caveat: Make sure your phonebook has available storage. This is probably not an issue with smartphones, but my old-model Samsung has limited storage (250 contacts) so I have to delete an old contact before entering a new one. As you can imagine, this is difficult to accomplish in the heat of a brief pick-up encounter and puts undo pressure on me to remain calm and collected while she stands evaluating me during that crucial first minute.

You can, however, pursue an alternative method, but it carries some risk: enter the girl's number into your phone and leave it on the screen. DO NOT HIT "SEND". Resurface if you're underground, or find a network and then hit the send the key; this will save it to your call log. Alternatively, you can memorize the number or write it down, and then enter it directly into your phonebook when you're not in the girl's presence.

Stealing the Number

What if she refuses to give you her number, despite a pleasant interaction? Perhaps she offers to take yours, as a way to relieve the awkwardness created by your blunt request. Here's what you do:

Agree that you'll give her your number and then, take her phone. Explain that you're going to enter your number so she'll have it. As you talk to her, enter your digits. Then, without handing the phone back, hit the "send" key. Continue talking to her as her phone dials your number... Use the conversation as a distraction. Once you're certain you've received her call, hit the "end" button and return her phone. You can now text her later and say hello; surprisingly most women won't recollect that they didn't intentionally give you their phone number. You're in!

Alternative: In the event she catches on to your gimmick, proceed, but hold the phone away from her until her number has registered on your phone. She may get irked or upset, but in my experience you can usually recover with some playfulness on the spot and good texting later... Even if she refuses to answer later, you're still in the same position you'd be in if she had refused the number upfront: nowhere. So, be a bit aggressive and go for what you want!

The First Text

The first text is the most important. It's the moment that decides if a relationship will even develop - make the most of it! Keep in mind the Cardinal Rule of Texting, which is more important here than at any other time: One bad text can end the relationship. Don't worry, you will screw up and kill a few (or more) good starts - it's natural and part of the learning process. Eventually, I hope you have so much volume that you don't care much about losing a few girls (what I call your loss ratio), but in the beginning, take special care with the initial volley.

Here's what you do:

Timing: between 15 minutes and 2 hours after getting the girl's phone number, prepare to send her a text. Ideally, she has your number in her phone and remembers the interaction fondly. That's not necessary, of course. You have her digits, that's all that really matters.

Phrasing: the content of your initial text has to account for the chance that she won't recognize your phone number while at the same time, get her to respond. You must aim to be unique and specific. This can usually be accomplished at once, and it's easier than it sounds. Let me explain...

Specificity serves two purposes. First, it identifies you because if you choose your idea well, she'll know it's you since you are the only person with such knowledge. For example, if you met her while she was walking her collie named Annie, you could text, "Hope you're cleaning up after Annie... :) We all love responsible citizens!" You are the only one who could send that text, since you met her and her dog only minutes before.

Second, specificity makes her feel unique. If you're smooth during the pick-up, she may have the natural suspicion that you chat up a lot of girls - that you're a player. This will make her wary of your advances. However, if you then send her a specific text that applies uniquely to her, she'll feel that you're focused on her, since your text isn't general and therefore could not apply to many different girls... For example, if you meet a girl with shopping bags and during the course of the pick-up she pulls out a turtleneck sweater she just bought, you could later text her, "Bet that turtleneck looks sexy on you...!" She'll immediately know it's you and that you're thinking about her, in particular. Mission accomplished...

A Few Words on Punctuation and Grammar

I've tried a lot of variation on this subject. At first, I attempted to preserve the rules of proper English usage; Strunk & White would have been proud. After some time, however, I realized the need for diction both light and playful, and efficient syntax, so meaning was clear and discernible to the largest possible recipient set (this becomes very important in mass texting). This led me to a hybrid model, which I'll demonstrate below. In addition, formal punctuation had to be revisited and subjected to the ultimate test: will this get her to respond and move me closer to getting laid? The answer was often a disheartening, "No."

Here's what I've learned:

Diction and Syntax

To the uninitiated, let me state the nearly obvious: the world of texting is decidedly informal. That means nothing above 9th grade English class. Keep in mind there's a distinction between a sophisticated idea expressed simply and a simple idea made convoluted. You can certainly communicate irony, subtlety and sarcasm via text, just do so with simple words and phrasing. She's not going to want to read a long message, and believe me, you won't have the patience to compose one. Short and sweet, baby!

Example:

Tradition and formal: "Would you like to have dinner?"

Informal and conversational: "grab a bite?"

Part of the reason this mode of communication reaches women is that it bypasses their walls: the former is a well-articulated offer that feels heavy, whereas the latter is a casual, almost tangential attempt at inclusion. They have very different emotional registers.

Contractions

I stick to a general rule when texting. If the girl is over 25, I'll use full sentences: "Would like to see you later... Want to meet?" If she's younger, than I use the single-letter contractions: "C U later? Wanna meet up?" The rationale behind this is simple: women closer to my age grew up in a non-Internet, non-mobile world and they use standard English (found in magazines, novels and textbooks) as the template for conversational English. I still converse and email my cohort with proper, full-sentence English. Younger people, of course, have grown up with abbreviated (some would say "butchered") English and are more comfortable with its use (except on standardized academic examinations). Plus, older folks may be unfamiliar with accepted usage, since there's no consensus on abbreviation.

Punctuation

Your goal throughout the text interaction is to communicate a sense of casual coolness and slight disinterest. An effective way to accomplish this is to do away with meticulous punctuation. Don't worry about commas - this isn't high school English. You won't be graded. The only score is how effective your messaging is in getting the girl over to your crib. The one exception to this rule concerns question marks, because they're often necessary to impart the proper meaning to the text message ("Grab a drink." is an imperative; "Grab a drink?" is a suggestion).

Capitalization

It's never necessary to use capital letters in a text message. I've used caps in the past to emphasize something, or as a joke, and it has always backfired. The reason is that many of the girls I'm texting have only met me for a minute or two on the street, and though intrigued, they're

justifiably wary. The goal, then, is not to startle or scare the girls - and caps can do just that. Visually, capital letters look aggressive and in many cases can be interpreted as the manifestation of anger. Texting should always remain light, playful and disarming - never threatening. I learned this the hard way... A very sexy girl from South Carolina gave me her number recently; she'd just moved to New York City. After some initial texting, she suggested we meet for coffee the following day because she was exhausted from all-night partying. To which I replied, "Maybe you need a massage from a man with VERY strong hands..."

Mistake.

She disappeared. A week or so later, after I sent her another text asking where she'd gone, she replied that she'd been totally "creeped out." Understandable. I sometimes forget that girls must first feel safe, before they can feel sexy. It's a common oversight, since we men don't have that hurdle (thankfully!).

Ellipsis

Three dots that follow a thought... They communicate that you're still thinking... That the idea hasn't been completed... That there's more to come... Girls love this... Because it means you want to talk some more...

Tone

Curt and demonstrative. Declarative. Decisive. Choose a plan and tell her what it is. Time and place. Keep it simple and tight.

How to Text Flirt

The principles of off-line flirting apply with equal effect to text game. The fundamental concept you need to master is push-pull escalation, which pumps an interaction with sexual tension. This works because the female sexual mind is activated via anticipation. Unlike a man, who can get excited at the sight of a female body, a woman needs time to get aroused. Anticipation drives female sexual desire, and text communication is ideal for stoking such anticipation.

Why? Because texts are immediate, intermittent and discreet. Each of these qualities is important and makes texting perhaps the most effective tool we have today to create female sexual anticipation.

The immediate nature of texting means she gets the message as soon as you send it. In other words, there's not delay as in email, letters or even a voicemail that she must check when she gets a minute. Texts arrive instantaneously, and can be delivered real-time to ratchet up the heat in a sexually charged conversation. If you get a girl into a sexual state through master provocation, you can keep her there or work her up further because she receives your texts the second you send them...

And because they're intermittent, texts deliver a surprise element: she doesn't know when or *if*

the next one is coming... There's no reading ahead, no sense of being overwhelmed by too many words (as possibly experienced in a long letter or email); nor can she brace herself for the expected. The unpredictable nature of texting makes it so titillating precisely because the recipient has no guidance, no sense of reciprocity, no surety that their query will be returned.

Such uncertainty, particularly for a girl who is used to getting constant favorable responses from men, is both unnerving and thoroughly exciting! Texting, as I'm sure you know from your own experience, is rarely boring.

Finally, texting carries with it that quality lacking in most other forms of communication - discretion. A girl can receive a sexually explicit text in the midst of dinner with another man, during a meeting with her boss, or in the classroom. Accessing them while they are otherwise occupied allows you to penetrate their world wherever they may be, whenever you choose. Such opportunities for boldness are unprecedented in the history of interpersonal communication!

So, how do you actually flirt over text, and what is push-pull, anyway?

If you've ever seen someone play with a puppy, then you know what it is. Push-Pull is a game of (often physical) teasing, in which the male approaches the female, and draws her close (physically, verbally, or emotionally - or all three!) and then when she concedes, he enjoys her for a moment before pushing her away gently (again, through physical, verbal, or emotional means), though not out of range. The push-pull dynamic continues, but with an ever-decreasing "radius of rejection". In other words, the female's "orbit" gets smaller and smaller, until each push is hardly measurable. Eventually, the female becomes closely bound to the male and remains there.

Accomplishing this via text will take some practice, but the general technique is to lead with a strong attraction statement or question. For example, "Are you alone?" followed by "What are you wearing?" is a clear sexual gambit by the man. If she plays into your hand by revealing that she's not wearing much, you've brought her close through attraction. Now, to push her away for a bit, you can change the subject, interject something humorous or gently critical: "You gotta be kidding me?! My grandma wears those!"

She'll feel your push and strive to reconnect, perhaps by offering the following witticism: "That may be true, but it's what's underneath that really counts... ;)" She's seeking closeness again, so she proffers a sexual volley.

You bite and respond: "Are you making me an offer I can't refuse? Let's see a pic of the goods..." Keep it up until the circle becomes tight, which means pic trading, phone sex, meeting in person, or setting a date, soon!

Recently, I had some witty banter with a girl from D.C. At one point in the afternoon text session (while she was at work and I was lying on a couch at my business partner's house, exhausted):

Me: Really? You sound like trouble...

Her: I'm enough trouble to share...

Me: Is that so?

Her: Yeah... And what kind of trouble are you?

Me: The kind you keep to yourself... ;)

We just tightened the circle.

Did She Have to Say That?

Pay close attention to what women say and how they say it. A woman will not volunteer that she's just out of the shower unless she has some sexual interest in you and can accept the conversation moving towards nudity, nakedness and sex. Nothing happens in a text by accident; the female is aware of how her words will be interpreted. An experienced man will pick up on her lead and exploit it. The novice will let it slip by, failing to ratchet up the sexual tension.

Let me give you an example:

I met two girls in New York one summer. They were both young; one lived here, the other was visiting for a summer program. My buddy and I chatted them up in the park for a few minutes and then we exchanged numbers. An hour later I sent a message to mine: "Are you back at the dorms?"

Five minutes later she came back with: "Yeah, just getting out of the shower and into my PJ's."

Why would a girl I had just met reveal that she was getting out of the shower? Was she simply expressing the current state of affairs, reporting on fact, or was there more to it? Actually, that was her sexual advance, making a racy statement like that. She was inviting my attention and initiative. I responded, "Shame you have to cover that naked body..."

I fucked her the next day.

Mass Texting and Screening

Here's where things start to get interesting. Let's assume you've honed your hustle and you can chat up girls with ease, and most relinquish the digits. You pop the odd girl here and there, but you haven't quite created a river of nubile bodies yet, and that's your goal. You have 100 active phone numbers in your phone, all captured within the last 60 days.

Ready? Here's what you do:

- 1) empty your inbox and "sent mail" folders on your phone.
- 2) send out the same text to all 100 girls at the same time, around 6PM on a weeknight: "Hey, what's up? What are you doing?"
- 3) on older phones, this is done in batches, so girls get the message at different times and responses are staggered.
- 4) if you can, make sure all 100 salvos go out before you start getting involved in individual conversations.

5) offer your terms of engagement.

A standard response rate of 25% will generate 25 conversations. To each of these 25 girls you can propose meeting for a drink. Maybe 10 are up for it. But you make the date on the late side, say 9:30, near your place. Now 7 girls are willing to play. Ultimately, you set up 3 dates - 7PM, 9PM, 11PM.

That's plenty to work with for a Tuesday!

Why does this work? First of all, if you have a deep pool of talent, there will be some percentage that wants your attention and affection at that moment. That's the key. Most of those 100 girls were or are interested in you, but as we know, women are fickle. That means you never know which of the 100 are ready on a given night; the guy who's fixated on a particular woman falls victim to this trap. He keeps barking up a single tree, hoping to be rewarded. And, he is, on occasion. But we're not interested here in "getting lucky", we're interested in building a reliable mechanism for delivering girls to your doorstep for sex!

The other reason this works so well is that the law of large numbers allows you to screen. What does it mean if a girl agrees to come to your neighborhood for a first date at 10PM on a quiet Tuesday night? It means she's open to getting laid. In other words, by setting the terms of your offer high enough - so high, in fact, that you'll exclude 8 out of 10 girls - your yield consists of those women open to casual sex. You can't demand this from a single girl, or even a small pool. You need big numbers!

Conversion

Once you've got the ball rolling, and the messaging is flowing well, you need to convert your prospect. On a given evening, she may be home, alone or with friends. She may be out to dinner, or at a bar or nightclub. As you begin your "closing gambit" you need to be aware of a few things, and understand female sexual expectations.

First off, you need to appear like you have a "cool" life. If you're a seasoned player with plenty of female prospects, there's no harm in admitting that you're home, just chilling. However, it's much more enticing to a girl to meet up with a guy who's a "man about town." For that reason, it's often better to tell her you're coming from a cool party, gallery opening or exclusive restaurant. If she's going to judge you based on your social calendar, then tell what she wants to hear!

As you ratchet up the sexual anticipation, it shouldn't take more than 3 or 4 rounds (back-and-forth) before you propose meeting. The direction of the conversation must drive towards a face-to-face encounter, whenever possible. Don't get caught in a lot of trivial banter. If it's past dark, it's time to meet the girl. Ask her what's she up to and where she is. "Grab a drink?" is a good offer. If she has curiosity about you and doesn't have immediate, compelling plans, "Grab a drink?" will usually entice her.

At this stage, take charge and be decisive: "I know a cute spot. Meet 9PM at Ludlow and

Houston." If she's shown willingness to meet you, then you must take the reins and start driving the conversation. As the man, this is your time to control the dynamic, allowing her to follow. Do not waffle here, as you'll decrease her sexual attraction if you don't have a concrete plan. Once women have tipped their hand and admitted they have sexual interest, they want a man to run with it and take charge. Too much accommodation or dithering at this stage will turn her off.

*One thing to keep in mind is that there exists seasonality to the dating game. I've referenced 9PM as a good meet-time in several of my books and manuals. This is great in the summer and fall, but winter demands a slightly different schedule. Because of Daylight Savings Time you can actually meet a girl considerably earlier; a 7PM meet time works well in the middle of winter as things get dark much earlier. Make sure to make that adjustment to your plans, and take advantage of meeting girls earlier in the winter months - this gives you either more time to charm her before pouncing, or the ability to line up more girls on a given night.

A Few Thoughts on Being Pushy...

There is a difference between being pushy and having unyielding terms. The former turns a girl off; the latter makes her wet. A guy in possession of relatively few prospects will often try to coerce a girl into meeting on his terms because he lacks alternatives. He is horny or lonely, and really, really wants to see this particular girl. This type of outlook is betrayed by expressions like, "Come on...." or "Please!" Of course such an approach reeks of desperation and will usually turn off a girl who has alternatives, herself.

On the other hand, a guy with real sexual abundance, and therefore alternatives, will respond to an unwilling girl with, "No problem..." or "Sounds good." or "Ok. Next time." This communicates a casual self-assuredness; such confidence maintains a woman's respect for the guy and often gets her intrigued. Therefore, in texting, as in many other areas of dating, a guy's best defense is to have a lot of female options. This cannot be faked; it must be cultivated over time.

In line with this idea of avoiding pushiness, the right approach is to suggest meeting that night, at 9PM, say, and give a time and place. If she agrees, great. If not, tell her to have fun, maybe next time. Again, you can offer inflexible terms without being pushy...

Pushing the Date Out

How many times have you interacted with a girl, she seems interested, but when you propose meeting she pushes it forward, "I'd love to. So busy....! How about next week?"

Sounds great, except...*next week never happens.*

That's particularly true of first dates, before any chemistry is ignited. The insight here is that failure to meet is *rarely* a consequence of logistics. On the surface "poor logistics" seems a plausible excuse, but the truth is you're dealing with a tease. If she wanted to, she could make it happen within three days - no matter how unbelievable busy she is. Anything beyond that, and the girl is yanking your chain. Downgrade her to the back-burner.

The solution: *insist on meeting immediately*. Make the case for meeting that night, if possible. If you meet a girl out - bar, club, party, movie, gallery - text her within 30 minutes and propose a “nightcap.” You’ll find that these hot prospects are your “best converting leads,” to use a bit of marketing lingo. Part of the reason they’ll agree is because the memory is still fresh and if you sparked attraction with her, she’ll still feel the embers. Wait 48 hours and things die down - you become a vague memory and it’s much harder to get her engines revving again.

To recap on this point - don’t think you’ve accomplished anything when a girl agrees to meet you “next week.” That doesn’t mean anything. As a novice, I’d text-chase a girl for months while first this came up and then that. And the girl lived in the same city! If she had *really* wanted to meet, we could have both jumped in a cab and been standing face-to-face within twelve minutes... The next time a girl tries to “push the date out” tell her “No. I have a better idea...” and take the shot. Be aggressive, because the truth is that’s probably the best shot you’re going to get. Let her dictate the terms, and you may never actually meet this phantom women...

Escalation

The process of escalation begins *before* you’re actually face-to-face with the girl. You can get a girl excited via text so that she’s ready when she arrives at your spot. To get a girl primed, you have to take some chances... Text is the perfect format for being bold.

Here’s your task: for the next 10 numbers you get on the street, cafe, bookstore, wherever, I want you to take a chance you’d *never* take in-person.

Here are some easy lines to see if she’s willing to play:

“What are you wearing?”

“Are you alone...?”

“A bit frisky, aren’t you...?”

Take the shot; don’t be afraid to be bold. You will lose some weak prospects, but you’ll be pleasantly surprised to learn that many girls will come back later, in one or two days when they’re drinking or at the end of a night out. Your boldness has planted a seed and identified you as a sexual option.

Gestation

As you get more bold, you’ll cross the line many times, and it’ll cost you the girl. However, as I make clear in *Janka Method*, the more girls you’re pissing off, the more girls you’re fucking...

However, I don’t want you to shoot yourself in the foot, so I’m going to share a tip that took me *literally* years to master. Why? Because it requires a lot of discipline. And, this discipline applies beyond text game - it applies to all the interactions with a girl.

And the key is this: NEVER backpedal. Even if you say something too suggestive, aggressive or

presumptuous, don't *ever* retract it. Throughout the entire courtship process, no matter how short or long it may be, the women will be testing you and watching for the slightest sense of hypocrisy, incongruence, hesitation, falseness. Confirm her worst fears - that you're a fraud - and you'll lose her. And, unfortunately, this applies all the way to the moment of intercourse. A strong-willed, desirable women will actually get out of bed and leave a sexual interaction if she detects you're not the confident, masculine, self-assured man she *thought* you were.

And, keep in mind, you're responsible for how she perceives you. The image she constructs of you is the sum total of all the information you reveal... And the surest way to quickly bring down the house is to reverse course on what you said - or hesitate on an action. She'll quickly realize you're not the man she thought you were, and her sexual interest in you will plummet. There's no recovery from such a situation.

How does all this apply to text game? Well, once you get good at texting and start taking bold shots, you're going to send sexual messages that test *the girl*. You'll push through the ether, putting sexual pressure *on her* via text...

As men, we are visually stimulated by women. You only have to watch a busy street in the summer to see men craning their necks as hot women in skirts walk by. What we can't see and don't know, however, are the sexual beliefs and attitudes of these beautiful women. And unfortunately, there's not a strong correlation between how a women dresses and how she behaves, sexually.

So, though we know that women come in all shapes and sizes, what we *can't* see are their boundaries. We have to figure those out by pushing, by testing. You'll be surprised when a slutty-looking girl walks at the slightest bit of pressure, whereas a rather conservative "plain-Jane" comes back at you with something even more provocative!

But to have fun out there in text-space you have to fully understand the discipline of *gestation*. What that means is that you have to be willing to take a bold shot and let it sit there, without apology, without excuse, without retraction. And she'll bite, oh yeah, she will.

Let me finish the story I started a few pages ago...

Madison Square Park, NYC - Summer of 2008.

I was with a buddy, an amateur. We sat down on a park bench, bullshitting. I looked over: girls.... late teens, giggling, bored. One was wearing leopard pumps, legs crossed. I turned to my buddy, and flicked my head, "Over there..."

He got bold and struck up a conversation. This led to that, and we all started chatting, though I kept relatively quiet. As the interaction drew to a close, we got up and I facilitated the number exchange. Numbers stored, hugs exchanged, kisses transferred to cheeks - Score!

An hour later I sent a text to my girl asking if she got back to her dorm OK (summer school, in from Texas). She had. And this is where it got interesting...

Her: “Yeah, just getting out of the shower and into my PJ’s.”
Me (taking a shot): “Shame you have to cover that naked body...”

Nothing...for a whole hour. I even told my buddy that I’d probably ruined it. But, I also knew that women *never* volunteer information they don’t want the guy to know. She *had* said she was coming out of the shower... Why’d she include that information if she hadn’t want me to capitalize on it?

I let it gestate. No follow-up text. No apologies.

I said good-bye to my buddy and jumped on the uptown bus. And then, boom: “Hey... Sorry, was on the phone with my mom about family stuff. Yeah, *unfortunately* I had to get dressed... :(”

Unfortunate, indeed. Long-story-short, she came over the next day and just as I started my spiel she said, “We don’t have to talk.” and dropped to her knees. We had fun for a couple of weeks, and she even brought over her friend for a threesome before returning to Texas at the end of the summer...

That’s one very clear example of letting the text gestate. Don’t destroy your A-game by making excuses for your bold texts. Let them sit.

Keeping the Goose Warm

Phone numbers, like produce, are perishable. In a bit, I’ll teach you a method for resurrecting dead numbers, but for now, let’s focus on keeping the digits *alive* as long as possible. The reason girls stop responding is that you aren’t giving them the kind of attention they want. It’s that simple. Women want one thing: attention, delivered effectively. That often means with wit and class. Fickle beings that many of them are, if you stop giving her the right kind of attention, she’ll move on, probably because another guy has hooked her attention.

So, part of keeping the lead warm is periodic contact, not only of a sexual nature, but also just familiar, friendly chit-chat. I recommend sending a text to your whole list twice a week, asking something simple:

“What’s up?”

“What are you doing?”

“How’ve you been?”

“Are you going out tonight?”

“Plans this weekend?”

This jams their radar. Why? Because you approached them with clear sexual intent (I hope!) and you may have sent some sex-laden texts in the interim. And now you are reaching out with something innocuous and neutral. This is a subtle form of push-pull (discussed above) because you’re drawing them in as “friends” instead of chasing them as quarry.

Rotation

Once you have a roster of girls, you'll need to keep them entertained. Keeping a bench warm is a fair amount of work, and it's best accomplished by interspersing some sexually-loaded, playful comments with more matter-of-fact observations and queries, "You ever notice..." and "God, if you were here right now, you know what I'd do...?"

Once your game develops to the point where you have a steady rotation of women, you can be brief and to the point: the Monday girl gets, "The usual?" and Mrs. Thursday is sent, "A bit restless over here... Meet for a movie?"

Remember, you have to keep your bench warm, even when they know you're seeing other women. Most will tolerate a holding pattern *for a while*, provided they're getting adequate attention from you.

Texting on the Go

Though tempting, texting while you're walking, skipping, cycling, or exercising is fraught with risk. I've killed a few great starts by quickly dashing off a text while I was hopping on a bus or walking down into the subway, only to read the sent message later, "Wat to meet of later?" Careful, especially with adaptive texting, because your *me's* become *of's* and your *home's* become *good's*. In the delicate minutes of first impression, a screw-up like that may cost you a hot, but intolerant, girl. I've also found that texting while walking can result in nonsense texts, non sequitur and oblique references, usually because I don't consider *the girl's frame of mind* sufficiently. After receiving a few faulty texts, a female lacking a sense of humor may be inclined to drop a conversation with a guy she's only modestly curious about and whose visage is a vague memory.

More on Timing

Women are very sensitive to male neediness. The basic reason for this is that a needy guy signals that he doesn't have a lot of options and therefore must lack experience or skills, both of which are important to a woman.

There are three types of "timing":

- i. how soon after meeting do you send the initial text?

This was discussed above. No sooner than 10 minutes, but definitely within the same part of the day - morning/afternoon/evening/night.

- ii. when she texts, how soon to do respond? In other words, are you on top of her, replying immediately when her text comes in?

Actually, I can say from my own habits that I text immediately upon receipt of a message. The primary reason for this is accounting: I won't remember to respond if I don't do it then-and-

there. Others may say it's worth making her wait for a response (true) so she gets a bit anxious. In practice, I haven't seen much benefit from this. I've waited at times to build the tension, and I've also missed texts (sleeping, on another phone call, at the movies) and it doesn't seem to get the girl trying harder. I *will* say that when you're having a ratchet-it-up, back-and-forth sexually loaded text exchange, taking a break will deflate the excitement and kill the moment.

In short, don't over think this one.

iii. How late can you text without being relegated to "guy-looking-for-a-booty-call" status...

Oh, good one. I'd say 10PM. Anything after midnight (depending where you live; New Yorkers keep later hours) can easily be classified as a booty-text and I've distanced many women by hitting them with a mass text blast well after their bedtime. Experiment in your local community, but be aware that once labeled a booty-texter, it's hard to recover (with that particular girl).

Raising the Dead

There are carcasses deep within every man's phone. Dried out, desiccated, non-responsive, these lifeless forms serve little purpose. They are dead numbers.

We all have experience with this: the girl who responded initially, but whose attention drifts to the point where she no longer replies. There may be a moment of re-attention and then POOF! - she's gone forever. If you're like me, your phonebook is littered with this detritus. It's tempting to delete these numbers because you know you'll never get them to respond...

Until now. My patented (kidding!) Raise the Dead technique will get many of those long-dormant numbers to perk up and respond.

How does it work? Well, it makes use of that oldest of human character flaws: *envy*. It's a technique that's so powerful, most women can't resist taking the bait and responding.

Here's how it works.

- Step 1) Identify all the numbers in your phonebook that have stopped responding.
- Step 2) Send out the following text: "The tickets are for 9. Did we say dinner at 7, or 7:30?"
- Step 3) Wait.
- Step 4) Respond to all replies with, "Sorry, babe. Wrong recipient. How are you, btw?"

You'll get jealous girls who long-ago relegated you to the discard pile coming back with bated breath. Capitalize on their renewed interest and set-up dates. The girls, for their part, will pretend like they never disappeared. Play along. Don't take them to task. Instead, enjoy the date and take 'em home!

Golden Rule of Text Game

Before releasing you to the wolves, I want to impart one last piece of wisdom, gained from years of experience and hundreds of mistakes. It is the following:

Principle: Do the minimum necessary to advance relationship to the next stage.

Believe me, it's tempting to be sarcastic, ironic or downright obscure, but don't lose sight of the purpose of texting: it's a tool to bring the girl to you, nothing more. Many guys, myself included, try to get clever or witty via text and it backfires. The goal here is to accomplish the most in the fewest number of steps. A schematic might help:

Text 1: Identify yourself and get her to respond

Text 2: Be playful and soften her guard

Text 3: Indicate you're a sexual option

Text 4: Push-Pull

Text 5: Push-Pull

Text 6: Push-Pull

Text 7: Propose meeting

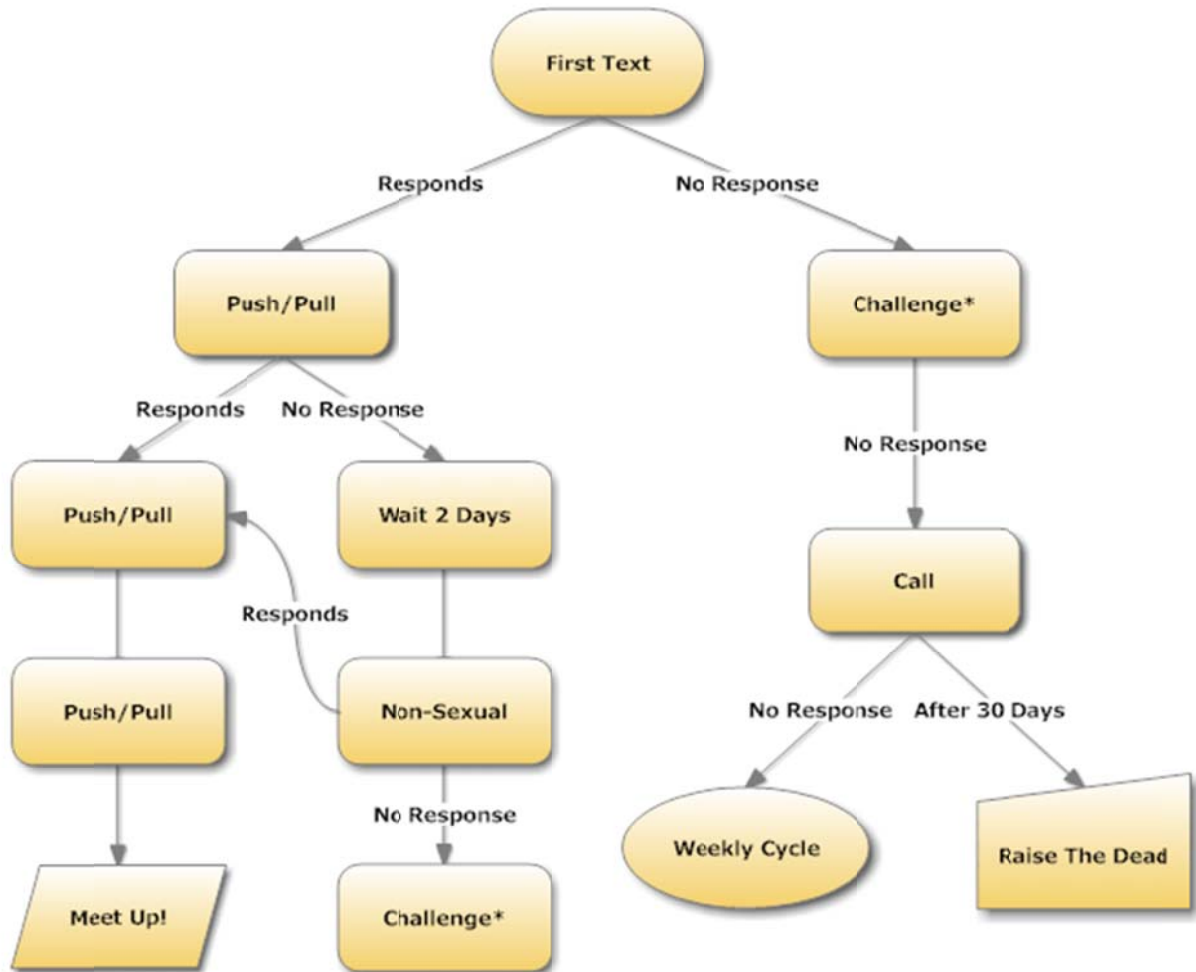
Text 8: Logistics

Text 9: More Logistics

Text 10: She's on her way!

Perhaps this is a bit simplified, but the structure is correct. Start selling the meet-up early and use text to get her into your arms.

APPENDIX A



Sample Challenges: You don't text?
 Not a texter?
 What, no text plan?

APPENDIX B

Actual Real-Life Text Conversations

SHIVER

How I met her: I was day coaching and a group of girls wearing sexy pirate costumes came around a corner. We started talking and she was very flirty. She gave the number right away. Her friend kept saying, "She's ready to surrender the booty!" Figured it would be easy to start with some strong sexual innuendo.

Ready for a treasure hunt, little pirate?

Ha. I'm always ready for a treasure hunt. Would this be Paul?

Yes it is... Free tomorrow night?

I have plans tomorrow actually. How about thursday?

Perfect... 9PM. Come to XX XXXX Street and get me. Wear those spandex and the hat - treasure hunt dress code!

You come get me. Times Square. Bring an anchor and a hook or ill make you walk the plank. walk the plank.

Address? I'll capture you and bring you aboard me vessel...

SARAH ACTOR NYC

How I met her: At the Austin airport as we were coming back to NYC after shooting a new product. Very cute, nice figure and big, bright smile. Great tits. Actress in a play up in Boston, but NYC resident.

How's Boston? Has the play opened?

ANANDA

How I met her: She and a friend were sharing a chaise lounge at a park. I teased them that my buddy and I were looking for a chaise lounge that would fit two guys, but they were all too narrow. She laughed a bit and wished us luck. She moved here from Miami a bit ago.

We never did manage to find a lounge chair for two men...

Haha well that's probably a good thing

You free for a drink on Friday?

I can't friday I have family in town. Next week?

Next week is good. What night?

Earlier in the week. Let's talk closer to then and figure it out k?

Sounds good...

Mega Lynn

How I met her: I was finishing my coaching session on Saturday, sitting in Washington Square Park with my client. It was about 5:30, the sun was still shining strong. We sat discussing some finer points of pick-up and this coffee-skinned beauty sat down. She and I started chatting and she told me she was new to NYC from LA - an actress. She wouldn't remove her sunglasses because her eyelid was inflamed from a mosquito bite.

How was the rest of Sat at Wash Sq Park?
Glorious really... Yours?
Good. Has the mosquito bite healed?
Oh yes...
So you're ready for some fun...
Always...
Can you play tomorrow night?
What did you have in mind?
Well...
Well...? Let's play... What is the plan?
Come to XX XXXX Street at 9:45. Do you know how to get down there?
So bossy... Is that where u live?
My new neighborhood...

KAJSA

How I met her: She's a girl I met a year ago at a James Bond party downtown. We fooled around a bit, but I didn't close the deal. Ran into her in Soho during coaching and recognized her, despite new blonde hair. She remembered me and gave the number.

Tomorrow night?
Tomorrow could work
Around 930?
Sounds good, where?
Downtown. XX XXXX Street
I see so its a short skirt and high heels thing at your place
Exactly...
Well I don't do private parties
You don't want to miss this one...
Really why
Because we can dance Tango!
I just think u are horny and lazy
Not true! (Later) Are you horny or lazy...?
Are you asking me that? You are
Come. You'll have fun. Building has great views for us....
R u a funny guy?

Yes...
Tell me...
I'll show you tomorrow night...
I'm not coming over to have sex with u
No sex. Just chilling...
Ok

SLUT

How I met her: Midwestern girl dressed in trashy outfit. Stopped her on 14th Street and chatted for a bit. Teased her it was too early for a drink (about 1PM), but not really. We laughed.

So when are we drinking some Bourbon, Miss St Louis?
Haha, dont know when...i miss fam and friends thats about it, i prefer vodka.
You have time during the day?
No i work...you have time during the day?
Yes. Does Thursday work?
We can grab a drink, i think im sick tho...so drinking doesnt sound too great.
Well, rest up. We can relax on my roofdeck and have tea, then...
Ha ha none of that
It's a luxury building, there will be people there, don't worry...
I veto that proposal
Tough.
For you
I know...

COLOMBIA TITS

How I met her: Coaching, she approached across the street. Small frame, epic tits. From Colombia, new to NYC. On her way to a haircut.

How was your haircut?
And you are? Ah
Pablo... Met you on 14th Street this weekend...
Hey the haircut was needed & great thx My spontaneous Scottish man flyes
in tomorrow so im going to be date unavailebal for awhile ;) Chau
Ok. See you after he leaves...
Haha :-0 if he does Are you a musician?

JESSICA LA

How I met her: Was buying a Sharpie marker in a stationary store, not in pick-up mode. Brushed

past a hot girl at check-out, grazing her nice tits. I asked her what she was buying: some Thank You cards for the kennel that watches her dog. She asked my opinion on the high price of something. The chemistry was on. Easy.

Back in the city. See you this week?
Sorry, who is this?
Paul. Met you in line at Sam Flax...
Oh..I remember! Sorry. How was your trip?
Good. You around tomorrow night...?
I am but don't know what my plans are yet. My fathers in town for a few days...
Can I get back to you on that?
Sure...

Julia RUSSIAN 21

How I met her: Early 20s girl walking slowly in midtown, by herself. Tight clothing. I stopped her and we chatted for a bit. Recent transplant from... I forget. Somewhere in Russia. Reluctant to give the number, but then got into it. Told her I was traveling, because didn't have my own place for a couple of weeks.

Hey babe. Just back from London... When are you free for a drink?
Oh, hello! glad to hear! With return! I will be free on Friday and Saturday!
Let's meet Friday. Do you know how to get to XXXX Street?
No...
Take the X train down to xxxx street stop. I'll meet you there. Very easy.
Ok. Do you live there?
There are some good bars in the area... It's my new neighborhood! :)
how do we communicate? I speak English a little bit. :)
We will be ok... Just like when we met... :)
Sounds good :-)

Triina ESTONIA

When am I going to get private lessons in Estonian?

KIMBERLY

How I met her: Hottie I saw in the Spring while I was with another girl. The cutest girl I saw that afternoon, and then WHAM! - I ran into her later that night on the subway. She was with a friend and gave the number easily. We had sex several times last spring, before I left for Asia and Europe.

What are you doing Thursday?
Just working
Hours?
11 to 730
My new place is right next to the Staten Island ferry. Want to say hi before work
on Thursday?
Maybe .. Where is it exactly
XX XXXX Street. You can stay over Wed if you want...

SABRINA BITER

How I met her: Picked her up a year ago, during a coaching session. She was with her dog and I asked if he was a biter. She said "Yes," and then I asked if she was a biter. She said "Yes." I fucked her that night. Best blowjob I've ever had.

How've you been?
Where have You been
Europe and N Africa
Doing?
Traveling
Lol. Okay. (Later) I'm well though. Thanks for asking. How have you been?
Good. Moved downtown. Seeing anyone seriously?
I am not. (Later) I didn't hear from you for a while. Thought you up and
got married.
I want to see you...
Friday.
K what time?
You tell me
Working? Or can you come during the day?
Working till 5
Come at 8. XX XXXX Street. Apt XXX
See you then
K :)

APPENDIX C

*****BONUS*****

Janka's Famous Text Quiz

Even though this exchange wasn't ultimately successful, it's instructive (and entertaining) for a variety of reasons. I met Holly about an hour prior on Fifth Avenue and 42nd Street. She was walking briskly and had big tits. I commented, "That's a strong walk you've got..." I got some specifics about her situation, in particular that she was cat-sitting that evening. We chatted for a bit and then she ducked into an H&M.

You'll notice that I use a **unique and specific first text** to get her attention and identify myself (I had only called her phone when she gave the digits; she may not have entered my name in her phonebook). Her response plays on my original opener, letting me know she's recognized who I am. See how subtle women are....

You'll notice throughout that she tries to **gain control** of the conversation because it's hurtling ahead a breakneck sexual speed. She's unsuccessful, and finally pulls the plug (for now ;)

Also, notice her call for *Quid Pro Quo*. This is typical in a male-female sexual exchange. It hearkens back to "I'll show you mine if you show me yours." She's willing to play, but she wants me to surrender a bit, too.

Also notice that she puts up **blocks** in the form of questions, "Do you always pick up women...?" This is a test. The answer is less important than the confidence with which it's delivered (confidence can be communicated via text, believe it or not. You achieve it through word choice and speed of response.) Read my answer - and see that it passes her test; we proceed.

ME: Did you find what you were looking for at H&M?

HOLLY: I found a thing or two. Now I have an even stronger walk

ME: I'd like to meet up tonight. Are you into it?

HOLLY: Possibly...have to work super early so depends on how long tonight takes me

ME: Where is the cat?

HOLLY: Chelsea

ME: Let me know when you get settled in and I'll give you my famous text quiz.

---LATER---

HOLLY: A quiz huh? Ok shoot but I'm not good at math

ME: First question: real or fake?

HOLLY: Real and your answer is I am not a gentleman unless you were referring to my personality

ME: I was. Question two: Are guys from the East Coast or West Coast better lovers?

HOLLY: How did you know I was from the west coast? I'd have to say the east they know the necessity of warming things up...speaking of the weather of course

ME: :) question three: shaved, waxed, au natural?

HOLLY: a girls gotta have her secrets

ME: You must answer to continue playing...

HOLLY: Ok but you must answer a question Do you always pick up women on the street and by have a drink later are hoping for more than just a shot of booze

ME: Not always, no. ;)

HOLLY: Ok shaved

ME: Phase Two. Questions get more difficult. Are you ready?

HOLLY: I'm not sure

ME: Decide.

HOLLY: Go

ME: Question one: age?

HOLLY: You first

ME: I'm asking the questions. Your turn comes later.

HOLLY: Your demanding 29

ME: Ok. Question Two: cup size?

HOLLY: The vitamins you find in milk

ME: As I expected. Now comes Phase Three. The questions get much harder. Perhaps we should wait a bit till you're alone...

HOLLY: Is this really a test to see how far I go before getting offended

HOLLY: At the end of phase two you must answer my last question

ME: 32

HOLLY: The former question

ME: No, the goal of this test is not to offend.

HOLLY: Ok next question

ME: Phase Three. First question: Are you alone?

HOLLY: My mother wouldn't approve me answering these questions to a total stranger but have to admit I'm entertained

ME: Good thing your mother's not playing. Answer?

HOLLY: No

ME: Question two: spit or swallow?

HOLLY: I think you would be more experience in those matters.

ME: We're in the middle of Phase Three. Please stick to the questions.

-----N/R-----

The next question was going to be her favorite position, followed by Final Question: anal or vaginal?

Whatever her response, I then would write, "Thanks for playing. Your responses are being tabulated and will available shortly for retrieval." Then I'd tell her she has to pick them up in person...