How To Meet Any Woman Without Rejection

THE ART OF APPROACHING

by Joseph Matthews

3rd Edition

www.artofapproaching.com
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My Advice On Attracting Women

Years ago, I was asked by a student, "What advice about women would you give to the average man?"

My reply was, "Don’t be average."

The 90/10 Rule Of Dating

Most of us have heard of the 80/20 rule. In other words, 80% of our success comes from 20% of our efforts. Originated by the Italian economist Vilfredo Pareto in 1897, it is also know as the Principle of Least Effort.

I agree with the 80/20 rule for overall success in all areas of life but relationships and dating. When it comes to dating, I believe in the 90/10 rule. I believe that 10% of the men in this world are having 90% of the fun when it comes to women. If you note, 10% of the athletes make 90% of the money, as do 10% of the musicians out there. There is an elite 10% of men in the world who are “naturals” when it comes to the art and science of dating women.

This book explains how some of the men in the 10% have horded 90% of the success, and how you can uncover their secrets to do the same.
INTRODUCTION

"So, Allan here tells me you're a pick up artist?"

I took a sip of my Malibu and Pineapple. The man sitting in front of me was nursing a beer. Our mutual friend Allan was sitting back with a big grin on his face.

"I really hate that term," I said. "I prefer to think of myself as a cool guy women find irresistible."

Gary, the man before me, laughed at that.

"Either way, he says you're pretty good with women."

"I'm okay," I said.

"Don't be modest," said Gary. "You wrote a book about this, didn't you?"

I turned to Allan. Allan was a cool guy, but he tended to introduce me to everyone he knew as the "pick up guy."

It wouldn't be so bad if the people he told weren't constantly trying to find out if I was a fake or not.

"My book is about a lot of things," I replied. "It's about how to be more confident with yourself, how to meet women, recognize attraction signals, and display your interest in ways that won't get you rejected."

"Fascinating," said Gary. "I wish I had a book like that when I was in High School."

"Don't we all?" chimed in Allan.

I nodded, silently cursing myself for wasting a perfectly good Friday night by going out with Allan and his friend.

It wasn't that they were bad guys, or that I didn't like hanging out with them, but this was the perfect time to be meeting women, and I was stuck with two men instead.

"So you could pick up any woman in this bar?" asked Gary.
I shook my head. "No, I can't do that. There are too many factors involved. But I could easily meet any woman in this bar."

"Really?" said Gary. "I'd love to see that!"

"Me too," said Allan.

Allan had seen me do it before, but he really got off on seeing the reaction of people who HADN'T seen me in action. I rolled my eyes.

"I'm really not into performing in front of an audience," I said.

Gary frowned for a second. "Then what about a bet?" he said.

"What do you mean?" I asked.

"I'll bet you free drinks the rest of the night you can't go up and get a number from a woman I pick out for you."

I smiled and shook my head. "You really want to see this in action, don't you?"

"You bet 'cha!" said Gary. "What do you say?"

I really hate backing down from challenges, even when I'm put on the spot. But free drinks for the night sounded pretty good to me.

"One condition," I said. "Allan gets to choose the girl."

"Deal," said Gary.

Allan started scanning the room. The bar was a small, poorly lit place off of Vine Street in Hollywood called Daddy's Lounge.

We had gotten to the place early, and it was now starting to get crowded. There were plenty of girls there this night.

I liked Daddy's because it was away from the hard-core club scene of the Sunset Strip. The girls were easier to approach, and the music wasn't as loud.

Eventually, Allan stopped on a group of four girls standing by the bar.

"Those," he said. "Over there, by the bar."

"That's a bit unfair," said Gary. "There are four of them."

"Don't sweat it," I said. "That's actually easier to approach than a girl who's by herself."
Gary cocked an eyebrow. "Really?"

"Yep. Any girl in particular, Allan?"

"Which ever one you want," he smiled.

I studied the group for a moment, trying to get a feel for the dynamic. There were three white girls and a black girl. One was very attractive, two were cute, one of the white girls was a bit chubby for my tastes.

I noticed the chubby girl was the one doing all the talking.

None of the girls were dressed to impress. It was simple attire, not your usual club wear.

I sat back for a moment deciding the best way to approach the group, and once I had it, I got to my feet and made my way over to them.

(I could almost feel Gary's eyes glued to my back.)

I approached an opening between two girls in the group, and made sure my voice was loud enough to hear.

"Hey guys," I said.

As soon as I opened my mouth, all four girls stared at me.

This is the part of approaching I always hate. I just intruded on a closed conversation and the defenses have gone up. But I was committed, so I had to see it through.

"This'll only take a second, and then I'll be on my way. But I've got a really weird question for you. Do you guys watch a lot of TV?"

The girls all looked at each other for a moment. I suspected the chubby one was the leader of the group, but whoever answered first would be the one in charge.

"That's a strange question to ask in a bar," said the chubby one.

I smiled. "I told you it was a weird one."

"Why do you want to know?" she asked.

"Have you ever seen that show Desperate Housewives?" I asked.

One of the girls, a cute brunette, lit up at that.
"Oh, I love that show!" she said.

I smiled at her. She just volunteered to be my target.

"Okay, then maybe you can help me out with this," I said. "I have a theory, that Every girl relates to one of the Desperate Housewives more than the others, and you can tell a lot about her based on the one she likes the best. But it only works if you've seen the show. So you've seen it, but what about the rest of you?"

"We've all seen it," said the chubby one.

"Great, then you know what I'm talking about. So which one is your favorite?"

"Why are you asking us this?" said the chubby one suspiciously.

I pointed to Allan and Gary at our table. "See those two guys over there?" I asked.

"Yeah," she said.

"We've been arguing about this all night, and I wanted to prove my theory. So I wanted to get a female viewpoint on this. But I can already tell which Housewife you relate to best."

The chubby one got a bit defensive at this.

"Okay," she said. "Which one?"

"I'd say you relate most to the Ava Longoria character."

The chubby one looked at me strange. I was wrong, but I knew that before I said it.

"Why's that?" she asked.

"Because her character is smarter than most give her credit for, and she has a great deal of inner strength that helps her to get what she wants, even though others constantly underestimate her."

The chubby one softened up a bit more at this. "I actually like Felicity Huffman better," she said.

"Why's that?" I asked.

"Because she doesn't take sh*t from anyone, and no matter what happens to her, she's a good mom and a good wife who loves her family."

"Awesome! See? I knew you had it in you!"
At that I raised my hand for a high five. She gave me one and laughed.

"See? You've got a great smile, you should show it more often."

"Thanks," she said.

"What about the rest of you? Which Housewife?"

I went around the group, saving my target for last.

"I'm totally a Terri Hatcher," she said.

"Uh oh," I said smiling. "You're the one who gets locked out of her house naked and burns your neighbor's homes down?"

The girls all laughed.

"That's me!" she said. "I'm a total cluts."

"But the thing about Terri Hatcher is that even though she causes a lot of trouble, it always happens because she's got a good heart. In a way, she's the most innocent of the Housewives."

"Well, I don't know about being innocent," she said.

I raised my eyebrow. "A wolf in sheep's clothing, eh? I can tell you're going to be trouble."

I turned to the other three girls.

"Is it true? Is she the one always going out to pick up guys and molest them?"

The group laughed.

"No, no, that's me!" said the chubby one. "Sandra is the nice one. She's shy."

I turned to Sandra. "Really? You don't seem shy."

"Depends on the mood I'm in," she said.

"And what mood are you in right now?" I asked.

"Oh, I'm not feeling shy tonight!" she giggled.

I sensed this was my cue to isolate her. I turned to the chubby one.
"Hey, would you mind if I borrowed your friend for a second? I'll bring her right back, I just want to show her something."

"What are you going to show her?" the chubby one asked.

"It’s a surprise. When I'm done, I'll come back and show you."

"Okay," said the chubby. "We'll be here."

At this point, I took Sandra by the hand and lead her off to the side, far enough away not to be heard by her friends, but close enough so she didn't get freaked out.

At this point, I did some of my mid-game things, and talked a lot to her, using my "fish and hook" method. She was a very sweet girl, and very easy to talk to.

Normally, I'd go for setting up the date at this point, but the bet was for the phone number. I pulled out my cell phone and handed it to her.

She typed in her number and hit the send button so it was stored in my phone. I then called it up and entered her name.

When I took her back to her friends, I asked them if they would like to join me and my friends. They said yes, and I brought them over to Allan and Gary.

As I sat down, I showed Gary the number in my phone.

"Drinks are on Gary, girls," I said. "Order as much as you want!"

The girls all cheered. Gary laughed.

"It was worth it just to see you pull that off," he said after the night was over.

"I'm glad you liked it," I said.

"So, how can I learn how to do that?" he asked.

"Practice," I said. "But reading my book would be a good start."

When I first sat down at my computer in 2004, my goal was simple. I wanted to write an easy, step-by-step manual on how to meet women.

Nothing more, nothing less.

I wanted to do this because I felt like a lot of the books on the internet, in book stores, and all the so-called “dating shows” on TV that dealt with dating and seduction, though
some may have had decent stuff to teach, didn’t really address the topic of meeting women, dating women, and seducing in a real-world practical way as much as they should.

Meeting women is the **first and most important step in any interaction with them**. If you aren’t able to meet them, then you will never be able to interact with them, date them, or even have sex with them.

The story you read above is a fairly recent one. But back in the day years ago, the thought of doing what I did in that story was out of the realm of possibility for me.

In short: I was hopeless with women.

Just one look at a beautiful girl with smooth skin, silky hair, and big bright eyes would freeze me in my tracks!

And through much trial and error, I was able to go from meeting no women at all, to meeting **four to five new ones a day**.

Now I find it easy to go out and meet women anywhere I am (something which would have seemed impossible to the old me).

So that’s why I originally wrote *The Art of Approaching*. I wanted to share my experiences with others who have the same problem meeting women I did, and hope that it could help them.

And I succeeded in that. I’ve gotten emails from guys thanking me because my book helped them to meet their current girlfriend or wife (some guys even email me regularly to tell me about all the women they’re sleeping with) because I helped teach them how to approach! And that always makes me feel like I’ve made a difference.

But along with those success stories, I also got a lot of questions and suggestions.

People would write in asking things like “What do I do AFTER I meet the girl?” “How do you keep the conversation going?” “How do I feel more confident with women?” “There’s a girl I like, how can I flirt with her?” “How can I make more friends?”

But more than that, people wanted to know how to apply these tactics to their daily lives.

I felt that my readers were telling me something – that they wanted more than I was giving them.

That’s when I decided to revise *The Art of Approaching*.

You’ll find a great deal of extra material in the third edition of this book, most notably new sections on Dating and Seduction. But every new page in this book stems from
experiences I’ve had in my life and how I dealt with it. Just like the original *Art of Approaching*, you won’t find a single subject in this book that I, myself, have not struggled with and figured out through much trial and error.

I’m very proud of this new edition of the book, because it’s a culmination of everything I have learned since its initial release. In addition to that, I’ve found that I’ve become a part of this learning process, since I now share so many personal (and sometimes painful) learning experiences with my readers.

I hope you will not only read this book, but learn from it and apply what I’m sharing to your life in efforts to improve it. Self-improvement, after all, is an ongoing process and you should never stop trying to make yourself better.

More importantly, I hope it will inspire you to teach others what you have learned. For nothing helps you to learn more than teaching others, as I have found out with my journey.

In my mind, *The Art Of Approaching* encompasses so much more than just “approaching women.” It’s about approaching maturity, success, and happiness. You know you aren’t quite where you want to be just yet, and you’re looking for a guidebook to help you find your way.

I hope this book will be your guide.

Once you incorporate these teachings in your life, please email me and share your success stories. I always love to hear how my readers are able to change their lives. Please send your success stories and comments to: joseph@artofapproaching.com.

So without further ado, please enjoy *The Art Of Approaching 3rd Edition*.

Wishing you success,

Joseph Matthews
**WARNING:**

I want to take a minute to warn you about a few things before you start reading this book in earnest.

The first is, I tend to write like I talk. My writing style is a conversational one, and sometimes I can use “colorful” language. My intention here is not to be shocking or offensive, but to use real language used by real people in the real world.

And when talking about women, dating, and sex, it’s hard not to get a LITTLE bit colorful.

If you’re easily offended by straight-talk with a bit of colorful language thrown in, this may not be the best book for you.

Second, I share a good deal of stories about real life experiences I’ve had with women in this book. Some of them from when I was hopeless and finding my way, some of them are from when I’ve become more experienced. Some of them are embarrassing, some of them are funny – but regardless, they all taught me valuable lessons, and hopefully they’ll teach you as well.

None of the stories in this book were made up. All of them are true. But some names have been changed to protect the privacy of certain people. The important thing to note isn’t the details of the stories shared here, but the lessons behind them.

So if you can get past my juvenile, 4th grade writing style, you might actually learn a thing or to. 😊

Now, onto the rest of the book…
THE ART OF RELATIONSHIP SKILLS

A question I am asked a lot is “Am I a loser if I have to learn how to pick up women?”

This is a question I hate to hear.

The reason I hate to hear it is because I hate that the question even exists.

We have a notion in this world that we must go to school and get a good education so we can be successful in life.

But I find, more often than not, the most important skills to learn are not only ignored by our schools and society at large, but actively shunned.

Things like dating, sex, and finances – arguably three of the most important things in life – are completely overlooked in the development of human beings.

Is it any wonder we have so many cases of depression, anxiety, loneliness, divorce, sexual dysfunction, and debt in the world?

Often, we are left to our own devices to learn these skills on our own, through trial and error. Some succeed at it, but most do not. The people who don’t succeed in learning them on their own get caught in a vicious cycle where bad behaviors are re-enforced and skills stagnate instead of develop.

Healthy relationships are VITAL to living a happy life. Nothing can compare to the company of a good woman you love. In the end, I think that’s all any man wants. The world could end tomorrow, and all we’d want today is to find solace in our lover’s arms.

But instead of being taught correctly by society on how to be happy, we are made to feel guilty about our desires, about sex, about dating. We’re taught the wrong way to do things – things that might have worked 100 to 1,000 years ago, but are useless today.

We still try to win affection with gifts, even though we know that is a waste of a great deal of time and effort.

We obsess over our looks, even though we can’t really change who we are.

We obsess over what kind of car we drive, what kind of clothes we wear, and how our hair is styled, even though what’s in fashion today can easily fall out of fashion tomorrow.
But there are skills that are effective, proven to work, and have stood the test of time. They are skills that only 10% of the world’s male population know and make use of – but none of them teach.

It is true that I believe 90% of the men in this world completely lack the skills necessary to be truly happy with their relationships. Some settle for what they can get. Some get lucky. Some struggle for years to find a mate. Some never find one.

To think you are a loser for seeking out help with your love life is false. Knowing you’re not happy and seeking help to fix that is smart. It’s healthy. But above all, it’s necessary.

You would not think there was something wrong with you if you sought out help learning to read, or do math, or fix a car, or build a house.

But so many people think that learning to do something as vital to your happiness as finding a good woman you can love and love you back means there’s something wrong with them! That they’re a loser, or a failure.

That is just, plain, WRONG.

The very fact that you’re reading this book right now says a lot about you. It says you’re willing to change, to start developing your skills in relationships with women so you can find true happiness.

The art of relationship skills is about laying a foundation upon which to build a strong skill set that will help you to powerfully meet, date, and attract women of your choosing.

It is about setting the stage for what is to come.
In The Beginning...

Most of us have heard the saying “A journey of a thousand miles begins with a single step.” I would like to modify that statement a little. Instead I would say “A journey of a thousand miles begins with a baby step.”

I emphasize this because I have seen too many people attempt to take the “Great Leap Forward” instead of taking baby steps.

We have all seen people, who are completely out of shape, suddenly decide to lose 20 pounds and get into shape. They begin a crash diet, go to the gym for two hours, and then jog 10 miles. This lasts maybe a week. They lose a few pounds, and then the pain, boredom, and hunger begin to wear away at their will power and determination. By the third week, their old habits of overeating, lack of exercise, and television are back in control.

Instead of taking a “Great Leap Forward,” I would strongly recommend taking a baby step forward.

Long term success with women is not measured on how much material you memorize or how many women you approach. Long term success with women is measured in the number of steps, in which direction you’re moving and in numbers of years.

We have all heard the saying “Rome was not built in a day.” So you can’t expect to become a true Don Juan overnight.

That doesn’t mean you can’t expect results overnight, though. It all depends on how you define your results.

There’s an old joke that goes “How do you eat an elephant?” The answer is “One bite at a time.” And that is how I recommend you proceed if you find yourself feeling even a little bit overwhelmed by how much you have to learn in order to have the kind of love life you desire.

Please be kind to yourself and realize that the transition is more than just mental learning, the process also involves emotional learning. After you can take baby steps for six months to a year, you are ready for the next saying which is “You have to walk before you can run.” In other words, you go from baby steps, to walking, and then to running.
This is the path I recommend. If you don’t like this path, then you can do what millions of men do who want to get a girlfriend and get married – settle for what you’re “lucky” enough to get.

So if you’re ready, let’s take our first step… together.
Introducing... Joseph Matthews

I was not always someone worthy of teaching men how to meet women.

Far, far from it.

In fact, if you had known me back in 1998, the idea that I should be teaching anyone anything about dating was almost laughable.

The reason is: I was the biggest loser with women you’ve ever seen.

Seriously, I couldn’t get a date to save my life. But then, something changed for me. It was a profound change – a moment in my life where I turned a corner and decided I was not content with the results I was getting.

This is a very personal story for me, and I want to share it with you so you know where it is I am coming from…

In the fall of 1998, I was a sophomore in college. There were girls everywhere, beautiful, corn-fed mid-western girls with mid-western values they were just dying to rebel against.

And me, being 20 years old, wanted to get in on that action.

But I was getting nothing.

Between my Italian genes on my mom’s side and my Lithuanian genes on my father’s side, I wasn’t exactly the most prime specimen of male beauty.

In fact, I was far from it.

I weighed in at close to 300 lbs (which, for a guy who’s an inch or two taller than six feet, isn’t all that bad, but I still looked very fat), had bad acne with blotchy red marks from past acne littering my face, and just a hint that my hair was starting the long painfully slow process of falling out.

In short: I was not a good looking guy.

At least, I didn’t feel that way. And in my mind, that meant that no girl on campus could ever possibly find me attractive.
I guess it started when I was young and began to gain weight. I had asthma as a kid and could play in sports, so I quickly puffed up and never really was able to shed the baby fat (which quickly morphed into “adult fat”) that I had.

As my appearance got worse, my self-esteem got even more worse, and before long, I was a fat, ugly loser who couldn’t even talk to a girl, let alone have sex with her!

And boy-o-boy, did I really want to have sex.

My freshman year had come and gone, and with it, every promise of opportunity for romance. I’d dated some in high school, but nothing special had happened to me there.

Now that I was in college, I was hoping things were different. But so far, my ineptitude with women was showing, and I felt helpless to do anything about it.

So while all my friends were out partying and hooking up with the honnies, I was in my room looking at internet porn on the dorm’s high-speed internet (a pastime I’m almost positive my mother would not approve of!).

One night, my roommate is getting ready to go out, and a girl shows up at our door. It was his date. She wasn’t a supermodel or anything, but it was more than what I had at the time (ie: big fat nothing). He invited me to go out with him and his girl to some frat party, but I was too nervous to accept, so I politely turned him down.

After he left, I was feeling rather depressed. I knew I should have accepted his offer, but for some reason the site of his date made me incredibly insecure, and I just couldn’t bring myself to do it.

So I did what I always did when I was depressed.

I ate.

I called up Papa John’s and ordered a pepperoni pizza. Then proceeded to sit down and watch TV, images of my roommate’s date still dancing in my head.

So it came to be around 12:30 at night, my roommate was still out, and there I was, alone in my closet-sized dorm room, gorging on pizza, and watching a rerun of Three’s Company on Nick at Night.

When Suzanne Summers came on the screen, I felt a strange tingle in my pants and knew that I was getting aroused at the site of this blonde actress in her prime.

So I did what any red-blooded guy would do when the tingle visits. I began to masturbate!
So there I was, sitting on my bed, in the dark, on a Friday night, with a slice of pizza in one hand and my “Hey, how ya doin’” in the other, masturbating to reruns of Three’s Company. And then it hit me…

*I’d just reached the lowest moment of my life.*

In that moment of this epiphany, a wave of emotion crashed down on me unlike anything I had ever experienced before. It was like a blanket of sheer despair had wrapped itself around me.

Tears welled up in my eyes and I began crying for no reason. I threw the pizza against a wall and proceeded to completely trash my room, throwing everything I could, screaming like a wild man the entire time.

Finally, I collapsed on the floor and cried.

“Is this it?” I thought. “Is this what I have to look forward to my entire life?”

Then, the thought came into my head. The way I saw it, I had two options…

The first option was to kill myself.

The second, was to change my life for the better.

In that moment, the first option seemed like the best one, because I never in my life believed I could figure out how to make my life better.

But then I realized that since I was already at rock bottom, ANYTHING would be better than what I was currently doing.

Thus began my long journey into the art and science of women, dating, and relationships. It was (and still is) a difficult journey, but an incredibly rewarding one. It is one that has served me well in life, and continues to do so, time and time again.

Through my journey, I learned much of what I’m going to share with you in this book. What lies within its pages is not theory or lofty ideas, but hard learned lessons that came from the trenches of many nights getting rejected by one woman after another, after another.

The funny thing is, it took masturbating to Suzanne Sommers to realize that it was time for me to change.

Chances are, something happened to you, too, that signaled it was time for a change. But the good news is, your change will be easier to do than mine was. Because I’ll be there to help you when you need it, with the lessons contained in this book.
Outcome & Process

There are two key factors to success…

The first key factor is knowing what you want.

The second key factor is knowing how to get it.

Success with women is no different. If you don’t know what you want, and don’t know how to get it, chances are, you won’t achieve anything.

So before you jump into the dating scene, it is important to know your outcome, and the process by which that outcome is achieved.

Outcomes are different for everyone, because not everyone wants the same thing. For instance…

- Do you want a one night stand?
- Do you want a “friends with benefits” relationship?
- Do you want a steady girlfriend?
- Are you looking for a wife?

What is it you ultimately want out of your love life?

What is your ultimate outcome?

Write it down on a piece of paper and keep it within your sight to remind you.

You have to know what you want before you can achieve it, because different goals require different types of work to be done in order to achieve them.

But more important than having an outcome, is being able to VISUALIZE that outcome.

For instance, let’s say you want a million dollars.

Can you think of what a million dollars actually looks like? Do you know what it feels like and smells like?
It’s hard to visualize something you don’t have and have never experienced. When you have an outcome you can not visualize, it can be hard to achieve that outcome because it doesn’t “feel real.”

And if it doesn’t feel real, it doesn’t feel as though it is in your grasp.

That is why you break your outcome up into a process. Processes are a series of mini-goals and actions which lead to your greater outcome.

When it comes to dating, I’ve broken the whole process down into three easy steps…

Meet → Date → Seduce

No matter what your outcome is, this process will ensure you can achieve your goal, and you will always know when to make the transition from one phase to the next.

**Phase 1: Meet**

This is the first part of your process, and the whole goal here is to meet the girl you desire. You do this by finding a girl you like, thinking of an opener, approaching her, and engaging her in conversation.

Can you visualize what it’s like to walk up to a girl, open her, and get her talking to you and responding positively?

That’s a much easier outcome to grasp than the over-all one isn’t it? But it’s a step towards achieving your over-all outcome, and that’s important.

**Phase 2: Date**

Dating is the second part of the process, and the goal here is to build strong and powerful connections with the girl you like, so as to have her feel trust and comfort around you. You do this creating connections between you and her, sharing commonalities, and experiencing life together.

To me, dating doesn’t even entail going out and doing things. This phase can encompass anything you do past the meeting that continues to build connections. Talking on the phone, texting, email, going out together, going to special events – anything that brings the woman you desire closer to you in a way in which she becomes more and more comfortable is what I consider to be “dating.”

Can you visualize taking a woman you like out on a date? Or calling her up and having a great conversation? Or having a great email or IM exchange?

It’s important to be able to actually SEE yourself and the girl experiencing these things, as it will help you to stay focused on your outcome.
Phase 3: Seduce

Seducing the girl is the final part of the process. The goal here is to introduce sexual tension and generate attraction with the girl you desire.

You can do this by flirting, touching, displaying interest, making out, and having sex. Seduction is the “locking in” phase of the process. After you successfully seduce a girl, you can transition that to your ultimate outcome, whatever it may be.

Can you visualize having the girl you like feel attracted around you? Can you see yourself going in for a kiss and having her be receptive to it? Can you visualize her falling in love with you?

Most people do this too early on in the process. They focus so much on visualizing the seduction phase, they bypass the other necessary phases and outcomes. Do not make that mistake! Visualizing this part of the process too early will serve to steer you off course.

The beauty of this three phase process is that it can be sped up or slowed down as necessary. Sometimes you can move very quickly from meeting a girl, to establishing a connection, to seducing her. Other times, it takes longer. But as long as you follow this process, you can achieve whatever your ultimate outcome will be.

The process will help you to focus on the “baby steps” you need to take to get exactly what you want.

In this book, you will learn the skills necessary to achieve every part of this process. Some skills can be grouped into the larger phases. Some skills are necessary for all three phases.

But no matter what, if you follow this simple roadmap, you will always know what you want and how to get it.

Guaranteed.
Are You Ready To Attract Women?

The story you read in a previous chapter about when I decided to gain control over my love life was a hard one for me to write, because it was an experience that was very personal to me. But it was important that I share it, because it contains a powerful lesson.

When I went through that experience, I was on what I like to call “auto-pilot.”

In other words, I was living my life as a passenger instead of a driver. I would go along with what happened to me, instead of making stuff happen FOR me.

Big difference.

If you look at anything good that’s ever happened to you in your life – anything that is sustainable and consistently good – it is because you made it happen.

That promotion you got at work didn’t just “magically” happen. You worked hard for it.

That critical baseball game you won didn’t just “manifest.” You trained hard and played your butt off to win.

Like all things in life, having a focus and a goal will help you to achieve what you want. But you have to be ready for it.

Up until that break-down I suffered, I was not ready to do what I needed to do. I was not someone who went out to pick up women. I didn’t believe it could be done. I looked for excuses that would hold me back. I let opportunity after opportunity pass me by. When things didn’t go my way, I gave up.

I did this because I WAS NOT READY.

Sure, I craved success with women. I fantasized about it all the time. I used to have dreams of a beautiful girl coming up to me, already attracted, and trying to seduce me, falling in love with my vulnerability and sensitivity.

But that’s all it was. A dream.

It was a bad movie I played in my head over and over because it justified the helpless feeling I was experiencing.
And I know for a fact that I’m not alone in doing this. Due to my time teaching dating and relationship skills, I have recognized this phenomenon in other men as well.

Reality is much different than dreams. In reality, beautiful women do not fall from the sky and aggressively pursue you because they like a challenge and magically recognize your inner qualities.

This is stuff movies have lead us to believe happens. But it doesn’t.

I have yet to meet one person who has experienced this. Even good looking guys don’t have this happen to them.

In real life, women wait around to be approached. They don’t put themselves “out there” by pursuing men the way we’d like them to. They aren’t mind readers who know what you’re thinking and feeling, and they can’t magically spot the inner qualities of a man.

Anyone who doesn’t recognize this is a fool, a dreamer, or a little bit of both.

I’ve often had conversations with guys about this. Topics like “true love” and “love at first sight” often come up as arguments AGAINST the reality of relationships and dating. These are things fairy tales are made of. Not reality.

The one objection I get a lot is the belief that there is a person out there “fated” to meet you and fall in love with you. After all, isn’t there “someone for everyone?”

The hard answer to that is: NO.

This is probably the worst lie there is.

It’s true that there IS, in fact, someone for everyone… but fate, destiny, true love, and love at first sight has NOTHING to do with it.

The people who believe this are what I call “hopeless romantics.” And as it turns out, they are also the men who are the most bitter and angry with women – because time after time, they are disappointed.

When we refuse to deal with reality, we set ourselves up for heartbreak, frustration, despair, and any number of other negative emotions. We are given an excuse to shrug off responsibility and blame the universe for our problems. We become victims.

This is where I was that night years ago.

That was the night my fantasy was shattered. That was the night where I took a good, hard look at how I perceived dating and relationships with women, and recognized I was believing in lies and fantasies to get me what I wanted.
The Art of Approaching – How to meet AMAZING women without fear of rejection!

And it wasn’t working.

It was not until I started facing the reality of my situation that I finally became ready to attract women. It wasn’t until I shed the bad beliefs I had and started dealing with what REALLY worked and what really DIDN’T work, that I started to enjoy success.

So my question to you is: Are you ready to start attracting women too?

Are you ready to set aside all the beliefs you currently have about dating and relationships, and are willing to try something new to get you the results you desire?

Because if you aren’t, then I’m afraid you’re wasting your time reading this book.

If there’s one thing I’ve learned, its that people who are stuck in their ways are people who never advance. They never break new ground. They just keep getting the same results they’ve always gotten.

It’s the people who are willing to take risks, try something new, and do things everyone called them “crazy” for, who get the phenomenal results.

I’ve taken students out in the field to teach them how to meet women before, and it always starts the same way. The look around the club, eyes wide in fear, nervous, intimidated by the women there.

I push them towards groups, tell them what to say, and then watch them approach.

They HATE doing it. They’re moving outside their comfort zone, and its scary.

But as soon as they start to see the positive reactions, and begin to experience how fun and exciting it is to move beyond what they previously did to attract women into a new headspace and skill set – they never fail to get addicted to the experience.

That is because they became ready to attract women. They became ready to move out of their comfort zone and into the line of fire, and they came out stronger because of it.

So before you read any further, I want you to ask yourself these questions:

1. Are you currently getting the results with women you want?
2. Do you recognize that what you’ve been doing up to this point has not been getting you those results?
3. Are you willing to try something new, even if it might feel uncomfortable or unnatural at first?
4. Are you unwilling to give up until you get what it is you desire?

These are the four most important questions you’ll ever be asked. And if you can answer them honestly, then you’ll be ready to proceed.
They Don’t Teach This In School...

After my breakdown in my dorm room, I had a very hard question to answer. The question was:

_How Do I Start Doing Better With Women?_

I had made the decision to change what I was doing, but I had no freakin’ idea what to change it to!

After all, most of my friends were as hopeless with women as I was. And the guys I knew who were good with women were either good looking or in a frat – but regardless, the guys who were good couldn’t for the life of them explain what it was they did that worked.

I even asked a few women I knew what I should do, and the answers were always worthless pieces of vague advice, like “Just be yourself,” or “Be confident.”

Since I was not getting the type of guidance I needed from the people I knew, I sought advice elsewhere. Places like bookstores, the internet, and other venues which delivered products that could guide me.

I bought every single book, magazine, and course I could find on the subject. “Dating” became a course in my college curriculum. I wanted to learn as much as I could.

It was a broader and more difficult study than I had originally anticipated.

Dating and relationships cover so many different fields of experience. Things like psychology, sociology, biology, language, body language, fashion, style, grooming, pop culture, public speaking, movement, dance, debate, etc.

Anything that enters into the framework of “human interaction” is a skill set when it comes to women and dating.

But the biggest field of study when it comes to women and dating is that of SEX. And this is why things like dating and relationships are not taught in school.

After all, sex is supposed to be “taboo.” It’s something everyone does, but no one really talks about. And when it comes to men, regardless of what the final outcome is, sex is the one thing that drives us toward needing women.
This is something the “feminists” who run the world try to deny, but it’s true. A man’s main motive in seeking out a loving relationship is SEX. We want it, need it, and desire it. Lack of sex can kill an otherwise strong relationship. Bad sex can do that too. Great sex can keep a bad or harmful relationship going when it should be abandoned. How could anyone deny the power of sex?

But heaven forbid, men should actually be TAUGHT how to get the kind of sex they want. We can’t have that now, can we?

Understand something: Meeting women is a SKILL. Dating is a SKILL. Getting a woman into bed is a SKILL. Having a long-lasting relationship is a SKILL.

Just like you can learn to fix a car, you can learn to meet a woman. Just like you can learn to ski down a mountainside, you can learn to date a woman.

But because of sex, and the taboos surrounding it, people are made to think this stuff should come “naturally” to you. And if it doesn’t, there is something WRONG with you.

That’s what I used to think all the time.

I used to think there was something WRONG with me because I didn’t know how to pick up women. I used to blame it on my looks, but I saw uglier guys than me picking up girls all the time. I used to blame it on my weight, but I saw fatter guys than me with attractive girlfriends. I used lament to God “Why am I different? What does every other guy know that I don’t?”

But the joke was on me. There wasn’t some magic “secret” I was left out on. It was that no one ever taught me how to attract women, and I never bothered to learn.

And it wasn’t something that was a problem only I was suffering from. MILLIONS of men around the world deal with it.

There are a lucky few who learned the skills necessary early on in their lives who enjoy great success with women. But they naturally stumbled onto lessons about dating and relationships and women that they internalized. This is that lucky 10% of men.

The rest of the 90% of us have to stumble around in the dark. We need to either “get lucky” or be content with being single.

About a week after my dorm-room breakdown, I went out with my neighbor Mike to a local coffee shop a few blocks away from campus. I wanted to go someplace with women, and Mike – a short, skinny Asian guy – was about as lonely as I was and wanted to come along.
When we got there, the place was full of hot little college chicks studying and drinking coffee. Mike and I grabbed a table and looked around. Mike’s eye wandered to a dark haired beauty sitting on a couch across the room, reading a text book.

“Wow, that girl is gorgeous,” he said.

“Yeah,” I replied. “She’s a hottie.”

“Why can’t I have a girl like that?” Mike wondered aloud.

“Why can’t you?” I asked.

“What?”

“Is there something stopping you? You see her over there, right? Why don’t you just go up and talk to her?”

“Yeah, right!” laughed Mike.

“Why not? Why is that such an unreasonable thing to do?”

“Because I’m Asian,” said Mike. “Pretty girls only like white guys. Plus, I’m too short. And she’s probably got a boyfriend anyway.”

“That can’t be true,” I insisted. “I know you, dude. You’re a cool guy. Any girl would be lucky to have you as a boyfriend. I’ve seen Asian guys with white girls before, and I’ve seen short guys with smoking hot chicks too.”

“What are you saying?” Mike asked.

“I’m saying there’s got to be something more to it. It can’t just be about looks or physical attributes, because otherwise most of the guys in the world would be screwed. There’s got to be something you can do that will make a girl attracted to you, regardless of what you look like.”

“Why don’t you go talk to her, if you think like that?” Mike asked.

I looked at the girl he had referred to as the cold hand of fear gripped my heart. “Because I’m a chicken shit,” I said. “I’m afraid she’s going to reject me.”

“Well, now you know how I feel,” said Mike.

“But it’s not a question of what you feel,” I said. “It’s a question of what she feels and what we do to make her feel that way. I’m taking myself out of the game before I even start, thinking she’s going to reject me before she even knows me. You do that too. That’s our problem, man. We reject ourselves before she even gets a chance to.”
“You think about this too much, man,” said Mike. “It’ll happen for both of us. We just have to be patient.”

“But that’s just it. I refuse to leave things like this up to chance. I don’t want my happiness to be dependent on something as stupid as fate or destiny. Something has to change.”

“What are you talking about?” asked Mike.

I took a deep breath. “I’m going to learn how to pick up women,” I said.

“Yeah, good luck,” said Mike.

“You don’t think I can do it?” I asked.

“You can’t LEARN this stuff, man,” said Mike. “You’re either born with it, or you’re not. So why waste you’re time? You’re only going to get rejected.”

I looked over at the raven haired beauty who’d started the whole conversation. “I have to try,” I said.

“Well then, are you going to go talk to her?”

The hand of fear returned.

“No,” I said. “I’ll start tomorrow.”
The Unnatural Attraction Process

In many ways, my conversation with Mike in that coffee house was the catalyst that helped me to achieve some great success in my love life.

Mike’s outlook and attitude about attraction is actually a common one.

I see it all too often.

I’ll meet some guys who want to improve their success with women, and they’ll start hanging off my every word, taking notes like what I was saying was scripture.

But then, they never actually go out and apply it.

When I ask them why, they say things to me like:

“It’s not natural. If I just be myself, I’ll eventually get the girl.”

“If I have to learn how to be good with women, that makes me a loser.”

“Women just don’t like me. There’s something wrong with me that I can’t fix.”

Because of television and movies, lots of men have a misconception that they’re just supposed to NATURALLY know how to attract women.

This is a BIG misconception.

Attraction is a skill, just like Basketball is a skill, or golfing is a skill, or carpentry, playing video games, and cooking.

You’re not born knowing how to do these things. You LEARN how to do them.

If you think there’s something wrong with you because you aren’t good at attracting women, then guess what – you’re wrong!

Dead wrong.

You can, in fact, attract women. You SHOULD attract women. You just don’t know how to.

And every excuse you can think of not to attract women is just that – an excuse.
It’s motivated by fear. By uncertainty.

If you feel unnatural doing these things to attract women, that’s a GOOD thing!

Think about it: If what you feel comfortable doing never works, then what you feel UNCOMFORTABLE doing should work, right?

It’s funny, because often times I’ll meet women who ask me what I do.

I tell them: “I teach dating advice for men.”

Surprisingly, most women are really interested in this. It doesn’t freak them out at all. Why? Because they WISH more men knew how to make them happy.

But occasionally I’ll get a woman who gets upset about this. They’ll raise similar objections to what the men above said. They’ll say things like:

“That’s manipulative! You should be ashamed of yourself!”

“You’re a loser and those guys are losers for needing you!”

“It’s all bullshit. You just need to be yourself and that’s it.”

One time, when I was out with a friend of mine, she introduced me to one of her friends named Caroline.

Caroline had the very same reaction listed above when I told her what I did. If looks could kill, I’d have been dead many times over.

But rather than just dismissing her as a “bitch,” or get upset, I calmly said to her:

“Would you mind if I asked you a question?”

“What?” she replied.

“Before I ask you, I want you to know that I don’t say this to be mean or make fun of you. I genuinely want to know this. But if you’re uncomfortable, you don’t have to answer this question, deal?”

“Okay…” she said suspiciously.

“Have you ever been hurt or mistreated by a man?” I asked.

And the answer (in every case I’ve run across) was a resounding: “Yes.”
In Caroline’s case, she had come out of an abusive relationship with her former boyfriend. She was obviously harboring a lot of resentment. So I said…

“Let me ask you this… let’s say there’s a guy out there who is your ideal man. He’s everything you could ever hope for, and has all the qualities you’ve ever desired in a man…”

“He doesn’t exist.” She interjected.

“But let’s say he does,” I persisted. “Let’s say he’s out there and you just haven’t found him yet. Do you believe there’s someone out there who could actually make you happy?”

“I guess.”

“Okay,” I continued. “Let’s say this guy is looking for a woman just like you. You’re his ideal woman, just like he’s your ideal man. But due to various circumstances, he’s been hurt by women in the past, and his confidence is shot. And one day, when the stars align, you two happen to cross paths. But because he has these issues with confidence, or bad beliefs, or whatever, instead of walking up to meet you, he chickens out, and you two never get together, and never experience the kind of happiness you two could bring each other.”

(By this time, I had Caroline’s full attention.)

“Now let’s say that this guy wanted to solve his confidence problem. So he buys my book, and learns how to overcome what’s holding him back. So instead of chickening out, he actually finds it within himself to meet you. You two hit it off, realize you’re soul mates, and you get together and bring each other the kind of life-fulfilling happiness you both want and deserve. Now I ask you, which is worse? Scenario A, or Scenario B?”

“The first one,” she says.

“Right. Now, take that situation, and apply it to every single guy in the world. Every guy out there has something that either keeps him from sharing how good he is with women, or makes him angry and bitter and causes him to mistreat women. If I come along and help those guys to be confident and treat women in a way where they’re happy and the woman they’re with is happy, is that still such a bad thing?”

“No, not when you put it like that.”

As you can see, once Caroline truly understood the importance of men learning to attract women, she accepted it.

The same is true of you.
Once you realize that learning how to meet women, date them, and attract them not only makes YOU happy, but the women you’re with happy, is it still such a bad thing? Is it something you need to make excuses up about?

The answer to that should be a big, fat NO!

Understand: **Women are just as clueless as men are. They rely on men to make the first move and take the lead.**

If you continue to be content with hoping something happens TO YOU instead of acting and learning these skills, you will continue to get the same result over and over.
Success Through Failure

“It’s Tuesday,” said Chris. “Who the hell goes out on Tuesday night?”

“It’s either that, or we sit around and watch Comedy Central for the 12th hour in a row,” I said.

My buddy Chris and his buddy Paul looked at each other. We were at Chris’s apartment off campus, laying around, drinking beer and watching TV. I was going stir crazy. I wanted to go out and meet girls.

In terms of success with women, Chris and Paul weren’t quite as hopeless as me. They were both decent looking, athletic guys, but they suffered from the problem many guys suffer from – dating ignorance.

But when you get to the heart of the subject, they would rather be making out with some girl than hanging with a bunch of dudes watching TV.

“C’mon, we can go to the Scramjet. Its cheap beer night, so there will probably be lots of girls there.”

The promise of girls and cheap beer was enough to get Chris and Paul off the couch and out into the real world. We walked from Chris’s apartment down to the Scramjet, a bar across the street from a cheap video store, which was situated above a sporting goods store in the back alley off the main road outside of campus.

As we walked in, it was immediately apparent that Christ was right. No one goes out on a Tuesday night. The bar was almost empty.

“Good call, Joe,” said Chris, patting me on the back.

“Funny,” I replied. “It’s still early. Let’s make the best of it, okay?”

So we grab a table and Paul gets a pitcher of beer. About twenty minutes into the pitcher, a group of four girls come walking into the bar. They go sit down at a table. Chris, Paul, and I instantly perk up.

I turn to Chris. “Dude, go invite those girls to join us!”

“You do it,” said Chris. “I’m busy drinking.”
I turn to Paul.

“Uh-uh. I ain’t going over there,” said Paul.

“I can’t believe this,” I said. “We’re in a freakin’ bar with no competition and none of us are going to approach those women?”

“What’s stopping you?” asked Chris. “Aren’t you the guy who wanted to get out and pick up some chicks? I just came for the beer.”

I looked over to the table of girls. Two of them suddenly got up and moved to the dance floor, dancing with each other. It seemed they were determined to have a good time, no matter what.

I watched the girls dancing for a bit, my mind racing. The cold hand of fear was back, gripping my heart and churning my stomach. “What am I afraid of?” I thought. “What’s the worst that could happen? I get rejected and look like an ass in front of my friends? They’re my friends, they’ll understand.”

In a moment of craziness, I summoned my strength and got to my feet.

“I’m going in,” I said, a bit too dramatically.

Chris and Paul looked at each other, surprised. I moved towards the dance floor, my heart racing, the blood pumping in my ears. The girls were too busy dancing with each other to see me coming.

Before I know it, I hop on the almost empty dance floor and start busting a move. For a big guy, I can move pretty well. I butt my way in-between the two girls and start dancing with them.

I can see the “what the hell?” looks on their faces, but I don’t care. I smile and keep dancing. As soon as the song ends, the girls laugh to each other and leave me alone on the dance floor, moving back to their table. Some idiot in the bar just ruined their fun.

I’d failed.

I felt terrible. It wasn’t a bad rejection, but it was still a rejection. I headed back to my table, mentally preparing myself for the verbal abuse I knew my friends would be dishing out.

When I sat back down, Chris and Paul looked at me wide-eyed.

“Dude…” said Chris.
“I know,” I said, not wanting to hear it.

“That was the most amazing thing I’d ever seen!” he finished.

I look up at him. “What?”

“I can’t believe you danced with those two girls, man,” said Paul. “They were HOT!”

I looked at them in disbelief. “Were you guys watching the same thing I was? They walked away.”

“But dude, you danced with them! That took some balls. I’d have never been able to do that,” said Chris.

“Me neither,” said Paul. “Matthews is a stud!”

Paul gave me a chummy punch in the shoulder as Chris poured me another drink.

“We have to toast to your success,” he said.


As Chris finished pouring, the four girls got up to leave for greener pastures. As they were heading out the door, Chris raised his glass and yelled “Come back any time ladies! Joe’ll dance with all of you!”

The girls laughed and waved good-bye. One of the girls I danced with even blew me a kiss before she left.

I was shocked. Not just by the reaction of my friends (which I didn’t expect), but by the reaction of the girls as they left. Though I had struck out, it was as though my effort garnered some respect from them, and their playful farewell was a reward for my efforts.

That was my first real lesson in pick-up and dating – learning comes from experience. Experience comes from action. And even if you fail, you can learn from your failures.

What seems to happen a lot is that when a guy finally works up the courage to break out of his comfort zone and do something crazy to meet a woman, and it doesn’t turn out the way he wanted, he’ll chalk it up as a failure and feel rejected.

And in order to get rid of that feeling, he’ll block out what happened, and promise never to “do that again” to protect himself from ever having to feel that way.
But it’s those opportunities and experiences that teach us the most valuable lessons we can learn about women, social interaction, dating, and relationships. It’s when things go wrong that you learn what NOT to do – which in many ways is just as important to know as what TO do.

Looking back on that experience, I now know what NOT to do.

The girls on the dance floor were in their own world. I invaded that world, a stranger to them, and made the situation (which was fun for them a moment before) uncomfortable.

Had I instead approached the table with their two friends, and joined them, and gotten the social proof I needed, I could have introduced my friends into the group and asked one of them to dance with me.

That way, I’d be infiltrating the group and establishing a connection BEFORE moving in on them.

When I just jumped on stage and started dancing with them, their defenses went up. Had I approached under the radar, it would have been a very different experience.

But the biggest lesson I learned wasn’t that. It was the idea that failure is a subjective thing.

My two friends saw that interaction as an amazing success. They saw their meek buddy have the courage to try something they were not willing to try, and praised me for it – even though I didn’t feel I deserved the praise.

I focused on the failure. It was not until they pointed out what I DID achieve that I realized what I had done was actually impressive.

That is what you must realize.

Understand: **In your journey to master the art of dating, you will meet with failure, rejection, and set backs.**

BUT… if you are willing to focus on the positives and not the negatives, you will **continue to grow and get better and meeting and attracting women.**
The Perfection Fallacy

“Wow, you really know what you’re talking about,” said Carl.

I smiled. We were both sitting out by the pool of the Hard Rock Resort and Casino in Orlando Florida. The sun was shining, and I had a nice cold Coke in my hand as I watched the beautiful girls swim in the pool and lounge around.

I had come down to Florida for a business conference, and I had become a mini-celebrity among the other people who were attending the conference, mostly due to the fact that at night, I could walk into the bar and start holding court with the women in there.

The night before, Carl and some of his friends had been milling about. They said they had heard of my skill and wanted to see for themselves. So I approached a group of four women who were at a table in the lounge and joined them.

Seeing this, Carl and his buddies swooped in like vultures, scaring the women off from my tried-and true strategy. I had to excuse myself and left the group to Carl and his buddies. Within five minutes, the girls had asked them to leave.

Carl happened to spot me the next morning as I lay by the pool and we got to talking.

Carl was your pretty typical case. He was a decent looking guy with a good paying job, he just didn’t have a girlfriend to “complete the picture,” so to speak.

As he sat down next to me, he asked me how I was able to go up to those four women the night before. That’s when I explained my theory on approaching and starting conversations.

“So you think you could teach me how to do that?” he asked.

“Sure,” I smiled. I pointed to a girl who was laying by the pool getting some sun. “See that girl over there?”

“Yeah,” said Carl.

“Walk up to her and ask her if she’s got some suntan lotion you could borrow.”

Carl looked at me funny. “What?” he said.
“Just walk up and ask if you can borrow some suntan lotion.”

“But, what if she doesn’t have any?” said Carl, nervous.

“Then ask her why the hell she’s out in the sun without lotion on. Then offer to find some for her.” I smiled.

Unfortunately, Carl didn’t think that was as funny as I did.

“I can’t do that,” he said.

“Why not?” I asked. “You walked up to those four women last night.”

“But you had already talked to them,” he said. “That made it easier. Plus, that was in a bar. You’re supposed to do that stuff in a bar.”

“I thought you wanted me to teach you,” I said. “How can I teach you if you aren’t ready to learn?”

“I am ready!” said Carl. “I’m just not ready YET.”

I lifted my sunglasses to make sure I had heard him properly.

“Did you just say what I think you said?” I laughed.

“Well, I want to learn, yeah. But I’ve got to lose a couple pounds first.”

I looked at Carl. He wasn’t fat, by any means. He was way thinner than I was. He may have had a small gut on him, but nothing too bad. I had seen this phenomenon before.

Too often, when we seek to learn something, we want to study as much as we can before having to apply what we’ve been studying, thinking that is the best way to learn.

So I asked Carl, “Okay, you have to lose a few more pounds. Is there anything else you need to do before you’re ready to approach a woman?”

“Well,” said Carl, thinking. “I need to be wearing a nice shirt, because women pay attention to those things. And I’ve got to cut my hair, because it’s a bit long at the moment. And I have to be making at least another $50,000 a year.”

I tried hard not to laugh. “O-kay,” I said. “And if you do all that, you’ll finally be ready to ask that girl over there for some sunscreen?”

“Well, not her. But someone else.”
I sat up. “But Carl, buddy, what if that girl over there is the right one for you? What if she’s the future Mrs. Carl, and fate has brought the two of you together right here, right now, for the specific purpose of the two of you meeting? And all you need to do is ask her for that sunscreen?”

Carl blinked at me for a moment, then turned to the girl by the pool, then back to me.

“Wha – what?” he stumbled.

“See, all pick-up is, is an opportunity to meet a woman. When we let opportunities pass us by, we are letting one more woman slip through our fingers because we did not act. And the more opportunities we pass up, the less likely we are to find the right girl for us.

When you list out all the stuff you think you have to do before you’re ready to start applying your knowledge, what you’re really doing is listing excuses that keep you from getting the girl you want.

Could you stand to lose a few extra pounds? Maybe. But should that keep you from doing what you want to do? I should hope not. What if you had to hold your breath until you lost those ten pounds?”

“I wouldn’t be able to do that,” said Carl.

“Why not?”

“Because it takes a long time to lose ten pounds, and you can only hold your breath for a few minutes.”

“But I thought losing those ten pounds was important.”

“For getting laid, not for breathing,” said Carl.

“But doesn’t having extra weight affect your respiratory system?” I asked. “If that’s the case, it’s even MORE important you hold your breath until you lose those ten extra pounds, so you don’t tax your lungs any more than they have to be.”

“Now you’re just being foolish,” smiled Carl.

“No more foolish than you when you said you have to lose ten pounds before you can talk to a woman,” I said. “See, what’s really going on here is that you’re afraid. You’re afraid to go talk to that girl because it’s something you’ve never done before. If this was a bar, it would be easier for you because you’re used to approaching women in bars. But even then, you’d want to put it off because there are things you feel you have to do before a woman will find you attractive.
But that just isn’t the case. Waiting for something to ‘be right’ is just an excuse to put off success. People think if they study my stuff, they’ll learn to pick up women, but that’s not exactly true. My stuff will give them knowledge, but it’s not until they start applying that knowledge that they truly learn.

Every excuse you can think of that keeps you from applying knowledge keeps you from succeeding, or achieving a goal. If NASA had put off testing their rockets until they perfected the design, we’d still be trying to make it into space!”

Carl looked down at his feet. I could tell I was getting through to him, though he didn’t like what he was hearing.

“Look,” I said. “I know it’s tough, I know it’s scary. But it will continue to be that way until you do it. The cool thing is, you don’t need to wait for you to look perfect or have the perfect car or the perfect house or whatever to get a woman. You just need the will to try out crazy stuff and see if it works.”

Carl nodded his head and looked at me. “Sunscreen?” he asked.

“Sunscreen,” I nodded.

With that, Carl got up and walked to the girl I had pointed out. He knelt beside her and said exactly what I told him to. She got up and walked to her bag by a nearby chair and handed him the bottle.

“Um, I hate to ask this, but would you mind putting some on my back?” he asked.

The girl laughed. “Do you pick up all girls this way?” she joked.

Carl laughed nervously. “Well, you know. Any excuse to give this rock-hard body a rub down.”

The girl laughed and proceeded to apply suntan lotion to Carl’s back. The entire time, he was smiling at me with the biggest grin I’d ever seen. I couldn’t help but feel a little proud.

Carl ended up inviting her to meet for lunch, and she agreed. He came back to me a new man.

“See, that wasn’t so bad, was it?” I asked.

“I’m so nervous, I think I’m going to throw up,” said Carl, giddy with excitement.

“Well, you’re going to have lunch with a hot girl you met by the pool, and you didn’t have to lose ten pounds and make an extra fifty grand a year to do it.”
And what’s true for Carl is true for all men out there.

We all have things we don’t like about our looks or our situations. We think we have to make changes with our lives before we can try attracting women. Be it losing weight, making more money, having a new wardrobe, driving a new car, living in a nicer place…

But the reality is *IT DOESN’T MATTER.*

Do not make excuses to not meet women. Find reasons TO approach rather than reasons NOT to approach.

All learning takes place in the field. I can impart as much advice on you as you want, but unless you use that advice, and make your mistakes, you will never truly know success.

And if you allow excuses to keep you from learning, you will REALLY never have success.

Do not wait for perfection, because it will never come. Take who you are and what you have, and work WITH it.
THE ART OF BELIEF

If there’s one thing I’ve found to be true in this life, above all else, it’s that what we believe affects the way we live our lives.

Our thoughts help to form the universe around us. If you think about it for just a moment, you can see how each and every person plays an integral role in the way the universe is shaped.

Our bodies are made up of material that used to be a star. Sometime, many millions of years ago, the star exploded and sent its contents out into the universe, where they were eventually gathered to create life.

Sometimes I think the universe, in all its infiniteness, had to break itself down into smaller pieces to try and understand itself – hence the need for sentient life in the first place.

And since our bodies are made up of pieces of the universe, it makes sense that our thoughts originate from the universe as well, and being a part of the universe, our thoughts have the power to shape it and change it at will.

But this new-age fru-fru way of looking at things is not something most people consider when they think about their role in the cosmic scheme of things. They are trapped in their own heads, and think their thoughts are just meant for them and them alone.

That’s simply not true.

Your thoughts not only affect you, but those around you, and the world around you as an extension. Any time a charismatic person speaks before a crowd and his words inspire people to change their lives – THAT is an example of how thoughts can influence others.

Thoughts that drive us to achieve what others write off as impossible is another example. People used to think that running a mile in four minutes was impossible. But once someone who believed it WAS possible proved that belief to be wrong, suddenly others started to do it too.

That thought made the impossible suddenly possible, and the world was changed because of it.
Do you realize the power in that? The idea that a simple thought that leads to action which in turn leads to a change in belief in not just one person, but an entire world, is nothing short of mind-blowing.

But it happens *ALL THE TIME*. And most people don’t even realize it!

What you think and believe plays a vital role in your success with women, because that is what dictates to you what is possible and what isn’t.

When I was first starting out learning how to meet and pick up women, I had a certain set of beliefs. I believed that you had to be good looking to attract a woman, that you had to act a certain way, say certain things, and that it was a difficult endeavor to get any woman interested in me.

And because I believed that, it was true!

It wasn’t until later, after a few of my breakthroughs, that I realized by changing my beliefs and thoughts about women, dating, and attraction, I could change my results.

Let me ask you a question: *When you look in the mirror, do you listen to the words?*

A mirror reflects back more than just a visual image. A mirror often reflects back what we are thinking and feeling. How often have you looked in the mirror and said things like:

“God, I look horrible!”
“I’m so fat!”
“My hair is falling out…”
“I’m getting old.”
“How could anyone find me attractive? I don’t even find me attractive!”

Have you heard these words or words that are similar to this in your head when looking into a mirror?

Understand: *Thoughts are reflections of how we see ourselves, how we see the world around us, and how others see us as well.*

As I said, mirrors reflect back much more than just what the eyes see.

Mirrors also reflect back our thoughts, often our opinions of ourselves.

These thoughts or opinions are much more important that our outwardly appearance.

Many of us have met people who are beautiful on the outside, but inside they think they are ugly. Or people who are greatly loved by others, but they cannot love themselves.
Our deepest thoughts are often reflections of our souls. Thoughts are a reflection of our love for ourselves, our egos, our dislike of ourselves, how we treat ourselves, and our overall opinion of ourselves.

That is why what we think and believe is important to not only understand, but to control as well.
The Art of Approaching – How to meet AMAZING women without fear of rejection!

Women Are Not Attracted To Men Who Aren’t Attracted To Themselves

Does the idea of being attracted to yourself feel uncomfortable to you?

Do you think it’s gay to look at yourself in the mirror and say “Oh yeah! You’re looking good!”?

Do you feel it’s better to be critical about how you look because it will push you to change and look better, rather than be happy with how you look at this very moment?

There are some guys in this world (usually those who make up the elite 10%), who say “I am happy with how I look. I look good. Girls will like the way I look.”

And then there are guys (usually the ones who make up the unlucky 90%) who are unhappy with how they look, how their life is going, and think they need to do something to change themselves before they can experience true success.

These guys say things to themselves like:

“I’m out of her league.”
“I could never get a girl like that.”
“I’d cut off my right arm to get a chance to bang her.”
“I’m too old, she’ll never go for me.”
“Girls don’t like short guys.”
“I’m bald. Women only go for men who have hair.”
“If I don’t look like Brad Pitt, no girl will be attracted to me.”
“My hair/clothes/shoes/whatever has to look a certain way before a girl will find me attractive.”
“I need to drive an expensive car to be noticed by women.”
“Every girl I meet is a bitch.”
“I’m cursed. Women just don’t find me attractive.”
“What would my friends say?”
“I’m not good looking enough.”
“It’ll just happen…”
“It’s too late for me.”
“It’s not worth it.”
“I’m not worth it.”
Realize this: *All Words Are Mirrors.*

Personal truths are spoken at moments of peak emotion. All words are mirrors because they reflect back some insight as to what people think about themselves, even though they may be speaking about someone else.

For those of you who are ready to start attracting more women than you know what to do with, I want you to start being *very aware* of your words.

Especially be aware of the words that come from your heart, your stomach, and your soul. If you are going to make a change, you must be aware of the thoughts and words generated by your emotions.

If you cannot be aware of when your emotions are doing your thinking, you will never survive the journey. You will hold yourself back. For even if you are talking about somebody else, for example by saying “She probably already has a boyfriend,” you are really saying something about yourself.

You may be using the idea of a woman having a boyfriend as an excuse for your own inaction. Or you might actually be saying “I don’t have the courage or communication skills to convey my interest in her.”

**All words are mirrors that provide opportunities for you to look into your soul.**

What you think about yourself, therefore, has influence on those around you. Think about this for a second: What’s your primary means of communication with other people?

Your *words*.

On a subconscious level, we all pick up on what other people say to us and the meaning behind it.

When you talk about yourself to others, pay attention to what you say. Do you talk negatively? Point out flaws? Obsess over your bad qualities? Do you do the same when talking about other people?

If you do, take a moment to think about what you are communicating to others when you do that, and then ask yourself “Is it any wonder I have difficulty picking up women?”

After all, you know yourself better than anyone else, and if YOU are not attracted to yourself, how can you expect a woman to be?
Personal Truths Are Also Personal Lies

When I talk about my notions of thoughts and beliefs to students, I tend to get personal objections from people who try to defend their negative thinking. I hear things like:

“You say you need to face reality and look at hard truths, but then you say you need to fool yourself into thinking you look good to get women. That doesn’t make any sense.”

And that’s true, when you put it like that, it DOESN’T make any sense.

But the people who raise this objection are often missing a very important point.

I do not encourage people to live in fantasy. I am a strong believer that you must deal with reality if you want to learn and improve.

But you also have to determine WHAT KIND OF reality you want to be dealing with.

Do you want to deal with a negative, bleak reality? Or one that is full of hope, promise, and positive opportunities?

Understand: We have direct control over what we think, feel, and believe. And that has direct influence over how we see reality.

The people who look in the mirror and lament negative thoughts, feelings, and words justify feeling bad by saying things like “That’s the cold, hard truth. It’s a FACT. You can’t deny it.”

But these truths are also lies. If you lie to yourself, I would say the journey will never be completed. So my best advice is to listen to your doubts, fears, and limiting thoughts, and then dig deeper for the deeper truth.

For example, saying something like “I’m tired, I don’t feel like going out to meet women tonight,” may be a truth, but it is also a lie. The real truth may be “I think I’m going to get rejected tonight, and I don’t feel like going through that right now.”

But that itself isn’t really a truth. The REAL truth is that you WANT to go out, have a good time, and meet a fantastic woman. But for some reason, you don’t think it’s possible. You end up telling yourself a lie that grows from a truth.
Be mindful of your objections and look at what is behind them. Figure out why you are trying to talk yourself out of doing something by telling yourself lies. Find the truths behind them.

If you think to yourself: “Women only go after super-good looking guys,” what are you really saying? Is this a personal truth? Or a personal lie?

Answer: Its both.

It’s a lie that women ONLY go after good looking guys. But it’s a truth because you make yourself believe it.

The truth behind that lie might be something like “I don’t like the way I look and can’t imagine any woman being attracted to me, so they must only be attracted to guys who look better than I do.”

Now that you know that personal truth, you have a choice to make. You can go on believing that, OR you can change your perception to something like “I like the way I look and think a woman would be LUCKY to get with me.”

When given the option between those two truths, which one would you rather believe in? The negative, or the positive?
Mind Your Religious Beliefs

I’m going to be honest with you.

I was raised Roman Catholic. I came from a relatively religious family. We went to church every Sunday, holiday, and holy day like clockwork.

I even attended a Catholic school for a good 7 years.

In short: I’m no stranger to religion.

And because of my experiences with religion and faith, I feel I know how one’s beliefs can impact their relationships and future happiness.

After all, it is what we believe that shapes the world we live in.

That is why religion is such a vital factor in a man’s success with women.

Now, before you start thinking I’m going to try and “convert you” or something, just hear me out. I know religion is going to be a tricky topic for many people, but I want to have an honest conversation about it with you.

I am not Catholic any more.

Do I still believe there is a God? Yes I do. Do I still believe there is such a thing as good and evil in the world? Yes I do. Do I still believe that everyone should work for the good of others? You bet.

But let me be clear: I DO NOT BELIEVE IN ORGANIZED RELIGION.

Why is this?

Because you can pretty much trace back every phobia, insecurity, sexual predilection, and mental/emotion anguish to some type of negative belief that was installed by ORGANIZED RELIGION.

That means that some decision that a crusty old bishop made 1000 years ago due to the political climate of the time can have a DIRECT and NEGATIVE impact on you in this day and age.
It is these negative influences that cause us to be unhappy in this life, and it prevents us from achieving the kind of close personal relationships that we human beings DESERVE to have.

In my time working with men who need help with their love life, I meet all kinds. Christians, Catholics, Jews, Hindus, Buddhists, Agnostics, Mystics, Spiritualists, etc.

Some religions are better than others in the respect that the people who believe in them don’t carry as many negative belief systems. But the big culprits of negative beliefs can be traced back to:

- Christianity
- Judaism
- Islam

The real reason for this is that these religions stem from a very different time in the world. It’s a time when men regarded women differently than they do in the modern day.

And as you know, religion is VERY slow to change.

You must be careful to consider the fact that religion can (and will) install various types of guilt and shame into your mind that just shouldn’t belong there.

Primarily: shame about sex.

I used to have a great deal of hate and bitterness towards women – for no real good reason.

Once I sat back and started thinking about why I felt so negatively about women, I began to realize that these feelings stemmed from deeply seated beliefs I had that were given to me by my faith.

I felt ashamed about being sexually attracted to women. I was brought up to believe sex was something to be whispered about, and that you shouldn’t even CONSIDER it before marriage.

Because of this, I knew little about my own sexuality, and when I experienced feelings of lust and desire, I’d mistake them for love. And once you commit to love, you commit to the possibility your heart will be broken.

If your heart is broken enough times, you will start to well up negative and painful feelings within you.

I also regarded women in an unrealistic way because of my religious beliefs.
My religion had placed so much importance on sex, that this importance transferred itself onto the women I lusted after.

Because sex was supposed to be “special,” and only with “the one you love,” I regarded women very highly. I placed them on pedestals. They were sacred to me, like something I was not worthy of possessing.

This REALLY screwed me up in the head.

When this happens, you begin to have “worthiness” issues. You feel like you’re inferior to women, and must “win” their affection. You begin to associate acceptance from women as proof of your own self-worth.

Why? Because they control the sex! And if they’re willing to have sex with you (or be romantic with you), you feel that you’re now someone who’s worthy of love and affection.

This is what organized religion installs in us men.

BUT IT IS NOT TRUE!!!!!

Women are people, just like you and me. They aren’t special. They aren’t sacred. They’re bags of flesh and bone too, and the sooner you realize that, the happier you’ll be.

After all, you can’t truly be happy with someone you feel is worth more than you. And they certainly can’t be happy with someone they feel is inferior to them.

That is why I encourage men to believe and follow the CORE of their faith, and not the bullshit dogma and rules placed upon us by the organized governing body of the faith.

The core beliefs come from God. The bullshit comes from man.

Here’s what I personally believe:

1. Treat all people with respect and kindness.
2. Fight against those who do wrong to others.
3. Do not do anything to anyone you would not want done to you.
4. Be honest with yourself.
5. Be honest with others, even when it hurts to do so.
6. Believe you are worthy of happiness.
7. Spread your happiness to those who deserve it.
10. Do not be afraid to fail when striving for something you want.

Let me give you a brief history lesson…
Once upon a time, back in the days of nomads and camels, when life was harsh, you
needed strong men to work the fields, tend the flock, and carry on the family name and
fortune.

In days like this, women were worthless. They were only good for the pleasure of sex,
tending to their husband, and birthing a male heir.

Because of this, women were used as commodities. Fathers would barter their daughters
to other families in exchange for land, animals, gold, and whatever else they could
negotiate. This way, they would get rid of another mouth to feed, and add to the family
fortune.

But because it was important to have male heirs, those bartering for the women wanted to
make sure they were “untouched.” After all, who would want to care for a child who was
not his own in these difficult times?

So a woman who had sex before marriage, in a time when there was no such thing as
birth control, would very likely get pregnant.

And a pregnant woman, or a woman with a child out of wedlock, could not be married
off to another family.

So to ensure their daughters retained maximum tradability, fathers would forbid sex.
They would guard their daughter’s virginity with their life – especially if he had no male
heirs.

It was in this time that religion adopted the notion of “no sex before marriage” concept,
as a form of birth control.

This way, women would stay in line and protect their virginity of their own free will,
which made the father’s job much easier.

Unfortunately, this concept hasn’t changed with the times. Nowadays, we have birth
control methods. Women have equal rights (in most parts of the world). There is no
reason to continue to believe in this out-dated form of birth control.

But Organized Religion hates to give up any control it has over its followers.

The way I look at it is like this: God would not have made sex so pleasurable had he
not intended us to have lots of it and enjoy doing it.

Women love sex every bit as much as men do. So to continue to look at sex, marriage,
and women through a belief system that was set up thousands of years ago to help fathers
get rich off their daughters is just… plain… dumb.
If you find that you have a difficult time with relating to women, that you harbor lots of negative emotions and thoughts towards them and sex, I highly recommend you take a look at your faith.

Sit down and write out everything you believe in.

(Seriously, do this ASAP!)

Even if you don’t believe in God, or whatever, write out what you DO believe.

And once you write out every single thing you believe in, ask yourself:

“Why do I believe this?”

And write down your answers.

Once you do this exercise, and you start to see the junk you have floating around in that head of yours, you will start to see what’s been holding you back.

Remember: **Believe in the core of your religion, not the false dogma introduced by man.** God wants you to be happy. He wants you to live a full and content life. When you deny yourself this by believing in negative things that hold you back from happiness, you are going AGAINST God’s will.

Follow your happiness, and you will never go wrong.
Avoid Focusing On Negativity

The human mind is a fascinating thing.

In fact, I’d go so far as to say your brain is the ULTIMATE attraction mechanism.

This is because whatever you focus on, you will attract to you.

Think about this for a moment… have you ever decided you were going to do something? Maybe it was something you wanted to do for a long time, and never felt the time was right for it? Maybe it was taking a trip somewhere, or doing a special activity, or achieving some type of goal?

And you found that when you set your mind to it, you were able to achieve it?

You actually WENT on that trip.

You actually DID that activity.

You actually ACHIEVED that goal.

And you did it because you focused on what you wanted. You allowed your brain to attract to you everything you needed to get what you wanted.

That is the power of the human mind – the power to attract that which it focuses on.

Which is why negativity is like POISON to helping you achieve what you want.

After I moved out to Los Angeles – a move which was very difficult for me, because I was three thousand miles away from anyone I knew – a good friend of mine decided to move out to Los Angeles to become a screenwriter.

He had written a script which I thought was pretty good, and I encouraged him to pursue his writing, because I believed in his talent.

However, HE did not believe in his talent. Instead of focusing on everything he had going for him, he would focus on everything he had going against him.

His job sucked.
His script sucked.

This town was too difficult.

No one would give him a fair shot.

His parents told him to move back home because he was going to fail.

He didn’t want to submit his script to anyone because he felt like it was going to get rejected.

My friend lasted six months in Los Angeles before he moved back home and gave up on his dream of being a screenwriter.

He surrounded himself with negativity, and sure enough, his fears and insecurities became a self-fulfilling prophesy.

But the funny thing is – this happens to EVERYONE who allows negative thoughts to come into their life.

Remember this simple rule: **What we tend to focus on, we tend to attract.**

If we focus on FAILURE…

“I can’t fail! I can’t fail!” “Oh my God, I hope I don’t mess this up…” “This is going to end badly, I just know it.” “I don’t want to lose!” “I’m going to get rejected, I can feel it…”

That is what we will attract, because we’re focusing on what we DON’T want.

If we focus on SUCCESS…

“I will succeed! I will do this!” “Oh my God, I know I can do this!” “This is going to end exactly how I want it to, I just know it!” “I want to win!” “I’m going to get this, I can feel it…”

That is what we will attract, because we’re focusing on what we DO want.

It doesn’t matter if you add a negative qualifier into your thoughts or not. Thinking “I don’t want to fail” is still thinking about failure. When you think about something, that is what you will get.

This is why people who focus on “losing weight” never really get thin. Because their focus is still on their weight. It’s the people who focus on being healthy and thin who lose the weight and keep it off.
Instead of saying “I need to lose ten pounds!” they say “I need to feel good and get healthy!”

By focusing on a positive, such as getting healthy, the weight naturally comes off. By focusing on a negative – trying to lose weight – the weight stays on.

This is doubly true in your love life.

Look at your current situation and ask yourself this:

- Do you have people around you who don’t want you to succeed?
- Do people tell you things that depress you about yourself?
- Do you feel negative emotions toward women?
- Do you rehearse failure?
- Do you focus on feelings of fear and anxiety?
- Do you obsess over your insecurities?

If the answer to all of the above is YES, then you have a great deal of negativity surrounding your love life.

And negativity ALWAYS impedes results.

If you’re working so hard to get a girlfriend, or find a good woman, and it just isn’t happening, it could be because you’re focusing on too many negatives.

Things like “I don’t want a woman who smokes,” as opposed to “I want a woman who is healthy and vivacious.”

Things like “I look ugly,” as opposed to “I feel great!”

Things like “She’s out of my league,” as opposed to “Let’s see what kind of fun I can have with her.”

Understand: Life will give you what you want! If you want negative things, that’s what you will get.

If you want positive things, then that’s what you will get.

You must re-focus your thinking on what it is you want, and what you are grateful for having, as opposed to what you don’t like and what you don’t want.

When you stop focusing on negativity, you’ll be surprised to find at how many positive things you are able to attract into your life.

Not the LEAST of which are beautiful, wonderful women.
THE ART OF BODY LANGUAGE

You don’t have to be male-model good looking, incredibly smart, or incredibly rich to be attractive.

But you need to have something that’s far more important than any of those things.

Something that is always with you and always projecting definitive signals which are imperative for a romantic encounter with a woman.

The right **Body Language**.

With the right body language, when you enter a room, you will signal the “I’m available, I’m masculine, I’m aggressive, and I know what I’m doing” vibe to every woman there.

And when you have your target in your sights, you can quickly and easily communicate to her “I’m interested in you, you attract me, and I want to get to know you better.”

Women pick up on the subtle signals men put out. It’s time you learned how best to use them to your advantage.

And the best way to do this is to **learn how to use your body**.

This is something everyone can learn how to do, and can help put you on equal footing with guys who are better looking than you are!
What Your Body Language Should Be

“Feet apart!” the instructor yelled.

He kicked my right foot to move it further away from my left foot.

“Ow!” I said. “Why are you kicking me?”

“Dude,” exclaimed the instructor, “Your feet are too close together! You have to have a broad stance to project your ALPHA ENERGY.”

“But my feet are already shoulder-length apart,” I said. “Any wider and I’ll look like I’m straddling a horse. Besides, who’s going to be looking at my feet in here?”

I gestured to the scene around me. We were in the Saddle Ranch, a cowboy/western bar in Hollywood famous for its mechanical bull which drunk girls would ride for the bar’s amusement. It was a Thursday night, and the place was packed.

I was taking my first in-field workshop. My instructor, a rather nervous looking kid with spiky red hair and high, squeaky voice was trying to instruct me.

“Dude, you serious?” he said. “Girls NOTICE shoes, dude. They look at your feet!”

“Okay, fine,” I said.

“Shoulders back,” he continued. “Leave your hands at your side. Don’t put them in your pockets.”

“This doesn’t feel right,” I said.

“But it looks right, that’s what matters!” said my instructor. “You have to be ALPHA! Otherwise girls aren’t going to waste their time with you.”

With that, my instructor left to fix the feet of another student. I stood in the middle of the bar, feet spread apart, shoulders back, standing up straight, with my arms at my side. A cute little redhead carrying two beers passed me by, and stopped, looking at me.

“Are you okay?” she asked.

“You’re standing funny,” she smiled.

“I’m trying to be alpha,” I grinned.

She laughed. “Well, good luck with that,” she said as she walked off.

I watched her go thinking, “Wow, I got a girl to talk to me just by the way I stood!” My instructor may not have been giving the best directions, but the idea behind them was a powerful one.

We all communicate on many different levels. The way we use our body speaks just as loudly about us as our words do.

See, your appearance is part of your Body Language.

Not the appearance you’re born with, however, but the way you shape how you look. It is through how you rearrange your appearance that you transmit your sexuality to others.

When you see a beautiful woman with an average or below-average guy, and you ask her why she finds him attractive, she may say something along the lines of “I don’t know. It’s just something about him that he has… like an energy or an aura.”

Actually, it’s nothing of the sort.

In part, it’s how a man dresses that communicates certain things to a woman: the type of shirt you wear, the pants you put on, the jackets and ties you don, your hairstyle, the way you shape your facial hair if you have any, the length of your sideburns, your tan, the whiteness of your teeth – all these factors contribute to the immediate image people get of you when they first see you. But even more important than these things is how you stand and how you walk.

When you move, move with grace. I’m not talking about a ballerina type of grace here, but rather an “arrogant” sort of grace that will garner attention.

In fact, you can directly translate arrogant grace into “macho swagger.”

Think of the way Russell Crow, Bruce Willis, Brad Pitt, and Mel Gibson walk, and you’ll get an idea of what this is. Its standing straight, shoulders slightly back (not hunched over), walking and moving with an easy confidence that’s sure to get people’s attention.

Keep your hands out of your pockets. When you put hands in your pockets, you look like you have something to hide.

By the same token, don’t cross your arms. Crossed arms make you look guarded and stand-offish.
If you’re looking for something to do with your hands, lock your thumbs in your belt above your pants pockets, with your fingers pointing down to your crotch. If you lean up against a wall or a bar, thrust your hips forward slightly (not too much, remember to be subtle!). This is a stance meant to communicate male sexuality.

You may think this is funny, me giving you advice which is basically the equivalent of “Point to your dick!!!!” But look at the psychology behind it.

How many times have you seen this type of pose on TV or in the movies? Not by the hero, of course, but by the sexy bad boys that women so often swoon for? When the bad boys do it, it signals to everyone who sees them “I’m a sexual threat. I am a dangerous man for a woman to want to be with. I am a man and I make no apologies for what I want!”

On a smaller scale, this is exactly what you are communicating as well. But in the bigger picture, your goal should be to cultivate an aura of sexuality that will fascinate the available women around you.

Don’t be afraid to take up space. Especially if you’re in a crowded area. You can communicate this in how you stand and how you sit.

Stand straight up, shoulders back, legs shoulder-length apart, and hold your ground. Don’t let others crowd you.

Too often, men will shrink their personal bubble in crowded areas so as not to touch others. Don’t do this. Make physical contact with those around you and take up space. This communicates a type of dominance to others, when they see others giving you the space you want.

When you sit, lounge. Be comfortable. Sling your arm around the back of the chair. Expose your crotch. Lean back. Show you’re at home with where you are. (Note: This doesn’t mean you have to sit like this constantly. Just communicate that you’re comfortable).

Part of doing this is learning how to read a woman’s body language as well as projecting yours. Learn to size up the women around you and figure out who’s interested. Look at the way they stand or sit. Make your choice and catch her eye. If she’s interested, you’ll see her respond to you in some fashion. If she doesn’t, you might want to consider moving on to a different target.

Be aware of how her body responds to you while you’re talking. Are her arms clasped defensively? Open your arms up in response. Is her posture stiff and rigid? Relax your body as you talk to her. Is her face drawn tight? Smile at her and relax your look.

In other words: **Answer her body signals with opposite and complimentary signals of your own.**
This works because you are essentially brushing aside her bad body language and intruding with your own.

Unconsciously, other people want to open up with you, you just need to make them feel comfortable enough to do so. When you respond with the opposite body language, you communicate to the woman you’re with that you’re relaxed and open, and that it’s safe for her to do the same.

Learning how to use your body to communicate your feelings and attitude to others can be a powerful thing. It is important that you be comfortable with your body and how you present yourself to others.

Everything I’ve listed above is a guideline on how to use your body to convey sexuality and confidence. But in the end, if you FEEL sexy and confident, your body will naturally portray that.

If you don’t feel sexy and confident, use your body to portray those traits, and your emotions will follow your body there.

Remember: You have control over your body. Use it to communicate the right things.
How To Read A Woman’s Body Language

“How, I totally feel like I’m in Back To The Future,” said David.

It was midday on a Wednesday. Me and my friend David were walking around The Grove, LA’s resident open-air mall. In a city where it rains once every four months or so, outdoor malls are pretty common. The Grove is the newest one.

I’m convinced it was designed around the Clock Tower set from Back To The Future, with a large building with a clock overlooking a large fountain and street lined with shops.

My friend David had never been there before, so I had described the setting from Back To The Future as best I could to give him an idea of what the place looked like. It seems I hit the nail on the head.

“Told ya,” I said.

As we walked along the street that looped around the mall, we came upon a small kiosk stationed on the sidewalk. These kiosks were stationed about every ten feet or so, with some poor college kid manning the booth selling various trinkets and nick-nacks.

Some contained things like sunglasses, others stuffed animals, some had perfume, and various other things.

At this one, there was a pretty little blonde girl selling massage balls. As David and I approached, she stopped us.

“Would you guys like to try a massage ball?” she asked.

I gave her a strange look at this. “Did you just say you wanted to massage my balls?” I said in mock shock.

Her eyes went wide. “No!” she said.

“I should hope not,” I replied. “I require you at least buy me dinner and a movie first.”

She laughed at that. “I don’t have any money, that’s why I’m here selling massage balls.”

“Ah, I see. So you’re just after me for my money, is that it?” I said.
“Exactly,” she said.

“You know, I don’t have an ex-wife, but I imagine that would be her response to, if she existed.”

She laughed again. I was on a roll.

“Well, seriously, you guys want to try one?” she asked. “They’re actually pretty good.”

“I’ll try one!” said David, jumping in. She began to roll the ball up and down his back.

“How’s it feel?” I asked.

David smiled. “Actually, not bad!”

“I think she’s just putting some extra stank on it,” I said teasing the girl. “I think she gets off massaging strange men.”

“Oh, you know it!” she laughed. “I could do it all day long…”

“Hell, you could probably make more money doing that than you could selling these things,” I said.

“Yeah, you’re probably right!” she said smiling.

“So did you have to go to school to learn this, or are you just a natural massage baller?”

“Totally natural,” she said playing along. “What can I say? It’s a gift!”

“A girl with your talents better watch out. Some rich producer guy is going to come by and snatch you up if you’re not careful.”

“Well, I don’t have a boyfriend right now, so that would be okay with me!” she said, running her hand through her hair.

“Ah, see, I knew you were trouble,” I said. “Trying to seduce us poor, defenseless men. For shame.”

She tilted her head to the side and smiled at me.

“So, you want to try the ball?” she asked.

“Some other time,” I said, looking at my watch. “We gotta get to our movie.”

David gave me a strange look on that one.
“Okay,” she said. “Well, if I’m still here when the movie lets out come on back.”

“Sure thing,” I said before walking away. David followed close behind.

“Dude,” he said, “What the hell is wrong with you?”


David scowled. “That girl is totally into you and you’re just going to walk away?”

I looked at him funny.

“What are you talking about?” I said. “We were just fooling around.”

“Are you serious?” said David. “Did you not see all the signals she was giving you?”

“Signals?” I asked. “No. What signals?”

David rolled his eyes. “Man, you’ve got a lot to learn about women,” he said.

At that point, David was a pretty accomplished pick up artist himself. And on that day, he taught me all about reading female body language.

The old saying is “Actions Speak Louder Then Words,” and nothing could be more true. If you can learn how to read what a woman’s body tells you, you will always know which women are interested and open to your advances, and which women you’re wasting your time with.

These body language cues are what I like to call “Approach Invitations.”

They’re gestures that signal a willingness and openness to talk to you. They can also be strong indicators of attraction, so keep your eyes open for them, you’ll know what you’re doing is working!

Basically, approach invitations are the same for both sexes (after all, we’re more alike than we sometimes like to give ourselves credit for!), but here’s a short list of common Approach Invitations to be on the lookout for:

- Touching the hair
- Smoothing the clothing
- One or both hands on hips
- Foot and body pointing towards you
- Extended intimate gaze
- Increasing eye contact
Another big thing to note is that excited interest and attraction causes pupil dilation and a flushed appearance in the cheeks, so when talking to a woman, always note what her eyes are doing.

The more the pupils are dilated, the more attraction she is experiencing! Pupil dilation is always a big indicator of interest because women have ABSOLUTELY NO CONTROL over it! It’s an unconscious bodily response to stimuli that they can’t control.

Now, keep in mind, if it’s dark or she’s under the influence of drugs, her pupils will naturally dilate. But all things being equal, this is a great sign to look for. We’ll go more into pupil dilation later on.

Another big sign is the Head Toss. This is when the head is flicked to toss her hair back over her shoulders or away from her face. You’ve seen this type of action in pretty much every shampoo commercial ever made. The funny thing is, even women with short hair do this! So keep an eye out for the tried and true head toss.

Another sign of attraction is when a woman exposes her wrists to you. A woman will gradually expose the soft, smooth skin of her wrists towards men she is attracted to. Why this is, I don’t know. Maybe it’s because the skin around the wrists is thin and therefore highly erotic and sensitive.

This also exposes the palms of the hands, which is an “accepting” gesture, like she’s offering you to take her by the hand and lead her into the bedroom. You’ll often see this signal with women who smoke. Watch their wrists. If they expose their wrists to you while she’s holding her cigarette, she’s telling you something!

This next one should be pretty obvious. OPEN LEGS! If a woman’s legs are open towards you, guess what – that’s a pretty big “GO” signal. Now, don’t expect a woman to go full spread-eagle on you when giving you this signal. Usually it’s very subtle, like if she uncrosses her legs to expose a slight gap.

Look at a woman’s hips when she walks as well. The hips naturally have an accentuated roll to them when walking. This is nature’s way of highlighting a woman’s pelvic region. If a woman is walking with an obvious roll of the hips, she’s signaling something to every man in eyeshot – she’s looking for a guy to sweep her off her feet!

The sideways glance is another fantastic approach invitation. Its kind-of like a “peek-a-boo” motion. This is when a woman will hold a man’s gaze just long enough for him to notice, then looks away. This is a typical flirting look, and she may do it numerous times, as if she’s seeing if you’re going to come talk to her or not. Watch out for the sideways glance that occurs over a raised shoulder! When she’s almost turning around to face you, that’s a sure sign she wants to talk to you!!!

Pay close attention to a woman’s mouth, and you will get a good idea if she’s open to your advances. A slightly open mouth with wet, glistening lips is a definite sign a
woman is open to being approached. It gives off a distinct sexual invitation. Pay attention to whether or not a woman licks her lips while taking to you, and you’ll know she’s getting aroused.

Look at what her hands are doing as well. Women who fondle cylindrical objects, such as cigarettes, fingers, drinking glasses, and a number of other thin objects, are signaling an unconscious indication of what they may have in mind.

One of the biggest signals to look for is how women cross their legs when they sit. If you look at how guys sit, we will often sit with our legs apart, displaying our crotch for all to see, because we’re always open for business! But when women cross their legs, it’s a gesture of protection for their genital area. When women position their legs in ways that make their genitals more vulnerable, you have a major GO signal.

The first big leg cross signal is the knee point. This is when one leg is crossed under another, taking the shape of an upside-down “L,” where the knee of the leg that’s tucked in points at the person the girl is interested in. This knee point position is a relaxed one that you’ll see girls use often.

When a woman crosses her legs and presses one leg firmly against another, so that the calf of her crossed leg is pressed against her other leg, this gives the impression of high muscle tone in the legs, and can drive some men crazy at the sight of it. In this position, women are also able to expose more of their thigh, which is meant to communicate sexuality.

If a woman is playing with her shoe or gently stroking her thigh while her legs are crossed, this can be an indication of interest as well. Both actions are meant to call attention to her legs (and by the same token, her genital area). Also, notice if she crosses her legs slowly in front of you. This is a major signal that she wants you to notice what’s between there!

Remember the golden rule of picking up women: PAY ATTENTION! Keep your eyes peeled for the gestures and signals women who are open to meeting you give off. It will make your job a million times easier!

When I was playing around with the girl at the mall, I was not paying attention to her in the slightest. I was too busy thinking of witty things to say to notice the signals she was giving out.

But the simple act of paying attention to her movements and her body would have told me I was doing much better at attracting her than I thought I was.

Learning to read a woman’s body language cues is VITAL to your success.
How To Touch A Woman

The Chinese believe in the flow of energy within our bodies. Most of their medical science is based around this concept.

Words like “pressure points” and “Chi” help to describe the phenomenon of energy in our bodies.

It is believed that energy can be transferred through the act of touch. That is why when we are injured, our first instinct is to place our hand on the injury. It’s believed that we naturally transfer more energy to those parts of the body that are injured when we touch them, and that energy helps to heal the wound or ease the pain of the injury.

But this works when we touch parts of the body that aren’t injured as well.

When you touch another person, you are exchanging energies. Energies can help build or influence emotion.

Don’t be afraid to touch women you’re talking to in order to help strengthen the comfort and connection you’re building with her. Subtly touching her on the forearm or shoulder when you start to tell her something new can do wonders. If she starts to touch you back, she is signaling that she feels comfortable enough to invade your personal space.

Depending on where you touch a woman, she’s going to signal how comfortable she is with you. Typically, the hand, wrist, forearms, shoulders, and knee are the “low risk” zones. They’re areas of a woman’s body you can touch to initiate contact with her.

The next step up from that is the elbow, the waist, the thighs, the hips, and the back. This is slightly more intrusive and requires greater comfort on the woman’s part to allow you to touch there without her retreating.

Finally, there’s the face, neck, inner thigh, and chest area. You can only successfully touch a woman in these areas if she is completely comfortable with you. Typically, if you notice you can touch these areas without the girl retreating or reacting badly, she is ready to be kissed.

Remember to be experiencing the right emotion when touching a woman you’re attracted to. If you’re feeling nervous, creepy, scared, sad, or any other negative emotion, that energy will be transferred into them.
Women are very empathetic and respond naturally to energy influences. Keep your energy positive. If you can experiences emotions of fun, excitement, happiness, and love, this will translate to the person you’re touching.

Whether you believe in energy or not is immaterial. The power of touch is undeniable, and the intention behind that touch does carry influence.

Allow yourself the opportunity to influence the woman you are touching in a positive way.
Always Watch The Eyes

My friend Dan and I were walking down Melrose Avenue around lunchtime when it happened.

Dan is one of my “natural” friends. He’s the type of guy who easily picks up women wherever he goes. That day, we had gone down to Melrose to pick up some new clothes, since most of the trendier stores are located there.

Of course, this also means some amazingly beautiful women are located there too!

During the afternoon, you can have hundreds of beautiful women walking up and down Melrose Avenue shopping, eating lunch with their friends, or just hanging out. Most of them tend to be rich girls who don’t have to work.

Dan and I were heading towards the Johnny Rocket’s café. I was talking about how I needed to lose a few pounds to fit into some of the trendier shirts for sale in the shops around here.

I was so into my conversation, that I didn’t notice the 5’6 brunette who passed me by.

Suddenly, Dan disengaged from the conversation and watched the girl go. I looked at him.

“What?” I asked. “What is it?”

“Did you see that?” Dan asked.

“No, what happened?”

“She just checked you out,” Dan said, smiling and nudging me.

I turned and looked at the brunette. She had kept walking, not even turning back to look at me.

“No she didn’t!” I said. “You’re full of crap.”

“You mean you didn’t notice?” said Dan.

“Notice what? What the hell are you talking about?” I asked.
Dan shook his head. “Joe, you need to wake up and stop being so oblivious to your surroundings. I bet women check you out all the time and you don’t even know it.”

I was taken aback by this. “You can’t be serious. I never have women check me out!”

“How do you know?” asked Dan.

“Look at me!” I said. “Why would anyone check me out?”

“Why would anyone check me out?” Dan said, raising his arms to expose his whole body. Dan may have been a natural, but he was 5’5 at best, with a bald head, pudgy gut, snagled teeth, and a mangled left hand he had been born with.

Dan was a far cry from your typical idea of a ladies man. But time and time again, I had seen him pick up some very beautiful women just by his attitude. That’s partly why I became friends with him, to learn from him.

I sensed I was about to learn something at that moment.

“By all rights, women shouldn’t be checking me out, but they do,” said Dan. “And they check you out too. Stop trying to project how you operate in your own head on women, and don’t try to understand them, man. Just accept the fact that you never know what women will be attracted to, and go with it!”

“But, if I don’t know what they’re attracted to, how will I know if they’re checking me out?” I asked.

Dan tapped me on the noggin. “Pay attention, dummy.”

I rolled my eyes. “Gee, thanks for the fortune cookie advice.”

Dan sighed. “Do I have to teach you everything?”

“Apparently,” I said, getting a little irritated.

“Look, I’ll make it simple for you,” said Dan. “Just look at their eyes.”

“Their eyes?”

“Yeah. When you see them go like this…” Dan looked down at my feet, then scanned his eyes back up to my face without moving his head. “That means they just checked you out.”

“Get serious,” I said. “That’s just a glance. Everyone does that.”
“And for what purpose?” asked Dan. “When you see a hot girl, what’s the first thing you do?”

“Um…”

“You look at the rest of her to see if the whole picture is something worth pursuing,” he said. “When that happens, what do you think your eyes do?”

Dan demonstrated the glance for me again. As I thought about it, I realized he was right. When I saw a girl’s face, the first thing I’d do would be to look up and down her body instinctually.

“See, when a girl sees something she likes about you, she’ll scan the rest of your body to see if there’s other stuff she likes,” explained Dan.

“But what if the stuff she doesn’t like outweighs the stuff she does like?”

Dan shook his head, “Doesn’t matter!” he said. “What matters is that there was one thing – just ONE thing about you she DID like! And all it takes is one thing. Once a woman checks you out, that’s an invitation for you to pursue her.”

For the rest of that day, as we walked around, I paid close attention to the eyes of the women we walked by, and sure enough, to my surprise, Dan was right. There must have been five or six girls who checked me out as I passed them by.

Dan was right to tell me to pay attention to the eyes, as the eyes are the most important body language indicator there is.

Understand: The eyes are the window to the soul. They will always betray what a person is thinking, if you’re deft enough to pay attention to them.

I’m going to share some secrets about eye contact with you that is going to help you meet women like crazy. I hope you’re ready for them, because I’m really spilling the beans here.

Are you ready for it?

Here they come…

Secret #1: The Vertical Scan

This is a major body language cue, and one that is hard to pick up if you’re not paying attention. Think about a woman you’ve seen that you found attractive. What did you do? Catch one look at her face, then looked down over her body, going from head to foot, right?
In short, you were checking her out.

Women do the same thing. When they see a man they’re attracted to, their eyes will go from his face to his feet, because they want to see the whole package.

When you make eye contact with a woman, look at what her eyes do. If they flick downwards, guess what? She just checked you out!

She liked what she saw in your face, and wanted to see the rest of you. It doesn’t matter if she looks away immediately afterwards, because she was attracted enough to you to check you out. That, my friends, is a major signal that she will be open to you approaching her (especially if the vertical scan is followed by a smile!).

The only problem with this great signal is that it’s so easy to miss! Women you haven’t noticed yet may have already done it. Also, it’s such a quick action, you can easily miss it if you’re not careful.

So when looking for the eye scan, always pay careful attention!

Secret #2: The Horizontal Scan

This is one of my favorite body language cues, because when this happens, you know you’re in the home stretch!

This usually occurs after you’ve been talking to the girl for a while, you’ve successfully attracted her, and it’s time to kiss. When you look deep into her eyes, you’ll see them flicking back and forth as she looks from one eye of yours to the other, trying to get a read on you.

When you see this happen, go for the kiss right there! She’s ready for it!

Secret #3: Dilated Pupils

I’ve mentioned this one before, but I’ll reiterate it here. A woman’s dilated pupils is an unconscious attraction response. The wider the pupils, the more attracted and excited the woman is getting.

You’ll know what you’re doing is working when you look into a woman’s eyes and notice the black iris part is rather large. This is commonly referred to as the “Doggy Dinner Look,” that you’ll see in cartoons when a dog is silently begging for it’s master to feed it.

The problem with dilated pupils is that other factors can affect its interpretation. For instance, if it’s dark in the room the two of you are in, her pupils will naturally dilate to let in more light.
By the same token, if the woman is drunk or using drugs, her pupils will be dilated as well, because other stimulants are working to excite her body. So be aware of the different factors at play when reading your target’s pupil dilation.

**Secret #4: The Eye Contact Test**

I think you're really going to like this secret, because I'm going to share a little trick with you that I've developed that really makes it easy to meet a woman.

Too often, guys are simply too nervous to approach a girl because of the extreme amount of uncertainty involved. Think about it. What runs through your head when you want to meet a woman?

- "Am I her type?"
- "Does she have a boyfriend?"
- "Will she find me attractive?"
- "Maybe she's too busy to meet anyone."
- "Will she be receptive to me talking to her?"

I'm sure you can think of a 100 more things that run through your mind when you see an approach opportunity come your way.

If you get scared or nervous when this happens, it's because of one thing:

UNCERTAINTY.

You don't know how the girl you want to approach is going to respond! So your scared because the outcome MIGHT be negative!

Well, worry about this no more, because with this little trick I'm going to share with you, you'll never have to worry about a negative reaction again.

This little trick is so simple, ANYONE can do it! And it's a 100% fear free tactic.

We all know that eye contact is important, but something funny happens when we make eye contact with another person. We become COMPELLED to respond to them in some fashion. When it comes to women, you can use eye contact to find out if she's open to meeting you. In fact, in a way, she'll be opening YOU!

So here's what you do...

The next time you see a woman you want to meet, LOCK your eyes on her! Seriously, just stare at her eyes, even if she's not looking at you.
When people are out and about, they will usually look around to keep aware of their surroundings. This is an unconscious thing we all do. Eventually, the woman you're locking onto will look around to scan the area.

When she comes to you, her eyes will invariably meet yours, and you'll be locked in eye contact.

When that happens, simply SMILE at her.

If she smiles back, guess what? She's OPEN TO YOU MEETING HER. If she doesn't, then move on to someone who is.

And when she does smile back, say "Hi!" And if she responds, you're in! Go right into your opener.

I like to use this tactic in low-key situations, like grocery stores, coffee shops, book stores, etc. Even though it can work just as well in bars (as long as the light is high enough that she can actually SEE you!).

Often times, after you smile, the girl herself will say "Hi!" and then the rest is easy.

The next time you go out, do this to every woman you see. Lock your eyes onto them and see what happens. I guarantee you, you'll be surprised by the results.
THE ART OF CONFIDENCE

It’s always been my belief that “Inner Game” is the most important aspect of not only meeting and enjoying women, but living a rich and fulfilling life.

Yet, so few people I have met truly have good Inner Game.

Even some of the best Pick-Up Artists that I have had the great pleasure of meeting and hanging out with don’t seem to have a grasp on this part of their personal growth.

What is this “Inner Game” that so many people seem apt to talk about and discuss at length, but which seems to elude everybody?

I look at Inner Game as a kind of internal mindset and belief system which affects your actions, thoughts, and speech. Everything you are stems from this set of beliefs.

These beliefs are created at an early age, influenced by parents, siblings, friends, and life experiences. But we also have a say in how we choose to process these influences, and that determines how we play the game of life from within these little vehicles we call our “bodies.”

We even give a name to try and encapsulate all that Inner Game is meant to encompass: Confidence!

But that only creates more confusion, because now we have one word that defines many different beliefs (all of which vary from person to person).

Everyone tries to “be confident” on order to try and define what these beliefs are for them. Some people try “faking it until they make it.” Others ignore it and try to make due with what they have. Still others stay stuck, and never truly discover what confidence is.

And confidence is never more apparent than when it comes to dealing with women.

Too often, men get their sense of confidence from the validation of women who tell them they’re good looking, or smart, or talented, or prove it to them by sleeping with them.

Maybe that’s why men so crave sex, because once the act of sex is over, that validation quickly fades into memory and we go about looking for our next fix.

Confident people don’t need sex.
In fact, they are often willing to walk away from it. They distance themselves from people they don’t like, and they are unafraid to take risks.

Why is this?

I believe it is because confident people supply their own sense of validation. They don’t need others to feel good about themselves. They have such an amazing set of beliefs and see the world from such a position of strength and security that they aren’t afraid to lose something they want in order to have something they feel they deserve.

This is the concept of *Self Validation*.

But it’s not the people with confidence this section is meant to address, since people who have confidence have very little problems in getting what they want.

No, I mean to address people who DON’T have confidence. People who have yet to strengthen their “inner game.”

I’ve gotten so many emails from guys looking for advice, trying desperately to figure out what’s wrong with them and how to feel better about their lives. I know, because I used to be one of those guys (and still am in certain respects).

Let’s take one of these guys as an example.

Let’s say Joe Blow is an unconfident guy who’s lonely. He doesn’t have a girlfriend, or any girl “friends,” and few guy friends for that matter. He hardly ever leaves his house, except maybe to go to work, and he spends most of his time surfing the internet looking for a way to fix his life, which he feels is the most pathetic thing on the planet.

Then, one day, through some stroke of luck where the Gods smiled upon him, he meets a girl and she agrees to get together with him again (like, on a date! Gasp!)

So Joe Blow is excited, but fearful as well. He believes that it was a complete fluke that this sexy girl would agree to date him, and he doubts his luck would hold out for long.

So he nervously tries to figure out what to do with this girl now that he’s got her. He wants to please her, he wants to keep her, but most of all he wants one thing and one thing only – to stop feeling so anxious.

Instantly, every possible worst-case scenario runs through his head. What if she doesn’t like the restaurant? What if she calls and cancels? What if everything goes great and he’s so nervous that he’s lousy in bed? No matter what, she’s going to discover what a big LOSER he is.

All this is happening because Joe Blow completely and utterly lacks confidence.
A confident man would not waste his time thinking about these things.

Instead, he’d be thinking about how much he loves the food at the restaurant he’s going to take her to, about how he’ll find something else fun to do if she cancels, about how good she’s going to be in bed when he bones her (whether she cums or not).

There is a fundamental difference between the “confident” and “unconfident” mindsets, and it’s not about being “selfish” like you might think the Confident Guy is, or about being an utter “pessimist” like Joe Blow.

It’s about how they see the world they live in.

Be aware of this little fact: **Confidence is based on how you see the world around you.**

People damage their potential for confidence by acting like psychic mind readers. They construct a skewed view of the world based on their assumed notion of what others think and feel.

Magical predictions about failure confirm the way you are used to feeling about yourself.

When men generate so much shame about anticipated failure and supposed subsequent rejection, their sexual arousal quickly fades. They stop having fun. They set a down-tone for any interaction they have. They think they will fail, and will be rejected by the woman they so desperately want to impress.

So many guys are genuinely thinking about every woman’s likely response (after all, us men are problem solvers by nature, and tend to look at every possibility).

But the cold, hard truth is that we are only thinking of ourselves!

We trust our immature, shame-based, self-critical feelings, and then believe our embarrassing predictions are really going to happen! Our suspicion and mistrust has nothing to do with each other and everything to do with our own utter lack of confidence.

**FACT: People who lack confidence are self-centered.**

I know this because I am extremely-self centered. Most “nice guys” are. This is where the fallacy of “Nice Guys vs. Ass Holes” lies.

Nice Guys tend to be the most self-centered people out there. All their actions are in an effort to please others so they can get that “validation fix” they so desperately want.

Therefore, their motives are selfish.
Ass Holes don’t need anything from anyone. Therefore, their actions of kindness are completely selfless, because they expect nothing in return.

Nice Guys tend to judge themselves quite harshly.

Ass Holes don’t bother to judge themselves. It’s a waste of their time.

Therefore, it is easy to say that people who lack confidence are in a perpetual state of judgment. All day, every day, they sit in a jury box and judge themselves – over and over again.

People who lack confidence simply do not understand other people. They nervously see others as judgmental because that’s how they are, and they think everyone else must be exactly the same way.

In order to offset their own negative feelings about themselves, many will pour blame and criticism onto others, and never look at their part of the problem, which is this:

*The way you judge yourself forms your view of other people.*

If you judge yourself critically, you see others as judging you in the EXACT SAME WAY. And when you live in a world where everyone judges you as harshly as you judge yourself, it is impossible to feel good and be confident.

In this section of the book, we will work hard to try and re-train you on how to shape and re-enforce a positive view of yourself.

When you are able to stop your negative, self-critical, judgmental feelings and focus on positive traits and thoughts about yourself, the world around you (and those in it) will adjust to reflect those new views on yourself.

And once that happens, you will experience what true confidence really feels like.
Confidence Destroying Myths

The belief that everyone sees you in the way you see yourself can be traumatic, especially if you are self critical to the extreme. It’s enough to make you want to lock yourself away from the outside world and live as a hermit for the rest of your life, solitary and alone.

But there’s a problem with that plan:  *We are never alone.*

We are always involved in a continual conversation with ourselves in our mind – a dialogue about what we can do, what we should risk, and what we must avoid.

Our brain is constantly reminding us about the kind of person we THINK we are. No matter where we are or what we’re doing, our brain is always there to call up everything that’s wrong with us. This could be triggered by looking in the mirror, interacting with other people, or thinking about a particular problem. But no matter what triggers these thoughts, they can all be boiled down to one thing:

Feelings.

Feelings play a big part when we paint a picture in our minds of who we are. Smart people can feel stupid. Thin people can feel fat. Youthful people can feel old. Talented people can feel like losers.

In my opinion, there are five central myths that people who lack confidence create and maintain about themselves. All kinds of doubt, judgment, and anxiety stem from one or a combination of these myths. These ideas generate shame and self-pity and can damage your confidence. They are the idea that you are:

- Stupid
- Fat
- Old
- Ugly
- A Loser

These are the five most common confidence-threatening, fiction-based myths people perpetuate. These five simple myths are designed to make your life difficult and make you miserable and certain to fall short of your potential for happiness.

Like being “Stupid,” for instance. Have you ever pointed at yourself in the mirror critically, thinking to yourself:
“You make mistakes. You are stupid. You ought to feel ashamed of yourself!”

I was out with a guy not long ago who, after striking out with a woman, would come back to my table and repeat over-and-over “Stupid! Stupid! Stupid!” chastising himself for doing something dumb because the girl he talked to didn’t automatically want to sleep with him.

In his mind, he did something wrong, something STUPID, and he had to punish himself for doing such a dumb thing like TALKING TO A GIRL.

As you can imagine, this poor guy hates talking to women.

A personal favorite myth of mine is the Fat myth – probably because that’s one of the big myths that I buy into.

When I look into the mirror, my eyes instantly go to my gut, and my mind is forever poking at my fat, real or imagined. I know other men are the same way, especially when we see and compare ourselves to models and athletes on TV with the six-pack abs and 3% body fat.

When you are stuck in an overweight mind and/or body you cannot escape from, you start to feel sorry for yourself and ashamed because you think you are inferior to others who are thin and muscular.

After all, how can you expect to compete with those guys?

The Myth of being Old will tell you only what you cannot do. It defines your limitations and lost opportunities. Old men look at beautiful young woman and think to themselves “It’s too late. I’ve have missed out. I blew it. She will never go for a guy as old as me. I can’t keep up with her.”

Old men feel they will never fulfill their potential, because they have lost their youth. They use this as an excuse to keep from trying. They don’t want to go to a bar or a club, they don’t want to stay out late, they don’t think they know anything about the dating scene. They see their age as a cage from which they cannot escape. They just can’t do everything they want to do.

After all, you’re not as young as you used to be.

The Ugly Myth reminds you that you are forever handicapped. You are just another victim of other people’s perceived criticism, and you act and feel like an outsider. You ostracize yourself, never bothering to pursue a pretty girl because you don’t believe anyone could ever find you attractive, and if they do, there must be something wrong with them (because who could be attracted to one so ugly? They must be lying!!!).
You’re jealous of those you see as more attractive, and you are always angry and feel sorry for yourself because you are constantly comparing yourself to them. You see them as being blessed while you’re cursed, and you resent them for their good fortune. You believe how you look is completely out of your control, and you feel helpless against those who are deemed better looking than you.

After all, the beautiful people get everything they want.

Finally, the Loser Myth is about how you see your past and how you see your future. “Once a loser, always a loser,” is your motto. You’ve failed so many times in your life, you MUST be a loser! If you weren’t, you would have won more often! You would have gone on more dates, had more sex, been in relationships with more beautiful women. You wouldn’t be afraid of rejection.

But instead, you don’t trust success. To you, it’s just “good luck” if something good happens to you. It has absolutely nothing to do with who you are, what you believe, or how you act. Your fate is NOT in your hands, and you are ultimately destined to fail.

After all, no matter what, bad times lie ahead.

So ask yourself this: which myths do you believe in?

I was accustomed to calling myself a stupid, fat, ugly loser. Is it any wonder I struggled with the ladies? Is it any wonder any of us do? With beliefs like this, we’ve lost before we’ve even tried to succeed. We’ve taken ourselves out of the game, and won’t allow ourselves to re-enter it.

But wait, it gets worse.

See, these five myths represent THOUGHTS and FEELINGS about yourself. We haven’t even touched on the other aspect of it – your ACTIONS – and INACTIONS – that serve to back up these myths and make them seem real to you.
Confidence Destroying Actions

They say actions speak louder than words, and truer words were never spoken.

It’s one thing to think you’re fat, but if you spend all day eating bad foods and feeling stuffed and bloated, then you’re brain says to itself “Hey, wait a minute! I just don’t think I LOOK fat, but I FEEL fat too! That means I MUST be FAT!”

The same can be said of feeling Old, Ugly, Stupid, and being a Loser. There are actions that you perform that re-enforce all your negative beliefs.

I’d say there are probably five actions that go along with the five myths, and you will see these are the most common behaviors that result from loser feelings and generate even more negative feelings. They are:

• Bingeing
• Pleasing
• Whining
• Procrastinating
• Avoiding

These five actions are in a club no one wants to belong to, but once a member, you cannot seem to resign from. This is because beliefs, combined with actions, generate habits.

Habits of thought and habits of action. What you practice becomes your reality, and if you practice thinking and acting Old, Fat, Ugly, Stupid, and like a Loser, you are taking part in a self-fulfilling prophesy.

Good habits can generate amazing success in life. But the bad habits can generate shame, self-pity, anger, and anxiety -- all of which can completely and utterly destroy your confidence.

Let’s further define these actions.

The Binger. Binging doesn’t just have to do with being Fat, it can relate to all the myths you have about yourself. Binging is the action of excess. It’s always about one more hamburger, one more drink, one more hit of ecstasy, one more lap dance. The binger feels out of control, like he can’t help himself, and spirals down to extremes he feels ashamed of. It’s this loss of control that makes him feel helpless, and reinforces all the negative thoughts he has about himself.
The Pleaser tires from doing too much for others and not enough for himself. He is insecure about himself and his abilities, and seeks the approval of others to fulfill his needs for validation. He feels weak and dependent, alone and unappreciated. He longs for someone stronger than himself to come along and tell him what to do. He’s upset at his lack of strength.

The Whiner complains, resents, and despairs. He feels sorry for himself because he feels “unfairly treated” and there is “nothing he can do about it.” The Whiner is always the victim, never taking responsibility for his actions and therefore never learning from his failures. He’s afraid of success, since he has grown accustomed to whining about what goes wrong. The whiner attracts as much pain and suffering as he can to himself in order make his complaints “real” and “valid,” despite the fact that it’s not in his own best interest. He feels angry and jealous, always seeing what he doesn’t have and not focusing on what he does.

The Procrastinator prefers to work on all those trivial tasks – tidying his desk, cleaning the kitchen, staring at the TV, or sleeping – rather than facing an important responsibility that might not turn out well. They’re complacent and scared, afraid to go past that which is familiar and risk failure for the sake of success. They prefer to be lazy than work hard, and therefore see opportunity after opportunity pass them by. They give into their fears, hoping they will pass, as opposed to facing what they’re afraid of. But procrastinating never works out the way one hopes. Before you know it, it’s too late, and you have missed an opportunity, and now have to deal with the consequences of your inaction.

The Avoider somehow refuses to dial the phone to make the call he ought to make or to make other social contacts that might expose him to criticism. He always imagines the worst happening, and doesn’t want to face the possibility that something could go wrong. He plays things “safe,” and works himself up into a ball of anxiety before anything bad could possibly happen. He’s a defeatist of the worst kind, thinking that he knows things are going to turn out for the worst.

All five of these actions actively destroy confidence. They re-enforce every negative thought and feeling you have and negate every positive one you can experience. They are habit forming, and if your thoughts and feelings are going to change, these habits must be broken.
**Being Comfortable With Negative Feelings**

As human beings, we all move towards that which is familiar. It’s a natural instinct to seek out familiar things because we are comfortable with them – be they people, places, or things.

The same is true of feelings.

Feelings that are familiar give us a sense of security. Our brain tells us “I know this feeling! This is familiar. This is safe.” The feelings we are familiar with were shaped by our families when we were growing up.

If you lived in a family where the motto was “Stand up for yourself,” when someone insulted you, chances are you learned to fight back, and you’re familiar and comfortable doing so.

However, if your family upbringing was “Don’t make trouble,” then it’s more comfortable for you to not say anything and accept the insult.

If you want to change the way you feel, you must first understand why you feel the way you do.

Feelings can lead you to act in self-defeating ways. If you fill your head with depressing and negative thoughts, and you allow yourself to feel shameful and angry feelings, you will never be able to act confidently.

Many of us have picked up negative feelings growing up that become the normal way for us to feel. If we learned to feel ashamed to express interest in girls when we were young, it won’t get any better as we get older.

So whatever negative feelings you experienced growing up are considered “normal” by you, so that when good feelings come along, we may feel insecure and scared. When this happens, we actively seek out those negative feelings we’ve become accustomed to, even if they are painful.

Each of us naturally assumes the emotional traits of his own family. Your family is the one that sets the starting point of your development. Whenever you feel good or bad, you are basing that on the standard your family set for you.
When things go bad, we work to try and raise our feelings back to that set point. When things go good, we also work to lower those feelings back to the same point. There’s an internal barometer we all have that lets us know what we’re feeling, and we’re always working to return to what feels normal to us.

It’s the times where we feel too good that can be the most uncomfortable.

When this happens, we will actually WORK to spoil a good time for us. For instance, let’s say you meet a really beautiful woman that you really like, and it’s a great opportunity for you to hook up with her! But based on your comfort zone, you might think:

“Wait, this girl’s too wonderful, she’d never go for a guy like me.”

This type of reaction reduces the good feelings you were having and brings you back down to what you’re familiar with – a feeling of unreservedness – that you probably grew up feeling accustomed to.

Remember: familiar feelings = a sense of security.

This is why so many people are more comfortable feeling bad about themselves than good! They’ve actually trained themselves to feel comfortable feeling bad! They’d rather not seek pleasure than avoid feeling pain.

When your familiar feelings are negative, they will damage your confidence.

The interesting thing about this is that we *logically* know that what we’re feeling isn’t right, or healthy, or even true! But for some reason, our logical brain is out of sync with our emotions, and we accept what we feel over what we think.

For many people, their feelings of shame are a form of logic. Our feelings literally shame our brain into accepting those negative and untrue thoughts, even when it knows better!

But remember that shame comes from self-criticism.

Those who are self-critical imagine that everyone else is just as critical of them as they are of themselves! When you think like this, any type of confidence is almost impossible to achieve.

So what are the origins of your negative habits? What are the root causes of the feelings you experience?

Chances are it can be traced back to your parents, but be careful not to blame them! It’s more important to understand your parent’s influence on your feelings so that you can stop blaming yourself for your current situation, rather than trying to figure out who to pass judgment on.
HOMEWORK: Sit down and think of how your parents would describe themselves. Are they using any of the five myths? Write down how your parents would describe themselves in those terms.

Would your mother consider herself “Old” and “Ugly?”
Would your father consider himself “Stupid” or a “Loser?”

Now look at how they describe you. Do any of these statements sound familiar?

- “Your brother is the smart one.”
- “Don’t be so stupid!”
- “You’re too fat! You need to lose weight.”
- “Don’t miss out on life like I did.”
- “You’re too old to start over.”
- “You’re short, like my side of the family.”
- “Enjoy your hair while it lasts, because you’ll be bald like me some day.”
- “You will never amount to anything.”
- “Prepare for the worst.”

Some families only predict dark times in the future and discourage their children from all types of positive habits, such as ambition and success. This is especially true when it comes to your sexual development. Do these sound familiar?

- “You better not have sex before you’re married.”
- “Just settle for what you can get.”
- “Don’t date out of your league.”
- “You better not let me catch you with a girl in your room.”
- “You’ll never get a good woman looking like that.”
- “If you don’t have a good job, you’ll never be able to get married.”

The list could go on. But you get the idea.

Your parents, when they said those things, were instilling negative feelings about yourself and women in your head. They made your starting point one where you were never good enough, or attractive enough, or you had to feel guilty about your desires.
Bad Habits To Avoid

Just like the five myths and five actions, there’s five habits you’ll want to avoid if you want to shed the negative feelings you’re comfortable with and start experiencing the great feelings that are available to you. These habits are:

- Comparing
- Critiquing
- Criticizing
- Alarming
- Crippling

Let’s go down the list…

Comparing: People with the bad, confidence-destroying habits use comparisons as attempts to prove, beyond any doubt, that they are inferior or superior in some way to another person.

Whenever you say “I’m better looking than that guy, I can get more girls than him,” or “That girl is ugly, I could easily get her to sleep with me,” you’re giving yourself false approval that provides false courage.

The effect is temporary and never fixes the deep-rooted problem of your bad habit.

Why?

Because this is a solution at the expense of putting down another person! When you do this, you are still relying on other people for your own sense of validation.

Confident people don’t feel the need to put themselves or others down. Connections to others and popularity are byproducts of confidence. Confident people will see others as equals and will offer to help instead of criticize. Beliefs of superiority or inferiority on your part will only hurt you in the long run.

Critiquing: Constantly sitting in judgment is unhealthy. The act of critiquing is a self-centered habit, especially when you apply it to yourself (ie: being self-judgmental).

It’s easy to justify a critiquing nature as a way to avoid being criticized or even as a form of self improvement. But this habit only invites that which we hope to avoid by using it! It causes us to be so into our own thoughts that we distance ourselves from others.
Thinking you’re too ugly to approach a girl may just keep you from meeting someone who is actually attracted to you! But your critique of your looks served to shame you out of an opportunity for happiness.

You sought to avoid rejection by rejecting yourself before the girl had an opportunity to. You just made the process quicker and in some ways, more painful!

Critiquing yourself also brings your weaknesses and insecurities to the forefront. It makes you put your worst foot forward in every situation and will project a negative energy. People don’t want to be around someone who’s always negative.

**Criticizing:** If you ever want to be truly confident, you must rid yourself of all desire to blame or criticize anyone, including (and especially) yourself.

When you criticize yourself or blame yourself for something negative, you are creating negative feelings that will destroy your confidence. And when you blame and criticize others, you only serve to create hostility and avoid any responsibility for your role in whatever happened.

For instance, let’s say you try to make out with a girl and she pushes you away. The self-critical man would think:

“I blew it! I’m so stupid! She hates me, I’m unattractive. No woman wants me. I can’t blame her. I’m a loser.”

The criticizer of others would think:

“Stupid bitch! How dare she lead me on! She must be a lesbian. I’m too good for her anyway.”

Thinking like this takes away from the fact that maybe you moved too fast and didn’t read the signs she was giving you right. Maybe she was into you, but needed a little more time to warm up and be comfortable kissing you.

A confident man would just sit back and continue on with her until the next opportunity arose. Your habit of criticizing ends the relationship right there.

**Alarming:** One of the worst things you can be is an alarmist.

This is when you tend to think of the WORST possible case scenario in every situation. This is a habit that will keep you on the edge of your seat with worry – constantly.

As we all know, worry is self-defeating and time consuming (not to mention tiring!). Nothing is ever good enough for the alarmist because he always sees dark clouds on the horizon.
To this type of person, nothing good can ever last. People get annoyed with these types of people and tend to ignore them or distance themselves from them.

An alarmist is the type of guy who gets a great girlfriend, and instantly thinks she’s going to break up with him. Because of this, his actions are so alarmist that he ends up driving the girl away with his constant worry and mistrust, so that his fear became a self-fulfilling prophecy.

Alarmist are always looking for ways to ruin a good thing just to prove to themselves that they’re right, and bad things always happen to them.

**Crippling:** The best way to handicap your confidence is to think in ways that cripple all forms of positive feelings.

Whenever you hear someone say the words “I can’t do that. I just can’t,” they are communicating the fact that they’re indulging in a crippling habit. “Can’t” is a 100% sure-fire signal that you’re in a crippling thought process. The statements below are examples of crippling thinking:

“I can’t have sex. I’m too embarrassed about my body.”
“I can’t talk to her. She’s going to reject me.”
“I can’t kiss her. She’s not ready.”

Now, replace the word “Can’t” with what it really means – “Won’t.”

“I won’t have sex. I want to keep feeling embarrassed about my body.”
“I won’t talk to her. I’m afraid of success.”
“I won’t kiss her. I’m not ready.”

People who indulge in the Crippling habit always look for excuses as to why the WON’T do something, and then frame it as something that’s actually out of their control.

Whenever you have negative thoughts because of one of these five habits, rewrite them. Find out what your thinking habits are, which one of these bad habits you rely on the most, and re-edit the words for yourself.

How you interpret the events around you dictates what you feel.
How To Change Your Habits

Now that you know everything that causes your lack of confidence, it’s time to work on fixing what causes your loser mentality.

**Binging**

We’ve all been in the Deny-Indulge-Deny-Indulge cycle before, so we know just how extremely unhealthy it is to partake in. Whether it’s eating, alcohol, gambling, shopping, or sex, it’s possible to change the vicious cycle of binging.

The first thing you have to do is *make a commitment to stop all your binging habits.*

Binging is an endless cycle of self-pity. You must make (and keep!) a promise to yourself to stop indulging in whatever it is you are giving into.

The second thing to do is *eliminate all your passive language.*

Stop using the word “Can’t” all together. “Can’t” is a powerless word, it makes you believe something is not under your control. You need the strength and courage to take control of your life, and helplessness has no place there.

Just remember: **Can’t means Won’t!**

Thirdly, *be honest with yourself.*

Honesty is the key to free yourself of binging. When you say to yourself “I can’t stop eating…” remember to rewrite your thoughts to “I won’t stop eating.” Then you’re being honest with yourself. You’re telling yourself that you have the power to stop overeating, you just choose not to.

The next time you see a girl you want to meet, and you think “I can’t talk to her,” remember you’re really thinking “I won’t talk to her!” You’re the one hindering yourself, and should you choose, you can reverse that decision. You are in control!

Finally, *manage your painful feelings.*

Learn to embrace the good feelings you might be uncomfortable with and let those familiar, bad feelings fall by the wayside. Always remember that if you do fall off the wagon of your commitment, that is not the time to criticize yourself or feel helpless. You need to understand how it happened. You need to have the strength to pick yourself up, dust yourself off, and climb back in the saddle again.
Pleasing
If you're a people-pleaser, it’s time stop bending over backwards and be straightforward and honest with others.

First off, *do what’s right for you, not what you think others want.*

Get rid of any notion you may have of what you THINK will please other people. Instead, do what you think is right without worrying about who will be displeased with you.

Secondly, *ask others what their preferences are and find common ground.*

Don’t feel bad about wanting things the way you want them! You don’t have to try and impress people by making things how they want it. By catering to the wishes of others, you come off as weak and will receive nothing for your efforts other than disrespect.

Thirdly, *learn how to disappoint people.*

Realize that life is not fair, and disappointment is a natural part of it. People at large have learned to handle it. Never make any excuses or offer explanations when you have to disappoint someone.

You have your own life and your own needs, and you should not be afraid to pursue them. This does not mean you need to be rude or purposefully go out of your way to disrespect someone. But when someone tries to get you to do something you don’t want to do, make it clear to them you will not do it, no matter how much they try to guilt or shame you into going against your wishes.

Finally, *stand your ground when disrespected, and do so without blame.*

If you don’t stick up for yourself, no one will. Don’t allow other’s negativity to affect you in any way, shape or form. Move through life without apology. People who stick to their guns and follow what they believe in will always be tested to see if they will break down.

Sometimes the testing will be hard to endure, but if you stay true to yourself, others will know what you’re about and will ultimately respect you for it. If you should crumble and give in, people will walk all over you because you’ve shown them you don’t have strong conviction in your beliefs and can be convinced to do something you don’t want to.

Whining
Whining is definitely one of the most annoying habits out there.
The first thing that every whiner has to realize is that their lives are not the problem – their feelings are. Whiners set themselves up to feel like victims, like their lives are out of their control and the only thing they can do is complain about it.

Whiners are typically people who feel put-upon, and that they don’t feel they have the time or ability to do everything they either want or feel they have to do.

Understand, you have just as much time as everyone else on this planet. By that, I mean you have 24 hours every day to do what you feel you need or want to do. No one else has an unfair advantage to you in the time department. How you choose to use your time is YOUR choice and your choice alone. No one can force you to use your time any differently than you want to.

Typically, whiners are people who choose to take on too much and by doing so, complain and criticize others. When we feel overworked, or overburdened, we tend to resent the fact that we feel the need to do so much, and will look for something outside ourselves to blame, be they friends or loved ones. This is a tactic that is designed to make us feel helpless, and thus out of control of our own lives.

In order to overcome the habit of whining, you must make a concerted effort to simply stop complaining, for good.

Complaining is self-pity spoken out loud. And guess what? Self-pity is annoying to other people! And when people are annoyed, they will never give the whiner the sympathy they want or feel they deserve.

After all, that’s all whiner’s ever want isn’t it? Someone to pity them?

Ask yourself: Do you want to be pitied?

I should hope the answer to that question is NO.

You choose to do what you want to do. You choose the job you work at, the home you live in, the people you hang out with, etc. You may HAVE to work 80 hours a week at the office to get everything that job requires of you done, but if you wanted to, you could quit that job and find one you only have to work 40 hours a week at. It’s within your control.

If you want to work that 80 hour a week job because you want to get promoted and make lots of money, don’t blame your boss for piling on the work, or criticize your secretary for taking too long with that transcription, or complain about how you have no time for a social life. You are choosing to work this job because you have a goal. No one is making you pursue that goal but yourself.

If you’re lonely and feel like you can’t meet a woman, but never go out on weekends or talk to any women, it’s easy to just say “Woe is me! I’m ugly and no girls like me! No
one wants to talk to me! I’m alone!” But you’re choosing to sit at home and not go out. You’re choosing to stay timid and shy instead of meeting new women. No one is keeping you from getting what you want but yourself.

When you complain, you create resentment, not just in yourself, but in others. Stop complaining and know you have control over your life and what tasks you choose to partake in.

**Procrastination**

Procrastinators are people who put off doing what they have agreed to do or what they know they should do. If you’re a procrastinator, you’re always looking to avoid doing something, be it pay bills, clean your house, call someone up on the phone, etc.

Procrastinators are bingers of comfort, which is actually just a form of laziness. They sleep too much, read too much, watch TV too much, and never really find that comfort they’re looking for.

They feel overwhelmed by everything they feel they have to do, and self pity and resentment wash over them like tidal waves. With a procrastinator, you will always hear the phrase:

“I’ll do it tomorrow.”

Guess what? They most likely won’t!

A procrastinator’s non-compliance with reasonable expectations annoys others, who will inevitably criticize them for their inaction. In response, the typical procrastinator will either blame themselves, thus creating feelings of guilt and shame, or angrily blame their critics, calling them unreasonable, bossy, and unkind. Through this, they are able to regenerate their familiar “Poor me” self-pity.

Procrastinators have a “forgetful” habit, which is a pattern based on deep-seated, self-centered, immature feelings of self pity and resentment about feeling like they have to do what others want. But procrastinators also rebel against the rules they set for themselves! This is because procrastinators feel victimized by authority – be it others or themselves. They put off what they feel the have to do in order to gain a false feeling of power.

So how do we fix this?

Procrastinators avoid responsibility, so the worst thing a procrastinator can do is try to add more responsibility to their lives. Things like setting goals and getting organized will not help a procrastinator. They will not stick to rigid timetables that spell out hour-by-hour what they must do.

Instead of trying to make your life more stringent, try to loosen up and give yourself a set of permissions that will help you rather than hinder you.
Stop avoiding discipline, from yourself and others, and accept it maturely
Stop criticizing yourself
Try to accept criticism from others calmly and maturely.
Stop blaming and complaining.
Stop trying to make things perfect, and get them finished in a timely fashion
Stop making excuses to avoid what you must do
Avoid wasting time with things you don’t have to do
Stop making excuses for yourself, for you or anyone
Do anything you choose to do, and do so with a positive attitude
Be honest and own up if you procrastinate. No lies, no excuses.

Learn these permissions and take them to heart. Remember that promises must be kept, not broken, and that acting with self-control is a mark of self-respect and respect for others.

Avoiding

Avoiding is a process that is invoked by fear. Something you experience causes you to want to avoid a certain type of action. For instance, the fear of meeting women will make you avoid talking to them.

Some people might call this “fear of rejection,” or something like that, but regardless of what you call it, its fear that’s keeping you from meeting the women you’re attracted to, right?

In order to overcome the habit of avoiding, lay out the emotions that keep you from being courageous and confident. Try to understand what your ongoing fear is. What is it your feeling and what causes those feelings to emerge? What happens afterwards? Do you blame yourself? Others? When do you feel safe? What has to be present to make you feel safe and comfortable? Why do you feel the need to avoid something?

Somewhere in your development as a human being, your brain learned to avoid things as a way to protect yourself. Maybe when you told a girl you liked her for the first time in second grade, she laughed at you and said “Boys are icky!” before running away. If that made you feel bad or ashamed, your brain made it a point to try to keep you from telling girls you liked them as a way to avoid feeling those bad emotions. You basically trained yourself to avoid situations where this might occur.

In order to change this habit, you’ll have to train yourself in a new routine. A work-out program for your brain that will continue to protect you in a new way if you persist at it.

By associating your fear with calm and comfort, a new brain algorithm will develop: fear → calm → fear → calm. It will take time for this to really take hold because your fears are illogical, not logical, so they require a psychological response.
Whenever you feel fear, respond to it by calming yourself. Be honest and reasonable about what’s causing you to be afraid, and realize that you will be in no physical danger by approaching a woman you like (or whatever it is you are avoiding). Take deep breaths and center yourself. Force yourself to face your fears and realize you’ve been trained wrong.
Retraining Yourself To Be Confident

All the habits listed in the previous chapter spring from how you have trained yourself to react to certain situations.

In order to become supremely confident, you must retrain your brain to react in positive ways rather than negative ones. This will take both persistence and practice, but eventually you can permanently reshape the way you react to your world.

There are five states of being that I want you to focus on in order to retrain yourself to escape all your bad habits and negative emotions. They are:

- Calmness
- Clarification
- Challenge
- Comfort
- Confidence

Let’s go into each of these states.

Calmness: In order to think clearly, you have to be in a calm state of mind.

You don’t need to be zen-like in your calmness, just calm down a little in order to get your wits about you. Anger and anxiety are fast acting emotions, they come on quickly, but they can also cool down just as quickly.

When you experience bad emotions, try to calm yourself. Take deep breaths, close your eyes, clear your head, say “I will calm down and think” three times to yourself. Same if you’re feeling sad, lonely, or depressed. Find a sense of calm to soothe yourself with.

The calmer you get, the better decisions you can make. The WORST thing you can do is make decisions based on emotion. Always try to calm yourself before you make any type of decision.

Clarification: As Joe Friday used to say “Just the facts ma’am.” Once you’ve calmed yourself, it’s time to look at the facts that are available to you and clarify exactly what it is you’re feeling. Ask yourself:

1. What exactly am I feeling?
2. Does my behavior indicate I’m feeling this way?
3. What lies beneath these feelings?
Use these questions to clarify what you’re feeling so you know how to fix it. For instance, if you want to approach a woman, but have a strong urge not to, ask yourself the first question…

Q: What exactly am I feeling?  
A: Anxiousness. I’m feeling anxious.

Q: Does my behavior indicate I’m feeling this way?  
A: I’m avoiding talking to her, I’m procrastinating by looking for the right moment to approach, I’m thinking of every possible bad outcome that could happen, so yes, my behavior indicates anxiousness.

Q: What lies beneath these feelings?  
A: I feel shame and self-pity, as if I’m not good enough or I’m going to fail. I prefer to feel safe with my bad feelings rather than take a chance to experience good ones. I prepare myself for failure instead of success.

Once you have clarification on what you are feeling and what’s behind it, you’re ready for the next step…

**Challenge:** To be confident, you have to firmly believe, beyond any shadow of a doubt, in your ability to *succeed*.

Life presents challenges, big and small, on a daily basis, and in order to meet these challenges, we need to free ourselves from fear and meet them head on if we are to overcome them.

But more than that, we must learn to issue challenges to ourselves. Humans are logical creatures with brains designed to solve problems. Most of our fears and anxieties are illogical constructs we’ve created for ourselves. So in order to overcome our fears, we must learn to challenge them.

Once you’ve calmed down and clarified your thoughts, you can recognize your bad habits and pinpoint the thoughts or beliefs that cause them. Once that happens, you must challenge those beliefs! Write out the three most common thoughts that fire off your negative feelings and then challenge those thoughts! Carry the challenges with you on a piece of paper if you must.

For instance, let’s say you’re feeling anxiety over approaching a girl. The first thought you write down is:

- “I’m not attractive or sexy enough for this woman. She’ll reject me. I need a better body and more hair on my head.”
Now, challenge this thought. Write down everything you can think of that negates it. Things like:

- “I don’t know what this woman will find attractive, I may be just her type!”
- “What if she doesn’t reject me? What do I do then?”
- “I’m going to lose weight and gain muscle. If she doesn’t like my body now, she will eventually.”
- “Bald men are sexy. I see women with bald men all the time. I don’t need to have a lot of hair to attract a woman.”

All these thoughts are true, and they challenge your negative thoughts quite well. Do this for every objection you can think of. Never allow a negative thought to go unchallenged!

**Comfort:** Too often, we surround ourselves with criticism and comparisons. We like to call ourselves stupid, fat, ugly, old, and losers. To us, comfort can be a completely foreign concept. But don’t let the unfamiliarity scare you. Challenge yourself to succeed!

In order to comfort ourselves, we must find the words that appeal directly to our negative emotional habits that drive our anxiety, and replace them with words that drive our comfort.

The language of comfort is a phrase or a sentence that you create to become your own influential statement. You must repeat it every time you need to manage your negative emotions. I can’t give you this phrase, because it’s unique to each of us. Just like music, you must find something that appeals to you and your own sensibilities.

For an example, my phrase is “Be cool.” If I find myself getting anxious or riled up about a situation, I’ll start repeating this phrase in my head over and over. I like it because its meaning is two fold. I’m telling myself to calm down, but I’m also telling myself to project “coolness,” or confidence.

What the words you choose mean, in and of themselves, is not important. What is important is the structure of them – a reminder, a title, a description, whatever it is that flips the switch in your brain to feel comfort.

Maybe you love to be on the beach and find that comforting, perhaps your phrase will be “On the beach.” Perhaps there’s a certain song that makes you feel good, your phrase would be its title. It can even be as simple as “Calm down. It’s no big deal.”

Understand that our brains interpret everything we experience and trigger the emotions we feel.

Your calm phrase can help your brain to re-interpret your situation and bring about the feelings you’d rather experience.
Confidence: Once you have the other four states down, confidence naturally follows. We all have confidence in certain areas. For instance, if you’re reading this book, you’re confident you have the ability to read, otherwise you wouldn’t waste time with books, would you?

By the same token, are you confident you can eat when you’re hungry? How do you know? Probably because you believe it is within your ability to get up, walk to the refrigerator, take out some food, put it in your mouth, chew, and swallow. You’ve done it so many times, you’re supremely confident you can achieve this task.

Confident people live life believing that everything is within their capability.

They do not spend time thinking about failure, or criticizing themselves, putting themselves down, comparing themselves to others, etc. They move through life with a sense of calm, and challenge themselves to get what they want, feeling that everything is within their grasp. They don’t dwell on failure, they move on. They don’t look as obstacles as roadblocks, they look at them as something to be overcome.

As I talk about in the Approaching section of this book, Confidence stems from secure knowledge and competence. Once we know how to do something, we become confident we can repeat that task.

Meeting and attracting women is no different.

People who lack confidence make their life difficult for themselves. Confidence opens up doors of opportunity you never knew existed.

Just remember that persistence is the key to confidence. If at first you don’t succeed, try and try again. Use the four other states I’ve given you to keep proceeding. Once you do succeed, you can repeat your success, until you are secure in your knowledge and competent in your actions.

Then, and only then, will you know what true confidence feels like.
THE ART OF APPROACHING

He stood six foot, five inches tall (almost seven feet with his platform shoes and top hat). He looked over us as a kindergarten teacher would right before he was about to wow his ignorant students with his grown up knowledge.

His name was Erik Von Marchovich, better known as “Mystery,” one of the world’s greatest pick up artists. He was there to teach, and I was there to learn.

After moving to Los Angeles from college, I had begun pursuing my pick-up education with much vigor. Mystery was the first guy to go around charging people for live, in field instruction on how to find, meet, and approach women.

Me and twelve other hopeless men sat around him near the pool at The Standard hotel in Hollywood. I had desperately been trying to seek out a mentor who could teach me how to meet women, and I was hoping I found him in Mystery.

My love life hadn’t improved much since college, and I found that it all came down to one factor: My inability to meet women.

Up to that point, I could meet women at parties I went to, and through dating online. But I felt I was limited in my choices. Parties were few and far in between, especially since I had left school, and internet dating wasn’t always what it was cracked up to be.

I wanted to be able to go out and meet any woman I wanted, no matter where I was or what I was doing.

I didn’t know much about Mystery, but from what I had heard, this is what he was able to do.

“Welcome to Mystery Method!” Mystery announced. “I am Mystery, this is my Method. Hence, Mystery Method!”

He seemed very proud.

“What I am about to show you is the science of attraction,” Mystery went on. “Yes, it is a science. Sciences can be taught, learned. My method is a science. Therefore, you will be able to learn it.”
Mystery wasn’t what you’d expect from a pick-up instructor. You’d think he’d look like a Don Juan, male-model type guy. And though he could be considered good looking, he was far from a Don Juan.

He was adorned almost completely in shiny black PVC clothing. He wore knee-high boots with three inch platform soles. He wore make-up, and a large top hat. He looked more like a circus performer than a pick up instructor.

I was just about starting to wonder if this was a joke or not as he pulled out his lap top computer.

“Some of you may be looking at me and thinking I’m a complete fag, walking around dressed like this,” he said. “Not that I have anything wrong with gay people. My brother is gay. I love him very much and I’m not afraid to admit it,” he went on as he booted up his computer. “But it’s understandable you might have some doubts, so I’m going to show you some of the women I’ve slept with. Proof that I’m not here trying to rip you off. Now gather around.”

We all got up and stood over Mystery’s shoulder so we could see the pictures he was displaying on his lap top. Mystery would show us a picture of him with a beautiful woman and regale us with the story of how he got her into bed.

Some of the women were models. Some were semi-famous. Some were strippers. Some he’d had threesomes with. Some were only one night stands. Some were girlfriends. But all of them were attractive.

I couldn’t help but be a little nervous. One thing was clear to me from the beginning: I was not like Mystery. He was a very different person than I was, and I was not sure I’d be able to change myself to be like him – even if it meant I’d be giving up the kind of success he was showing me.

Then, he came across a picture of him, two women, and another man. Both women were very pretty, but the other man is what caught my eye.

He was short, skinny, with a big nose, and balding.

“Who’s that?” I asked, pointing to the man in question.

“Oh, that’s my wingman Style,” said Mystery. “Style’s excellent. He’ll be here later to help instruct in the field.”

“Are you serious?” I asked. “That guy is a pick up artist?”

“Of course,” said Mystery. “A really good one, too. Second only to me, I’d say.”
The notion that a guy who looked like that could be a pick up artist – let alone a great one – intrigued me. I made the decision right then and there I was going to learn from him.

When Style arrived, he didn’t look the same way he did in his picture. He was still short, skinny, and with a big nose, but he wore a gaudy wig with dreadlocks. He looked almost as odd as Mystery.

When it came time to split up into groups to go out into the field, I made sure I went with Style.

We made our way down to an Irish pub called Dublins on the strip. Once in there, the students split up to start approaching women. I hung back and watched Style. He was very different in his methods than Mystery. Where Mystery was larger than life, Style was subtle. When he approached a girl, her defenses didn’t go up. She always seemed to welcome him.

Finally, I went up to him.

“Hey, Style,” I said.

Style looked at me. “Yeah man, what’s up?”

“Um,” I stumbled nervous. “I’m having a real hard time here.”

“Why? What’s wrong?”

“I’m just freaking out is all. Nervous. I want to approach some girls, but I keep chickening out.”

Style nodded for a moment, stroking a wisp of a goatee on his chin.

“I see,” he said. “Okay, come with me.”

He started walking out of the club. I followed.

“Where are we going?” I asked.

“This place is too loud, we’re going someplace a bit more chill,” he said.

We walked across the street to a hotel called the Chateau Marmont. When we got to the lounge, it was a much more chill place indeed. The music was softer, you could actually hear yourself talk. Groups of people milled around having cocktails.

Even though it was more chill, I was still really intimidated.

“Okay,” said Style. “See that group over there?”
He pointed to a group of two girls and a guy by the bar talking.

“Yeah,” I said.

“Go approach them,” he said.

“I… I can’t. I don’t know what to say!”

“Just walk up to them, ask them who they think lies more, men or women, get their answers, and then come back to me.”

I blinked, my brain trying to process what Style had just said.

“That’s it?” I asked.

“That’s it.” He said.

I looked back at the group of three. It was an easy enough assignment. I didn’t actually have to talk to any of the girls, just walk up and ask a question, then leave.

As I started to approach them, I could feel my heart pounding in my chest. I began to imagine all the things that could go wrong. They could laugh at me. They could throw their drinks in my face. The guy could punch me. I was nervous, but I kept going.

As soon as I got close enough, I blurted out: “Hey guys!”

They all turned and looked at me. I was under the gun, and I knew it. I took a deep breath.

“Got a question for you,” I said. “Who do you think lies more, men or women?”

The three of them looked at each other. I braced myself for the backlash.

“Women, definitely,” said one of the girls.

“No way, I’d have to go with men. Men definitely lie more,” said the other girl.

“Men might lie more, but women tell bigger lies,” said the guy.

“What do you mean?” said one of the girls.

“Well, it’s like the Chris Rock line,” continued the guy. “When a guy lies, he says something like ‘yeah, I took out the trash.’ When a woman lies, she says something like ‘it’s your baby!’”
At that the girls laughed. I laughed too. I stood there like an idiot for a good two minutes while the three of them debated who lied more. Finally, the three turned to me and said. “Men, men definitely lie more.”

“Um, thanks!” I said. Then promptly turned around and made my way back to Style.

“How’d it go?” he asked.

“It was… incredible,” I said. “It was like they didn’t even mind me going up to them. They actually had a good time answering my question.”

“See? Not so bad is it?” smiled Style. “Now go to that group over there and do the same thing.”

“Same thing?” I asked.

“Yes. Then come back to me and tell me how it went.”

That night, I approached five groups of women, and each time I had a positive reaction. I was hooked. That night started me on the road to becoming an approach machine. A man who could literally meet any woman, no matter where he was or what he was doing.

What Style showed me that day was the skills I needed to meet women. What I have done is taken what I’ve learned, and organized it to teach YOU how to meet people.

Obviously, it’s not difficult to meet people. You do it every day. Just a brief exchange of words, and before you know it, you’ve made a new acquaintance.

But there is an art to meeting someone.

The ability to start a conversation that can lead to a deeper kind of relationship takes a bit more work than you’re typical “Hi, how’s it going?” line (at least, most of the time).

This is especially true when it comes to women.

For most men (including myself), the prospect of walking up to a beautiful woman and talking to her with the intention of sleeping with her can be quite daunting.

I’ve known big, tough, burly guys who wouldn’t flinch at the sight of a gun pointed to their face, but put them in a situation where they have to meet a beautiful girl, and they’re as worthless as tits on a log (though some would argue that tits are never worthless, but I digress…).

So these tactics are for that type of guy.
The type of guy who’d **rather get a root canal** than talk to a girl. The type of guy who’d rather **run a mile on a broken leg** than meet a new and interesting woman.

By the time you are finished reading and internalizing the material outlined in this chapter, you will have **NO PROBLEM** meeting any woman you want, any time you want, any where you want.

But I want to be clear on this point: **You have to do the work.**

Seriously, guys. You’ve bought the book (at least, I HOPE you’ve bought it. If you’ve pirated this sucker, shame on you!), so that means that you’re **taking action** to get your love life under control.

However, like anything in life, this is going to take effort, practice, and more than a few false-starts.

The guidelines and concepts I lay out in this book are going to be of great benefit to you. I sure wish I had a resource like this one when I was first starting out! You’re going to get a step-by-step system for approaching numerous beautiful women, and tons of proven tactics.

**But none of it will mean JACK unless you apply them to your every-day life!**

That means I’m going to need a commitment from you BEFORE you start reading chapter 1 of this book that you are going to take the time to…

- Memorize
- Internalize
- Practice
- and Apply…

…everything I’m going to share with you here. Otherwise, I’ll pretty much guarantee you’re going to stay where you are in terms of success with women.

Deal?

So without further ado, let’s get to the nitty gritty…
Part I: The Theory of Approaching

Here, we will discuss the theories behind the Art of Approaching. This section will lay the groundwork on the concepts that will be discussed later on in this book, along with different tactics and strategies that one must be aware of if they are going to learn to approach any woman they want, anytime they want, anywhere they may be.

Some of you may be tempted to skip this section and go right to the Openers. I highly recommend you **DO NOT** do that!

I know you want to get to the “meat” of this book. But I’m a firm believer that if you understand why what you’re doing works, *you’ll be much more effective at it!*

So I encourage you to take the time to read through this section and UNDERSTAND these concepts before immersing yourself in the tactics and techniques that fill out the other sections of this manual.

Now that that’s out of the way, whip out your pens and papers boys…

School’s in session!
What is an Opener?

A butterfly flaps its wings, the breeze it creates sends a puff of pollen from a nearby flower into the air, causing a rhinoceros to sneeze.

The sound of that sneeze causes a herd of zebras to stampede, disrupting the flow of wind current, which helps create a hurricane in the South Pacific, which causes American Airlines to cancel their flights that night, which means **the girl of your dreams** is forced to stay in town for one more day.

You find her at your favorite bar with her friends, partying away her borrowed time.

Now what?

Though fate may have acted in your favor up to this point by doing the *exact* things necessary to get that *exact* girl to show up in that *exact* location at the *exact* same time that you would be there, the fact remains that **it is now up to you to take action.**

But what action do you take?

Do you sit at the bar watching her like a stalker, hoping she’ll notice you and come over to talk? Do you offer to buy her a drink like every other loser in the bar and go home $8 poorer? Do you club her over the head and drag her back to your cave?

The answer to all three questions, of course, is **NO!**

Then what’s a guy to do? This:

*You OPEN her.*

Not in the literal sense of course. She doesn’t need surgery. The idea of “opening” is the notion of approaching a woman with the *express intent* of engaging her in a conversation.

By doing so, you then make her more receptive to talking to you, effectively **opening her up for further interaction with you** – hence the word “opener.”

The “opener” is a line that is used to initiate the conversation. It is often the first sentence exchanged between the man and the woman he desires. “Pick-up Lines” are forms of openers, but openers can be anything to get the girl talking.
Why is this important?

Simple. If you DON’T open a woman, your chance of seeing her again and leading into a relationship or sex is approximately...

Anyone? Anyone?

You guessed it -- ZERO!

After all, you can’t further an interaction that’s never been initiated. But when you DO open a woman, your odds of segueing that into some type of relationship increase dramatically.

From the opener, you have many different threads you can follow -- from friendship, to girlfriend, to one night stand -- your options are only limited by your own beliefs and social skills.

But you’re not going to get anywhere until you start that conversation, and start it off RIGHT. Believe it or not, there is a wrong way to approach someone, which we’ll cover later on in the book.

So now that you understand what an Opener is, and why it’s important, let’s move on to another important concept – that of “Interest.”
What is Interest?

There is more to Opening a woman than simply knowing what to say.

Indeed, the process of Opening a girl can be quite involved. I don’t want to bog you down with too much theory here, because honestly, every rule or guideline I lay out in this book can be broken if the context is right, but I think this is an important concept for everyone to grasp.

Interest can be defined as any “involvement with or participation in something.”

A dictionary-like example of this would be: She has an interest in the quality of her education. So in this respect, we’re treating the word “Interest” as a verb, or action that one does.

This is important to know, because most people can be very transparent with their interests, especially when it comes to dealing with other people.

Have you ever heard anyone talk about someone they’ve just fallen in love with? As they’re telling you about that person, their eyes grow wide, their speech gets faster, they get more energetic as they recall traits about that person they like, etc., etc.? Well, that’s a perfect example of how someone shows Interest in another person.

As human beings, we have an innate instinct for when people are interested in us. This is because we can recognize certain traits and behaviors that signal the person we are interacting with has a certain kind of interest in who we are, what we do, etc.

When someone is sexually attracted to us, there are certain signals we pick up on which telegraph this Interest.

Women have seen these signals NUMEROUS times from countless men, and they are very sharp when it comes to picking up on these signals of Interest. I call the displaying of these signals “Telegraphing Interest.”

Telegraphing Interest is not a good thing to do when you are approaching a woman for the first time.
Now, obviously, whenever a man approaches a woman, she knows what’s up. Most girls are very savvy to the fact that the reason men approach women at all is because they are sexually attracted to them.

But by Telegraphing Interest, **you are making it obvious to her conscious mind what your intentions are**, and this will put her on guard.

Basically, any sign of interest early on will make your seduction down the road harder than it needs to be, because it raises the girl’s value and her power in the interaction you’ll be having with her.

So what’s a guy to do?

Basically, in order to combat this, you have to shift gears a bit and start Telegraphing DISinterest.

When you approach a girl for the first time, your goal should be to **display as few of the signs that you’re interested in her as possible.** You can do this by utilizing the concept of “active disinterest.”

Now, those two words may seem rather paradoxical when matched together, but trust me, it’ll make sense. There is an important reason **why** those two words should be paired up.

I’ll explain it to you by first illustrating its opposite.

Let me give you an example of what I’m talking about: Have you ever been out and about, maybe in a bar or a club, and you see a beautiful woman. And after spotting said woman, you simply stand there, waiting for her to notice you and approach you? So you sit around trying to act cool, acting like you don’t see her, projecting a confident, macho attitude which you hope is magnetic enough to get her attention?

Now, ask yourself how often that works.

I’m willing to bet the answer is “Hardly ever,” if at all.

What I just described to you is an example of “inactive disinterest.” Inactive Disinterest is a way of **pretending you’re not interested in someone without doing anything to draw attention to the fact that you’re not interested in them.**

In short, your target is not aware you feel ANYTHING for them. Rather, the distinction that you’re “disinterested” in your target is only apparent **in your mind.**

The opposite of this is when you actually take the action necessary to become noticed by the woman, while still portraying that disinterested attitude. Hence-- “**active disinterest.**”
This is where you will approach a girl, and open her, without telegraphing any interest at all.

Why is this effective? Especially since we already established that most women know that the man is interested if he approaches in the first place?

Simple.

It’s because the active disinterest goes CONTRARY to that initial suspicion by the woman that the guy is there to hit on her.

In short: *You are sending mixed signals!*

But why act disinterested at all? Why hide your intentions? Obviously, you’re attracted to the girl, otherwise you wouldn’t be bothering to approach her. But put yourself in their position for a moment…

Imagine going through your average day, and being approached by a number of people who compliment you on your looks, your clothing, or an accessory of some sort, all because they want something from you.

Kind of cheapens those compliments, doesn’t it? Especially when the seventh person of the day comes up and tells you how cool your purse is.

This is the reality of women, especially beautiful women.

Women know men want to have sex with them. They get untold offers every day to have sex. Guy after guy will approach with that exact goal in mind. So girls, naturally, become accustomed to rejecting advances that telegraph intent, much the same way you might respond to a vagrant asking for change as you walk to work. You know what he is going to ask and you are prepared not to give it to him.

When you approach a woman and say “Hey baby, lookin’ good tonight,” you are telegraphing interest in an aggressive manor.

By the same token, when you sheepishly approach and say “Hello. May I please buy you a drink?” you are not only telegraphing interest, but also doing so in a very wimpy (and unattractive) way.

But when you enter with disinterest, you are **neutral**.

You do not telegraph interest while neither coming off aggressive nor coming off wimpy. You are simply “Neutral.”

This neutrality is important, because it gives you the widest possible palate from which to paint the rest of your interaction with the woman you are talking to. She suspects you’re
interested in her, but she can’t quite prove it. It gives you the opportunity you need to win her over.

But being neutral simply isn’t enough, you must also be engaging. Otherwise you run the risk of making the girl bored and having her walk away looking for something more interesting to partake in.

This brings us back to our good friend, the Opener.
Types of Openers

There are many different kinds of Openers out there. Technically, the first thing you say to ANYBODY, no matter what it is, can be an Opener. But the purpose of an Opener is to be engaging.

So in that respect, there are a few categories of Openers that will always be engaging to your target. They are:

1. Advice Openers
2. Compliment Openers
3. Direct Openers
4. Drama Openers
5. Insult Openers
6. Joke Openers
7. Online Openers
8. Opinion Openers
9. Roleplay Openers
10. Situational Openers

Throughout the course of this book, I’ll break these Openers down for you, define them, give you examples of them, and even show you the structure of each Opener so you’ll know how to construct your own.

But there’s more to each Opener than just lumping them into categories.

Indeed, it can be quite involved. There are four other things you need to keep in mind other than just what Opener you are going to use. These four things are:

- Intruders
- Timing
- Tonality
- and Body Language

So before we get to the meat of what this book is about, we’ll touch on these four things which are meant to help make your chosen Opener as effective as possible.
**Intruders**

As people go about their daily lives, they exist within a **personal bubble** they create for themselves.

This bubble not only encompasses everything they know to be true in life, but also everything they feel they have to do. When you’re driving down the street and see other cars on the road, the people in those cars have a destination they have to get to, and they are consumed with getting to that destination. When you see someone pushing around a cart in a grocery store, they are consumed with getting the items they need.

In short, everyone exists in their own personal bubble. And that bubble does not include you.

So if your goal is to approach someone, you’re going to have to infiltrate that bubble they erect around themselves. This is as simple as using verbal exclamations that will grab someone’s attention and admit you into their bubble.

I call these exclamations “**Intruders,**” because when you use them, they allow you intrude upon these personal bubbles.

Four examples of intruders are:

1. Hi
2. Hey
3. Yo
4. Stop

We use these words every day, instinctually, when interacting with people. These four simple words allow us to easily enter people’s personal bubbles and begin interacting with them.

But they all have their place when interacting with someone, and knowing which ones are most effective in certain situations is crucial to being able to approach anyone, anytime, anywhere you may be.

For instance, the Intruder “Hi.”
“Hi” is good for almost any situation. It works best in low key atmospheres like dinner parties. But “Hi” is best used after eye contact with your target is established. Saying “Hi” before you’ve gotten eye contact has a good possibility of putting your target on guard.

By the same token, “Hi” is not a powerful Intruder. You can’t call it out forcefully when you see someone walking ahead of you on the sidewalk that you want to meet. It comes off as socially awkward. “Hi” is also rather impersonal and even a bit formal.

Sometimes you can use the proper form of “Hi,” that being “Hello,” if the situation calls for it and you deliver it right.

The Intruder “Hey,” is much more versatile.

“Hey” can be used in pretty much any situation you may find yourself in, and it does not require eye contact to Intrude on your target’s personal bubble. The reason for this is that the word “Hi” imposes you on your target, whereas the word “Hey” engages your target and prompts them to interact with you.

“Hey” can be used in a low key way, such as “Hey there,” or it can be used forcefully as a powerful Intruder, such as “HEY!” Also, “Hey” can be used interchangeably with “Hi,” and is much less of a formal greeting.

“Yo” is the opposite of the formal “Hi” and the neutral “Hey.” It is completely informal, and very much a familiar way of greeting people.

“Yo” is an Intruder that can be used forcefully to enter a personal bubble as well. “Yo” is also good when approaching a group. However, “Yo” is a very selfish intruder because it indicates that you may want something from your target (which you do, but this Intruder may telegraph that).

The final Intruder, “Stop,” is probably the most powerful of the four I have listed for you.

“Stop” is a very forceful intruder, and instantly establishes a sort of authority for yourself. But it is quite context dependent. In other words, it is most effective when your target is engaging in some type of activity, such as walking, jogging, playing a game or sport, leaving a venue, etc. But you must be forceful with this Intruder, otherwise it won’t work.

You may notice that I have left out the phrase “Excuse me,” from the list of common Intruders.

This is because “Excuse me” is not an Intruder.

The phrase “Excuse me,” rather than injecting yourself into your target’s personal bubble, instead asks permission from your target to be included in their personal bubble. This
gives your target the opportunity to reject your entrance into their reality, should they so desire.

The purpose of Intruders is to give your target no choice but to let you in, something which “Excuse me” does not do. Therefore, you should opt NOT to use this phrase when approaching someone.

**Plurals**

Intruders work for single targets, but they also work well for groups.

When approaching a group, it is usually best (and more natural) to add a plural of some sort to the Intruder you are using.

The exception to this is when you use the Intruder “Stop,” because “Stop” can be used for one person or a thousand people, and it carries the same meaning.

A good plural to use with Intruders is the word “guys.”

Approaching a group with the Intruder “Hi guys,” “Hey guys,” or “Yo guys,” will help you infiltrate the group bubble they’ve created.

The word “there” is also effective, and can be used for single or group targets. “Hi there,” and “Hey there,” will get you good effect. Other plurals you can use are “dudes,” “fellas,” “people,” etc.

Some plurals you will want to avoid when using Intruders is “girls,” or “ladies” when approaching women you desire. Both of these immediately point out the sexual difference between them and you, and telegraph your intent, which could cause the girl’s to raise their defenses.

Obviously, you CAN use both these plurals and succeed, but it’ll make your job harder. A danger using these types of plurals is that you can also come off sounding cheesy or sleazy, depending on how you deliver them. It’s best to keep neutral when Intruding upon someone’s personal bubble.

**Time Constraints**

No matter what you use to Intrude upon someone’s personal bubble, they will always put up some resistance to admitting you because people, by nature, are busy.

This is why you’ll want to add in “**Time Constraints**” into your Intruders.
A Time Constraint is a way of telling your target that you are going to interact with them for a short period of time. What this does is bypass that resistance they would put up because you are presenting yourself as just a momentary distraction to their daily lives.

But this gives you the opportunity to capture their fancy and open them successfully.

Some examples of Time Constraints are:

1. Real quick…
2. I’ve only got a few seconds…
3. I know you’re busy, but…
4. I gotta get going in a minute…
5. I can only stay a minute…
6. This’ll only take a second…

All of these time constraints set the stage for a quick interaction, which you’ll find most people are open to. But once you’re in your target’s personal bubble, you’ll find that you can take up as much time as is necessary to get them interested in you.

Structure of Intruders

The combinations you can create for Intruders are quite numerous, and they all work. But the basic structures of an Intruder are as follow:

1. Single Intruder
2. Intruder → Time Constraint
3. Intruder → Plural
4. Intruder → Plural → Time Constraint

Here are some examples of Intruders:

“Hey guys…”
“Yo, real quick…”
“Yo, what’s up?”
“Hey, I gotta tell you something…”
“Hi there!”
“Hello…”
“Hey, I’ve only got a few seconds…”
“Yo, I know you’re busy, but…”
“Stop! This’ll only take a second…”
“Hi guys, I can only stay a minute…”

Once you know what Intruders to use, you can enter anyone’s personal bubble and open them successfully.
Timing

As with anything else in life, timing is everything.

When it comes to approaching beautiful women, this couldn’t be more true.

As a general rule of thumb, the quicker you can approach someone after first noticing them, the better.

Some would say to give yourself about three seconds after spotting a target to choose your Opener and approach. This is a pretty good guideline to follow, but the reality is, you can approach someone at any time you please.

The reason you want to approach so quickly is that the longer you take to approach, the more opportunity you have to talk yourself out of Opening your target, and the stronger the temptation to stay in your comfort zone becomes.

Here is probably the most important concept to grasp in terms of timing: That of hesitation.

There’s an old saying that goes:

“He who hesitates… masturbates!”

Well, in terms of picking-up women, that could not be more true. Hesitation is the one thing that will destroy more opportunities with women than any other single factor you can think of!

It’s in that dreary period of hesitation where everything that could possibly go wrong rushes through our brains…

- What if she doesn’t like me?
- What if she already has a boyfriend?
- Will she notice the zit on my forehead?
- What if she thinks I’m too short?
- What if she thinks I’m too tall?
- Blah, blah, blah…
During that time of hesitation where you’re your brain is contemplating every single possible thing that could go wrong, a few things are happening:

1. You are focusing on a negative outcome
2. You are rehearsing failure
3. You are allowing fear, doubt, and uncertainty to take control
4. You are giving outside factors time to distract or take your target away from you

When it comes to timing, hesitation is your worst enemy. Remember that phrase “Opportunity only knocks once?”

Well, *knock, knock,* buddy.

Eventually, you’re going to want to train yourself to approach automatically, so that it becomes instinctual to do so as soon as you see your target.

Never use hesitation as an excuse NOT to approach. When you chicken out because you think “too much time has passed,” you’re just rationalizing your desire to stay in your safe little comfort zone.

Resist doing this with all your strength!

We’ll discuss how to train yourself to overcome the evils of hesitation later on in this book. But until then, I want you to remember this important concept:

**Action will overcome hesitation.**

Like Yoda told Luke, “Do, or Do Not. There is no Try.” When you FORCE yourself to act, when you PUSH THROUGH your hesitation, you can achieve amazing results.

Don’t worry about everything that could possibly go wrong. Instead, ACT, and deal with obstacles as they arrive.

Simply acting on impulse will improve your timing, and dramatically improve your results!
This is a small, but important thing to be aware of when approaching women, and this is the concept of…

TONALITY!

Tonality refers to the volume, pitch, and tone of your voice. Many men overlook this when they are talking to people because they are more focused on what they are going to say rather than how they are saying it. But if you’re not careful, your tonality can actually drive people away from you, no matter how engaging your material is.

If you don’t believe this, just try imagining fingernails scratching against a chalkboard.

Did you cringe? If not, then think of a time when that actually happened. Did you cringe then?

Seriously, the sound something makes can be the difference between an enjoyable experience and a horrible one. So it is important to be aware of the sound of your voice as you are talking to women you want to meet.

This is important for a few reasons:

1. Being aware of the sound of your voice helps you to control it.
2. When you can control your voice, you can influence how others react to you.
3. When you can influence how others react to you, you have an easier time getting them to do what you want!

The last time you got angry, did you yell and scream? How did people respond to you? Most of the time when someone gets angry, they become more forceful in their tone of speech, and that instills fear in people which will overwhelm any objections they may have to your requests and get them to do what you want.

By the same token, if you’re being playful and funny, and maybe talking excitedly and rapidly, people may be hanging on your every word!

So imagine what it’s like when you’re able to control your tonality in speak in a warm, friendly voice? Or better yet, a deep, sexy voice.
Can you imagine the possibilities?

If you still don’t believe the power of tonality, think of how women use it on men. In fact, men are SUCKERS for tonality! All a woman has to do is purr in your ear a bit and you may become putty in her hands (if that’s the case, I recommend popping some Viagra!).

Most women know how to use their tonality to get men to do what they want. Well, the same is true for guys. The only thing is, most guys don’t know how to use their tonality effectively!

So what’s the most effective way to use your tonality?

The first thing you need to be conscious of is the tone of your voice, or how much it resonates.

Women respond well to men with deep tonality, not only because the pitch is pleasing to their ears, but because a deep tone represents confidence.

Now some of you out there might be like me and aren’t blessed with a “deep voice.” So I’m going to make the distinction here between a “deep voice” and a “deep tonality.”

First, I want you to remember this: You can be just as sexy with a deep tonality as you can with a deep voice!

The difference between the two is that no matter what your voice sounds like, if you can make it resonate, it will have the same effect as a sexy deep voice!

Even if your voice is so high it sounds like your testicles have been squeezed by a vice for the past 20 years, if you can make your voice resonate, you can use it to your advantage.

In order to achieve this type of tonality, you must speak from your diaphragm.

A test to see if you are speaking from your diaphragm is to place your hand flat on your chest, and focus speaking from that area. If you do it right, you can actually feel your chest vibrate as the words emanate from there.

Another thing to be aware of is volume.

In a way, you must learn to be LOUD.

If you have great things to talk about, but a girl cannot hear you, he’s going to get frustrated and bored and eventually be distracted by something that does not require so much effort on their part to pay attention to.
I have a good friend who is a great guy and has lots and lots of fantastic stories to tell. But he often has a hard time meeting women because he speaks so softly that they have a hard time hearing him. And guess what happens when you can’t hear someone?

You get bored!

If a woman can’t hear you, you’re creating WORK for her. It takes effort to hear someone who speaks too quietly. And remember, people by nature are lazy. If a woman can’t hear what you’re saying, her attention is going to wander off elsewhere.

And that means you’ve lost her!

So don’t be afraid to be loud when approaching someone. High volume can convey a sense of excitement and confidence, and when you combine it with good tonality, you are projecting all the right signals to portray yourself as a fun, outgoing, and engaging person.

Even if you’re being TOO loud, you’re at least courting attention. Best to be too loud than to never be heard.
The Art of Approaching – How to meet AMAZING women without fear of rejection!

**Body Language**

Okay, we covered a lot of this in The Art Of Body Language earlier. But be aware that there is a certain type of body language you want to use when approaching someone for the first time.

Understand, words are not the only thing we use to communicate with others.

The way we carry ourselves says a lot about us. If we have bad body language, then no matter what we say, we could be perceived as *weak* or *unconfident* -- two major turn-offs for women.

So Body Language is something you need to keep in mind when you are approaching women.

There are two distinct periods in the approach where you need to be aware of how you are presenting yourself:

1. The Walk-Up
2. The Conversation

The Walk-Up is the period of time where you are physically approaching your target, or “walking up to them.”

Most guys will approach their target dead on, making for them in a straight line, with little regard for how aggressive it may look. And while this is a minor point, it can cause your target’s defenses to go up, so why make your job any harder?

Instead, when you initially walk up to your target, do so at an angle, not dead on. This is much less aggressive and more under the radar.

Be sure not to face them squarely, since that is rather confrontational. Instead, turn your body to them slightly to “soften” your approach. Just subtly pointing your shoulder at your target will do the trick.

The Conversation is the period of time when you actually start talking to your target.

Now that you’ve opened them, you need to appear cool, relaxed, and slightly disassociated. This can be accomplished by putting your weight on your back foot. Keep
your shoulders back, your chest slightly out, and your feet shoulder length apart. And most importantly – SMILE!

Smiling is the single most important piece of body language there is to convey an engaging, friendly attitude.

It is tremendously important.

If you look at people throughout the day, in a bar, club, bus, work, what have you, most guys are not smiling. Simply by doing that, you’ll make yourself easier to talk to and more engaging (not to mention more attractive!).

There is a school of thought that exists that says you should NEVER smile when you’re trying to get a woman.

Frankly, I think there is merit to this approach, but it depends on both the circumstance, and the woman.

When you boil it down to the basics, when meeting someone you don’t know for the very first time, always err on the side of caution and…

Smile! 😊

It’s easier to recover from appearing too happy than it is from coming off as a big stick-in-the-mud!

Good body language, coupled with good tonality, will make you seem more confident, outgoing, engaging, and fun than anyone else around you. And this will naturally attract people to you and make Opening them easier.
Group Approaches

There’s a secret many people might not know about approaching.

It’s a secret so few people know about, because so few people do it.

But once you know this secret, your ability to meet any woman, any time, anywhere you may want will literally skyrocket!

This was a secret that was hidden from me for many, many years, and it was not until someone shared it with me that I was able to have the kind of successful interactions with women that I’ve always dreamed of.

So you wanna know what it is?

It’s pretty simple.

In fact, it’s so simple that you may in fact KICK yourself for not knowing it already.

So you ready for it?

Okay, hold on, because here it comes:

Approaching groups of people is easier than approaching people who are by themselves!

Is your mind blown yet? I know mine was when I was first told this.

It seems unnatural – you would THINK that a group would be harder to approach than someone who’s by themselves.

However, this is not the case.

The reason for this is that old maxim – There’s safety in numbers.

When people are by themselves, their guards are up. They feel more vulnerable, and so are more resistant to people outside their established social circles.
But when they are already IN those social circles, they feel safe, and their guard actually goes down, making them MORE open to meeting people outside their already established friends.

So if you know how to approach groups of people, your success with interacting with women will increase exponentially.

Group approaches are especially important to know in Bars, Clubs, and Parties. In these venues, people tend to go out with their friends looking to have a good time. You will very rarely find a girl in these places who is by herself.

So if you hope to be successful in these social venues, you MUST know how to approach groups of people (and when I say groups of PEOPLE, that’s what I mean. These groups can be either all women, or women and men).

This is where Group Theory comes into play.

I learned Group Theory from my friend and teacher Mystery. Mystery developed a very effective means of approaching groups of people in any venue, which he learned in his days doing street magic.

He has dubbed this technique Group Theory.

I’ll go over some basics I’ve perfected here, but if you really want to get detailed information on how to do this, I suggest you take a look at my Advanced Multi-Media Course. In it, I go in-depth into how to approach groups of women – even if they have other men in the group! You can check out the Advanced Course Here.

The basics of Group Approaching is very simple. There are two categories of people in every group:

1. Your target
2. Your obstacles

Your target is, of course, the person you wish to get alone eventually so you can begin forming a relationship with them. Your obstacles are anyone in the group who could keep you from doing that.

The first thing to keep in mind once you have determined who your target is and who your obstacles are is this:

You never approach your target first!

Remember earlier how we talked about the danger of telegraphing interest? Well, in group situations, it is even more counterproductive to telegraph interest, because not only will your target put up resistance, but her friends will aid her in that resistance.
So you want to throw off this resistance by **Opening one of your obstacles.**

If you have a group of two people, this is the easiest. You simply Open the person who is not your target.

But when you get groups of three or more people, things get a little more complicated. Which obstacle do you Open?

The truth is, you can Open any obstacle you want.

But the most effective way to Open the group is to approach the “leader” of the group first.

In every group, there is usually someone who takes charge and leads the group in its decision making. You can always tell who the leader is because it’s usually one of two kinds of people:

1. A very assertive and outgoing woman
2. A guy

For instance, if you see two girls walking through a club, and they’re holding hands as they make their way through the crowd, the girl taking the lead will be the leader.

By contrast, in a group of three or more women, the one talking the most or the loudest is usually the leader.

In groups with men in them, they are, by default, the “leaders,” simply by contrast between the sexes. In this case, you don’t have to figure out who the most “Alpha” of the guys are and open him first, the opening of any guy in the group will do.

If your target is the leader of your group, don’t open her right away. Open one of your obstacles and let the leader engage you, then turn your attention to her.

The reason you want to try and Open the leader of a group is because the Leader is your **biggest** obstacle.

If they decide the group should do something else other than talk to you, the group is going to do that and your conversation is going to die a quick and painful death.

Once you have Opened the leader, make an attempt to engage each one of the other obstacles in the group. Tell the group a funny story, show them you’re a cool guy, entertain them, befriend them.

Once the group accepts you, **turn your attention to your target.**
You want to get to your target last, because not only will that deter any notion that you’re overtly interested in them, but once the group accepts you, your target will be forced to accept you without resistance, because you already won over her peer group.

This is what Mystery likes to call “social proof,” which is when you raise your perceived social value by showing that other people find you valuable in some way.

So to break down the strategy for group approaches:

1. Find a Group to Approach
2. Determine who your Target is
3. Determine who your Obstacles are
4. Determine who the Leader is
5. Approach the Leader or the Obstacles
6. Open the Leader or the Obstacles
7. Become accepted by the Group
8. Open your Target

When you have the ability to Open groups of people, your social interactions will become more numerous, because of the fact that most people travel in groups.

_This is the most important skill to acquire if you want to be able to meet the woman of your dreams no matter where you may be!_
Before The Approach

STEP 1

Back when I was a kid, I was in the Boy Scouts. Now, anyone who knows anything about the Boy Scouts will know that tried and true motto: *Always Be Prepared*. It’s simple, it’s elegant, and most importantly – it’s damn effective!

In life, this motto will help you achieve any goal you want. Being prepared for what you want is the best way to receive it. The universe will always give you that which you are after, but only if you are ready for it!

So the first thing you should do before you even step foot outside the house is to **know what you want.**

Seriously. It amazes me how few guys know what it is they want. Here’s a little secret for you: **If you don’t know what you want, you’ll never get it!**

Do you want a one night stand? Do you want a girlfriend? Do you want a wife? Do you want a blonde, brunette, or redhead? Do you want a woman with big boobs? Do you want a highly educated woman? Do you want a woman who is independent? Do you want a woman who smokes? Do you want a single mom? Do you want a woman who loves giving blowjobs? Do you want a woman who is white, black, latin, or asian?

The list can go on and on. The fact is, knowing what you want will help you to get it! Why? Because you eliminate all the other distractions that could keep you from getting what you want or prolong your search.

For instance, let’s say you want to settle down and you’re looking for a woman to get married to. Are you going to waste your time picking up party girls who want to go out every night, dress sexy so other guys can oogle them, and never stay at home except maybe to shower and change clothes?

Of course not!

You’re going to go after women who have settled down and are looking for stability. So this means you have to forget about those nightclubs all your buddies are going to, and look for venues where you can find the type of women you want.
So remember: Always know what you want! To the most minute detail. And don’t be afraid to walk away should one of your requirements not be met.

**STEP 2**

The next step, after knowing what you want, is to ask yourself: Where can I find the type of women I want to meet?

This is really important. Different places attract different types of women. Depending on where you go, you will get a different category of women.

Notice, I’m not saying you can’t meet a nice, stable girl who’s ready to settle down at a nightclub. But your chances of meeting a wild party girl who’s just into hooking up with a guy at such a venue is much greater. So if that’s what you’re looking for, a nightclub is a good bet you’ll meet that type of girl there.

If you’re looking for a girl who’s a little less wild, maybe more intellectual, where would you meet these types of women? Figure out the places where a certain type of woman would congregate. In this instance: museums, book stores, art galleries, and libraries come to mind.

Once you know where the type of girl you want to meet will be, it will be far, FAR easier to meet them! Just think of all the time and effort you’ll save by skipping the venues where the women you don’t want dominate.

Of course, you should always be on the lookout for the type of women you want, so don’t dismiss all women just because the venue isn’t right. But typically, if you’re on the prowl, the location will dictate the type of women you’ll find.

**STEP 3**

Now that you know what you want, and where to find it, it’s time to look at what you’ll be presenting the world. Namely – YOU!

Let’s face it, certain types of women are attracted to certain types of men. Depending on how you look, you will attract a certain type of girl.

Notice, I’m not talking about your physical looks here. We can’t control how good looking or ugly we are physically. But we CAN control our appearance. This includes our hairstyle, our skin, our facial hair, our weight, and our clothing. We can groom ourselves to project a certain image that will attract the women we’re after.

Let’s take an example of this. Let’s say I want to attract a stripper, and strippers are all I want to date for the rest of my life. Now, I know from experience that strippers are very easily attracted to “Rock and Roll” types. This doesn’t mean you can’t date strippers if you like to wear suits or simple t-shirts and jeans. But if you grow your hair long, have
tattoos, smoke cigarettes, and like to wear a lot of black clothing with chains attached, you’re going to have an advantage approaching strippers because they typically like that type of man.

So now that you know what you want, figure out what the woman you’re after wants, and tailor your image to suit that. It will make your job much, much easier when it comes time to meet them.

But regardless of your image, you should always make an effort to look your best. Things like showering, brushing your teeth, and working out regularly go a long way not only in attracting women, but in your general sense of health. Always try to look your best whenever you’re going out in public, because you just never know when that girl you’re looking for will be there.

**STEP 4**

Once you know how you want to tailor your image, it’s time for you to cultivate it. This means you gotta put some money forth. Now, if you’re a guy like me, you **HATE** to go clothes shopping! Not only can it be expensive, but it can be a real pain in the butt!!!

However, putting the time and effort in now will pay off later when you got the girl of your dreams in your arms!

Now that you know what image you want to have, you’ll have to pick the right store to shop at. Different stores cater to different styles, and different bank accounts. Clothing is a mix-and-match game, where sometimes you have to piece together outfit from many sources. But typically, you want a set of clothes to have a certain theme.

For instance, if you work at an office, you want to project a professional image, so all your clothes for the office might be nice, dark suits with monochrome shirts and flashy ties. But when you go out to concerts, maybe you have a bunch of ripped pants and faded vintage T-shirts.

Different environments call for different types of dress.

I believe that we all have different personas in different areas of our lives. Maybe at the workplace, you’re a vicious shark who no one wants to mess with because you really know your stuff and you’re an expert at what you do. That’s your “work” persona. But when you go home to visit mom and dad, you’re quiet and you do what you’re told because you don’t want to fight with your parents. That’s your “son” persona.

We all do this, depending on how comfortable or confident we are in different situations. Your type of dress will determine how strong your persona is.

When you do go shopping for clothes, here’s some advice for you. Take your time! Make sure you’re not rushed, because you’re making an investment in your future. You
need to try on the clothes, see how they look, get opinions from the store clerks (don’t be afraid to ask them what they think or their advice on what to get).

If you’re looking for good, trendy clothes that will work in almost any situation, and won’t totally drain your bank account, I suggest going to your local Banana Republic store. You can usually find these stores in the mall across America. They make great clothes, and their sales are fantastic. I never buy anything there that isn’t on sale because their stuff can be expensive. But the sale items are just as good of quality as the regular items, only cheaper!

If you’re looking to go for the rock and roll/gothic appearance, there are lots of routes you can go. The biggest store that caters to this look is called Hot Topic. You can find these stores in most malls. They sell all sorts of shirts and accessories that go well with this image.

In tandem with that, thrift stores, such as your local Goodwill Store, are good for that and a lot of different looks. Not only are these stores dirt cheap, but you can find hidden gems here, such as vintage t-shirts and the like. Stores like this are very popular with the more “arty” crowd.

If you’re overweight, Casual Male has a great selection of clothes to fit bigger guys, and their clothes range from professional to really, really cool. Because I, myself, am overweight and find a hard time finding pants that fit well in the normal stores, I often go to Casual Male and buy jeans and other pants. Their selection of suits for big guys is really good as well.

The internet is also a great place to find really good clothes. There are tons of websites out there that feature their products and will ship them right to your home, and a lot of times they got great discounts too.

Cheaper outlets like Wallmart, K-Mart, and Target have nice casual clothes, but I wouldn’t recommend going there to find clothes to attract women (though going there to meet women is a different story!).

In addition to your clothes, pay attention to your grooming and hygiene too. Take care of your teeth by brushing at least twice a day and flossing. Try to shower at least once a day to stay clean and fresh (and make sure to wash your nether-regions! You never know when you might need to use them!!!). Take care of your skin and watch your diet. If you can, work out regularly. Thirty minutes a day three times a week is bare minimum for getting healthy. Remember: muscles on men are like breasts on women. The bigger they are, the more attention you’ll get.

**STEP 5**
Okay, so far you know what you want, you know where to find it, you know what image will help you get what you want, and you’ve tailored your image to that. Now comes the most important step to perform before going out to meet women…

**Believing you can do it!**

I am a big fan of the power of belief. I think that if someone believes they can accomplish something, they will. The same is true when it comes to meeting women.

Too often, guys take themselves out of the game before they even get a chance to play. They take one look at a woman and think “She’s so beautiful! She must be out of my league. I could never get a girl like that…”

Their belief is that they’re not good enough to get what they want!

Can you imagine going through life with that belief? What if you were starving, and you saw a big, fat, juicy hamburger with a side of fries on the table before you. Would you say to yourself “That burger looks and smells soooooo good! There’s no way I could eat it. I’m too hungry to eat that beautiful hamburger…”

Doesn’t make sense does it? But guess what: if you believe that you’re too hungry to eat that big, juicy, delicious hamburger, you’re not going to eat it!

That’s how powerful belief is.

You need to make yourself believe that you can achieve your goal of getting a beautiful woman that will suit what you’re looking for. And you have to believe that she will want you as much as you want her! Otherwise, you’re in for a lonely, lonely lifetime.

One thing I will do before I go out to meet women is look in the mirror and psyche myself up. I learned to do this before sporting events, as most athletes do. The difference between a good athlete and a great athlete is his belief in his ability to win. So I’ll look in the mirror and say things like:

- You’re going to meet a girl you like today.
- She’s going to be into you.
- You’re an attractive man.
- You know what women want.
- You’re going to get her, it’s just a matter of time.
- You’re going to have fun.

And various other things. Just say each affirmation for twenty seconds, looking yourself in the eye, in the mirror. Imagine meeting beautiful women, having good times with them, and getting what you set out to get – sex, love, romance, relationships – whatever!

This is what’s called “Practicing Success.”
If you practice success, you will succeed! Because you’re training yourself to receive exactly what it is you want.

And you can do this anytime you want. When you’re board, when you’re driving in the car, when you’re waiting in line, when you’re on your break from work – whenever. The more you practice, the more ready you’ll be to get what it is you want.

Remember that Kevin Costner movie “Field of Dreams?” Build it, and they will come? Well guess what: **BELIEVE it, and you will achieve!**
Part II: Types of Openers

Now that you know some of the basic theories, tactics, and strategies behind the Art of Approaching, it’s time to introduce you to the specifics.

As listed earlier, there are ten different types of Openers that will be discussed in this book.

The Openers are listed in alphabetical order, along with brief explanations of the Opener, the Structure of each Opener so you can eventually learn to construct your own personal ones, and specific examples of Openers that not only illustrate what we are discussing, but that you can also use in your interactions with women.

These Openers are now yours to do with as you please. You can memorize them word-for-word, or mess around with them and create your own variations.

Heck, you can even come up with your own openers by following the structures I list out!

The possibilities are endless.
Advice Opener

One of the best ways to get people interested in you is to present yourself as some type of authority figure.

If you can speak confidently enough about something, while also giving people some much appreciated guidance, you can engage anybody in a conversation.

The best way to present yourself as an authority in someone else’s world is to give people advice.

The Advice Opener is a way to engage someone by doing this, so you not only present yourself as an authority figure, but you also hook them into a conversation.

By nature, the Advice Opener falls under the category of “unsolicited advice.” Often times, this type of advice can come off as annoying, since people neither asked nor wanted any advice from you in the first place.

So to counteract this, you have to give VALUABLE advice to someone in order to get them engaged.

So how do you make your advice valuable?

Well, firstly, you want to make it PRACTICAL.

Urging someone to walk out into the middle of a freeway is quite impractical advice, because you’re advising them to put themselves in a bad situation. When we say practical advice, we are talking about advice that can give it’s recipient a logical benefit, and is something they are actually physically capable of following.

The second way to make your advice valuable is to make it positive and supporting of your target’s choice.

This is important, because when you support your target’s choice, you are not only telling them what they want to hear (and therefore will be accepted more readily), but you are also suggesting a commonality between you and your target.
And when you make the advice positive, you are presenting an attractive option that you’re target may follow. And if they accept your advice, you have established yourself as an authority.

On a quick note, Advice Openers are also somewhat context dependant. If it doesn’t look like your target is in a situation where she needs advice, it might be preferable to Open with another type of Opener.

So with this in mind, let’s get to the structure of a solid Advice Opener.

**Structure**

After spotting your target, observe her situation and find something to comment on. Then, approach your target by offering your advice, and end by engaging them in some fashion.

**Intruder → Offer Advice → Engage Target**

As I mentioned before, this type of Opener is rather context dependant.

You can usually find a way to give someone good advice by analyzing the context you are in and the possibilities that your target may explore.

Think of it like a chess game: What are the possible moves your target is going to make? Help them pick the best move and share with them why they should make it.

**Examples**

--- *The “Gas” Opener*

I’ve used this one at gas stations with some success.

Occasionally, while you’re fueling up your car, you’ll see a rather attractive woman doing so nearby.

If this is the situation, I’ll see how much she’s spending on gas. If it looks like she’s filling up her tank, I’ll usually call out:

“Hey, you know, you should never let your gas gauge fall below ¼ of a tank. All sorts of dirt and grime accumulate at the bottom of your gas tank, and if you go past the ¼ mark, you are putting all that dirt and grime into
your engine. It’ll save you lots of money in the long run on car repairs. Do you know a lot about cars?”

This is actually good advice when it comes to vehicle maintenance, and most women don’t know this little trick.

If you notice, I take a read on the situation, offer this advice, and then engage the girl by asking her about her knowledge of cars. Most of the time, women won’t know a lot about the subject.

But this gives you the opportunity to segue into something they do know a lot about, and BOOM! You’ve got a conversation going. Notice that this piece of advice is also something the woman can realistically do, so it’s not worthless advice.

That’s the real key to making Advice Openers work.

--The “Cheer Up” Opener

This one works well if you see a girl who’s by herself either waiting, looking bored, or has a frown on her face. Simply walk to her, point, and say…

“Hey, cheer up! Things can’t get much worse!”

This will usually get a laugh or a smile. You can then segue into this follow-up.

“You know it takes fewer muscles to smile than it does to frown? Why do you think that is?”

From here you can talk about the difference between being happy and being sad, or any number of other things. But this is a good Opener to use because it’s quite positive and energetic.

When in doubt, you can never go wrong by advising someone to smile!

--The “Closed-Off” Opener

This Opener works well when you see a woman standing around with her arms crossed. Approach her and say…

“Hey, is everything all right? You looks so closed-off with your arms crossed liked that! If you uncross them you’ll look so much friendlier!”

This’ll get them to uncross their arms. This is a neat little body-language trick, because once your target’s body language is corrected, their attitude will follow and they will become more open to conversation. Just have a story ready or stack
another Opener on top of this one, because even though this bit of advice Opens, there’s not many places you can go with it conversation-wise.

**Conclusion**

Advice Openers can be any suggestion you offer your target that is practical and positive.

Often times, these types of Openers will rely on your own personal knowledge and opinions.

But when the opportunity presents itself, as long as the advice is real and sincere, don’t be afraid to share it with your target.
Compliment Opener

The compliment is probably the oldest Opener known to man.

This is perhaps its greatest weakness.

Because the Compliment Opener has been used so often, it has lost much of its sincerity.

Though, that’s not to say women don’t love flattery. But what you might find interesting about your target and compliment her on may be something she hears all the time, and this not only fails to distinguish yourself from every other guy out there, but it also fails to engage your target.

I remember when I was out at a bar one time and talking to a guy I had bumped into. He was waiting around, drinking his drink, eyeing a group of three girls up at the bar. Suddenly, his opportunity presented itself as two of the girls left for the bathroom, leaving their rather attractive friend unattended at the bar. This guy turned to me and said:

“It’s been nice talking to you, but I’m gonna talk to that girl now.”

Interested in what he was going to say, I asked him what he was going to Open her with. He said…

“She’s got on a cool shirt. I’m gonna compliment her on her shirt. Girls love it when guys notice things about what they’re wearing.”

I couldn’t help but cringe.

Sure, the girl was wearing a really cool, jewel encrusted shirt, but I knew that she’s probably heard “Hey, that’s a cool shirt” a million times before.

I tried to tell this to the guy I was talking to, but he dismissed me and went to talk to the girl anyway. I watched for a few minutes as he complimented the girl on her shirt, and she promptly ignored him until her friends came back, at which point the whole group gave him the cold shoulder.

Honestly, girls hear compliments all the time, and though it’s nice to be flattered, they will often see through your reason for complimenting them – i.e. you telegraph interest when you compliment a woman.
But Compliment Openers can work if done right.

By “Doing it right,” I mean complimenting a girl on something that is unique, and not every guy will notice. This usually means complimenting her on something OUTSIDE her physical beauty or fashion tastes.

Not only will this kind of Opener make the girl feel good, but will make you stand out from all the other Moes who approach her.

**Structure**

Compliment Openers can be difficult because you have to have something to compliment the girl on. So with that in mind, you must first notice something about the girl you can compliment.

The structure of a good Compliment Opener is as follows:

Notice something unique about the girl → Intruder → Compliment your Target on her Unique Trait. → Question or Introduction

You are usually looking for something that is “outside” the girl’s normal reality to comment on. Something she may not know or others may not notice about her.

This usually has to do with her body language, attitude, or energy. Once you establish this unique trait, lead it into a conversation by asking her about it or introducing yourself.

**Examples**

--The “Dancer” Opener

This is a good one to use if you’ve gotten a chance to see a woman walking in some way. Simply approach and say:

“Hey, are you by any chance a dancer? Because you move with such grace and confidence, you have to be professionally trained. Who’s your teacher?”

If she says she’s not a dancer, follow up with:

“Well, I bet if we get you in a club that’s a different story.”
Complimenting a girl on the way she moves has a somewhat sexual undertone, but is not overtly sexual. Nor does it telegraph interest on your part.

Noticing the way a woman moves and commenting on it can be quite flattering to any woman, because they’re not used to hearing about it.

--The “Walking in Heels” Opener

This is an Opener you can use if a woman is wearing high heels. Walk up to her and say:

You: “How high are those heels?”
Her: (answer)
You: “Wow, you know, you really know how to walk in them. Most women are so clumsy and uncoordinated. It’s such a lost art. Good to know there are still some women around who know how to do it right. Did you have to go to charm school for that? How’d you learn?”

This is a strong compliment because it implies a certain kind of sophistication on the woman’s part. It also exalts her from other women and makes her feel like she stands out from the crowd.

This is another compliment that is subtly sexual, because walking in heels is a very feminine thing to do, and by complimenting her on it, you are really complimenting her on her femininity.

--The “Settle Down” Opener

I like to use this one on girls who are dancing, having fun, and generally being the “life of the party,” so to speak.

(Walk up to the girl)”Hey now, you have to settle down. You’re making all the other girls look bad! That’s not cool.”

This is, of course, meant to be said in a joking manner. You are complimenting the girl on outshining all the other girls in the vicinity in a funny way that’s not too direct. I have opened a great many successful interactions with this Opener. The best follow up I’ve found is this:

“But, if you REALLY wanna get everyone jealous, let’s show them how it’s done!”

And then proceed to dance with them or drag them to the dance floor.

--The “Confidence” Opener
You can use this Opener with any girl who seems very assertive or opinionated.

Also, if it looks like the girl knows where she’s going or what she’s doing, this is a good one to throw at her.

“Wow, you are SO confident! Are you like the CEO of a company or something? Because you act so completely sure of yourself, it’s amazing. Do you find that people are often too intimidated to talk to you?”

Women like to be told that they seem strong and confident.

And the thing about people being intimidated to talk to them will often strike a chord with women because, especially if they are beautiful, they might find that people often ARE intimidated by them.

--The “Girly Girl” Opener

This is one to use if your target is very feminine.

What we mean by “girly” is when a girl is almost immature in her femininity. Most young party girls will often act overly “girly.”

“Oh my God, you are so GIRLY! You know, most women today think they have to be all tough and macho because of feminism and stuff. It’s so great to see there are still girls out there who like being girls.”

I like this Opener because you are complimenting her on something that she’s probably been made fun of about in the past, and she’s probably rather insecure about it.

But like the “Walking in Heels” Opener, this one points out her femininity and encourages it, and therefore has subtle sexual undertones.

Conclusion

As the old saying goes: “Flattery will get you everywhere.” You just have to know the right things to flatter. With Compliment Openers, you can Open anyone in a way where they are guaranteed not to be offended. You just need to make sure you are sincere enough in your compliments so as not to telegraph your intentions.
Direct Openers

This is probably the most dangerous form of Opener there is, not just because it telegraphs interest quite blatantly (and therefore your intention) but it is also the easiest for a girl to reject.

However, if pulled off correctly, the Direct Opener can be very effective.

The purpose of a Direct Opener is to automatically take charge of the situation you’re in, and impose your agenda on your target.

It is a very blunt way of taking over your target’s reality and imposing your own upon them. But it’s this imposition that also creates resistance from your target.

However, if you’re skillful enough a conversationalist to bypass any resistance, this type of Opener can get you in with your target fast!

Structure

The structure of a Direct Opener is a relatively simple one. It is:

Intruder ➔ Statement of Intent

That’s it.

You just interrupt your target’s reality and tell them why you’re doing so.

The purpose behind doing this is to communicate that you are not intimidated by your target and you make no excuses for your desires.

Examples

--The “I want to meet you” Opener
This is a relatively simple one. All you do is walk up to your target, smile, and say:

“Hi. I like you. I wanted to meet you. My name is…”

Once you’ve introduced yourself, you can take the conversation anywhere you want to.

--The “Drive-By” Opener

I call this the “Drive-By” because you are adding in a time constraint into the interaction which usually telegraphs an impulsiveness of some sort.

“Hey, I can’t talk long, but you seem really cool and I wanted to meet you. My name is…”

This is good to use if it looks like your target is in a hurry and doesn’t have time to talk.

On the flip side, it’s good if YOU’RE in a hurry and really don’t have time to talk.

After using this one, you’re gonna want to hurry and get her contact information or set up a meeting.

--The “What’s your name” Opener

This is an Opener where you start off by making the girl introduce herself. An Oldie but Goodie.

“Hi, what’s your name?”

From here, it’s typically best to either introduce yourself in return, launch into a story of some sort, or give her instructions to further your interaction.

You can even stack a few more Direct Openers on this one. For example:

You: “Hi, what’s your name?”
Her: blah, blah.
You: “I really like you and wanted to meet you. My name is…”

--The “Joey from Friends” Opener
I call this the “Joey” Opener because the character Joey on the television show “Friends” popularized this Opener. It’s meant to be said jokingly in your best New Jersey accent.

Walk up to a girl, look her over, smile, then say:

“How YOU doin’?”

Some girls love this because it can be really funny, and if they’re a fan of the show, they’ll get the humor.

Some might not respond to it, but if that’s the case, you can point out they either don’t know the joke or aren’t a fan of the show.

--The “Leer” Opener

This is a bit of a risky Opener because it’s quite overtly sexual and could turn a girl off. But if done with the right attitude and the right context, it can be quite fun.

Basically you want to noticeably walk up to a girl, look her up and down, smile, nod, and say:

“Yeeeeeaaah…”

The girl will either be flattered and play along, or she’ll be offended and creeped out. If the latter is the case, apologize by saying:

“Oh, I’m sorry. I didn’t know you were so sensitive. I take it back, I don’t find you attractive at all.”

If this offends the girl more, trust me, she isn’t someone you want to get to know better. But most girls will come around after this one, especially if you do it with a positive, joking attitude.

**Conclusion**

These are a few examples of Direct Openers. There are countless others. Everything from “Wanna dance?” to “How much for a blowjob?” can be considered “Direct.” The most important thing to remember when using this type of an opener is to be congruent with it and make no apology for your rather blatant desires as a man. If you stick to it, though your target may not go for you, they WILL, at the very least, respect you.
Drama Opener

Whether it be in movies, television, or real life, nothing captures the attention of someone like DRAMA!

But this is true especially when it comes to women. Drama gets the emotions stirred up, and has the ability to enrapture people and engage them in powerful ways.

The Drama Opener is more of a story of a dramatic event that usually involves some type of conflict.

Like all good stories, it has its characters and it’s climaxes, and usually a bit of humor as well. But one thing to keep in mind is that you always want to put yourself in the drama in some way in order to help you engage your target.

By making yourself part of the drama that unfolds, you in essence make it YOUR story.

And nothing is more powerful than sucking someone into your story.

But one thing you want to be careful of is to make sure you are not the INSTAGTOR of the drama. If you portray yourself as the cause of these conflicts, people may be scared to interact with you.

After all, people love drama, as long as THEY are not a part of it.

Structure

The idea behind Drama Openers is that you want to hook your target right away, and then launch into the story that is the source of the drama.

In order to do that, you’re going to want to engage you’re target’s curiosity, while at the same time linking that curiosity to you.

To do this we use what I call a “Hook Statement.”

A Hook Statement is anything that puts you in a story in such a way that your target becomes intrigued. The following is an example of a Hook Statement I like to use:
“You won’t believe what just happened to me.”

The above statement not only engages your target by challenging them to believe what you are about to tell them, but it also thrusts you right into the forefront of the story and your target’s attention.

So the structure of a good Drama Opener is this:

**Intruder ➔ Hook Statement ➔ Story ➔ Resolution**

The Resolution is where the drama comes to close in your story. It’s usually best to include some type of humorous outcome or lesson in the resolution that resonates with your target.

**Examples**

---The “Car on Fire” Opener

This is an example of a real life situation that I adapted into a good Drama Opener. This one is good to use with solitary targets or groups in pretty much any situation.

“Hey guys, you won’t believe what just happened to me.

I was eating dinner with a few friends of mine at this restaurant, and all of a sudden, we hear this scream. And we look up and see a car in the parking lot with smoke billowing out of the hood!

And the girl who owns the car is out there freaking out. So the first thing that runs through my mind is “This car is going to blow up!”

So I get up and tell everyone to get away from the windows and to the back of the restaurant.

But instead of that, everyone whips out their cell phones and digital cameras, and runs outside to start taking pictures of the car! Meanwhile, flames are engulfing the hood of the car, and all these people are standing not five feet away taking pictures!

Can you believe that? I mean, why would anyone endanger their lives for a few stupid photos!”

(If they ask what happened, use this Resolution)
“Well, eventually the fire department shows up and tears the hood of the car off so they can put out the fire.

As they were doing this, one of the firemen was yelling at everyone for videotaping everything and not seeking shelter. It was quite exciting.

I got some really great pictures to remember it by too.”

So the Resolution to the story is that you ended up doing something which you criticized others for doing as well, which will usually get a laugh.

But you also paint yourself as a man of action by taking the initiative to try and save people by telling them to get away from the danger.

--The “Street Brawl” Opener

If people go to enough bars or clubs where over-testosteronized guys consume copious amounts of alcohol, chances are they’ve seen fights break out. So stories where you talk of witnessing fights outside of clubs and bars are relatable to pretty much anyone, but no less exciting.

This Opener works best on mixed groups that contain both men and women.

“Hey guys, you won’t believe what I just saw.

I was outside of this club, right, and there was this BIG guy outside with a mohawk. And he was arguing with this little preppie guy over something, I don’t know what.

And all of a sudden, this mohawk guy just CLOCKS the other dude – hard!

Not only does he punch the guy, but he follows through with his elbow, so it’s like a straight 1-2 hit!

And the guy who got punched just stands there for a minute, like his brain doesn’t quite realize what just happened, and he falls straight back onto the concrete like he’s stiff as a 2-by-4, and just lays there looking straight up into the sky with his eyes wide open.

And everyone’s looking at this just stunned. And this guy isn’t moving, isn’t even blinking, and I’m thinking “Crap, this guy is dead! He’s fucking dead and I’m a witness!”

(If they ask what happened next, use this Resolution)
“Well, his friends helped him up and the guy snapped out of it and he started talking shit again. So the mohawk guy comes back and tries to throw down, and their friends are holding them apart.

Eventually the cops show up and everyone gets arrested. The funny thing is, these guys who got arrested drove their girlfriends to the club, so these poor girls were stranded.

Me and my buddies ended up taking them to get something to eat and then home. We’re lovers, not fighters, you know?

But I’m sure those guys worked out their differences in prison.”

This Opener is meant to show that you’re more of an intellectual than a ruffian, and that you look down your nose at physical violence, and prefer to be a good lover as opposed to a good fighter, as you imply with the resolution of the story.

--The “Cat Fight” Opener

Like the “Street Brawl” Opener, this one has to do with two GIRLS fighting as opposed to two GUYS.

There’s a different dynamic when girls fight because in a way it’s more rare and interesting to hear about than guys throwing down.

This Opener works best on groups made up of only women.

“Hey guys, you won’t believe what I just saw.

I was outside this bar, and there were these two girls arguing with each other. I guess they used to be best friends or something, and one of them stole the other girl’s boyfriend.

All of a sudden, one of them grabs the other by the hair and DRAGS her down to the ground!

And they’re on the ground clawing at each other and slamming their heads into the concrete, and the guy they’re fighting over is standing there with his friends LAUGHING at them, like it’s sooooo cool that he has two girls fighting over them.

Can you believe that?”

(Next, use this Resolution.)
“Yeah, I’m a real cold-hearted BASTARD, aren’t I? Actually, I’m curious, would you ever fight over a guy like that?”

The “Cat Fight” Opener is meant to be a fun, entertaining story that implies you’re somewhat of a ladies man, albeit jokingly. But it also leads into a conversation as to whether the women you are talking to would ever be passionate enough over a guy to fight over him.

--The “G-String” Opener

This one is a good, funny Opener that deals with the kind of relationship faux-pas many girls love to talk about.

“Hey guys, you won’t believe what’s going on with a friend of mine and his girlfriend.

They’ve been dating each other for six months now, and my friend really loves her. But they had this big fight a few weeks ago, and she went to visit her mother to cool down.

While she was gone, my friend was so depressed, that he ended up hooking up with some random girl he met in a club.

Anyway, a few days later, his girlfriend comes back, and she finds this girl’s thong panties under the bed, and she KNOWS this thong isn’t hers.

So she confronts my friend on this, and he lies and says that the panties are his! And that he likes to dress up in women’s underwear. So I don’t know if his girlfriend knew he was lying and just wanted to punish him, or if she really is into this or not, but she said she thinks that’s really kinky and wants him to wear women’s underwear around the house.

So he’s been doing this for a few weeks now and is absolutely… MISERABLE!”

(Next, use this Resolution)

“So I think he should just come clean and let his girlfriend know what happened.

What do you guys think? How important is trust in a relationship?

Or do you think some things should remain hidden, even if it means being miserable?”
This is a pretty funny story, and the resolution is one where you open up further conversation about relationships, something women love to talk about.

Sometimes, the girls will even think you’re talking about yourself! To which you can reply shyly “Yeah, it is me. But it’s STRICTLY a comfort thing, okay?”

**Conclusion**

Drama Openers can be any story that has to do with some sort of conflict.

All you have to do is watch a soap opera to get an idea of what kind of drama women like.

It’s usually light drama, where no one gets killed, or some funny situation someone has gotten backed into. Try to keep the stories funny and engaging, with surprise twists and turns to keep people interested.
**Insult Opener**

To call this an “Insult” Opener is a bit of a misnomer.

Perhaps a better name for it would be an “Undermining” Opener, because the purpose of this Opener is to say something nice to someone to Open them up, but then undermine it right away to make the person you’re Opening insecure to the point where they feel the need to either correct you or prove themselves to you.

The reason for doing this may be because your target has too high a perceived social value or is being obnoxious or bitchy.

This can be a tricky type of Opener to pull off, because you do run the risk of offending your target. But sometimes people need to be humbled before they are able to relate to you on a more personal level, and the Insult Opener is the best way to do it.

Probably the best trait of an Insult Opener is that it forces your target to engage you.

This type of Opener is meant to either create or prey on insecurities that are already present within your target, and get them to try and explain to you why these insecurities exist. Once this happens, the target is effectively engaging YOU.

This is the real power of an Insult Opener, because anytime your target feels the need to prove something to you, it ups your perceived social value in their eyes on a subconscious level.

**Structure**

A good Insult Opener is never overtly insulting. Rather, it’s more of an “unkind compliment.” Something where people know it wasn’t quite a nice thing to say, but they can’t tell for sure.

The structure of the Insult Opener is:

   **Intruder ➔ Compliment ➔ Undermining Statement**
It’s very important that the Compliment is made FIRST, before the Undermining Statement, otherwise you run the risk of offending your target and ruining the interaction before you have a chance to turn it around and engage them.

Examples

It should be noted that most Insult Openers are not meant for groups, but should rather be directed at individual targets.

By preying on the insecurities of an individual, you can use their uncertainty in themselves to your advantage.

However, when preying on the insecurities of a group, there are factors present within the group which may react badly to your Opener and turn the entire group against you. It is better to use this type of Opener with sniper-like precision rather than a carpet bomb.

--The “It’s still nice” Opener

This is an Opener you can use if a woman has something about her which is obviously fake, for example: She dyes her hair. Be sure to say this with a smile, and as genuinely as you can.

“Wow, you’re hair is gorgeous! Is it naturally (whatever color her hair may be)?”

Get her answer. After she says “No,” follow up with this Undermining Statement:

(looking disappointed) “Oh. Well, I suppose it’s still nice.”

You can do this with fake nails, fake breasts (in certain venues), fake eyelashes etc. You can even adapt it to clothing your target may be wearing.

Notice that with this type of Opener, you actually WANT to compliment women on physical attributes – which is the opposite of the Compliment Opener. But when you undermine these physical attributes, it has a much more powerful effect than simply complimenting them.

Notice also that this Opener is not the MOST engaging Opener there is. That’s why you need to launch into another Opener or story right afterwards.

--The “Mimic” Opener

This is a fun Opener to do, and can actually be quite entertaining (though not for your target, who may get annoyed with you doing this – but that’s not always a bad thing!).

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The idea behind this Opener is to start imitating your target in the most annoyingly whiny, over-exaggerated, girlie-voice you can muster.

Girl: (talking to her friends) “Oh my God, I saw the most amazing pair of shoes today…”
You: (in high-pitched tone) “Meeeh!!! Ohmuhgawd! I saw the most amazin’ pair ah SHOES today…. MEEEEH!!!!”
Girl: “Seriously, I want to get them.”
You: “Meeeh, lookatme! I wanna buy some shoes! MEEEEH!!!!!”

And on and on it goes.

This is a good Opener to use if the girl is holding court and you’re standing nearby.

Eventually the girl will engage you about what you’re doing, at which point she is effectively Opening you. From here you can either tell her you’re just busting on her because you couldn’t resist, or apologize and move onto another Opener or story.

If you do this right, people around you will be laughing. If you do it wrong, those people won’t be around you for long.

--The “Did he call?” Opener

This is an Opener I use when I see a girl checking her cell phone or just getting off her cell phone. Simply acknowledge her and say:

“Did he call yet?”

This is implying that she’s desperately waiting for her boyfriend or some guy she likes to call her. There are two possibilities that are common responses to this Opener. Either the girl will say “No.” Or they’ll ask “Did who call?”

With the “No,” follow up by saying something like:

“That’s a shame. You seem like such an amazing woman! Is there something wrong with you?”

With the “Did who call?” response, follow up with:

“You know, the guy who’s head-over-heels in love with you. Or are you playing hard to get with him too?”

With either of these follow-ups, you’re undermining the statement you made before and setting the stage for her to correct your statements.
Once that happens, you’ve got her.

--The “I don’t like you” Opener

This is an Opener where you suddenly, out of the blue, say to your target:

“Hey, you know what? I don’t like you. We’re not going to get along.”

This is a change from the typical structure of the Insult Opener because you are starting off with an overt negative statement instead of a compliment. But the undermining is the same.

Usually a girl will respond like “What? Why?” or “Okaaaay…” to which you follow up with:

“It’s because we’re too much alike. I can tell we have too much in common. All we’ll do is fight and fight and fight and fight and have hot, steamy make-up sex, and fight some more. And I can’t be in a relationship like that, it’s just too emotionally charged.”

You undermine the insult by following it up with a commonality, and then make a joke out of it.

This is a rather overtly sexual Opener, because of the “make-up sex” line, but in a way it relieves the hostile tension while replacing it with a sexual tension, which is a good thing.

This Opener does quite well for me in Bars and Clubs.

Conclusion

The Insult Opener isn’t always the best way to start off an interaction, but sometimes it’s necessary to prey on your target’s insecurities as well as play against expectations of presenting yourself as neutral or favorable of your target. By setting yourself up as someone your target has something to prove to, you can effectively shift the responsibility of starting a conversation to your target instead of you trying to engage them.
The Joke Opener

In a way, the Joke Opener is the most powerful way to Open a target, but it is also the most difficult Opener to do.

The reason it is difficult is because the Opener has to be funny.

But the reason it’s powerful is because it gets your target laughing, and laughter is instantly disarming, and raises your perceived social value to the target.

Another reason why this type of Opener can be a bit sticky is because you’re going to have to be congruent with the funny/entertaining aspect of it.

For instance, if you’re a stick-in-the-mud with the emotional expressiveness of Al Gore, or better yet, a cardboard box, and the only funny thing you do all night is your pre-memorized Joke Opener, people are going to know something’s off and you’ll lose your target.

But if you’re a funny guy, or even a somewhat intelligent guy who can crack a joke or two, an Opener like this should work just fine.

Structure

So how do we construct a good Joke Opener?

Well, the basis of a joke – or any form of humor at all – is the unexpected.

Think about every funny joke you’ve ever heard. The punchline is always something you weren’t expecting. So in order for you to construct a Joke Opener, you have to have a set up that leads someone to believe one thing, and then a punchline that unexpectedly brings in a new perspective to the set-up.

So here’s the structure:

Intruder → Set-Up → Unexpected Punchline
Just make sure the set-up and punchline are quick ones. Nothing kills humor faster than a long, drawn-out set-up!

**Examples**

Here are a few examples of good, solid Joke Openers.

--- *The “Good-Looking People” Opener*

This Opener works well if you’re not a “conventionally” good looking person and your target is quite good looking.

This is also best to use in low-key settings with solitary targets (for example, standing in line).

Basically, you walk up to your target, and say the following…

(Shake your head in an exasperated way) “Hey, let me tell you something about good looking people… we’re not well liked.”

You may have a delayed reaction from this one, but once people get the joke, you’re value will be raised in their eyes because it’s “smart humor.”

And the fact that your target got the joke will make them feel like they are on your level of intelligence, which will help validate them and open them up for further conversation.

--- *The “Gay Cow” Opener*

This Opener is very effective on groups, and I have used it to open numerous groups of women with great success. It’s typical “girl humor,” and is most effective on groups made up of all girls.

“Hey guys, what do gay cows eat?” (after they respond, twirl your finger in the air, and in your best gay voice, say) “Haaaaayyyyy!”

Girls will never fail to crack up at this one. It works great at parties and club/bar environments.

--- *The “Keg” Opener*

The “Keg” refers to a “Keg of Beer.” I used to use this Opener in college with great success. It’s a rather overly sexual Opener, but if delivered right, the girl will usually laugh. It does walk the line of being a “cheesy pick-up line,” however, so you must be in a confident, jokey mood to do it right.
(Walk up to a girl, point at her pants) “Yo, do you got a keg in your pants?” (She’ll usually look at you with a blank, confused stare, or respond “No.” After this, smile and say jokingly) “’Cause I’d like to tap that ass!”

After this, you can even throw in a “snap” of the fingers or two and move on.

This Opener works best at wild parties where alcohol is prevalent. It’s usually most effective on younger party girls, and is great for “short set” method where you bounce from one target to the other.

--The “Wanna Fight?” Opener

This is a quick and easy Opener that is meant to be used in bars, clubs, and parties where people are out to have a good time. It’s similar to the “Keg” Opener in the respect it is meant to be said with the same amount of tongue-and-cheek.

(Walk up to your target with a serious look on your face, scowl, shake your fist, and say)”Wanna fight?” (Get your target’s response, or let the question hang for a minute, then smile devilishly and say) “Then we could have make-up sex.” (The target will usually laugh. But even if they don’t, proceed.) “I’m just kidding. We don’t need to fight to do that.”

This is a fun one, because the Opener “Wanna fight?” instantly telegraphs you’re not serious and that there is a joke implied in your interaction.

Women seem to respond pretty favorably to this Opener, but I haven’t had much success with it in less social venues, such as coffee shops and bookstores where women aren’t as outgoing.

Conclusion

Basically, any joke that is quick and relatively simple is great to use as an opener. A good investment in some cheesy joke book at any Barns & Noble can literally give you hundreds of ways to open women in any situation.
Online Openers

With the popularity of the Internet, it is impossible to dismiss it as a way to meet the girl of your dreams.

We’ve all heard the stories of people finding their soulmates and one true loves through places like Match.com and Yahoo! Personals.

In a way, meeting people Online can be so much easier than meeting people in real life.

Then again, in other ways, it can be more difficult.

Difficult because you have no knowledge of their environment, or even if they are who they say they are. But regardless, there are tricks you can do Online to get people interested in talking to you and meeting in real life.

Structure

The structure of Online Approaches varies, but I’ll lay out the ones I have used with great effect. There are two kinds of structures for approaching online: one for E-Mail, and another for Instant Messaging.

E-Mail

Greeting → Funny Demonstration of your Target’s Reality → Create Curiosity about Yourself → Issue a Challenge.

Instant Messaging

Greetings → Issue a Challenge

You’ll notice that the structure for an E-Mail Opening is more involved than the Instant Message Opening. This is because Instant Messaging is meant to engage the target quickly before she is distracted by something else. E-mail allows you to take your time a bit and build a letter that will engage her better.
Examples

The “Whammy” Opener

This is an e-mail that I like to send out that always Opens girls very well.

I call this the “Whammy” because I get maybe 5 or 6 responses from every 10 I send out with this one.

The trick is, with any e-mail you send out on a dating service, to be light and funny. You may want to come up with your own following the structure I lay out above instead of using this one. Nothing’s worse than sending out a letter to find out some girl got the exact same thing from a buddy you shared it with (and this book is sharing this with a lot of guys!).

So here’s the Opener:

Hey little miss (insert her screen name here),

Either you’re just using that name to hide from the police, or your parent’s were awful cruel to you. Anyway, you’ve probably gotten a few dozen e-mails from losers who are freshly divorced from their 8\textsuperscript{th} wife, have 5 bratty kids, a sexy picture of an overly-hairy back on their profile, and who just got promoted to flipping burgers at McDonalds. Either that, or you’re being hit on by the geriatrics who discovered the Internet and Metamucil at that same time and are feeling as virile as a twenty year old.

Well, I’m not going to spend too much time talking about myself, but I’m good looking, muscular, funny, exciting, adventurous, cool, a real man’s man -- the kind of man other men want to be, and women want to be with! But most of all, out of everything else, my best trait is… I’m modest. ☺

So if you’re looking to further your career at McDonalds, or think that Liver Spots are really, really hot, then I’m not the guy for you. But if you want to meet up and have a great time and some great conversation, then we should get together. If you think you can handle it, that is!

Talk soon,

(your name)
(your e-mail address)

I usually like to include her screen name in the e-mail because it personalizes it a little bit, but it also helps you keep track of who responds to you.
You also always want to include your personal e-mail address so women who aren’t subscribed to the service can e-mail you back if they like your letter.

But if you notice the structure of the e-mail, in the first paragraph, I showed I have an understanding of her reality in a funny way.

The fact is, most internet girls get LOADS of responses from loser men every day. So by making fun of that, she instantly connects with me and what I’ve written.

In the second paragraph, I create curiosity by talking about myself in an overblown manner, and then undermining it by saying I’m modest.

This’ll make women curious to know who I REALLY am.

And in the last paragraph, I issue a challenge.

This is why I think I get so many responses from this e-mail, because I’ve set up I’m funny and interesting, but I make it sound like she isn’t, so now she’s got something to prove to me.

And the only way she can do that is to e-mail me back.

You can follow the exact same structure in any e-mail you send out. I’m sure it’ll get just as good of results!

--The “Who are You?” Opener

This Opener I use primarily for Instant Messaging. It’s quick, easy, and issues a challenge quite nicely.

“Hey, who are you and what are you doing on my computer?”

This’ll start up the IM conversation quite nicely.

--The “Dork” Opener

This is another Instant Message Opener that is meant to issue a challenge quickly and get a conversation going.

“What’s up, dork?”

Calling a girl a Dork is an inherent challenge. Inevitably, they’ll try and prove to you they aren’t a dork, or argue with you about it. Before you know it, they’re in a conversation.
**Conclusion**

Basically, you don’t need much to Open someone over Instant Messenger.

If they’re on IM anyway, they’re usually bored enough to speak to anyone!

Just be sure to spell right and make your grammar and typing as nice as possible to present the best possible image of you being a smart, intelligent person.

Also, keep in mind your goal for Opening anyone over the Internet is to get to talk to them on the phone or meet them in real life. So your conversations after Opening should be geared towards making that happen.

The key to being successful online is getting things OFFLINE as soon as possible!
Opinion Opener

Opinion Openers are, for my money, the best type of Openers out there.

This is because these types of Openers are engaging, do not telegraph interest, and can lead to some really great conversations.

The best way to engage someone for the first time is by asking their opinion on something.

When doing so, you are able to get them to invest their own personal thoughts and feelings into your burgeoning conversation.

And once that’s invested, they are more likely to commit themselves to the interaction.

A good Opinion Opener can be anything that does not telegraph interest, while presenting options to your target that helps to encourage them to give and expand upon their opinion.

I first learned Opinion Openers from a good friend of mine, Tyler D., who learned them from one of his friends who goes by the nickname “Style.” (hey, it’s an internet thing, what can I say?)

Tyler teaches live, in field workshops where he actually takes guys out to bars and clubs and teaches them to interact with women using all types of Openers, the Opinion Opener being one of the most popular. In fact, his techniques at picking up women are so effective, that Rolling Stone Magazine took notice and profiled him!

Talk about recognition!

Structure

One thing I want to introduce with an Opinion Opener is the idea of a “Preface.”

Basically, a Preface is something that goes before the Opener you are about to use that sets the stage for how your target is going to interact with you.
For the Opinion opener, you almost always want to introduce it with an Intruder and a Preface.

For example:

“Hey guys, I need an opinion on something…”

When you start the interaction with a Preface that requires someone to give their opinion, it engages your target and lets them know right up front what you want from them.

But it also throws them off the scent of your real intentions, which may be to get a date, or a phone number, or what have you. You can even preface it even further by tailoring the Preface to your target by adding in the word “female” into it.

For example:

“Hey guys, I need a female opinion on something…”

This is even more powerful because it gives a reason for approaching women to begin with, because a female opinion is needed, as opposed to an opinion any joe schmoe could give you.

But this also engages your target’s femininity, which has those subtle sexual undertones we’ve talked about before.

Anyway, the structure of the Opinion Opener itself has to do with setting up a situation that has many options, listing those options, then engaging your target’s thoughts and feelings on those options.

**Intruder → Preface → Story or Situation → Options on Outcomes to Story or Situation → Engagement of Target**

You want to present two or three options to your target.

You can do an “open ended” Opinion Opener, but you run the risk of people being too overwhelmed by the number of options that may run through their heads.

It’s always best to present your targets options from which they have to choose from. Limit your options to two or three possibilities. Any more than that and you run the risk of overwhelming your target.

**Examples**

--The “80’s Dog” Opener
I have tested this opener out in bars, clubs, and other venues, and it works extremely well pretty much anywhere. The Opener is as follows:

“Hey guys, I need a quick opinion about something. My friend just got two dogs, a Pug dog, and a Beagle dog. She wants to name them after an 80’s pop duo, but I can’t for the life of me think of a good one. Do you guys have any ideas?”

The game here is to keep presenting options to the group, and then disqualifying those options. The real sneaky thing here is that there are no well-known 80’s pop duos, so this conversation can last a long time, and that allows you to segue into a deeper conversation.

Here are a few of the options you can talk to them about:

- “I was thinking Sonny and Cher would be a good one, because the Pug dog is a male and the Beagle dog is a female. But they’re 70’s, not 80’s, so that won’t work.”
- “Maybe Axel and Slash would be good, but they’re rock n’ roll hairband style, plus one of the dogs is a female, so that won’t work at all.”
- “Milli Vanilli was a thought, but those are both guy names. We need a female name. Plus, Milli doesn’t fit a Pug or a Beagle. That’s more of a Jack Russel Terrier name.”

And no matter what option your targets present you, find a way to disqualify it. Then use the times your target’s think about names to engage them in some other respect.

This can be a fun Opener to do and can really open the doors to further conversation if you play it right.

--The “Stuffed Monkey” Opener

This is an Opener I came up with when I was first starting to learn to approach any woman, anytime, anywhere I may be. I find it’s a good, solid way of Opening women who are by themselves or in groups at any venue you may be at.

Simply approach your target and say the following:

“Hey guys, I need a quick female opinion on something. My ten year old niece has a birthday coming up, and she really likes stuffed animals. And I can’t decide whether to get her a pink stuffed monkey, or a white stuffed tiger. She has lots of bears and stuff already, but I think she’d like a different animal. Which one would you get her?”
Then after they answer, hit them with the question “Why?” to open up the conversation.

Your target may ask you more questions about your niece or whatnot before answering. Just tell them whatever you want. No matter what they choose, debate them on it, saying you missed your niece’s birthday last year so you want this to be special.

If they asked why you missed her birthday, use this to jump into an interesting story you may have about traveling or going on vacation.

--The “Snooping Girlfriend” Opener

This Opener works well in any situation with any number of women.

This is because it has to do with a relationship related problem that many women can identify with. At times I’ve seen women get into a heated debate over this one, which can be entertaining to watch.

It’s a slightly longer Opener than you may be used to, but it’s a good one none the less.

“Hey guys, I need a female perspective on something. This’ll only take a minute.

Is it normal for girls to snoop?

Because my buddy’s girlfriend just found a shoebox he keeps hidden in a dresser drawer, and she’s really upset about it.

It’s nothing bad, just pictures of him and ex-girlfriends on vacation and old love letters he got in high school and stuff. But for some reason his girlfriend is freaking out about this and wants him to get rid of it or she’s threatening to break up with him.

Is this normal female behavior?”

So you’ll get your target’s perspective on this, and then follow it up with this:

“Okay, there’s a second part to this story…

The reason his girlfriend started snooping around was because she was using his computer one day, and in the computer she found a CD that had all these homemade pictures of my buddy and his ex-girlfriends having sex.
I guess he was looking at them and forgot he left the CD in the computer.

But for some reason, his girlfriend isn’t upset about THAT.

What upset her more was the box of love letters.

Why do you think that is?”

From here, there are many places you can take the conversation. They are as follows:

- Does your target think your friend should break up with his girlfriend because she’s being unreasonable?
- Don’t girls usually keep mementos from past relationships? Why is it wrong for a guy to do the same?
- Have they ever snooped when they were in a relationship? Don’t they think that’s a bad idea?

Those are just a few examples.

You can really go anywhere with this one.

Occasionally, a girl may say “Oh, you’re talking about yourself aren’t you?” To which you will want to act all shy and say something like “Awww, you caught me. You’re so smart! Who are you? Nancy Drew?” And then continue with the story.

Don’t deny that the story is about you, because the girl probably won’t believe you anyway and you’ll look like a liar.

Best just to shrug it off and forge ahead.

--The “Two” Opener

This is not really a concrete example of an “Opener,” rather a type of Opener that you can use with anything that is different but similar.

Basically, it’s meant to quickly engage someone in an opinion that doesn’t require much thought, and then follow up with the question “Why?” You can use any two things you want, as long as they are similar in some way.

Here are some examples of the “Two” Opener:

- Hey, real quick, which do you think was better, Star Wars or the Empire Strikes Back? (Get Answer) Why?
- Hey, which do you prefer – Barbie or Skipper? (Get Answer) Why?
- Hey, do you like coffee or tea better? (Get Answer) Why?
• Hey, which do you think better – Diet Coke or Diet Pepsi? (Get Answer) Why?
• Hey, what do you think is cooler to listen to – 80’s music or 90’s music? (Get Answer) Why?

These are good ones to use in low key situations such as on the street, at the bus stop, in line, in coffee shops, bookstores, grocery stores, what have you.

--The “First Impression” Opener

Like the “Two” Opener, the “First Impression” Opener isn’t a concrete example of an Opener, rather just a type of an Opinion Opener.

It’s where you have something that is unique or interesting about yourself or what you are wearing, and you ask people what their first impression of that is.

For instance, one I like to use is if I’m wearing a thumb ring. I’ll walk up to my target, hold out my hand, and say:

“Hey guys, first impressions… thumb rings on a man. Looks good or no?

“Yo, guys, first impressions… men with shaved heads. What do you think?”

Another example of this type of Opinion Opener is when I bought some square tipped shoes. I’d walk up to women and say:

“Hey guys, first impressions… square tipped shoes. Better than the regular kind? What do you think?”

Usually taking something interesting that you’re wearing and getting a woman’s opinions on it is a good way to engage them, because women love to talk about fashion.

One drawback to this is that it gives the girl the opportunity to judge you. But if you have a good story prepared as to why you are wearing what you are and why you like it, then that negates what your target has to think of it anyway.

Regardless, this is a good way to engage a girl right off the bat.

Conclusion

As you can see, Opinion Openers are quite powerful because they can quickly and easily engage any target of your choice. And they are as plentiful as Situational Openers.
because your opportunity to create them is only as limited as people’s ability to have an opinion on something.

However, you’ll want to stay away from controversial subjects such as religion or politics when presenting this type of Opener.

Best to stay superficial and neutral for the most part.
Roleplay Opener

When you go to a movie, you see actors up on screen playing a role.

It can be any role they are given – a nun, a wife, a mother, a whore, a rock star, a marine – the possibilities are endless.

But many people might not realize that you don’t have to be in a movie to play a certain role.

We all have an acting streak in us, and we all play different roles in our lives. When you’re at work, you’re an employee. When you’re with your parent’s you’re their son or daughter. When you’re playing football, you’re a tight end, or any other position you may play.

But regardless of what that is, you are cast in a role.

Part of using Roleplay Openers is to cast the people you’re Opening in a certain roll, a roll which has the characteristics you want them to have.

The theory behind this is the person who you cast will eventually start displaying characteristics of that role you gave them.

So if you cast yourself as a rockstar and your target as your groupie, you can certainly see the possibilities of this type of Opener, right?

Structure

The structure of the Roleplay Opener is one where you must set the stage for the roll you wish your target to play, and then establish roles for them and for yourself. Then illustrate how your roles will interact together.

Intruder ➔ Set the Stage for the Roleplaying ➔ Assign your Target a role ➔ Assign yourself a Role ➔ Give examples of how you will Interact

There is no limit to how you can manipulate these types of Openers to make people act the way you want to.
Plus, these Openers are fun and interactive.

They tend to work best on groups, though they are powerful to do no matter how many people there are.

**Examples**

--- *The “Sex and the City” Opener*

This is based on the HBO television show “Sex and the City.”

This show is no longer on TV, but it has become such a part of the American lexicon, and it was such a popular show among women, that I’m convinced it will take some time for this type of Opener to become ineffective.

This is how it goes:

(Walk up to a group of three or four women) "Oh my God, you guys are so Sex and the City, it’s not even funny!

You are totally the Red Head, Miranda… you look sweet and innocent so you’re Charlette, you’re the leader so you’re Carrie, and you (point to target) you’re Samantha.

Me, I’m Mr. Big.

It’s great, when I’m not around you guys can all talk about me. Miranda here can talk about how you’re better off without me, Charlette can talk about how you should marry me, and Samantha here can spend the whole time thinking about how she can steal me away from you.”

So there are a few things to keep in mind here.

First of all, you don’t want to cast your target as “Carrie,” the main character of the show.

You want to cast your target as “Samantha,” because that was the character who was the most sexual and adventurous of the group.

This also goes towards telegraphing disinterest because your character, Mr. Big, was Carrie’s main love interest in the show, so you disqualify yourself from your target.
However, you undermine this by setting the stage that your target wants you and is plotting to steal you away. Just be sure that you cast one of the girl’s as Carrie, your target as Samantha, and you as Mr. Big.

From here, you can do all sorts of things, like make fun of your target for being so promiscuous and trying to steal you away from your true love.

If the girls disagree with your casting of their roles, roll with it, but make sure that whoever your target ends up being, they want to run off with you!

--The “Starsky and Hutch” Opener

This Opener is named after the 70’s TV show “Starsky and Hutch,” which was a buddy cop drama that was turned into a rather funny movie. It works best with a group of two women.

(Walk up to the group)”Wow, you guys are so Starsky and Hutch!

(Point to Obstacle)You are so Starsky because you look like the type who does everything by the book.

And you, you’re Hutch because you’re the loose cannon who plays by her own rules.

Guess who I am.

Huggy Bear, of course!

It’ll be great, you guys can run around getting in adventures, and when you get in trouble, I have to come in and save the day.”

By casting yourself as Huggy Bear, you’re presenting yourself as a cool, funny, pimp (which carries all sorts of connotations to begin with!). But by casting your target as Hutch, the loose cannon, you instantly relate your target to your Pimp image rather than your obstacle whom you paint as “stuck up and prissy.”

You can even go on and talk about all the adventures you guys will be getting into fighting crime and whatnot.

--The “Fan Club” Opener
This is one where you paint your target as your ultimate fan who borderlines on stalking you. This works best for women who are by themselves, or when you’ve isolated a woman into talking to you by herself.

You: “Hey, you like music?”

Her: “Yeah.”

You: “I’ve always wanted to be a musician. What kind of music you like?”

Her: blah, blah

You: “Yeah, me too! I’d be the most famous <her favorite type of music> musician ever! And you, you can be the president of my fan club. It’d be great. You could follow me around asking for my autograph, tell everyone how sexy I am, and no matter what I do, you can act like it’s the greatest thing you’ve ever seen! But the minute you start following me to my home and asking to have my baby is the minute I have to fire you, so you better be good and just admire me from afar.”

You can create variations of this opener to be a “movie” star or a “sports” star or what have you, but you basically want to cast yourself as someone of immense value, and your target as someone who is obsessed with you. It’s a fun way to instantly create interest within your target.

Even if she doesn’t go along with it, it’ll set the stage for further interactions.

--The “Goldfish” Opener

This Opener works well with girls who are dancing, but not quite on the dance floor.

Basically, you see a girl and her friends gyrating off by themselves, and take the opportunity to walk up to them and say:

“You guys are so cute! You’re dancing around like little goldfish flopping out of water! Ha ha ha. Here, stand back, stand back, let me show you all how it’s done!”

And then proceed to do the Macarena, or some other lame dance. It’ll have the girls laughing and having a good time.

This is a great Opener because you cast them as bad dancers and yourself as an authority, and then you undermine that and put everyone on the same playing field in a fun way that really engages the girls.
Any girl who may be offended at you making fun of the way they dance lightens up after they see you doing your lame strutting around on the dance floor.

**Conclusion**

Roleplay Openers can be lots of fun, as long as you keep your energy high and the tone of the interaction as being playful.

These types of Openers work really well in stimulus rich environments where you have a lot of party girls looking to have fun. This is because the act of Roleplaying is quite stimulating and can really capture someone’s imagination.
Situational Openers

The Situational Opener is one of my favorites, but it requires you to be observant and quick witted.

For this reason, situational Openers can be quite difficult for some guys to pull off.

Also, with Situational Openers, timing is everything.

Because the Opener is dependant on the situation, if the situation changes, your opportunity to use the Opener is gone. This is the real life equivalent to that famous Seinfeld “Well, the jerk store called, they want YOU back,” episode.

If the moment is gone, there is no getting it back. But the good thing about this type of Opener is that you will always have something to play off of.

Structure

Here is the structure of a Situational Opener

Notice something in your environment → Comment on it

One thing you want to make sure of when doing a Situational Opener is that you comment on Something Outside of your target’s physical self.

In other words, if your target has a tattoo, for example, don’t point at it and say “Oh, you have a tattoo!”

Situational Openers are meant to be context dependant, and that’s why they’re engaging.

If you comment on a physical aspect of a target, chances are it won’t be engaging because it’s a constant in her reality, and she’s probably heard it referred to a million times before.

Examples
Obviously, every Situational Opener is dependant on the situation you’re in, but here are a few common ones I’ve used in the past to give you an idea of what they are and how to use them.

--The “SARS” Opener

This is an Opener you can use when someone coughs or sneezes. SARS was a deadly virus that caused a big scare in Asia a while back, but it’s funny name made it very recognizable.

It’s also very simple to use.

After a cough or a sneeze, point at the target and say:

“SARS!”

You can really use any exotic or disease with a dumb name with this one. Other variations may be “Mad Cow Disease!” or “Ebola!” or even “Stand back everyone! She may be contagious!” (which is a good follow-up to the Opener, by the way).

Just be sure not to use serious diseases such as AIDS or Cancer, because your target may know someone who suffered or died from the disease.

Also, be careful using the “SARS” Opener with Asian women, as it could be mistaken for being racist.

--The “Desperate Girl” Opener

This is a favorite of mine.

Occasionally, you’ll get a girl who will walk up to you and ask you to do her a “favor” or ask you to “help” her in some way. This is usually because she’s lost or looking for something.

Anyway, when this occurs, I like to think of her as a girl desperately looking for a man.

Her: “Can you do me a favor?”
You: “No, I will not go out with you!”

The point of this is to switch the tables and make it seem like she’s the one trying to hit on you. But the response is so unexpected, the girl will usually laugh. Then you can follow it up with:
“Actually, you seem nice enough. I take it back, we can go out. Let’s get together at (someplace) at (sometime).”

If she tries to tell you she has a boyfriend or get back to her original question, just respond:

“Why were you hitting on me if you didn’t want to go out?”

Obviously, there are a lot of places you can go with this.

--The “Attention Whore” Opener

If there is one thing you can count on, it’s girl’s cattiness towards other girls. A good way to Open some girls is to engage in such cattiness with them.

For instance, if you see a girl acting outrageously to court attention from other men, such as being overtly sexual or flashing her breasts, simply turn to other women who notice the same thing and say:

“Ugh! What an attention whore!”

Then proceed to gossip with the girls about how inappropriate the other girl is acting.

--The “Crash and Burn” Opener

Inevitably, you will see another man hit on a woman and “Crash and Burn.” Or in other words: Fail Miserably.

When this happens, approach his target immediately afterwards and say:

“Okay, honestly, how did he do?”

Girls love this because it gives them a chance to vent about all the lame come-ons people use on them.

Not only that, but it opens the door for a conversation about what WILL work on her.

This is also good because it falsely disqualifies you as a guy who’s hitting on her, when the reality is quite the opposite.

--The “Player” Opener

This is an Opener you can use when you see a guy with more than one woman with him.
The idea behind it is that this guy is a real player and needs to share the wealth, and by pointing this out, you also disqualify him from the women he’s with.

“Wow, bro. One guy and (X number of) girls? You’re making the rest of us look bad! You must be a total Player!”

Then proceed to ask the girls he’s with how big of a Player he is.

No matter what they say, they’re disqualifying the guy they’re with and giving you an opening to engage them.

And the beauty is, you’re complimenting the guy, so he can’t really get mad at you (and if he does, he looks like a tool).

**Conclusion**

The reality is that there is no limit to what kind of Situational Openers there are. The more you go out, the more situations you’re in, the more confident you get, the better you’ll get at spotting these opportunities.
Part III: Learning To Approach

Now that you have Theory and Specifics, it is time to put all of that together and learn how to Approach!

Learning to Approach can be a difficult, even scary, process. In this section of the book, I’ll lay out a plan for you to follow that will help teach you how to meet anyone, anywhere, at anytime.

This plan is based on the fundamentals Style taught me that night he took me to the Chateau Marmont Bar on the Sunset Strip.

It’s specifically designed to break you of your fear of approaching, and get you confident in social situations.

I’ve refined this plan over the past couple of years to make it as easy and stress-free as possible, while still getting you maximum results.

Along with this plan, I’ll also introduce a few new concepts which can help you understand any anxiety you may have for approaching, and how to overcome it.
Fear of the Approach

I’m willing to bet that there has been a time in every man’s life where he has been afraid to approach someone he’s found attractive.

And because this is such a prevalent phenomenon, many men have come to the conclusion that approaching women is hard, stressful, and at worst, downright scary.

This is such a widespread feeling among men, we all understand it when guys decide not to approach a woman they like. We just nod our heads and mutter “You’re better off without her,” or “She wasn’t really your type anyway,” or the patented “There’s plenty of fish in the sea, bro.”

But like it or not, this fear of approaching is a rather irrational one.

People are social creatures, and need human interaction to survive (at least to stay mentally healthy, anyway).

However, despite this, most people fear public speaking more than death, and would rather stand in a corner quietly drinking than interact with others at a party. And when asked, they will almost always respond “I’m afraid of failure,” or “I’m afraid of rejection.” But no matter how they respond, they will always blame it on one thing: Being afraid.

So where does this fear come from?

First of all, I’d argue that it is not always fear that hinders men from approaching women. Rather, I’d say its laziness. Sir Isaac Newton had a theory, and that theory went something like this:

“Objects in motion stay in motion. Objects at rest, stay at rest.”

When you’re not approaching someone with the intent of befriending them or picking them up, even when you WANT to, you are in a state of “rest.” This is a state where you’ve established what I like to call a “comfort zone.”

This is a place where you feel safe.
Secure.

**Comfortable.**

In this zone, you know what to expect, and therefore don’t have to worry about feeling afraid. And more often than not, you won’t want to leave your comfort zone, because approaching someone introduces the prospect of uncertainty into your life. It takes EFFORT to get out of your comfort zone, and most of the time, people prefer to be lazy and stay comfortable, rather than do the work it takes to meet their goals.

This comfort zone can be the bane of your social existence. And this is the first barrier you have to approaching a woman you desire.

But there is a second barrier that exists, and this is often the hardest one to overcome. Even those who do the work to leave their comfort zone must face this barrier before they can proceed.

This barrier is what causes your stomach to tighten and contract. It’s what causes your heart to beat faster. It’s what causes you to break into a cold sweat and your palms to go clammy.

It’s fear.

But it’s not the type of fear you might think.

Many guys will sit their “fear of rejection” as the thing that hinders them from approaching women, but I disagree with this.

Now, this is my theory, and you have every right to disagree with this theory because I have no scientific evidence to back it up. But this is what I think most guys suffer from:

Fear of Loss.

I know it sounds crazy, especially considering you don’t have the woman you want yet, so how can you lose her?

Well, let me expound on this kookie theory of mine a bit.

When you see a girl you’re attracted to, that you KNOW you want to have sex with, what happens? Do you get that funny feeling down below, like when you used to climb the rope in gym class? Do you imagine holding her in your arms, making sweet monkey love all night long? Do you fantasize about how her breasts feel or how her lips taste? Or do you just know that “Girl give you raging BO-NAR!”?

Call it desire, call it lust, call it whatever you want. But you have to admit one thing to yourself:
You wanna tap that ass.

And this is where the barrier exists.

It’s this intense desire for that woman you find attractive that hinders you from meeting her. It’s that incredible urge to fuck her, that overwhelming sense of “want.” You simply WANT that girl -- especially if you’re coming from a place of need. The fewer women you have in your life, the stronger this feeling becomes.

It’s this desire that overtakes you and short circuits your brain. It’s this desire that keeps you from thinking of clever things to say. And it’s this desire that creates that fear of loss.

Desire creates an intense WANT of that woman.

And where there’s an intense WANT, there’s also an intense desire not to LOSE what you want!

Am I right?

That is why you censor yourself around attractive women. You keep quiet, because you don’t want to mess up your “chances.” You don’t want to do anything that may screw up the possibility that you can GET what you WANT.

And when you DO take action to get that woman you so desire, you take a chance that you could LOSE that woman you want so badly.

That is where the fear comes from. Not really from rejection, we have too much rejection in our lives to be bothered by it. Not really from failure either, because we fail at stuff every day.

But when we LOSE something, something is taken away from us, and we experience a type of emptiness that is incredibly HARD to cope with.

That is why I think most men suffer from a Fear of Loss.

So when we break this down, here are the two barriers that keep men from approaching:

**Comfort Zone ➔ Fear of Loss**

If you want to get over your fear of the approach, you are going to have to learn to overcome these two barriers on a regular and consistent basis.

So how do we do this?
**Overcoming The Barriers**

Just like there are two barriers to approaching, there are two things one must do to overcome them.

The first of which is building *Competence*.

Competence is merely a form of secure knowledge. When you have secure knowledge in something, you are comfortable doing it.

Competence is the foundation from which you base all your actions off of.

In order to achieve the Competence necessary to overcome both barriers to approaching, you have to know what you’re going to say before you approach. This is done by memorizing certain Openers of your choosing, and being able to recall them at will.

Having a number of Openers memorized gives you a “toolbox” with which to work with. One that will insure you’re never at a loss for words.

Knowing what to say is important because it gives you a way to break out of your Comfort Zone. Being naturally lazy, you don’t want to have to think up something to say when you see a pretty girl.

But if you have some Openers memorized, you don’t have to think of something to say. You already know it.

This gives you the excuse you need to break out of your Comfort Zone.

The second thing you need to overcome these barriers is *Detachment from Outcome*.

You need to be able to disassociate yourself from the possibility of success, to the point where you do not care about the outcome of the interaction.

This is an important part of overcoming your Fear of Loss.

It’s a little bit of a Zen-like philosophy where you must free yourself from all attachment you naturally associate to a woman.
When you det\textbf{ach} \textit{yourself} from the possibility that you may be able to sleep with a girl, you free yourself from your Fear of Loss because you automatically disqualify her.

You leave the possibility to have sex with the woman you desire there, but your goal changes so that this possibility is not the desired outcome of the interaction, and you therefore are not concerned about losing it.

We will get into strategies to do this in the next section.

So the two things you need to overcome your Fear of Approaching are this:

\begin{itemize}
  \item Competence \rightarrow Detachment from Outcome
\end{itemize}

Now that we know what we need to overcome our Fear of the Approach, we’ll look at what we need to do to implement them in real life.
Bootcamp

In the military, before a recruit is allowed to join the ranks of actual soldiers, he must go through bootcamp.

Bootcamp is a way of breaking down someone’s limits, and establishing a basic skillset that is then used to build the other skills necessary to be a soldier.

In this respect, we’ll approach learning to Open women the same way, by breaking down your current limits, and building the basic skillset you need to go further in your interactions with them.

I have used the following plan to help break myself of my fear of approaching women, and I have also used it with great success with other men who suffered from the same problem.

This method is field tested and proven to work.

The first thing we have to do is build your Competence, so that when faced with the opportunity to Approach, you can act swiftly and efficiently.

So start off with this basic step:

--Memorize 3 Openers

That’s it. Just 3 simple openers.

They can be any Openers you want, it doesn’t matter if they’re some of the ones I’ve given you in this book, or they’re ones you made up yourself. It doesn’t even matter if the Openers aren’t proven to work at this point.

You just need to know them and get them down pat!

Here’s the next step:

--Choose a Primary Opener

Of the three Openers you’ve memorized, choose 1 to be your primary.
The Art of Approaching – How to meet AMAZING women without fear of rejection!

This Primary Opener is what you are ALWAYS going to Open with. It’ll be the first thing you say to a girl.

This way, you won’t have to think about which Opener to choose, you already know which one you’re going to start with.

Third step:

--Find a place to practice

This can be anywhere there are women around. Be it a bar, a club, the beach, a church group, the super-market, or wherever you want to go.

The only requirement is that there has to be people there, and hopefully a good number of them to practice with.

Fourth step:

--Pick a Target

Be it a woman who’s on her own, or a group of people, pick your target to use your Primary Opener on.

Fifth step:

--Approach your target

Once you have set a target, it is time to Open them. Walk up to whomever you’ve chosen, and present your Opener.

Sixth step:

--Get your target’s response

After you use your Primary Opener, listen to the target’s response and evaluate it. Do people respond well to the Opener? Does it engage them? Do they talk to you?

Regardless, just get their response.

And the final step of Bootcamp is:

--Eject

Once you have received your target’s response, thank them, and leave your target with “Pleasure meeting you.”
The reason for ejecting is that by doing so, you predetermine the outcome of the interaction.

Because you already know how the interaction is going to end, you eliminate that Fear of Loss because you have already disqualified your target before you Open them.

So the basic 7-step structure of Bootcamp is:

Memorize 3 Openers ➔ Choose a Primary Opener ➔ Find a Place to Practice ➔ Pick a Target ➔ Approach your Target ➔ Get your Target’s Response ➔ Eject.
Bootcamp Goals

Once you know what to do for the Bootcamp, you need goals that you have to meet. In the beginning, the goals will be small, and you can build these up as you get more comfortable approaching people.

The basic goals for Bootcamp are thus:

- **Goal #1**: Perform 3 warm-up approaches
- **Goal #2**: Perform at least 3 more approaches after the warm-ups
- **Goal #3**: Practice Bootcamp at least 3 days a week

The first goal is there because for some reason, it takes about 3 approaches before you begin to get comfortable with the prospect of approaching strangers and talking to them.

Three seems to be the magic number, but once you knock out those first three approaches, you’ll begin to loosen up and be able to take your approaches further.

The second goal is to start building your competence.

The more approaches you can do after the prerequisite warm-up ones, the more experience you’ll get and the more comfortable you’ll become.

At the very least, you must do 3 approaches in addition to the 3 warm up approaches, for a total of 6 approaches per outing. Obviously, the more approaches you can do, the better, but you must force yourself to do at least 6.

The final goal is to establish a consistent means of practice.

Just like when you work out at the gym, its recommended you do so 3 times a week. The same goes for practicing your social interactions.

A minimum of 3 days a week, 6 approaches a day, will establish the foundation you need to build successful interactions with women.
Long Term Bootcamp Goals

Eventually, you’ll want to start adding in the other two Openers you memorized into your interactions.

If you observe that the target you opened is responsive, use your next opener on them to keep the conversation going. Get to the point where you can use all three openers with a target.

This is called “Stacking Openers,” because you’re building a conversation by laying a new Opener on top of the responses of an old one. If you look at all conversations, it’s just one Opener after another.

Conceivably, if you know enough Openers, you can hold conversations with people for hours.

You’ll also want to get comfortable talking with people longer and longer. This is how friendships and even relationships are formed, as people get to know one another.

The more people you approach, the easier it will get (though the first three approaches of the day will still always be somewhat difficult). Try upping your approach goals up to a minimum of 12 a night, and get to the point where you can go out maybe 4 nights a week.

Another thing you’ll want to incorporate into your Bootcamp Goals is the idea of “Short Set Method.”

A “Set” can be defined as any interaction you have with a person or group of people throughout the course of the night. When you do “Short Sets,” your goal is to Open as many groups as you can, engage them quickly, and then leave.

The idea behind this is that once you have Opened a target, it’s easier to come back and re-Open them, because they already know you to a certain extent. And when people see you talking to a lot of other people and having a good time, they’re more open to having a good time with you!

So when you do Short Sets, you are engaging the greatest number of people in the smallest amount of time possible, and creating numerous opportunities for yourself to meet the kind of girl you’d want to get to know better.
Eventually, you’ll get to a point where talking to strangers is normal and easy for you to do.

You may want to continue to build your social skillset by memorizing interesting stories to entertain your targets.

There are lots of other great materials out there that can help you to do this, and you may even find it easier than when you had to learn how to approach!

Regardless, once Bootcamp is over, you’ll be a changed man.
Bootcamp Breakdown

Here’s the breakdown of the Bootcamp schedule for easy reference.

Prerequisite Work:
- Memorize 3 Openers
- Choose a Primary Opener
- Find a Place to Practice

Day 1:
- Go to Practice Spot
- Find 6 targets
- Use Primary Opener
- Get target’s response
- Eject

Day 2:
- Go to Practice Spot
- Find 3 targets
- Use Primary Opener
- Get target’s response
- Eject
- Find 3 more targets
- Use Primary Opener
- Get target’s response
- Stack Secondary Opener
- Get target’s response
- Eject

Day 3:
- Go to Practice Spot
- Find 3 targets
- Use Primary Opener
- Get target’s response
- Eject
- Find 3 more targets
- Use Primary Opener
- Get target’s response
- Stack Secondary Opener
- Get target’s response
- Stack Third Opener
- Get target’s response
- Eject

Gradually add in more targets each night as you get comfortable.

Of course, the stacking of Openers isn’t necessary if you don’t feel comfortable.

If you go out and use your Primary Opener on 30 targets instead of just 6, you’re still getting in the groove of things. But eventually, you’ll want to try and stay in conversation with your target longer.

Also, in the beginning, you’re going to want to talk to anyone with the goal of just getting comfortable approaching people and starting up conversations. But eventually, you’re going to want to start approaching attractive women on a regular basis.

You may still feel that fear of approaching a beautiful woman, but just remember to focus on the process and use the Openers you’ve learned. You’ll find beautiful women are quite responsive when approached the right way, and the more you do it, the less of a big deal it becomes.

In fact, you’ll start to discover that talking to beautiful women is easy!
Where To Meet Women

One of the big-big-BIG questions I always get from men is “Wow, your stuff is great, but where do I go to meet all these women?”

There is no map you can buy that says “Go here to meet women!” But the reality of the situation is – you don’t NEED a map! Look around. Women are EVERYWHERE! You’d have to work hard NOT to find women to approach.

That said, the location you find a woman will directly correlate to the type of women you find. For instance, if you’re looking for a wild party chick to have anonymous, mind-blowing sex with, chances are you won’t find her when you go to church. So keep this in mind when you go out to meet women.

Now let’s go over the common places that you will meet women at.

**Shopping Places**

If there’s one thing women love to do, it’s SHOP. And if there’s one thing men hate to do, it’s SHOP. So when you go to places that women tend to go to buy stuff, there will be a great many women and a select few men.

In other words, it’s happy hunting grounds!

The obvious choices are large shopping areas, such as malls, or stores like Wallmart or Target. Anywhere that clothes are sold, women will be there. If the place you live has a garment district, where many different stores sell various types of clothing, this is an EXCELLENT place to meet women. In Los Angeles, where I live, the garment district is on Melrose Ave, and you will never fail to find incredibly hot women walking around at all times of day as they go about shopping for the latest fashions.

But clothing stores aren’t your only option. There are lots of other places, such as furniture and house supply stores. Ikea, the popular chain furniture store, is an amazing venue to meet gorgeous women at, as is a chain such as Bed Bath & Beyond, which sells various house supplies, such as bedding, cookware, etc.

And of course, everyone’s old favorites, the grocery store and the book store. Most book stores nowadays have coffee shops in them, where many women like to sit, usually by themselves, and read or study. Women also love to roam the isles, looking for something new to read. These places are great to meet women in.
Grocery stores are a big untapped resource as well. Right after work usually lets out, around the 4-6 pm timeframe, is always a good time to go, because women will stop by to pick up some food before going home. Weekends are also good times to go, especially Sunday mornings.

**Parties**
My all-time favorite place to meet women is at parties. Parties are good because there’s usually a good social-circle contact involved. After all, unless you crash a party, you’re going to know SOMEONE there, right? That gives you an “in” with pretty much anybody at the party.

Let’s face the facts – most women meet their boyfriends through mutual friends. Friends invite you to parties. So when you’re at parties, the girls you meet will be friendly because you usually know the same people, and that breaks down a number of their protective shields right off the bat.

Plus, when a woman is surrounded by familiar people, she’s more apt to cut loose and have a good time, which means she’s more open to meeting people. I always have a good time at parties because not only do I get to have a good time with my friends, but I get to meet all types of women who are looking to have fun!

The best parties are the ones that occur on holidays. New Years parties are legendary for their sexual escapades. Halloween parties are also excellent, because that’s a night where people get to become different characters and that tends to make them lose their inhibitions (and if a woman’s dressing in a sexy Halloween costume, you know she’s looking to hook up!). If you want to get REALLY sneaky, throw your own Valentine’s Day Party (or Anti-Valentine’s Day Party) and invite all your friends and have them invite their friends. Invariably, women who are looking for romance around that type of year will show up.

**Drinking & Party Places**
Bars and Clubs are always a good stand-by option for places to meet women, but you’re going to have the hardest time getting girls in these two venues than you will in any other venue. There are a couple reasons for this.

First, women usually go into bars and clubs with friends. Now, if you read my chapter on Group Theory closely, you shouldn’t have a problem with this. However, it does make things harder because girls will go out with boyfriends, husbands, current lovers, etc., or their girlfriends will be very protective of them and will block your efforts at every turn.

Secondly, women’s defenses are usually up when they go to these places, because they’re usually meat markets. Women will get hit on hundreds of times a night in Bars and Clubs, which means you have to work to differentiate yourself from the common loser who talks to her.
Finally, there is a LOT of competition in Bars and Clubs. This is because other men will go to them looking to pick up a girl for the night. If this doesn’t bother you, good, but it can make things more difficult.

So if you’re up for a challenge, or just looking to get out and unwind, Bars and Clubs can be good, because it is possible to meet women there and take them home for a good time, or hook up with them down the road. Just note that a great deal of the women you meet in these places will be “Party Girls,” and they are the hardest ones to have a stable type of relationship with, so know that going in. They also tend to drink and smoke more than normal girls. However, they can also be a great deal of fun.

If you’re into the Bar and Club scene, do your research to find out where the women go on what night. A particular place may be really good on Friday nights, but completely suck on Saturdays. Find out what bars and clubs are in your area, and either call them up, or go to them. Ask the bartender or manager what nights are good. They’ll usually tell you.

Bars and Clubs with a “Ladies Night” are good bets, because women will flock there for cheap drinks. Some places have great Happy Hours, and you’ll find lots of women there after work or around dinner time. If a bar or a club has a special band or DJ playing one night, that will usually be a good night to go, because popular bands and DJs will usually not only attract good crowds, but will also have fans who follow them from venue to venue (in the case of loud bands, I like to spend my time on the patio or outside the club and talk to the women out there, because it’s impossible to meet women when a loud band is playing unless you’re apt to dance). Clubs with a dance floor and DJs are good bets too.

**Hotels**

Bet you never thought of this one, huh? Believe it or not, hotels are amazing places to meet women. Now, I’m not talking about your local “Motel Six,” I’m talking about the major hotels in your area. The kind that host events and cater to vacationers and the like. These places will usually have bars, restaurants, and poolside areas. Four and Five star hotels are the best for this.

Usually, you’ll want to target the bar areas and the poolside areas (weather permitting). Many times, you’ll find women from out of town chilling out here, and maybe their lonely, or bored, or just looking for a good time. Sometimes they’ll be with co-workers, sometimes with friends or family, and sometimes they’ll even be by themselves. If you’re a native, and they’re in town for a while, you can even offer to show them around town (after all, you know all the best places to go, don’t you?).

Sometimes you’ll even find locals who like to go to the hotels because it’s a more laid back atmosphere than your typical bar or club. Indeed, the atmosphere at these types of hotels is fantastic, and very conducive to meeting women.
**Learning Places**

Schools, colleges, universities and other educational establishments are GOLDMINES of women. This is largely because they are full of young, single women making their first foray attempts at mate selection.

Community colleges are especially good, because for some reason the women at community colleges are just easier than women at expensive colleges. Hanging out on campus, in the library, student union, cafeteria, etc. can wield great results. If you’re young enough, you can pretend to be a student. If you’re older, you can say that you used to go to this school and you were just re-visited the campus. Of course, you could also always sign up for classes (such as extension classes or evening classes) and meet women that way.

Schools are great to go to during the daytime because that’s when the students are there. At night, it’s time to move to other venues, unless it’s a university that has events like concerts or theater going on.

Places like this are particularly conducive to meeting women because the shared lifestyle and concerns of students and the informal atmosphere make it easy to initiate conversation with each other. You have a great deal in common simply by being students at the same school and don’t need to struggle to find topics of mutual interest to talk about.

**The Workplace**

We spend most of our lives at work, so to eliminate the workplace as a venue to meet women is irrational. But in this day and age, you have to be very careful about pursuing women at work due to legal concerns, such as sexual harassment.

Not only that, but you must also consider the ramifications of starting an office romance that ends badly, and the working environment you’ll have to endure thereafter. I normally don’t recommend meeting women at work, but then again, why limit yourself? Just be smart about it. Try not to pursue women you are in a superior position to (as in, you’re her boss), and try to avoid women you work with directly on a day-to-day basis.

At work, meeting women is usually best done in certain areas. The coffee machine or break room are always good places to meet women. Sometimes, the water cooler can be the best place to chat up the occasional girl. If your company has a cafeteria, that can be a great place to not only meet women, but have mini-“office lunch dates.” Invite that girl who works on a different floor to meet you for lunch.

Occasionally, you can even get help with the “office match maker,” typically an older, married woman who wants to set up her friends in the office with nice men. If you befriend this lady (and even flirt with her a little), chances are good she’ll work to help you out by giving you valuable info about women you like.
And no matter what job you work at, asking a woman who’s getting off of work around the same time if she wants to grab a drink or a bite to eat is always a good way of getting a mini-date with her. Also, throwing parties and inviting people you work with is an excellent way to shed the restrictions of the workplace and level the playing field.

**Participant Sports & Hobbies**
The best way to meet women is to appeal to a common interest. If you pursue things you are passionate about, chances are you will eventually meet women who enjoy the same thing.

For instance, if you enjoy playing volleyball and you have an active beach nearby, go down and see if you can play a game. You’ll either play against some women on a team, pair up with women on a team, or attract some spectators while you’re playing. Not only will you be having fun, but you’ll be interacting with women who enjoy what you enjoy as well.

Hobbies and clubs are excellent ways to meet women. If you’re an avid comic book collector, go to a convention. Chances are you’ll see women there who are into comic books as well. Every major hobby has some type of major event where people gather to share their passion.

Go on the internet and check out local clubs in your area to become a part of. If you really like birdwatching, find a local birdwatching club and sign up. You may meet some great women there.

Gyms are also very good places to meet women, especially ones that offer different classes, such as aerobics or yoga. Sign up for a class and get to know some of the women in them.

**Spectator Events**
Any major events, such as Sporting events or Concert and Theater events, can be a great place to meet women. While the event is going on, it may not be very convenient to meet them, because everyone’s attention will be on the major action of the event. But whenever you’re standing in line, or during a break, or whenever there’s a lull in the action, that’s a good time to meet someone new.

You also know that you have a common thing to start talking to the girl about. For instance, if you’re at a Baseball game, you can ask what team she’s rooting for, and go from there.

Whenever these special events let out, that’s a great time to meet people, because a lot of women will be riding the high of the event and looking for something to do. At the very least, bars and restaurants in the surrounding area will be packed and ripe for the picking.

Oddly enough, events like horseracing are great places to meet women. In a horse race, all the action takes place in just a few minutes, with half-hour intervals between races.
where you’re free to meet all sorts of people and have friendly interactions with strangers. The same is true of events like NASCAR as well.

**The Internet**

In today’s modern age, where everyone is connected by computers, the Internet has sprung up as a major venue to meet women. Everywhere you look, a new dating website has sprung up promising you love and romance.

I have had some good success with the internet, so you shouldn’t be afraid to try it out. There is no real stigma attached to it like there used to be. A lot of young, cool people use the internet to meet others.

The obvious internet choice is dating websites, where you put up a profile and email other people who have profiles up. As these sites have gotten more popular, you can find niche sites that cater to certain audiences. For instance, now you can find people based on their political affiliation. Seriously, there are dating websites dedicated specifically to you meeting another liberal or conservative.

If you’re into alternative stuff, like bondage, S&M, or other fetish stuff, there are dating sites that are for people like that too. Believe it or not, there are even dating sites for “chubby chasers,” or men who are into large women, that have become quite popular on the internet.

But outside the dating websites, there are other options available too. Chat rooms can be great places to meet women, but you have to be diligent about making sure 1.) the woman is really a woman (there are actually men who like to pretend to be women online. Creepy), and 2.) they are attractive and worth your time. The best way to make sure of this is to have a webcam on your computer and only interact with others who have webcams. Of course, this limits your choices because most people don’t have webcams. At the very least, always ask for a picture.

Better than chat rooms are message boards. Find a topic you’re interested in, start posting on a message board, and see if there are any women on there who seem interesting. Then, email them privately.

Blogging (ie: updating a personal web log, or online diary) is also becoming a great way to meet women as well. Community blog sites, such as [Friendster](http://www.friendster.com) and [MySpace](http://www.myspace.com) have an incredible amount of beautiful women on there because the sites are free, and they allow you to show off pictures and meet new people easily.

Having your own blog about particular subjects is good too, because it can attract others of similar interests. Lots of women on the internet have started steamy sex blogs, where they write anonymously about their various sexual experiences and thoughts about love and romance, and they actively read other’s writings about the same subject. Joining blog services such as [Typepad](http://www.typepad.com) that has its own webrings can be a good way to meet
women, as well as free blogging services such as Blogger. You can also refer new people you meet to your blog as well.
THE ART OF DATING

Many people have the wrong idea about dating.

They think that dating entails getting together, going out for the night, and then possibly making out or having sex.

In a sense, they define dating as a “courtship ritual.”

But I see dating as something different than an action you do with someone. To me, dating isn’t defined on where you take a person or what you do. To me, it’s much simpler than that.

**Dating – boiled to its core – is all about establishing and strengthening connections between a man and a woman.**

Connections are the building blocks of attraction. Without some type of connection to another human being, attraction can not exist.

Sometimes these connections can be physical, which is why we praise good looking women. We feel an instant connection to their beauty.

Sometimes these connections can be mental. We can find that we think similar to certain people or enjoy the same things.

But regardless of all that, connections are primarily emotional in nature. The more connections you have, the more positive emotions you experience around that person. Connections make you feel safe, secure, happy, comfortable, aroused, and attracted.

But it’s not just enough for one person to have a connection to the other. For connections to truly work, they must be established between both people.

That is where Dating comes in.

Dating is just an opportunity to establish new connections, and strengthen the connections you already have with a woman. Everything else is negotiable. It doesn’t matter where you take her on a date, or what you do on that date, or even how much money is spent on the date – as long as connections are established and strengthened.

It took me a long time to figure this out, and some guys NEVER figure it out. But it’s true. Once I stopped trying to make dates extravagant, and just relaxed and focused on
building strong connections between myself and the girl I was with, I found my dates were more fun, the girl and I got along better, and I got better results.

The Art of Dating isn’t about where to take the girl, or what to talk about on the date, or any other little tricks like that. It’s about learning to quickly establish multiple connections with a woman, and amping them up to super-levels.

Whenever you hear a woman talk about a “romantic” date, what she is really talking about is how the man she was with was able to establish powerful, emotional connections with her.

It is for this reason that guys can drop THOUSANDS of dollars on a girl they’re dating and get no where, and guys who don’t spend a dime on a girl and take her to McDonalds can get laid.

It’s all about CONNECTIONS.

Nothing else matters but that.

In this section of the book, we will discuss tips and tactics on how to not only establish strong connections with the woman you’re dating, but also how to amp them up so that they almost overwhelm her.

When you know HOW to do this, and do it right, dating can become an easy, fun, and rewarding experience.
What Is Rapport?

I was sweating, I was sure of it.

My stomach was a pile of nerves. I almost felt nauseous.

“Don’t blow it!” I kept thinking to myself. “It’s cool, she likes you, don’t blow this!!!”

Traffic was a little heavy on Sunset Blvd., and I was running late as it was. I was always nervous before a date, even if there was no reason to be.

I had met the girl I was going to meet a week ago at a bar in Hollywood called The Well. Her name was Carrie. She was a real cutie – petite, 5’6, long blonde hair, and smarts. When I approached her, we instantly got into a great conversation. We liked the same TV shows, read the same books, and were interested in the same things.

We had exchanged emails for a few days. She worked at a pharmaceutical company in the public relations department. The attraction between us was obvious, and finally, I called her up to see if she’d like to grab dinner.

It was to be our first official “date.”

Up to this point, I’d been nothing but relaxed and excited around this girl. We had a great energy together. But for some reason, on the way to meet her, I was now feeling nervous.

The pressure of going on a “date” was actually getting to me. I knew she liked me, I knew I liked her. But now, it seemed as though I had a lot to lose. I knew this was my game to blow at this point, and I was scared to death I would do exactly that.

When I got to Toi, a rock-and-roll thai food place popular in Hollywood, she was already there.

“Sorry to keep you waiting,” I said, still hoping I wasn’t sweating. “Traffic on Sunset was insane.”

“No worries,” she said. “I work down off of Fairfax, so I just got here.”

I smiled and joined her at the table. I was hoping the sight of her would calm me and I’d fall into my old pattern with her, but for some reason now I was more nervous than ever.
“Are you okay?” she asked.

“Sure,” I said. “Why?”

“I don’t know,” she said. “You just seem a little…”

She sat upright and rigid, trying to communicate something she couldn’t put into words.

“No,” I said, completely denying the fact that I was feeling nervous as hell. “I’m fine. What about you? Are you okay?”

“Yeah,” she said. “I’ve been looking forward to this all day.”

“Really?” I said. “You’re not nervous at all?”

She gave me a funny look. “Why would I be nervous?” she said.

“No reason,” I replied. “It’s just sometimes people get nervous on dates.”

“Well, if you really like someone you shouldn’t feel nervous about being with them,” she said.

For some reason, her words made me feel more and more awkward. I kept running images through my head of how I could see the night going. Getting her out of the restaurant, trying to get her back to my place, getting her into bed… all of it kept flashing though my head. The pressure just kept mounting up.

As the date went on, I could just feel things going from nervous to more and more awkward. The spark in our conversation had disappeared. It now felt forced to me. We didn’t seem to laugh as much as we had when we first met. There were sometimes long, awkward silences in conversation. I struggled with thinking about things to talk about, and ended up chatting about mundane, boring topics, like work.

By the time dinner was over, in my head, I had already blown it. There was to be no getting her back to my place – let alone in my bed – something I had been so sure about earlier. But I was hoping there was a way to salvage the situation.

“So,” I said as we walked out of the restaurant. “You got plans? You want to try and catch a movie?”

“Actually, I need to be getting home,” she said. “I’ve got to go into work tomorrow. Can you believe that? They have us working on Saturdays.”

“Wow, that sucks,” I said, practically kicking myself for sounding like such a retard. “Well, maybe we could get together again soon?”
“Sure,” she said, smiling politely. She gave me a nice hug and then got in her car.

“I’ll call you,” I said. She smiled one last time and drove off.

That was the last time I saw her.

I emailed her the day after that date, and she responded telling me that I was a great guy but she didn’t see the relationship going anywhere. The typical “let him down easy” email.

I had no idea what had gone wrong. I was so sure that this relationship was a foregone conclusion based on our initial meeting. It wasn’t until I understood the concept of Rapport that I was able to pinpoint how this situation deteriorated.

All rapport basically is, is a feeling of sympathetic understanding. It’s the sense of connection with another human being.

If you can think of your best friend, and think of how easy it is to talk to that person and the positive feelings you enjoy when you’re around them, that’s basically what rapport feels like.

Rapport is essential in any relationship. Without rapport, communication becomes awkward, or non-existent.

Most of the time, when people describe “hitting it off” with a girl, what they’re really saying is they gained rapport very quickly with a woman.

In a sense, you share an “understanding” with the person you experience rapport with, and this understanding generates a connection and feeling of comfort.

But there’s more to rapport than just “understanding.” There’s the idea of “sympathy” as well, and this is a concept about rapport that many people don’t understand.

If you’re experiencing “sympathetic understanding” when you have rapport with a woman, that means that you have an “emotional” connection.

And when you have an emotional connection, you have the ability to influence that person’s emotions based on your own emotions.

When I first met Carrie, I was in true Approach Mode. I had high energy, I was feeling good and confident, and I was detached from any outcome. I was just out to have fun, and when I gained rapport with her, she had fun too.

But when I went to meet her on the date, my emotional state changed. Instead of high energy, I felt nervous energy. Instead of feeling good and confident, I was stressed and
insecure. I was placing a lot of importance on the outcome of this date because I liked her and didn’t want to blow it.

And the bad thing was – *I was still in Rapport with Carrie!*

This means that when I met her for dinner, my emotions had a direct influence on her because we were still in rapport.

So all the negative feelings I was experiencing were things she started to feel. And she picked up on it right away – that’s why she asked me if everything was okay when I joined her, because she could sense something was different from when we first met.

As a natural instinct, us humans want to move away from pain and discomfort. We don’t like experiencing that stuff, and we do anything _not to_ experience them.

So when she started feeling awkward and nervous during our date, she subconsciously severed her emotional connection with me to safeguard herself. And once that connection was severed, any attraction she felt for me started to evaporate.

And because we were in rapport, I could sense when that happened, which is why I walked out of that restaurant feeling I had blown it!

(See, rapport works both ways!)

Had I been able to control my emotions and experienced feelings of comfort, fun, and happiness, and just been in the moment with her instead of putting pressure on myself about what was to come, that date would have ended very differently.

This is a common thing that happens all the time. We blow our chances because we have rapport with a woman and we send her all the wrong emotions to experience.

This is a big reason why women love confident guys, because when we feel confident and are in rapport, the woman we are with feels safe, secure, and comfortable – because that’s what we feel.

The same is true in approaching. If you approach a woman, and you’re nervous and scared, if you get rapport with her, guess what she’ll experience? Nervousness and fear! This is often why so many guys have trouble with rejection, because they is able to gain rapport with the woman they approach, but they give her a wave of bad emotions that scare her away.

Remember: _women are very empathetic. They are hypersensitive to emotion, and respond very easily to it._
This is why you must be conscious about what you are feeling at all times when you are with a woman. Focus on having fun, feeling good, and being happy, and those emotions will influence her and draw her closer to you.

If you allow yourself to feel scared, nervous, and like you’ve “blown it,” then those emotions will influence her as well and push her away from you.

So the next time you find yourself on a date, learn to control the emotions you’re feeling and guide them to a positive state. If you have rapport with the girl (and if she agreed to meet you for a date, chances are EXTREMELY good you do), make sure she’s being influenced in a positive way.
The “Fish & Hook” Method

I’m a big believer that if you surround yourself with people who are successful, that success will rub off on you.

After all, we are all products of our environments.

If you surround yourself with friends who are just as hopeless with women as you may be, chances are VERY STRONG that you will not improve.

But if you make friends with guys who are excellent with women, and know how to attract them, the things you can learn are truly amazing.

Throughout my years studying dating and relationships, I’ve gotten to befriend many amazingly skilled men who seem to attract hordes of women into their lives. Some of them take it very seriously and teach other men what they do – people like Mystery or Style.

Others – the people I call “naturals” – are men who can’t teach what they do because they do it instinctually. From these guys, you have to learn by observing them.

One such natural is my friend Dan.

By no means should Dan be considered a real “pick-up” artist. As I’ve described before, he’s a short, pudgy, bald man with a handicap.

But there is something about him that allows him to meet the most amazingly pretty women, and get them attracted to him.

When someone can do this without looks, money, or fame – that’s someone I want to learn from!

One of my best techniques actually comes from Dan, and I learned it from watching him operate in the field. I call it the “Fish & Hook” method.

Dan originally lived in San Diego, and would drive up to Los Angeles for business meetings. When he was in town, I’d take him out and party with him (because Dan loves to party!).
The Art of Approaching – How to meet AMAZING women without fear of rejection!

But Dan was never really partial to the more “LA” type clubs. He always used to grumble “This place sucks, it’s designed to keep you from meeting women!” whenever I’d take him to a trendy club.

Dan’s father came from real estate, and had hammered into Dan the mantra of “location, location, location.” Dan would tell me “If you want to meet girls, you have to find the places that are DESIGNED to help you meet girls.”

“Well, I can meet girls in any club,” I bragged.

Dan shook his head. “You’re not listening to me,” he said. “You can go to all the fancy clubs you want and meet a hundred girls. But they’re all going to be stuck-up and into all this status bullshit. If you want to hook up TONIGHT, we got to find places that attract women who aren’t into that sort of thing.”

“You saying you want to go to a dive bar?” I asked.

“No!” said Dan. “I’m saying that there’s got to be places around here where women go to have FUN instead of going to look pretty and have guys buy them drinks.” He motioned to the Sunset Strip as we walked down it. “Find the fun places, you’ll find the best girls.”

I thought about it for a moment, and figured out the perfect place to go. I took Dan to a small bar called Cabo on Sunset. It didn’t look like much from the outside, but it had good food, cheap drinks, and a very social atmosphere.

Dan loved it instantly. “Now this is more like it!” he said.

We walked in and found a seat. We weren’t in the bar but two minutes when a group of four girls sat at the table next to us. I could see Dan peeking at them out of the corner of his eye. It was always fun seeing Dan work. He didn’t follow my method of approaching women, but his own style was just as effective – and fun to watch.

We sat there for a while, talking to each other, biding our time. I could tell Dan was looking for an Opening.

Finally, the waitress brought the girls their drinks. The girl next to Dan got a large, green drink. Dan looked at it funny.

“Hey, what kind of a drink is that?” asked Dan. “I’ve never seen anything like it.”

The girl next to him looked at him. “It’s a sour apple margarita,” she said. “It’s really good.”

“Oh my God,” said Dan, slapping his head and laughing. “I can’t drink margaritas, I can’t do that, oh lord…”
“Why not?” asked the girl.

“Have you ever been to Mexico?” Dan asked.

“No,” she said.

“I live in San Diego, I go down there all the time. They have the best margaritas down there, and cheap too! You could get twelve of those sour apple things for a dollar if you wanted. Me and my friends would go there every weekend and drink until we were nearly dead! I can’t even LOOK at a margarita without my head spinning! But I still love them though.”

The girl smiled.

“So where are you from?” asked Dan.

“I moved out here from Florida,” she said.

“No kidding? I went to school out in Florida!” he said. “I studied law at Florida State. Oh my God I had some crazy times when I was in college…”

From there, Dan went on to tell a couple funny stories about his college days. He got all the girls involved and laughing. During his tales, he’d reach out and touch the girl he was talking to lightly on the arm or shoulder.

When one story ran its course, Dan would ask another question, and he’d keep asking the girl questions until he found something he could relate to and tell a story about.

By the end of the night, he was making out with the girl who had sat down next to him and got her number. If he hadn’t gotten so drunk, he probably could have taken her home with him.

That night, I learned a lot, just by sitting back and watching how Dan operated. It was very subtle what he was doing, but simple and effective.

The entire time he was with the girl, he was simply establishing connections with her. That was it. And he was doing it with such energy that the girl eventually just gave into him.

I’ve seen Dan do this millions of times, always with favorable results.

After I broke down what Dan did and tried it out myself, I too found that the responses I got from women were quite favorable.

Thus, the “Fish & Hook” method was devised.
The Fish & Hook method is very simple…

It starts with you “Fishing” for something you can relate to. You do this by asking the girl a question about herself. What she likes, where she’s from, what she does, etc.

When she gives you an answer you can “hook” into through some type of commonality, you take that and run a story around it.

For instance, if I asked a girl where she was from, and she said “Boston,” I would hook into that by saying “No kidding? I used to live in Boston! I went to high school there for a year…” and then I’d go on to talk about my trials and tribulations in high school.

A hook is where you can establish a “commonality” between you and the girl, something both of you can relate to. Then you go on to strengthen that connection by telling a story and sharing something about yourself.

What will usually happen is that the girl will share a story about a similar experience she had, or an experience of her’s unrelated to the current connection, but in turn establishing a new connection with you.

The more connections you can establish with a girl using this method, the more trust and comfort you can build up in the interaction.

When I go on dates, this is pretty much all I do. Just fish & hook, fish & hook.

You’ll often hear guys who are good with women say “I just ask the girl about themselves. Girls love to talk about themselves, so I just go along for the ride.”

But they aren’t JUST asking the girls about themselves. That’s part of it, but when the girl shares something with you about who she is or what she’s interested in, she’s giving you an opportunity to establish a connection with her.

When you’re able to relate to what she tells you and share your experiences back, a strong connection is formed.

But again, most men don’t ever analyze what they do.

You’ll have guys go on dates and just ask the girl questions, and the girl will find she’s doing all the talking. If the guy doesn’t try to engage in the conversation and relate similar experiences to the girl, the connection between the two of them will diminish and the “spark” between them will die.

That’s why so many guys lose a girl’s interest after one date. They never bothered to create or strengthen the connections they made with the woman they are with.
If they only knew the Fish & Hook method, they’d see their success on dates skyrocket. All of a sudden, conversations would become more engaged and heated. You start to learn more about the girl you are with, and she learns more about you. The two of you begin to feel enormously comfortable around each other.

You can even use this to recall experiences the two of you have shared. A good fishing example would be “Remember that time we went to Hawaii?” and then hook into a story that helps her to relive some experience you two shared. That’s the most powerful type of connection builder, because the two of you were actually sharing the experience TOGETHER.

I’ll often do this when talking to the girl after the first date. I’ll say things like “Remember when we last went out and did blah, blah, blah…”

It’s all a way to make the connection between you and her more powerful.

Before long, once you introduce the sexual tension/flirting element of your game into the interaction, it’s almost a foregone conclusion.

The Fish & Hook method is very simple to do and very powerful. You should use it whenever possible.
The Art of Approaching – How to meet AMAZING women without fear of rejection!

The Art Of Mini-Dating

“I’ve hit a wall,” I said.

David and I were sitting at a Hometown Buffet in Wittier California. It was a good 40 minute drive from where I lived to get out to where David was holed up, going to school in Wittier, but we alternated taking trips to hang out with one another.

The Hometown Buffet was the closest restaurant to his apartment, and though it wasn’t the best food in the world, it was relaxed and we could take our time there.

“What kind of wall are you hitting?” he asked between bites of salad.

“I’m getting all these dates, right?” I said. “I mean, I’m going broke because I’m going out on so many dates. But it’s taking so long to get anywhere with any of the girls. At this rate, I might get to second base in a month or two.”

I grimaced and poked at my mashed potatoes violently.

“Well, first of all, look at what you’re doing for a good two hours of the date – you’re going to a movie. In other words, you’re sitting in a dark room, not paying attention to
each other, and not talking for a good two hours. So in reality, your date only really consists of dinner, so that’s a good hour’s worth of a date right there,” said David.

I nodded. “So you’re saying I should stop taking them to movies?”

“I’m saying you should maximize the time you have with them. If you want to take them to a movie, make sure there is sufficient time afterwards to hang out and talk. Dating isn’t about doing stuff together, it’s about strengthening the connections between the two of you.”

“So that’s why it’s taking so long to get anywhere with these girls,” I said, the realization finally starting to dawn on me. “I’m not strengthening the connection quick enough.”

“Exactly,” said David. “You’re just wasting time with them for the most part. It’s no wonder nothing happens after the date. Did you know I get laid every time I go out on a date?”

I nodded. “Of course, you always brag about it.”

“You ever wonder why that is?”

I never really had before. David wasn’t a good looking guy. He was in his late 30s, was kind of short, and a little pudgy. Yet I knew he was pulling massive amounts of tail. I had always assumed it was due to his seduction skills, but now he was revealing that it had something to do with the way he dated women.

I was intrigued.

“Are you going to tell me, or am I going to have to guess?” I asked.

“It’s because every date I go out on is really five to seven dates,” he said.

I cocked my head and gave him a strange look. “Five to seven dates in one date? That doesn’t make any sense.”

“It does if you understand the concept of mini-dating,” he said smiling.

“So spill it!” I said. “What’s mini-dating?”

“Mini-dating is when you go out with a woman on one date, and make her feel like she’s been dating you for weeks,” said David.

I raised my eyebrow. This sounded interesting indeed.

“How does that work?” I asked.
“Well, most guys date the way you’re doing,” said David. “They take the girl out to dinner and a movie. But if you take the movie out of the equation because that’s not really quality time, they’re really only taking her to dinner for an hour or so. Therefore, the date is really only an hour long.

But me, I’ll try to take the girl I’m with many different places. I’ll take her out to dinner, but then maybe I’ll walk around with her and window shop for a bit. Then maybe we’ll go someplace and dance for a while, then head someplace different for drinks. Now let’s say I spend an hour doing each thing, that’s four hours of dating, and technically four different dates.”

“How is that four different dates if you did all that in one night?” I asked.

“The brain is a funny thing,” said David. “See, memory processes certain events based on its surroundings. Let’s say I spent four hours with a girl in a restaurant. She’ll remember all four hours as one event. But let’s say we go from restaurant, to shop, to dance floor, to drinks in those four hours. Now, instead of remembering the date as a single event, she remembers four separate events.”

My eyes widened as I began to understand what David was saying. “So you’re telling me, that because you took her to four different places, with four different surroundings, it feels like she’s gone on four dates with you when she remembers it?”

David nodded. “Exactly. And because of that, her concept of how long she’s known me is distorted. So even though we went on one four hour date, the mind processes it as four separate dates. And when that happens, it dramatically increases the level of trust and comfort she feels around me, and reduces the time it takes to get her romantically involved with me.”

“That’s… that’s… that’s…” I stuttered, trying to find the words.

“Brilliant?” David grinned slyly.

“I was going to say EVIL, but yeah, brilliantly evil.”

David laughed. “Well, if you think about it, it makes sense. To use a hypnosis term, it’s a time distortion technique. The longer she feels she’s known you, the more comfortable she’ll be with you.”

After that dinner with David, I began applying his mini-date theory to my own dates, and found a dramatic improvement in results. Whereas before it was taking me four to five dates to get the girl comfortable with me, it would now only take me one.

And the great thing about mini-dating is that it doesn’t even have to take place at different locations. It can take place in different parts of the same location. If you’re in a
club, taking a girl to the bar area, a booth, the dance floor, and the patio area are all considered separate events and therefore can constitute a “mini-date.”

I even use this tactic when I first meet a girl, and try to get her to go to more than one venue with me to make it feel like we’ve known each other longer than we have.

This is how all the serious ladies men move really fast. You always hear it when a girl says “I feel like I’ve known him forever,” what she’s really saying is the guy somehow mini-dated her to extreme levels of comfort in a very short period of time.

This is a very effective technique, and should always be employed to speed up the dating process.
Go For The Date, Or Go For The Number?

Terrence was a pretty good looking guy, which is what made his question stand out to me.

“How can I get a girl to call me back?” he asked.

We were in the middle of Boarders Books And Music, down in Westwood, a hop and skip away from the UCLA campus. Neil Strauss had just finished a book signing there for his best seller The Game, and he had asked me to speak.

After any speaking engagement, you always tend to get groups full of guys surrounding you and asking for advice. Some of it is pretty standard stuff, other questions are a bit more specific to the individual.

And though the question “How can I get a girl to call me back?” is a fairly common one, the fact that the man who was asking it should – at first glance – have NO PROBLEM getting women to return his calls intrigued me.

“What exactly is the problem you’re experiencing?” I asked.

“Well,” said Terrence, “I’ll meet a girl, we’ll hit it off, and I’ll get her number. But when I call her she’ll either never return my calls, or call me back and leave a message, but never get back with me after that.”

I nodded. “Let me ask you a question,” I said. “How much do you think girls talk on the phone?”

Terrence cocked his head to the side and gave me a questioning look. “A lot, I’d think.”

“You’d be right,” I said. “Most girls I know spend hours on the phone every day. They’re either talking to their parents, their girlfriends, or guys who call them up. And if they’re not talking on the phone, they’re texting on it. So knowing that they talk on the phone a great deal already, how often do you think they give guys they meet in bars their phone numbers?”

“Um, probably a good deal,” replied Terrence.

“I’d say maybe one out of every three guys they meet in a bar they give their real number to,” I said. “So assuming they only go out twice a week, that’s two new people calling them in addition to all the other people they already talk to. So on any given day, I’d say
she has at least six guys she’s met calling her, plus her friends, plus her family. That’s a lot of people to call back, isn’t it?”

“That’s insane,” said Terrence. “I never thought of it that way.”

“So you see, its not you. In all likelihood, the girl probably likes you and would like to see you again, she just probably gets overwhelmed with the sheer number of phone calls she has to field on a daily basis.”

“Well, how can I get her to call me back if that’s the case?” asked Terrence. “Or am I just screwed?”

“No, you’re not screwed,” I said. “You just need to change the way you operate. See, I used to have the exact same problem. I’d get a girl’s number, and then it would take forever to get together with her again. Either that, or I’d never hear back from her.”

“So what did you do? How did you get around it?”

“Simple. I stopped asking for the number,” I grinned.

Terrence grimaced as he tried to process what I just said. I laughed.

“I look at the number as a last resort,” I went on. “That’s what you go after when all else fails, because the return rate on your phone calls is so low. You have to look at a girl’s phone number as a consolation prize.”

“So if you don’t get her number, what do you do?” he asked.

“I ask her out right then and there,” I said. “See, the first time you meet a girl is the best time to try and date her. You’re there, she’s there, the opportunity is there. But most guys don’t maximize their opportunity. Instead, they get a number and try to meet up with her some other time so they can prepare to try and date her. But that’s the worst thing you can do, because a second meeting is anything but guaranteed.”

“So you ask her out right after you meet her?”

“Yes, but not the way you’re thinking,” I continued. “I try to mini-date her instantly and get her to join me someplace different than where I met her. In other words, I’ll hang out with her as quickly as possible to try and build a solid connection with her, because girls who feel they know you better are more likely to see you again. And then, when I am unable to hang out with her any longer – for whatever reason – I try to set up the next date before she leaves.”

“So you go for the next date instead of the number?” asked Terrence.
“Exactly,” I said. “You make hard plans right then and there to see each other again. Why wouldn’t you? It’s all about maximizing the time you have with the girl. If you get her to commit to seeing you again while you are in her presence, she’s much more likely to agree and KEEP that commitment than if you tried to do it over the phone at a later date.”

“So you just say something like ‘Hey, let’s get together for dinner tomorrow night?’”

“Well, I’ll usually say something like ‘I really enjoyed hanging out with you, and I’d love to do it again. Would you like to grab some coffee Wednesday evening,’ or something to that effect.”

“So you tell her you liked hanging out, and ask her to do something with you on a specific date?”

“Usually, yeah,” I said. “But there isn’t a set pattern to it. It’s all based on when I’m free and what I feel she’d be comfortable doing with me.”

“But what if she isn’t available when you want to get together?”

“Then I’ll ask her when she’s free, and try to accommodate that schedule,” I said.

“And if she still isn’t able to get together?”

“Look,” I said. “If she’s not willing to commit to see you again, then chances are you didn’t do a good enough job building a connection with her, OR she’s not interested in you, so either way, you have to be ready to move on and find a different girl. But at the very least, that’s when I would ask for the number.”

“So you do ask for the number?”

“Yeah, but only after I’ve either set up the date, or exhausted any possibility of working out a hard time to get together with her. This way, I have an opportunity to follow up with her.”

“And how do you ask for her number?” asked Terrence. “Is there a trick to it?”

“I usually do it in the context of exchanging numbers.”

“Like you give me yours, and I’ll give you mine?”

“Pretty much,” I said. “I might say something like ‘let me give you my number,’ then hand her my cell phone and have her type her number in. Or ask her for her phone, and call my number, then save it in her phone and save her number in my phone, since I just called myself.”
“That’s pretty slick,” said Terrence. “I’ll have to try that sometime.”

“Don’t use it to steal a girl’s number, though.” I said. “I know guys who borrow a girl’s phone and call themselves just to have her number, but they don’t realize if she doesn’t give you the number with the intention of having you call her, it’s a low quality number and chances are she won’t call you back.”

Terrence nodded. “So all I have to do is try to set up the date, and get the number as a last resort?”

“That’s it,” I said. “You’ll have more dates than you know what to do with.”

And sure enough, that’s exactly what happened.

About a week after the book signing, Terrence sent me a series of emails detailing how he used my advice and stopped going for the number right away. Instead, he used the mini-date to date strategy, and found it worked like a charm.

He no longer had to worry about having girls call him back. Now he was worried about having too many girls knowing HIS phone number.

In fact, he even emailed me asking if I had any tips on how to manage dating multiple girls.

That, however, is for another book entirely…
How To Take Her On Interesting Dates

I often get asked questions about how to make dates more interesting.

My reply is always “Think of what everyone else does, and don’t do that.”

Lots of guys believe that they have to take women out to fancy restaurants, buy them expensive gifts, and drop some serious coin to impress them.

But this simply is not the case.

In fact, the case usually is that the more money you spend on a woman, the less she appreciates it.

Why?

Because she didn’t have to WORK for that kind of treatment. And the things you don’t work for, you can’t appreciate.

Save those lavish events for women you are already in a relationship with. They will appreciate them more. And the women who REQUIRE that kind of treatment to like you are women you DON’T want to be with. (Trust me, their priorities are not right)

The first rule of dating is to not spend a lot of money. If you’re really serious about getting a good girl, you could be going out on thirty dates a month. That would put you in the poor house really quickly.

So the trick is to find fun and interesting things to do that don’t cost a lot of money.

Things like meeting for coffee is okay on a first date. Its cheap, its low pressure, and its easy to escape if things aren’t going well.

But for second, third, and fourth dates, you want to really go for something memorable and fun.

Doing things like going to a video game arcade, for instance, can be a fun and interesting date. You can play her in video games and make bets on who wins. Things like “You have to buy me dinner if I beat you” can really make things interesting.
Taking the girl on a hike, or someplace cool in your area for sight seeing can make an interesting date.

Riding bikes in the park. Going to a comedy club. Attending a fair…

The possibilities are endless.

You can go the dinner and a movie route, but know that every guy she’s ever dated has done that.

If you want to stand out, make your dates different. Check your local paper and see what kind of interesting events are going on. Music events, art galleries, plays – they’re all listed in the newspaper.

It might seem like a little bit of work, but it isn’t all that hard. And even if it is, it’s worth it when you hear her say “I’ve never been on a date like this before!” or “You’re not like any guy I’ve ever dated.”

Because in the end, the more you can stand out, the better your chances of achieving what you want.
The Art of Approaching – How to meet AMAZING women without fear of rejection!

The Screening Process (Find Yourself A GOOD Woman!)

James was one of the sweetest guys I had ever met.

There was absolutely nothing about him that was offensive or intimidating. You could tell by his eyes and soft tone of voice that he was a gentle soul at heart.

James was a black man who had started his own company, and had done very well for himself. He had come from a poor family, and had educated himself in business, going on to making six figures a year.

I had met James at a party and hit it off with him. He was a quiet man, but if you worked hard enough you could get him to talk with you. When the party had just started to kick into full swing, he mentioned he had to be getting home.


“I’d like to,” said James, “but tomorrow is my day to be with my son and I want to be rested.”

“Oh, you have a kid?” I asked.

James smiled as he pulled a picture out of his wallet. His son looked just like him. You could tell by the smile on James’ face that he lived for his boy.

“His name’s Rodger,” he said proudly. “He’s in the second grade.”

I nodded.

“Are you divorced, or just separated?” I asked.

James smile disappeared. “No, I’m divorced,” he said putting away the picture.

“I take it things ended badly?”

James nodded. “She’s not fit to be a mother,” he said. “I keep worrying she’ll run off with Rodger. I don’t mind paying child support, but she uses that money to buy herself
things instead of school supplies and clothes for our son. Every time I try to do something about it, she threatens to disappear with him.”

I shook my head. How such a sweet, wonderful guy as James ended up with a woman that evil was beyond me.

But James isn’t a special case. Millions of men all over the world get ensnared by women who are not good for them.

Just like all things, there is good, and there is evil. The good can be a tremendously positive force in your life, filling it with joy and happiness. The evil, however, can cause tremendous pain, suffering, and even DEATH.

It's no different with women.

There are good women in this world, and there are women that can only be described as EVIL.

It is important to distinguish between the two to help you spot the bad ones so you can save yourself from untold suffering and focus all your attention on finding a good woman that you can have amazing experiences with.

Because so many men have a hard time attracting women, they tend to go for what they can get – and many times, what they can get is a woman who is looking to take advantage of them.

In James’ case, he was a successful business owner. A woman he ended up marrying saw the type of money he was making, and seduced him. She made him feel that she loved him, and went out of her way to get pregnant with his child. Once pregnant, she guilted James into marrying her. And once she was tired of him, she divorced him and took their son to ensure he’d keep paying her.

When I talk about women like this, I use the term EVIL to describe them. Sometimes I take flack for using that word, but in my opinion, that’s what it is.

That is why knowing how to screen the woman you’re with properly is so vital. You have to determine if a woman is good to have in your life, or if she’s someone who’s going to cause you grief and suffering.

The first thing I want to say about EVIL women is that it is important to spot them early! And once spotted, it is important not to have any type of contact with them if you want to enjoy complete happiness in your love life.

Of course, sometimes it can be very tempting to have a one-night stand or hot-and-heavy fling with a woman who is bad for you. And sometimes, everything can turn out okay.
But that doesn't mean you're not still playing Russian Roulette with your love life (and in some instances, your health and financial well being)!

The best defense against EVIL women is knowing the type of woman you want.

EXACTLY the type of woman you want.

When you know what you want, your search for the woman that's right for you becomes much narrower and focused, so instantly you filter out a great many of the women you'll be wasting your time with.

For instance, let's say you're looking for a serious girlfriend...

What are the things you'd want in a woman who's going to be a good girlfriend?

Let's say you'd like a woman who really enjoys outdoor activities (because that's what you enjoy). So you're girlfriend has to be an avid outdoorsman. BOOM! You've just narrowed your search and eliminated a good 90% of the EVIL women that are out there.

But there's still that 10% you have to look out for.

The next thing you should be aware of is if she is in a profession that lends itself to "unbalanced" personalities.

For instance, if the girl is, or has ever been, a stripper, a prostitute, or a porn actress, her chances of causing you incredible amounts of trouble are EXTREMELY great. And we're not just talking about the mental trouble either, they could very well give you a disease from which you may never recover!

Another thing to look out for is self-destructive habits. If you notice the woman you're with is a heavy drug user or alcoholic... RUN.

Do not get seriously involved with women who drink too much, do too many drugs, or both. These are women who will care more about the substances they abuse than YOU. And they are also women who care nothing about themselves, and getting emotionally attached to someone who cares nothing for their own well-being is a painful endeavor.

Some people criticize me for saying this, but I do believe it... BEWARE SINGLE MOTHERS! If you're getting involved with a woman who already has a kid, you're opening yourself up for a great deal of trouble down the line.

Why?

Because if she got pregnant once by some other guy, chances are she'll get pregnant by YOU! Even if you use birth control! And if she DOES get pregnant, chances are she'll
go ahead and have the baby. This means that whether you break up with her or not, you'll be stuck paying child support for the next 18 years!

Now, if the idea of shelling out your hard-earned cash for a kid you never wanted to a woman you don't like for the next 18 years of your life doesn't appeal to you -- STAY AWAY FROM SINGLE MOMS!

Not only that, but depending on the law in your particular state, if her kid gets emotionally attached to you and you break up, you could legally be ordered to pay child support for a kind that isn’t even yours!

(Men’s rights in many states when it comes to children are often barely existent. The courts almost always favor the mother, so be sure to know the law in your state if you are looking to get involved with a woman who already has a kid.)

In addition to that warning above, single moms will always choose their kids over you, which means you will always get the short end of the stick when it comes to her time and attention.

So if you want lots of sex and adventures in your relationship, you can throw that away when dealing with a single mom!

Watch out for women who are too clingy and get jealous easily! These are women who are incredibly insecure, and most likely they will cheat on you!

In fact, the more jealous they are, the more likely it is they are sleeping around. This is because people tend to project their own behaviors on others, and if they think you're cheating on them, chances are it's because they, themselves, are cheating (or thinking about it!).

One sure-fire way to measure how good a partner a woman will be is to ask her about her relationship with her father.

A woman bases how she sees men in her life upon the experiences she had with her father growing up.

If a woman was abused by her father in some way, that will translate to her behavior towards men at large. You’ll find many lesbians were abused or raped by a family member of some type at a young age. This is an attributable cause to their aversion towards men.

But even if it wasn’t sexual abuse, other factors can come into play. If a woman hates her father, be aware that she has negative feelings towards strong male figures in her life. If you get involved with her, she will project those feelings onto you, as you become the strong male figure in her life.
If she had no father growing up – as in a child of divorce who grew up with her mother with no real male role models – her perceptions about men will often be unrealistic.

Typically, women who have good relationships with their mother AND father are well balanced women who will treat you well. If they hate EITHER of their parents, chances are they're going to end up treating you the same way.

As a side note to this, look at how her parents treat each other if you get the chance. If their relationship is a good one, chances are the relationship you have with her will be good too! The same is true if her parents have a BAD relationship.

Another good factor in determining if a woman will be good for you or not is to look to see if the woman you like also likes children.

It doesn't matter if you want to have kids or not. If a woman does not like kids, that's a statement about her own capacity to love and nurture! If she hates kids, or doesn’t want children, then it's a very good possibility she is incapable of deep commitment and personal connection, and will end up using and abusing the man she is with!

And finally, if you find out that you're with an EVIL woman, do not hesitate to DUMP her immediately!

And when I say dump, I mean DUMP.

Delete her number from your phone, do not see her or talk to her again. Cut her out of your life completely!

And if she comes crawling back to you promising to change, DO NOT TAKE HER BACK. She won't change, and she'll make your life even WORSE than it was when you were with her before. Be strong and leave her behind completely, and work towards finding a good, positive woman to have in your life.

You can't protect yourself 100% from EVIL women, but if you follow the guidelines I've given you above, then you have an extremely good chance of filtering them all out.

Obviously, no woman is going to be perfect. However, when screening women you’re with, it’s important to measure how stable they are mentally and emotionally before you commit yourself to them.

Otherwise, you end up like James – a great man who now has to suffer because he did not screen the woman he married properly.
Why You Shouldn’t Be “Friends” Before Dating

“I think I’m in love,” said Eric.

He looked like he was in love. He’d been floating around for days like he was in some kind of trance.

“So what’s his name?” I joked.

Eric threw a french fry at me. We were sitting at a Chili’s restaurant grabbing some dinner.

“Hardy, har,” said Eric. “I’m serious.”

“So was I,” I joked again. “So, what’s her name and how did you meet her?”

“Her name is Alice. She’s the new receptionist at my office,” said Eric. Eric was a paralegal at a law firm in Massachusetts. I met him years ago when I used to go to high school in Boston.

Eric had never had much luck with women. I think him and I used to bond over the fact that we were complete losers in love. Though every girl Eric met liked him and enjoyed his company, for some strange reason, none of them were too interested in dating him.

Of course, by this point, I had gotten quite good at approaching women. But Eric hadn’t improved much, if at all, since high school.

“So where are you taking her?” I asked.

“What do you mean?” he said.

“Didn’t you ask her out yet?”

Eric shook his head. “Oh, no. No, not yet.”

“Why the wait?”

“The time isn’t right,” said Eric. “I want to become friends with her first.”
I nibbled on a fry while I pondered Eric’s words.

“Why?” I asked.

“Huh?”

“Why do you want to be friends with her before you date her?”

“Why wouldn’t I?” said Eric. “It’s good to become friends with a girl before you ask her out.”

“Is it?” I said. “Is that what you do all the time?”

“Yeah,” said Eric.

“And how’s that been working out for you?”

Eric stared at me blankly. “What?” he asked, trying to comprehend what I was getting at.

“You always complain about how you can’t get anyone to date you,” I said. “You say they keep just wanting to be friends, and they act all weird when you ask them out. You ever think that maybe being friends before you date isn’t the best idea?”

Eric stiffened a bit, getting defensive. “Why would I want to date someone I’m not friends with first?” he asked. “I’m not just looking to get laid, you know. I want a girlfriend. Someone to share my life with.”

“I understand,” I said. “But you have to wonder, don’t you? If being friends with a girl was the key to getting her romantically involved with you, then why is it every girl you befriend doesn’t want to be your girlfriend?”

Eric was quiet for a moment. I could tell I had struck a nerve.

“Look, I’m not saying this to be mean,” I went on. “I know you’re honestly looking for a good girl to settle down with. And I’m not saying that girl, whoever she may be, shouldn’t be your best friend in the whole world. All I’m saying is, why do you feel it’s necessary to be friends before you start dating?”

“I don’t know,” said Eric. “I guess I like it because the pressure is off, and I feel like I know the girl better and feel more comfortable.”

“That’s how YOU feel,” I said. “What about how SHE feels?”

“I would think she’d feel the same way,” he replied.
“You’d think that, wouldn’t you?” I said. “But look at the results it’s gotten you so far. You meet a girl, you like her, you hang out with her, call her up on the phone, go out and do things together – date her without actually having to date her – and then when you want to get romantic she becomes uncomfortable. Why?”

“I don’t know…” said Eric.

“I’ll tell you why,” I said. “Because by becoming friends with the woman before you try to date her, you’ve removed the possibility of romance.”

“But that doesn’t make any sense,” said Eric. “If they like me enough to be my friend, why wouldn’t they like me enough to be my girlfriend?”

“Look at it from their perspective,” I said. “They meet a guy, he’s a cool guy, they like him. They enjoy his company. He’s sweet, and innocent, but doesn’t display any signs that he’s interested in her beyond friendship. So they accept him as a friend. They do things with him they do with other friends of theirs. They settle into a pattern. Then this guy asks them out on a date, and they get confused. They got used to being friends, and the idea of moving it into a new arrangement makes them uncomfortable. They prefers things the way they are, so they give him the ‘lets just be friends’ speech.”

“But I know lots of guys who were friends with their girlfriends before they started dating,” said Eric. “If what you’re saying is true, why does it work out for them?”

“Because I’d venture to guess that though there was friendship there, there was also attraction,” I said. “See, having a bit of sexual tension in a relationship is key. You can build attraction around sexual tension, and friendships can stem from that mutual attraction.

BUT, what most guys do when they like a girl is try to fly under her radar, so as not to get rejected. So they approach her from the framework of just wanting to be her friend. They knock sex completely out of the equation because they think that having that present will scare off the girl before they have their chance to make their move. But instead it has the complete opposite effect.”

Eric stared at me, nodding slowly. I could tell he was following along, even if he wasn’t sure about what he was hearing. I decided to make things a bit more clear for him.

“See, most guys who are good with women don’t bother to hide their intentions. Girls know what they want right away, and they’ll either let them know if they’re interested, or if they’re wasting their time.

But then you have guys who disguise their intentions. They try to deceive the girl into thinking he’s something he’s really not – a guy who just wants to be her friend, someone who’s not interested in her sexually. They think they’re being slick when they do this because they are bypassing that initial phase where the girl will be able to reject them.
They think that if the girl gets to know them better before they make their move, that they’ll have a better shot of hooking up with her.

The sad reality is, this rarely happens. And when it does happen, it happens because the woman had already decided she was attracted to him in some way.

What usually happens is the guy removes himself from the selection process the woman uses to select a boyfriend, or someone she’d be attracted to, and places himself in a different category, one where he’s at a specific disadvantage because he can’t reveal his true intentions without revealing he deceived her.”

“So you’re saying women look for different traits in a friend of theirs than a guy they’d want to date?” asked Eric.

“Sometimes,” I said. “See, a guy a woman is willing to date will become her friend naturally, because chances are he’ll have traits that would make him a good friend. But there’s also that factor which makes him attractive, that sexual tension, and that’s a trait her friends don’t have. You ever have a woman you liked call you up to complain about a guy she was dating?”

“Yeah, all the time,” Eric grimaced.

“We all have,” I said. “They call up to talk to you about the problems she’s having with the guy because she likes you and trusts you as a friend. But do you ever ask yourself why she just doesn’t talk to the guy she’s seeing about the problems she’s having?”

“Not really.”

“It’s because there’s too much at stake for her to do that,” I said. “Friends are people you can trust to be discreet and give you advice. If she went to the guy she was dating with her problems, she’d be dealing with her own insecurities about the relationship and his insecurities as well, and run the risk of destroying the sexual tension they have. Relationships are very important to women, that’s why they keep their romantic interests so heavily segmented from their friends.”

“And that’s why once you become a friend, you can’t cross over into the relationship category?” said Eric.

“Exactly,” I said. “If they blur the lines as to who can be considered their friend and who can be considered their lover, it gets confusing and stressful. They’ve shared stuff with their friends they don’t want their lover to know. They know stuff about their friends they don’t want to know about their lover. They’re used to acting a certain way around a guy who’s their friend that is hard to adjust when they become romantically interested.”
Eric nodded. “So that’s what I’ve been doing wrong all this time,” he said. “I’ve portrayed myself as the safe friend and have been getting pigeonholed each and every time.”

I nodded. “You’re not the only one. Millions of men make this mistake.”

“So what’s the solution?” asked Eric. “Is there one?”

“There is,” I said. “But it might not be one you want to hear. See, the best way to go about avoiding this pitfall is to create attraction BEFORE friendship. Don’t try to hide behind a web of deceit about your intentions. Be upfront about it before you commit yourself to being friends with her.”

“Why would I not want to hear that?” asked Eric.

“Because, when you do this, you can find out very quickly whether you have a chance with this girl or not,” I said. “You’re going to find out very quickly whether she is interested in you, or if she isn’t. If she isn’t, you can try being friends with her, but regardless, you’re going to feel that sting of rejection if you’re not her type.”

“Well, that sounds better than spending months agonizing over a girl who only sees you as a friend,” said Eric.

“Yeah, but most guys don’t see it that way,” I said. “They fear the initial rejection when in the long run it saves them a lot of pain and suffering. It’s like the difference between tossing a frog into a hot pan, or putting it in a cool pan and slowly cooking it over time. The first experience hurts, but you get out of it quickly. The second experience is long, painful, drawn out, and sometimes you can never recover from it.”

Eric nodded. “I see your point now,” he said.

I smiled. “Look, I’m not saying you can’t be friends with the girl. In fact, it’s extremely hard to be in a relationship with someone you’re not friends with. So just trust friendship will come in time. But don’t try to bypass the hard work of establishing attraction with the girl before you allow friendship to enter into things, because if that’s the case, you’re going to be cooked slow, just like the frog.”

A few days after our conversation, Eric took my advice. He began to flirt with the new receptionist, and eventually invited her out to drinks after work. She accepted, and he ended up making out with her that night. This lead to more dates, and eventually the relationship he wanted.

I’m convinced that had he followed his usual routine, this would not have been the case. I’ve been through situations like this too many times myself to know that the “friends first” mentality is a bad one.
Many times, guys will hear the woman say things like “we’re moving too fast,” or “I hardly know you.” They mistake this for a signal that they have to become friends with the girl before she’ll be attracted to them.

This, however, isn’t the case. What the girls really mean when they say this is that they don’t feel enough of a connection with you yet to feel comfortable with your interest.

By now, having read subsequent chapters of this book, you should recognize that the art of generating attraction can be a tricky one if you’re not careful. If you come on too strong, before you establish a connection with a girl, you can scare her off. The trick is to meet her, quickly establish a connection, THEN make it known that you’re interested in her, and see if she’s interested in you. This will lead to dates, and then relationships.

Friendship will ALWAYS follow.
The Magic Of Mistakes

When we are in school, it is hammered into our heads that mistakes are bad and must be avoided at all cost. In the world of higher education, the more mistakes a person makes, the less intelligent that person is thought to be.

We’ve all had the days were we stressed out about showing our parent’s our report card. I can remember the day in sixth grade where I had two, big, fat, shiny “D”s in Science and Social Studies and having to present that to my parents.

The idea of avoiding mistakes is so ingrained in us through the school system, that it’s no wonder we all strive so hard for perfection in life.

But the interesting thing is: Most of the ultra-successful people in this world never graduated college, and were terrible students in school.

What does that tell you?

See, there is a distinct difference between book smarts and street smarts. In the classroom, mistakes are penalties for not learning. On the streets, mistakes are opportunities to learn.

There’s no one out there who can teach you how life really works. You have to experience it for yourself to know its ins-and-outs. And the only way you learn is by experiencing something new, something you did not know before.

In short: The more mistakes a person makes, the more that person learns.

To use a metaphor, remember back when you were learning to ride a bicycle. Do you remember the frustration you went though as you struggled to learn how to ride a bike? You’d get on and almost immediately fall off. You make mistake after mistake.

Then, suddenly, you stop falling off. You begin to peddle, the bike begins rolling, and then suddenly – like magic – a whole new world opens up to you.

That is the magic found in mistakes.

Mistakes are the building blocks of experience. They’re the foundation upon which skill sets are built – but ONLY if you learn from them.
The people who ignore their mistakes or write them off are destined to make the same mistake time and time again.

When it comes to women – that’s what most men do.

Most guys keep making the same dating mistakes over and over again, and NEVER learning from them. They start to focus on avoiding mistakes all together because its either too embarrassing for them or too painful.

But by avoiding mistakes, they avoid experience, and they end up either isolating themselves from women, or experiencing relationship-based pain time and time again.

But there is an Art to making mistakes. It’s an art that allows you to stumble and fall, but pick yourself back up again and be better for it.

The first thing that happens after you make a mistake is that you become upset. Everyone who makes a mistake gets upset that they made one. In fact, being upset is the first indication that you did, in fact, make a mistake.

It’s at this point, when you’re upset, that you find out what kind of man you really are.

At the moment of being upset, we tend to become one of five characters who are brought to center stage when mistakes occur.

The first is The Liar.

The liar will say things like “I didn’t do that.” Or “No, no, no. It wasn’t me.” Or “I don’t know what you’re talking about.” Or “Prove it.” They try to act like the mistake didn’t happen, and they had no involvement in it.

The second is The Blamer.

The blamer will say thing like: “It’s all your fault, not mine.” Or “I’ve been tricked!” Or “These techniques are stupid.” Or “That girl was a bitch.” The blamer tries to offset his guilt and anger over the mistake by placing it on other people. The blamer looks to avoid responsibility for his own actions.

The third is The Justifier.

The justifier says things like: “Well, I’m not good looking, so that’s why I don’t get girls.” Or “If I had more money, I could get really beautiful girls.” Or “Oh, I didn’t really like her anyway.” The justifier looks to rationalize his problems away and act like the ability to change is something beyond his control.

The fourth is The Quitter.
The quitter says things like: “I knew this would never work!” Or “This is too hard and it’s not worth it. I’m going to give up.” Or “Why am I doing this? I don’t need the hassle.” The Quitter looks to ignore any learning experiences by giving up and giving into his negative emotions. He runs away when he should be running forward.

The final character is The Denier.

This person tries to deny he has made a mistake by saying things like: “No, there is nothing wrong. Things are fine.” Or “What? I didn’t do anything wrong.” Or “Don’t worry, things will work out.” This is the type of person who tries to bury his mistakes and act like they never happened.

When people get upset due to a mistake or accident, one or more of these characters will take over their mind and body.

But if you want to LEARN, and gain wisdom and experience from this priceless mistake, you have to let the Responsible You eventually take control of your thinking.

The Responsible You will say things like “Okay, I made that mistake. What lesson can I learn from what happened?” Or “What can I do to ensure I don’t do that again?” Or “What can I do so that next time this situation arises, I’m prepared?”

When someone says to themselves “I’m glad this mistake happened because I learned this or that from the experience,” they are accepting responsibility for their actions and building a foundation of experience from which they can improve.

Understand this simple rule of dating:

**It’s Always Your Fault!**

Following this rule will help you learn and improve with women faster than anything else available in this world.

Believe that EVERYTHING is within your control. You are not a victim in life, you are someone who shapes his life. If you have a bad experience with a girl, it is because of something YOU DID.

The beauty of this is that if something you did caused a bad experience, that means that something you do can cause a good experience in the same situation.

The people who avoid their mistakes do not understand this concept.

Your actions are completely under your control, and mistakes can dictate to you what actions you must take to get the result you want.

And once you mastered this, you will find you make fewer, and fewer mistakes.
THE ART OF FLIRTING

If you’ve ever watched the Nature Channel or Animal Planet on TV, you’ve undoubtedly seen one of those “Animals in the Wild” shows that documents how said animals live, sleep, eat, and of course, mate.

If you watch these shows, you’ll almost always get to a segment where the animal’s “mating ritual” takes center stage.

The narrator, in all the gravitas his voice can muster, will undoubtedly explain what exactly the animal is doing and why it is designed to attract its mate.

Take the peacock, for example. Here you have a lovely bird with a beautiful, multicolored tail which serves no real purpose in the animal’s survival (after all, those beautiful colors tend to attract predators, and peacocks can’t run very fast with all those heavy feathers). But they do serve as a courtship device to attract females so the peacock can mate. When you see a peacock spread its feathers, you know he’s on the prowl!

By the same token, us humans have mating rituals that we go through to attract the opposite sex as well. Like the peacock, we too like to flaunt our tail feathers from time to time, but our equivalent of that stunning plumage is our intelligence, language, social status, and all sorts of other human characteristics that separate us from the animals.

When we combine these aspects of ourselves and manifest them for the purpose of attracting a woman, we’re doing what is commonly known as “flirting.”

Like the animals on all those nature shows, flirting is a natural instinct that humans abide by to get an initial attraction with the opposite sex. Flirting is a complex set of unwritten laws and etiquette designed to express interest in someone and get them to express interest back.

Many times, we flirt instinctively, without conscious knowledge of what we’re really doing. The only time we really realize we’re flirting is when it’s not working, or something goes wrong – be it by flirting with the wrong person, or doing so at an inappropriate time and place.

For instance, you ever meet a girl who was cute, fun, bubbly, and seemed to really enjoy your company? She’d laugh at your jokes, smile at you all the time, and do all sorts of activities with you? Like any guy, you’d think to yourself “Wow! This girl really likes me! She’s totally into me!” But then when you go to kiss her or express your interest,
she acts surprised that you mistook your “friendship” with her as signs she was “interested” with you.

You’re not alone in this. Men in particular have a hard time interpreting the subtle cues that women give off. Often times, we can mistake a woman’s friendliness as being flirtatious, and a woman’s flirting as her being just friendly (or you might not notice her flirting at all!).

Because of this, pretty much every man on the planet has had a few embarrassing moments in regards to “misreading” the situation.

Now, if flirting is supposed to be natural, then why is it so hard to do? Why do we misread the situations so often and have to endure these embarrassing moments?

The short answer to this is: society.

Somewhere along the way, in your life, restrictions were imposed on your natural instincts that hinder your ability to either flirt, read the signs of others flirting with you, or both. Maybe your parent’s scolded you when you were younger, or you got some bad advice growing up. Whatever it was, some wires got crossed that made flirting harder for you than nature intended.

With that in mind, this section is meant to go in depth into the Art of Flirting in an attempt to help fix whatever damage you’ve sustained when it comes to the natural human mating ritual.

Now, as I muster the gravitas in my voice, let us begin…
The Two Types Of Flirting

In my experience, flirting falls into two different types of categories. They are:

- Flirting For Fun
- Flirting With Intent

Let’s break these types of flirting down…

1. Flirting For Fun

This is probably the most common type of flirting, and you’ll see men who are naturally good with women do this almost constantly. Some people call this an “energy” or and “aura,” but it’s really just an attitude where you flirt with pretty much everyone.

See, no matter what type of flirting you do, it’s always FUN! Exchanging playful sideways glances with women, and laughing and joking around with them can do wonders in making you feel energetic. It can really brighten your day and raise your self-esteem. Not only that, but this type of attitude really does attract other people to you, so your social circle grows when you flirt for fun. This type of flirting also projects a great deal of confidence on your part, like you’re unafraid of what society would say.

Fun flirting is pretty much a harmless endeavor, because you flirt with everyone – even people you aren’t attracted to! You just do it because you enjoy it.

Women are incredibly perceptive when it comes to subtle sexual cues, but when you’re flirting for fun, subtlety isn’t really necessary. Pretty much anyone will pick up on the vibe you’re giving off and respond to it in their own way. A guy who likes to flirt for fun will often have a lot of female friends and will usually have girls around them, because women enjoy the attention a great deal, and as I said before – flirting is fun for everyone involved!

2. Flirting With Intent

If flirting for fun is setting off a bomb in a crowded room, flirting with intent is a sniper rifle. Because flirting is essentially the beginning of the human mating ritual, when you do find someone you are attracted to, you will want to flirt with them directly.

Flirting with intent can be like a lot like a tennis match. There are two players, and you both constantly lob the ball into the other’s court and see if the ball is hit back to you.
As with flirting for fun, you can selectively flirt with anyone you want. Focusing your energy on one person instead of everyone is perfectly natural. However, this doesn’t mean that the person you choose to flirt with will flirt back with you.

When you flirt, you are signaling interest on your part to another person. If that person picks up on your flirting, and decides they are attracted to you or want to reciprocate, then they’ll flirt back. Once that happens, its “game on.”

I’ve read some advice that you should never flirt with people who won’t return your interest and you should only flirt with those who are equally or less attractive that you are.

This is complete “ka-ka.”

As stated before, you can flirt with anyone you want! You never know what type of man a woman is going to be attracted to, and when it comes to flirting, you honestly have nothing to loose. The worst that can happen is an embarrassing situation like you had in the past, but if you are paying attention to whether or not the girl you like is reciprocating your flirting, you’ll know when to walk away or when to press forward.
How To Flirt

Now it’s time to get into the nitty gritty of flirting.

The first thing to keep in mind when you’re flirting with a woman isn’t that you’re there to show off or impress her. Often, when you hear guys talk about how much money they make, what kind of car they drive, or how powerful they are at work, these guys are mistaking flirting for showing off.

The goal of flirting is not to impress a woman. It is to express your interest in her in a subtle and playful way. It is designed, by nature, to be a way for a male and a female to discover whether or not the two are attracted to each other.

Walking up to a girl and saying “You’re hot, want to bone?” is not flirting. It’s being forward. This blunt approach bypasses the build-up of the mating ritual and is libel to turn a girl off.

But walking up to a woman, smiling at her, making strong eye contact, getting her to laugh, maybe winking at her… this is all stuff that is meant to communicate interest to her.

However, the purpose of your flirting is not ultimately to express your interest in a woman. Its purpose is to find out whether or not she’s going to return that interest! If she does, that’s a sign to proceed. If she doesn’t, that’s a sign you should either walk away, or change tactics.

When it comes to flirting for a man, there are only two things that need to be communicated:

1. Male Sexuality
2. Confidence

These two traits, when combined, are incredibly attractive to women. And when you communicate these traits both non-verbally and indirectly with your language, you are a powerful force to recon with in the flirting realm.

Remember: Women are empathetic and emotional. They respond to strong emotion and feelings.

This means if you effectively send out your male sexuality and confidence when flirting, women WILL respond to it!
When it comes to communicating these traits, the non-verbal element is always more important than the verbal aspect. Too many guys think that just by chatting up a girl, they will be able to successfully get her attracted.

WRONG!

Actions speak louder than words, fellas. Women will pick up on what you do way more than what you say. Your body language, voice tonality, and gestures will communicate all you need without you actually having to say anything.

For instance, let’s say you see a beautiful woman and you walk up to her and say “Hello.” Now, depending on how you walk up to her, and how you say hello, you can communicate anything from “You are the sexiest woman alive and I want to make mad, passionate love to you,” to “I’m just being polite and I’m not interested in you at all.”

We covered the nonverbal aspects of flirting in great detail in the “Art of Body Language” section of this book, and the verbal aspects were hit upon in the “Art of Approaching” section. Go back and re-read those chapters if you are unclear on them.

For now, we’re going to focus on a few guidelines for flirting.
Flirting Guidelines

Here are a few hard and fast rules you can abide by when you want to flirt with a woman.

1. **Use flattery** – Like the old saying goes, flattery will get you everywhere! Women love it when nice things are said about them (I mean, let’s face it, who doesn’t?). Just make sure what you say genuine! Not only do you not want to get caught in a lie or sound insincere, but why would you want to compromise your personal integrity by complimenting something you actually don’t find appealing or interesting?

2. **Greet others with energy** – First impressions are always important. It’s much harder to start an interaction with someone at a low energy and build it up than it is to start an interaction with high energy and let it settle. The more energy you come into an interaction with, the more the person you talk to will be willing to be swept away with it!

3. **Make direct eye contact** – Nothing communicates confidence better than direct eye contact with someone. Always be looking the person you’re talking to in the eye. A hard, steady gaze can be quite seductive, but it also helps to establish a strong connection to the person you’re speaking with.

4. **Repeat her name** – Personally, I have a terrible memory for names, so I usually like to repeat the person’s name a couple times in conversation just to try and remember it. However, this is also a great tactic to use when flirting, because you’re making an effort verbally say the woman’s name that you’re talking to. In a subtle way, hearing someone say your name creates comfort and familiarity with that person. Do this with the woman you’re talking to, and she’ll feel exactly that!

5. **Ask questions about her** – Women do like to talk about themselves, and asking her about herself shows interest on your part about who she is and what she’s about. Some dating experts out there don’t recommend doing this because they think you place too much importance on the girl. I think that it’s important to show you’re interested in who she is as a person, but not only that, you’re also gathering information so you can figure out common topics of interest that you can then relate to. For instance, if she once lived in a city you lived in too, you can then jump in and start talking about your experiences in that city. This helps create further connection between the two of you.
6. **Share your life experiences** – This relates to tip number five. You want to capture your target’s imagination by sharing experiences you’ve been through. When you weave your own tales about yourself, you help shape other people’s opinions of you. I cover this topic more in “The Art of Storytelling” section.

7. **Speak with confidence** – This is a HUGE deal when flirting. The last thing you want to do is communicate that you’re scared or unsure. So know what you’re talking about and be certain and secure in your knowledge. Don’t be afraid to set the record straight or get into an argument if you know you’re right. Women respond to male aggression and confidence quite well, as long as you don’t go overboard with it.

8. **Whisper** – Nothing can be more flirtatious and seductive than the act of whispering. When you lean in towards a woman and lower your voice, it creates an aura of intimacy that is hard to resist. The closer you can get to her ear, the more intimate it becomes, and the connection between the two of you becomes stronger because of it.

9. **Create and use nicknames** – This is a neat little trick I picked up from a friend. When you name something, you symbolically express ownership of it. The act of giving the woman you’re talking to a name is quite powerful. Not only does it establish your dominance in the interaction, it also creates an image the woman you’re talking to is forced to live up to. For instance, the one I like to use is “If you were a stripper, what would your stripper name be?” and when she responds, say “Hmm. Actually, you look more like a Martini to me. From now on, you’re name is Martini!” and then continue to call her that. Make a playful joke of it. Soon, she’ll adopt the notion of sexuality that’s attached to the name you gave her. Very powerful.

10. **Leave her wanting more** – You don’t want to exhaust your flirting arsenal right away, so it’s always a good idea to alternate between flirting and non-flirting signals, and keep this going until the end of your interaction. Constantly flirting comes off as too strong, and can be too hard to keep up in the sense of how much energy you put into the interaction, so alternating is a way to keep the ball rolling without burning out too soon. It also allows you to extend the flirting so that when it comes time to part, she’s still interested in seeing more of you. Too often, men will allow the energy of the interaction to drop and by the time it’s over, the woman has gotten her fill of you. So always end on a high note and leave her wanting more of you.
What Not To Do When Flirting

Just like with everything, there are some things you should definitely NOT do when flirting with a woman.

1. **Don't depend on others to make things happen** – This is a big mistake that so many guys fall into. I call it the “laziness factor.” It’s where they look for others to do the work of meeting and flirting with women for them. The thing is, if you yourself do not take action, guess what? Nothing will happen for you! You can’t rely on your buddies to find women for you. By the same token, you can’t wait around for women to approach and start flirting with you. You’re a man! Take the bull by the horns and make things happen for yourself.

2. **Don't lie** – What I mean by this is don’t offer more than you intend to give. If you’re not looking for a girlfriend, don’t tell that to a girl in the hopes that will get her into you. By the same token, don’t promise to take her on trips or buy her expensive presents in the hopes that will get her to like you. Don’t misrepresent who you are or what you do because you’re ashamed of it or think she won’t like what you tell her. Be honest and straightforward. Don’t play games with the truth, because it will always backfire on you.

3. **Don't cling** – Sometimes when we finally find a woman we like, we tend to cling to her. We hover around her, follow her, call her a lot, think about her constantly, etc. Despite what you may think, this is NOT a good thing! You must always keep your wits about you and control your feelings. This is a game, and all games require strategy to win. Don’t shoot yourself in the foot by appearing needy and clingy. Women will be more attracted to a man who doesn’t need them than a man who can’t live without them.

4. **Don't dwell on your performance** – If you screw up, or think you screw up, or somehow embarrassed yourself, do not make a big deal about it. You did it, it happened, learn from it and move on. Don’t sit there and criticize yourself for being stupid or ugly because it’s counter productive. No matter how great the girl you were flirting with was, there will always be another down the road who is just as good if not better than her. Always be moving forward. The past is the past. Don’t dwell on it.

5. **Don't fidget** – I may sound like your mother at church when I tell you this, but do yourself a big favor and don’t fidget when you’re trying to flirt! It’s distracting. You want the girl focused on you and all your good qualities, not your leg that you’re bouncing up and down a mile a minute. Confident people don’t fidget,
only those who are nervous or uncomfortable do. Keep your cool, stay in control, and focus on the task at hand.

Sometimes, it’s more important to know what NOT to do, than what to do. Because if you do the things that turn a woman off, it’s much harder to recover than if you simply didn’t do anything to turn a woman on.

The best rule of thumb I have when it comes to what NOT to do is this: Have fun!

It’s very rare you can do something wrong when you’re having fun with a woman. When you’re having fun, you’re able to keep your energy high, keep the woman you’re with entertained, and create good feeling emotions in both you and her.

A woman who is having fun is MUCH more lenient about things that would turn her off than a woman who isn’t having fun.

So when all else fails, just try to have a good time.
The ULTIMATE Flirting Secret

Okay, now that you have the Do’s and Don’t’s, it’s time to share with you the coup de grace of the Art of Flirting.

This is the nuclear bomb that you can drop on any woman to move from flirting with a girl, to getting her madly, passionately attracted to you!

You ready for it?

Okay, here it comes…

The best and most effective form of flirting is joking and innuendo about sex!

If you didn’t know this before, let me just say this is one of those concepts that’s so simple, it’s easy to overlook.

When you sit down and boil everything to its core, all you are doing from the moment you meet a woman is trying to get her to have sex with you. After sex is when the relationship stuff kicks in, but before that, it’s all building up intercourse. You know it, and the girl knows it too!

As I said before, flirting is about communicating your interest in a woman and finding out if she feels the same way. But flirting is also about building up attraction! And as we all know, attraction is a sure-fire way to get some hot, steamy loving!

But the tricky thing is, you can’t just come out and start talking about how bad you want to bang her. You have to employ some tact.

The best way to introduce the topic of sex while flirting is through humor and innuendo. Humor is effective because it’s disarming. It takes some of the edge and stigma off of the topic of sex, and breaks down any barriers the woman you’re with may have about talking about it.

Innuendo is effective because it’s unclear. You’re implying sexual overtones, but it’s all about how she interprets what you’re saying. Instead of breaking down her barriers about sex, innuendo bypasses them and sneaks the suggestion of sexuality into her brain.

Often times, innuendo begets humor. The more innuendo you can slip in, the more sexual the conversation will become. Be sure to read your target while you’re doing this,
though, because it can backfire on you. If she’s playing along with it, take it further. If not, back off a little.

But no matter what you do, always keep this in mind: *Get her to think about having sex, and sex will not be far off!*

Humor and innuendo are the best ways to do this.
THE ART OF STORYTELLING

Approaching a woman is only a small part of the over-all game when it comes to dating and seduction. Once you successfully open your target, you need some place to take the interaction so that it doesn’t stall out.

Obviously, having three good openers in your back pocket will get you started and should kindle a nice conversation. But once that happens, now what?

Well, it’s time to actually TALK to the girl.

Most guys shouldn’t have a problem with this, after all, starting the conversation is the hard part. But still, there are many men out there who don’t quite know where to go once they’re successfully “in.” This is where storytelling enters the scene.

If you’ve ever had the opportunity to see a guy who’s good with women in action, you’ll notice that he does a lot of talking. In fact, he will regale his audience with story after story that ranges from amusing, to entertaining, to passionate, to sexy. He’s got a story for everything, and you sit there in rapt attention as he tells it.

The thing is, being able to tell a good story is IMPERATIVE in not only keeping the conversation going, but also in helping you to attract your target and create a sense of comfort and connection with them.

If there’s one thing you learn from this book that can help you in pretty much any social situation, it’s this skill.

See, we humans are a naturally captive audience when it comes to stories. In the olden times, history was passed down by the village elder by stories. Bards would sing of fantastic tales. And now, we have movies and television that offer us stories 24 hours a day, 7 days a week. Everyone in the world is hungry for stories to entertain and enrapture them.

When you are one of the people who is able to tell amazing stories, you will find that your ability to influence people and capture their imaginations drastically increases. And once you have someone’s imagination, you can lead them to do anything you want them to – and that includes getting them into bed!

Now are you seeing the possibilities?
Story Structure

Every story you tell should have a structure to it, a flow, a beginning, middle, and an end. If you spend your time telling stories that are aimless and have no point, you’re going to end up boring your audience rather than captivating them.

In the larger scale of things, all stories can be broken down into two parts:

1. Build Up
2. Payoff

The first part of your story is the build up, the second part of your story is the payoff. The build up is necessary to get people interested in hearing about the payoff, and the payoff is what will make your audience feel like the story was worth listening to.

Your story should also have a sense of linear flow and movement. For instance, if you were to make a graphical representation of your overall story, it might look something like this:

A --------------------------------------------------------------------------- B

In this case, you go from the beginning of your story (point A) to the end of your story (point B).

Of course, in between there, you can have a lot of stops on your road from A to B. For instance:

A – you wake up ----- you meet a girl ------ you two fall in love ----- you get married – B

See? It’s not:

A – You fall in love --- you meet a girl ------- you wake up ------ you get married – B

The more abstract you get with how you tell a story, the harder it’s going to be for your audience to follow it. So always start at the beginning and work your way to the end, expressing events as they happen. You can sometimes stop to explain certain elements of your story, but you always want the sense that you’re building up to something relevant to your audience.
Characters

Every story you tell needs to have characters in it. It’s impossible to tell a story without characters. If you do, it’s not a story, it’s an explanation or an instruction. Remember, stories are meant to capture and lead the imagination of other people! And the way that happens is to have them identify with a character in your story so that they can experience the emotions you want them to.

The characters in your story can be broken down like this:

1. Main Character
2. Supporting Characters

Every story needs a main character, something which the action of the story centers around. The best main character for your own stories is YOU.

Remember, people experience emotion and feelings vicariously through your main characters. When you are the main character in your story, they will associate all the feelings and emotions they experience TO you!

So you want to make sure those emotions are good ones. Don’t make yourself out to be stupid, or mean, or evil, because people will associate whatever you let them experience with you. If you want to make a point about someone being stupid or mean, use someone you don’t like as an example so those emotions and feelings are associated with them and not you.

The main character is the person the action centers around. They’ll be the ones who drive your story forward from point A to point B.

A main character must be ACTIVE in your story.

If you tell a story about how you witnessed a guy fight three men by himself, you’re not the main character of that story because you weren’t the one fighting! The guy who took on the three men is the main character, because it’s his actions the story is centering around.

Understand?

Supporting characters is everyone else that populates your story. They interact, support, hinder, or fight against the main character. They can be your friends, your enemies, your
lovers, or strangers you meet on the street. It doesn’t matter. If they’re not a main character, they’re supporting characters.

When you’re telling a story to someone, try to keep the number of supporting characters low, because you don’t want them to have to remember the names of everyone you’re talking about. Two to three supporting characters in a story is sufficient. Any more than that, and you may be pushing the limits of your audience’s memory.
Action

Stories are all about action. Now, I don’t mean that your characters have to run around shooting at people as things blow up. What I mean is, your characters actually have to DO something in your story to make it worth listening to.

Usually action can be broken up into these categories:

- Your Main Character wants something and actively goes after it
- Your Main Character learns a valuable lesson
- Your Main Character has a funny or unique experience

Every story you hear a person tell is a variation on one of these three pieces of action. When you come up with your own stories, make sure at least one of these actions is present to keep things interesting.

These actions can be expressed numerous ways. For instance:

1. You want a pet so you go to the pet store
2. You didn’t think it was possible to fall in love until you met this one girl…
3. You went skydiving last weekend
4. A friend of yours had cancer and you were by his side at his deathbed
5. You had the best steak of your life at a restaurant in the most unlikely place

It doesn’t matter what it is, as long as your main character did or experienced something that is worth listening to, or you have a point to make by telling the story.

Always know what you are trying to communicate with your story, and that will help you determine how the action is drives the story forward.
The devil is in the details. When you tell a story, you are creating a world within the imaginations of your audience. The best way to create worlds in people’s minds is to share specific details with them to help fill out the pictures they’re creating in their minds. The more detailed you can be, the better.

For instance, let’s say you’re telling a story about a cat.

“I bought a cat today.”

Ask yourself, what kind of cat is it?

“I bought a Siamese cat today.”

What kind of Siamese cat?

“I bought a black and silver Siamese cat today.”

How would you describe the cat?

“I bought the most beautiful black and silver Siamese cat today.”

See the difference details make? When you do this within your stories, you can paint vivid pictures in your audience’s mind that will help them get sucked into the story you’re telling.

Just be careful you don’t get too wrapped up in details. After all, too much of a good thing can spoil what you’re trying to create! For instance, you wouldn’t want to say something like:

“I just paid $1200 at a pet store called “Cuddles” on 35th and Vine that took me an hour to drive to for the most beautiful, cute, and cuddly black and silver Siamese cat with long whiskers, yellow eyes, and flowing snow-tipped tail that I named Fluffy.”

That falls under the category of “too much information.” Just give people what they need to create the picture you want them to see. If they want more information, they’ll ask you for it in the form of a question. That’s where you can fill in more details.
Obstacles

Never make anything easy for your characters. The best stories always have obstacles that the main character must overcome to get what he wants. Your stories should be no different.

If you’re telling a true story, try to think about all the obstacles that kept you from getting what you wanted.

For instance, let’s say you had to get to the video store before it closed to return a movie that you didn’t want to pay a late fee on. Here are some obstacles that might have hindered you from achieving your goal:

- You couldn’t find the video in your house
- It wasn’t rewound all the way
- Your watch was wrong, so you actually had less time than you thought
- You didn’t have enough gas in your car to drive to the video store
- There was a traffic jam on your way there
- They were getting ready to close the store just as you drove up

People love to hear about how others overcome obstacles. That’s what determines who is a hero and who isn’t. The hero’s of old overcame great obstacles, like monsters, natural disasters, and evil villains. In each case, it seemed like the obstacles were insurmountable! But somehow, the hero found a way to overcome them.

By the same token, you can seem like a hero too if what you faced on your way to the video store seemed impossible to overcome. It might not be on the same epic scale as the heroes of old, but that doesn’t mean people won’t see you as a man of action!

When crafting your own stories, always be sure to include as many obstacles as you can in them. Nothing gets people more excited than when a main character seems to do the impossible.
**Speak In Generalizations**

Stories are meant to be larger than life. Though they may have really happened, you should always change a story in favor of dramatic effect. If you’re the main character, try to make you seem like an important figure in the world you’re looking to create.

A great way to do this is to speak in generalizations that help make your main character seem more important.

For instance, let’s say you have a story about how you hit your first home run in little league. Maybe in real life, your parents were the only ones who jumped to their feet and started clapping, but in your story EVERYONE jumped to their feet and started clapping and cheering.

If you have a story about how you just bought a new suit and you look really good in it, maybe in real life no one noticed it was a new suit, but in your story, you should make it a point to say how EVERYONE was checking you out, and you had guys asking who your tailor was, and women asking you out on dates.

See how this works? You’re basically building social proof into the stories you tell. Obviously, there’s never a moment in time where EVERYONE does the exact same thing, but realize – stories aren’t about facts. They’re about *how you see the world*. If you felt like everyone was checking you out, that’s how you experienced it (plus, it makes for a better story than just having one or two people notice you!).

Here are a few generalizations to be aware of when telling stories:

- Everyone
- Always
- Everywhere
- All The Time

Use them whenever you feel necessary, and if people call you on it by saying “I’m sure EVERYONE wasn’t checking you out,” or something like that, stick to your guns and respond with “Yes they were! I’m telling you, EVERYONE was checking me out! It ALWAYS happens EVERYWHERE I go when I’m wearing that suit.”

Remember, if you believe it, your audience will too.
Know Your Outcome

Always know how your story ends. A story without an ending isn’t a story. If you do everything right then leave your audience hanging, you will garner resentment from them, because they actually invested themselves in what you were telling them, only to be let down.

By the same token, your ending may not be conducive to what you want people to feel when you tell your story. For instance, if you’re talking to a woman you want to get all hot and bothered, would you tell a story that had to do with your best friend dying or a girl you know who got raped? Of course not. You’d want to tell stories about whirlwind romances, or love at first site, or steamy rendezvous.

Knowing your outcome will also keep you on track. Too many times, you’ll see people struggle to figure out where they’re going with a story, or what the point of what they’re saying is. They’ll stutter, their tonality will get quieter, their eyes will dart around nervously as they try to think of something to say next…

All those actions will help lose your audience.

Simply by knowing what the point of your story is and how it will end will do wonders for your ability to tell it.
How To Tell A Story

The most important thing to remember about telling a good story is that it’s not so much about what you say, rather, it’s about how you say it.

When told right, the most boring, pointless story can be entertaining. When told wrong, the most interesting and well structured story can feel like a complete waste of time.

No matter what story you’re telling, remember to tell it with these three elements:

- **Confidence**
- **Conviction**
- **Energy**

When you tell stories using these three things, you’ll notice people watching you with rapt attention, hanging on your every word!

Let’s go into detail.

**Confidence**: What I mean by confidence in this respect is different from what we talked about in the chapter The Art Of Confidence. When you tell a story with confidence, you tell it in such a way as to communicate you know exactly where it’s going. There’s a point to the story, and you know what it is, and you’re in the process of communicating that point to others. You’re not speaking in a wishy-washy, scared way, and you’re not meandering as you tell the story, getting side-tracked by irrelevant storylines. You’re telling your story in such a way where it moves forward smoothly in a strong direction.

When stories are told with confidence, people will sit back and go along with it. When you do not know where you’re going with a story, you will lose your audience.

**Conviction**: This is where you communicate to your audience that you believe your story. Often times, people may find what you’re telling them hard to believe. They’ll often ask questions because they’re either genuinely interested in what you’re talking about, or they’re testing to see if what you’re telling them really happened. When you speak with conviction, you know your story backwards and forwards. You know the answers to any question that may arise. You know every little detail there is, so that when you tell your story, those listening to it will believe in what you’re saying just as much as you do!

**Energy**: Energy is about how you tell your story. It’s the energy in your voice, it’s how your eyes light up at certain points, it’s when you pause for dramatic effect, it’s your
facial expressions, your arm gestures, it’s about how much you get wrapped up in your own story and what energy you communicate to other people. A story told with little or no energy is boring to listen to, because it lacks any sense of excitement, humor, or purpose. A story told with a great deal of energy is easy to get wrapped up in and can capture the imagination of anyone who’s listening to it.

When you combine these three elements, you are able to tell powerful, exciting stories no matter what they’re about. When a person displays these three elements when they’re speaking, some people call it “charisma.”

Look at films of some of the most charismatic world leaders, and you’ll always see these three elements present when they address their audience. When President Kennedy gave a speech, he spoke with confidence. When President Regan gave a speech, he spoke with conviction. When Hitler gave a speech, he spoke with energy. You’ll see all three elements in the speeches of these men, and when you do, you’ll understand how they were able to lead and influence so many people.

Here’s a little exercise for you to try out. Think of the most boring and mundane story you can, and then practice it in front of a mirror. Incorporate these three elements into how you tell the story and look at the difference. You may find yourself adding more and more details to the story to help you find how to place these elements into your technique, and that’s okay. When it’s all over, you’ll see the difference.

Example: I woke up this morning and ate a bowl of cereal.

Boring story, huh? Now try telling it with Confidence, Conviction, and Energy, and see what happens.

Example: Man, I woke up this morning soooooo hungry! My alarm clock didn’t go off, so I must have slept until noon, which is really, really late for me, but I was up all night watching a James Bond Marathon on TBS. So when I went to get something to eat, I found out my roommate had eaten all the cereal, and there was nothing left to eat in my place because we only have week-old Chinese food leftovers in the fridge (don’t ask me why). So I went to my neighbor next door, and I guess she likes to sleep in late too because when she opened the door she was wearing this really skimpy nightgown! When I asked her if I could borrow some cereal, she totally thought it was a lame pick-up line or something and started coming onto me! Now, usually I’d be into it because my neighbor is an incredibly beautiful woman, but the thing is, I was so hungry I couldn’t think straight! So here’s this beautiful, scantily clad woman coming onto me, and all I can think about is Captain Crunch! Unbelievable, right? The thing is, though, she has a boyfriend and I don’t mess around with girls who are in relationships, so I told her “No, I really just want some cereal. I’m really hungry!” So she invites me in to have breakfast with her, so we’re sitting there, eating cereal, laughing about how she thought I came over to hit on her, when her boyfriend walks in and sees us sitting in our pajamas eating breakfast! He thinks we spent the night together and were having an affair! So we try to explain what happened and he looks like he’s going to rip my throat out, so I go back to
my apartment next door freaking out this guy’s going to come by with a gun or something. But it turns out my neighbor explained everything to him and we laugh about it all the time now, so everything’s cool. But that’s why I always keep extra cereal in my bedroom!

Hell of a difference, right?
Storytelling Mannerisms

Storytelling Mannerisms are about how you use your body language and voice when telling a story. This goes hand-in-hand with the Confidence, Conviction, and Energy I talked about earlier.

If you look at the best storytellers out there, they will use their entire body to tell a story. Their actions and their voice communicate action, emotion, and feeling that has a definite effect on their audience.

For instance, when it comes to your voice, be sure to speak clearly and loud enough for your audience to hear you. Remember, if your audience can’t hear your story, they’re not going to get caught-up in it!

If you can, use different voices while you’re telling your tale to really drive home the visceral aspect of your story. If there’s a stupid character, talk in a stupid voice. If there’s a female character, talk in a high-pitched voice. If a character gets mad, talk angrily. If a character is breathlessly in love, talk that way too.

Remember, the way you communicate with others will determine how they feel.

By the same token, your eyes should be complimenting your voice. Keep eye contact with the person you’re telling the story to. Let your eyes grow wide with surprise when a sudden twist in your story takes place. Have your eyes narrow when one of your characters becomes suspicious. Leer at your target seductively when one of your characters is trying to seduce someone.

Use your hands and your body to accentuate your words. If there’s a car crash in your story, slap your hands together when you say “BOOM!” If a character receives a standing ovation in your story, clap. If a character is antsy or flipping out, jump up and down in your seat.

What I’m trying to communicate to you is this: You must become an actor when telling your story.

Using mannerisms such as facial expressions and gestures help suck people into your story because you, yourself, are getting sucked into your story as you act it out. Nothing can be more intoxicating when you see someone fall into their own story so deep, that they actually become the characters they’re talking about.
Constructing Your Own Stories

Eventually, you’ll want to create stories of your own to tell to other people after you start interacting with them. It’s through these stories that the people you talk to will get to know what kind of a person you are. It is also how they will determine if they have a good time with you or not.

Usually, you will want stories that cater to a specific outcome. For instance:

1. Stories that are funny and entertaining
2. Stories that are romantic
3. Stories that are seductive
4. Stories that are exciting

The best is when you have a story that relates to something you’re talking to the other person about. For example, let’s say you’re talking to another man about the stock market, and you have a story about how you made a crazy investment, against the advice of all your friends and experts, that paid off really well. Something like that can communicate to the man you’re talking to that you’re a risk taker, you stick to your guns, believe in yourself, and are successful.

I recommend using as many “real life” stories as you can as opposed to making things up. You can get away with embellishing a little bit, but don’t blow it out of proportion. The more stories you can tell someone about yourself, the more insight they get into you, and the more they want to share their own stories in return.

Here’s the breakdown on how to construct your own story:

1. Figure out what you want to communicate
2. Choose your main character
3. Determine the main character’s action
4. Plot out the details of your story
5. Know what obstacles the main character will face and how he overcomes them
6. Know how your story ends

Once you’ve figured out all these elements, you have your story! The only thing left to do is figure out how to properly tell it.
Practicing Your Story

Let’s face it. If you want to get good at something, you’ll have to practice it. Just like an actor learning his lines, you’ll have to learn your story.

The best example of this is in the movie “Reservoir Dogs” when Tim Roth’s character, an undercover policeman, must learn to tell a story to win over the gangsters he’s trying to infiltrate. Just like him, you will need to learn how to tell your stories the best.

Some people think that the ability to tell a good story has to come naturally, which is absolutely untrue. Everything worthwhile takes practice and storytelling is no different.

If you look at men who are naturals with women, pay attention to how they tell their stories. They will often tell the same stories, again and again, to every woman they meet. Every time they tell the story, it will get better and better until they’ve perfected the telling of it.

You can do things the same way, or you can prepare before you go out. I recommend this because it helps to practice in private before opening up your story to the scrutiny of others.

When you've created a story, you need to memorize it. It will take a few hours spread over time. I recommend you write out the story first. Then, read it silently and try to see the story in your mind's eye by visualizing it as a series of pictures.

Next, learn it by reading it aloud repeatedly, enjoying the words and the sound of the phrases.

Think about words that may be new or unfamiliar to your audience and incorporate their meanings into the story so that you won't need to interrupt it during the telling to explain.

Time yourself when you read the story aloud. After you have memorized it, time yourself again. If you use less time, you are either telling it too fast or skipping parts. If it takes much longer, you are telling the story too slowly.

Tell your story to anyone who will listen. Before going to bed, read it aloud again. If you can, tape or videotape yourself telling the story.

Once you've memorized the story, you are ready to tell it. Be sure of your sequence of events and practice out loud, in front of a mirror if possible, until you are used to the sound of your own voice and gestures. Watching yourself in the mirror as you tell your story is a great way to work out your facial expressions and gestures. Try to devote some time to it.
THE ART OF BEING SOCIAL

It was my friend Elizabeth’s birthday. I had known Elizabeth since college. She was a beautiful blonde girl who’s personality was just as stunning as her looks.

Elizabeth has had a steady boyfriend since she was in high school, whom I also became good friends with over time. The two of them had moved out to Los Angeles not long after I did, and it was great to finally have some old friend’s in town.

When Elizabeth invited me to her birthday party, I asked the most important question you can when a girl you’re friends with invites you to go somewhere:

“Will there be any hot chicks there?” I asked.

Elizabeth laughed. “Of course!” she said. “I’ll be sure to introduce you.”

“Okay, but if I don’t at least get to make out with one of them, I’m not giving you your present,” I joked.

Elizabeth’s party was being held at some Mexican Restaurant off of Melrose Ave in Hollywood. When I arrived, Elizabeth, her boyfriend Scott, and a cluster of people were milling around the bar area.

I walked up and gave Elizabeth a hug, and handed her a birthday card.

“Happy birthday!” I said.

“Thanks!” replied Elizabeth. She handed me a drink. “This is for you.”

I looked around at the group of people in the area. There were some very attractive girls, and a couple guys milling about.

“How many of these people are here for you?” I asked.

“Most of them,” said Elizabeth. “Let me introduce you…”

The rest of the night I spent talking and hanging out with people Elizabeth had met since moving to Los Angeles. Most of them were girls she had met at various acting gigs.

The list went on like this…
There was Darla, the six foot two model who I had coincidently actually met before through a completely different set of friends.

There was Megan, the sweet, blonde “girl next door” type who was a Mormon. She had just moved out from Utah to pursue acting. I had a great talk with her about religion and got her phone number.

There was Ginny, a sultry brunette who acted in a music video Elizabeth was in. I ended up getting her number and dating her for a while before I learned she was part of some weird cult. (I tell ya, only in LA)

And then there was Kelly, the pretty but insecure actress I ended up seeing off and on over the course of three months. She was a real sweetheart, but she was so insecure it was hard to be around her for extended periods of time because she’d focus on so much negativity.

But all told, that was four great girls I got to meet that night through my friend Elizabeth. Most of those girls I’m still friendly with, and have met other girls through them.

This is the power of being social.

A long time ago, I made it a point to never turn down an invitation to do something fun. That decision has lead me to making great friends and having great experiences.

Understand: **Life does not happen in a vacuum.** Humans are social creatures and are therefore meant to interact with other humans. If we cut ourselves off from others, we can get depressed, lonely, and live in a general state of unhappiness.

The trick to avoiding that pitfall is to get an active and healthy social life. It’s easy to stay at home all the time and never talk to anyone, busying yourself with work or watching TV to pass the time.

We’ve all been there before.

However, this does not mean you should not have a good network of friends to hang out with. Friends are what make life worth living. They help to teach you, share with you, and experience life with you. Only through our interactions with others are we able to truly experience the world around us.

Remember: **The more social you are, the more women you’ll meet, and the more fun you’ll have.**
The Basics Of Being Social

When you think of people who are social, what comes to mind? Is it the cool and popular people who everyone enjoys hanging out with and having a good time? Are they incredibly good look, rich, and successful?

Don’t fool yourself. Anyone can be social, even you! Too often, people will trick themselves into thinking that you have to be a certain “type” of person to be that way. You have to be extroverted, confident, outgoing, knowledgeable, a party animal, etc.

This is a myth we make up to justify not being more active socially.

It’s easier to say “I’m an introvert” or “I’m shy” than do the work to meet other people. But as long as you’re somewhat friendly and not too uptight, you can befriend other people quite easily. They may not be the type of people you’ll be best friends with until the day you die, but they will enable you to meet others and give you the opportunity to make good friends with people you never even dreamed of meeting.

But despite being friendly and relaxed, you’re going to want to have a firm grasp on a few interpersonal skills that will come in handy when expanding your social life.

**Attitude**

A good attitude goes a long way in meeting people and getting them to like you. Remember that positive emotions attract people, and negative ones scare them away. The best thing you can do for your social life is to project a fun, friendly attitude.

Greet people. Shake their hand, say hi, ask them their name, etc. People like to be greeted and welcomed, no matter where they are, because it signals that there’s acceptance and support available to them.

Don’t be afraid to smile and laugh. These two simple things go a long way into raising the energy level of an interaction. Plus, it’s contagious. If you smile and laugh, others will usually do the same thing. And if they’re smiling and laughing, they’re having a good time! And everyone loves a good time.

Look people in the eye when you talk to them. Don’t look around, scanning the room. We all like to have attention paid to us, so make the person you’re talking to feel like you think they’re important and worth your time.
Avoid being rude or bitter, not just with the person you’re talking to, but to others around you. These are negative emotions that drag energy down, no matter where they’re directed. Always be nice and polite to others.

**Looks & Hygiene**

By this, I don’t mean you need to be good looking. But you do need to take hygiene matters into account when you’re trying to be social. If you’re dressed like a bum and smell bad and have stuff growing on your teeth, few (if any) people will want to be around you.

Remember, your friends are a reflection of who you are! What does it say about someone who is friends with a greasy slob who stinks to high heaven? By the same token, what does it say about someone who is friends with a happy and fun person who smells nice and looks good?

Shower, bathe, use deodorant, brush your teeth, comb your hair, and wear decent clothes. You want to project the right image and make it easy for yourself to meet others.

**Conversation Skills**

We all talk to other people, unless there’s a physical reason we can’t, and even then we find ways to communicate. But the basics of being a good conversationalist are important when being able to chat people up.

For instance, knowing how to keep a conversation going. This requires switching topics from time to time once a conversation has run its course. After all, there’s only so long you can talk about baseball until it gets boring, right? So have a wealth of things to talk about and throw them out to see what the other person responds to.

Don’t dwell on boring topics. If someone is talking about something you find uninteresting, or vice-versa, change the subject to one that is interesting, or funny, or exciting to both of you.

Stay away from negative topics. Don’t get wrapped up in rape and murder, or the crap you’re going through in your personal life, or anything like that. Don’t bother with controversial topics like politics or religion (save that for when you get to know someone better). Stay positive and keep your energy up when you’re talking.

Don’t just focus on things you want to talk about. Ask questions, and find something interesting about the person you’re talking to, and explore who they are. Remember, when all else fails, people (especially women) love to talk about themselves!
Confidence And The Willingness To Work
We’ve already covered confidence in detail, but to reiterate, you need to have the courage to meet new people if you want a healthy social life. More importantly, you have to be able and willing to do the work necessary to incorporate yourself into someone else’s life. This means calling people up, meeting up with others, and going to events when invited. It means being able to chat with strangers at a party, being able to speak up in a group, being able to face rejection and awkward moments.

Laziness is death to a good social life. It’s easy to be lazy. Nothing good ever happens without hard work. You have to be willing to keep in touch with others, via phone, email, text messaging, whatever! Otherwise, you’ll fall by the wayside.

The fact is: *you don’t need to be incredibly skilled in social interactions to make friends in this world.* But the better your social skills are to begin with, the easier this will all be. More people will like you and they’ll be much more likely to want to hang out with you. Just making an effort to be friendly will usually be enough.
Tips For An Active Social Life

Now that we’ve covered the basics, let’s go into specifics.

Tip 1: Be Positive – Look at each person you meet as an opportunity to make a new friend, and assume the person you want to meet will like you and want to be your friend! Positivity is attractive, and you will have people gravitate towards you when you project it.

Tip 2: Don’t be clingy – Part of having a good social life is having options. Don’t smother someone with your friendship. Sometimes you have to take breaks from people in order to keep a friendship going. Part of having lots of friends is that you aren’t desperate for companionship. People like other people who don’t really need them, because it offers a sense of freedom and casualness in every interaction.

Tip 3: Keep in touch – It’s foolish to wait around for other people to call you. If you want to keep friendships alive and healthy, communication is vital! Call people up, email them, send them letters, do whatever it takes to keep lines of communication open. Otherwise, you run the risk of being forgotten about.

Tip 4: Keep informed – Be a hub of information. Know what fun events, such as parties or gatherings, are taking place. Know what you’re friends are up to on the weekend or a certain night. Call them up or email them to find out. Keep tabs on everyone’s schedules. Not only does this help you to know who to hang out with and when, but other people will call you to find out what’s going on as well.

Tip 5: Be a planner – The best outings are the ones with lots of people. Take the initiative to introduce your friends to each other and strengthen your social circle. This is important because the more people you introduce your friends to, the more people they’ll want to introduce you to. Planning outings can take some work, what with having to call people up, figure out where to go, what time to meet, etc., but it can be incredibly rewarding.

Tip 6: Invite others out – Too many people just wait around for the phone to ring. There’s no shame in taking action and calling people up to see if others want to hang out with you. If you have something planned, even better! Most people are lazy, and if offered an opportunity to do something fun that requires little planning on their part, they’ll do it.

Tip 7: Invite yourself – If a friend of yours has something going on, ask them if you can come along. Nine times out of ten they will say “yes.” This isn’t rude, just ask “Mind if
I tag along?” After all, if your friend enjoys hanging out with you, it shouldn’t be a problem.

**Tip 8:** Be shameless – Don’t worry about being selective. Invite as many people to hang out with you as you can. Be a true “social whore.” You like being around people and should do it as much as you can.

**Tip 9:** Don’t be picky – Agree to meet and hang out with anyone, at least initially. Sometimes it’s easy to get an ego and start being selective about who you hang out with, but resist this. Give everyone at least one shot to be your friend, and then decide whether or not you want this person in your life. You never know who might surprise you.

**Tip 10:** Never turn down an invitation – If a friend calls you up and invites you to do something, unless you have prior commitments or other circumstances that prohibit you from going, take them up on it! Especially if it’s the first time they’re inviting you out with them. It’s not only important to establish you’re open to their invitations, but you now have the opportunity to meet other people in their social circle. And if you can’t accept their invitation, offer a counter-invitation to meet up some other time.
How To Make Friends

Now that you got the basics and the details, it’s time to make some friends! I go into detail on how to meet people in the “Art Of Approaching” section of this book. But to expand a bit further, once you meet someone, get their contact information (phone number or email) and then invite them to do something with you.

Tell them you’ll call them or email them about the details later, but at least offer the olive branch. Then, based on the first get together, you can see if you want to continue to meet and hang out later.

Remember to never let someone go without getting their contact information. And don’t be afraid to ask for their home phone or cell phone if they give you a business card. Getting someone’s cell phone number is always preferable to any other information they give you, because nowadays, it’s the best way to get in touch with people.

Don’t waste time contacting them or getting together either. Call them up the next day for a meet. Chat with them on the phone for a bit. Meet for dinner a few times. Friendships can develop really quickly, you don’t need to wait three days or something like that waiting for them to form. Literally, some friendships take a matter of seconds to form a bond. Don’t put off calling someone because you want to “give it time.”

Also, don’t do something that’s going to put your prospective friend out of his or her way. For instance, if you want to meet up, don’t pick a place that’s far for them to get to. If that means you have to drive a bit further to meet them, do it. You want to make it convenient for others, at least in the beginning. Then later you can meet someplace closer to you. Also, don’t ask them to do a big event, like a trip to Europe for your first outing. Going out for drinks or food will suffice.

And remember to be patient. Building up a good, healthy social life takes time. Sometimes people can’t meet up right away. That’s cool. Keep in touch and keep offering the invite. Do the work to stay in touch and coordinate outings. Don’t be afraid to be bored or lonely while you’re building up this network.

Once you’ve made friends, ask them to introduce you to other friends. Usually, they’ll have talked about other friends of theirs, and all you have to do is say “Oh, I’d like to meet him/her!” And boom, it’ll be arranged. Meeting people through people you’re already friends with is the best way to make new friends.

Just remember that your developing social life will be unpredictable (after all, you never know who you’re going to meet!). You might end up with a crew of friends who all know
each other. You might end up with several individual friends. The guy you get along with today might not work out in a few weeks. The person you only sort of like may turn out to be cooler than you thought. Go with the flow and see what happens.

Don’t expect your friends to be perfect. They’ll all have quirks that you may not like. Just learn to accept them. Part of being friends with someone is the fact that you accept them for who they are, faults and all. And just because you have a fight or argument doesn’t mean you still can’t be friends. Disagreeing with people is part of life. Just learn to agree to disagree and not let bad blood come between you.
Women And Social Circles

I’ll be the first to admit it. I’m a nerd.

I like to watch TV, go to movies, read books, play on my computer, and even partake in the occasional MMORPG.

But when I’m not waxing philosophical about who could kick who’s ass -- Kirk or Han Solo -- I’m out trying to pick up chicks.

The thing is, what I do is cold approaches. Cold Approaches are basically approaches where you approach a woman you do not know in the hopes of attracting her so you can lay her.

Without a doubt, this is probably the hardest form of Pick-Up there is.

Why?

Well, for one thing, the Fear Factor on cold approaches is the highest. They don’t know you, you don’t know them, and the risk of getting rejected is high. This is one of the reasons many people cannot do cold approaches. It is just much too scary.

But the reason I do them is because I currently have no better option available to me. If I don’t cold approach a girl, I won’t meet any.

But a funny thing happens if you cold approach enough girls. You become friends with them!

As strange as it sounds, it is true. Though the average guy is not looking to make friends with the girls he approaches, odds are if they like you enough to sleep with you, you will eventually end up becoming friends. And even if they don’t want to sleep with you, the least they are willing to become is a friend because they enjoy your company enough.

This is a funny little side effect to meeting women, and because of it, my eyes were opened to something. It’s a dirty little secret, yet one that is so obvious I am surprised that I did not see it before.

Are you ready?

Okay, here it is:
Most people get laid from their social circles.

This is a fact, my friends.

Sure, cold approaching can lead to the occasional one night stand, or even a same day lay that blossoms into a relationship. But very rarely does this happen. In fact, it happens so rarely, that I really rate my approach success based on the quality of numbers I get.

I say quality because anyone can get a number. But a number from a girl who actually gives you her REAL number and will actually RETURN your phone call is so much more important than the quantity of numbers one receives.

But of all the guys I hang around with who get laid, the ones who do so with the most frequency are those with large social circles that include women in them.

For instance, I have a friend who is going to college. He belongs to a number of groups: Martial Arts, Role Playing, Historical Reenactment, etc. And he gets laid.

He gets laid a LOT.

Probably more than most guys, and DEFINITELY more than me. The funny thing is, this guy DOES NOT APPROACH! In fact, he’s deathly afraid of it!

When I noticed this, I took a good look at the guys I know who are getting laid frequently, and sure enough, there was the proof. They were all getting laid from either girls they already knew, or met through friends, family, or some type of hobby.

This is an incredible revelation for me because social circles have always been the primary dipping source for men I knew were getting laid.

Back in my formative days, I’d only hang out with my guy friends, who weren’t getting laid either. I’d do solitary activities, like play on the computer, and take part in social activities that were typically heavily attended by males.

In short, my social circle did not include women, and because of that, I did not get laid.

As my awareness of women grew, I realized that cultivating a social circle conducive to interacting with women ON A DAILY BASIS is absolutely IMPARATIVE to getting laid regularly.

Most of the men I have met who are not getting laid or who are struggling to get laid are the ones who’s social circles are almost completely empty of women, and the women who do encompass their social circles do not interact with them regularly.

A scary truth about guys not getting laid is that they are not comfortable talking to women, and this can show in your interactions with them.
I am willing to bet that most guys who cannot talk to or approach women do not have many female friends in their social circles. And if they do, the girls are friends they would like to have sex with. They do not know what it is like to truly be friends with a girl they do not want to sex up, and because of that, there is always a feeling of comfortableness just below the surface of their interaction with girls, which the girls can pick up on and which completely throws off the guy’s state.

So the trick is to expand your social circle so it becomes something that is conducive to getting you laid.

The fact is, a female friend is the most powerful tool you have in your seduction arsenal, especially if she is attractive.

Approaching other women with another woman who can social proof you and talk you up is probably the single most invaluable trick there is to meeting them. When you have a female with you who is actively working to HELP you get laid, chances are it will happen, and more quickly than if you were acting on your own.

Not only that, but the girl will also have friends that she will try to hook you up with if you demonstrate you’re cool enough to be her friend. Through these girls, you will find your comfort around women increase, along with you success rate.

So how do you do this? Well, the first step is to befriend a girl.

How is this done?

Most guys have had a lot of experience with the “Let’s Just Be Friends” area of life. But this is not the same thing. The fact is, with the “Let’s Just Be Friends” stigma, you are not really the girl’s friend because you still want to have sex with her and she knows it.

The best way I know how to expand your social circle is to befriend other GUYS who are good with women. Not the type of guys who use women and throw them away, but the type of guys who are fun and always surrounded by girls. You befriend this guy, and he will introduce you to the girls who surround them.

You can meet these guys anywhere, and it’s much easier to approach and make friends with men because there is no sexual tension there. You guys can connect on basic male subjects such as sports, women, business, etc. If nothing else, you may make a new valuable male friend out of the deal.

You can meet these guys anywhere you go, be it a club, bar, museum, concert, etc. It doesn’t matter. You will meet them doing stuff you like to do. Most guys will go for the girls right away, but if you befriend the guy who is IN with the girls, he will help you to get them.
Once you’re in with the guys, it’s time to move onto the girls. Have him introduce you. Tell the girls how good of a friend he is. Show them that you’re a cool guy. Become their friends. The cooler the guy you befriend, the hotter the women he knows. The hotter the women he knows, the better quality of women they will introduce you to.

The next step will take a bit of willpower on your part, but you want to actually BEFRIEND the girl with the knowledge that you are not going to sleep with her. No matter how hot she is, you must take her out of the “I wanna BONE!” category. This is crucial because if you go after her for the full monty (sex), you could screw up the friendship.

But once she’s your friend, you can practice on her. Talk to her, call her up and bullshit, go out with her, let her feel safe and comfortable around you.

Once she’s your buddy, get her to introduce you to her friends. Those are the ones you game on. This is because you’ll be at an advantage with them. Not only will you have a girl who is their friend hyping you up, but you’ll also be social proofed by the guy you befriended, who has also probably met the girl you’re being introduced to. Right there is instant social proof that you’re cool enough to hang with them. Then it’s time to game the girl, which should be easier than cold approaching because the meeting is inherent.

But when it comes to cold approaching, the women you befriend become even more powerful. This is where the real fun can happen.

**You can use your female friends to approach other groups of people.**

You can introduce her to the men while she does the same for you with the women. Not only that, its natural social proof when you’re with a girl, and you feel more comfortable talking to women, which makes you more attractive.

In fact, this is so powerful that I know men who’s entire game is based on Social Circles.

A woman you use to help you get laid is often referred to as a “Pivot” or a “Pawn.” They are used as pieces on a chessboard to break down defenses and open doorways to score checkmate.

One guy I know is SO effective with the girls in his social circle, that if there is a guy trying to get with a female friend of his, he will actually get the guy to pull him other women before he social proofs the guy with his friend.

This is another great tactic, especially if you’re lazy about approaching.

In this situation, not only are his pivots pulling other girls for him, but the guys after his pivots are as well. And in the end, all you’re getting is a bigger social circle which will make it easier to get laid.
It is very easy to befriend women, because when you make it clear you do not want to have sex with them, they can feel safe with you and allow you to “mess up” around them in practicing your dating skills. Not only that, but being around women will teach you SO MUCH about how to pick them up, your game will rapidly increase.

If you want to get good at picking-up women, surround yourself by five beautiful women who are good at getting guys.

This is important, because all the best ladies men just act like really beautiful women. They steal the chick frame that gets guys all into them and turn it around on the girls. The more you hang out with women, the more you will begin to incorporate this mindset into your seduction repertoire.

I recommend you go out there and start getting to know more girls in a non-sexual way. They will help you a great deal in adding some notches to your belt. I hope to expand my social circle massively in the coming future, so that I may also reap the benefits of having many lady friends.
The Art of Approaching – How to meet AMAZING women without fear of rejection!

THE ART OF SEDUCTION

I laid in bed exhausted. You never realize just how out of shape you are until you do something physical -- like having sex.

I looked at the woman laying beside me. She had dark hair, in her late twenties – a Russian beauty. Her eyes were closed and she was snuggled up close to me.

The apartment I had rented didn’t have any air conditioning. I was vacationing in France and found much to my dismay that the French had very different methods of keeping cool than us Americans did.

But it was night, and the windows let in a cool breeze, so it wasn’t too bad. I looked up at the ceiling and reflected on the night I had.

I had met the girl on the street. I was sitting at an outdoor café having a Coke, watching the waves crash down on the beach of the French Riviera. The sun had just gone down, and I was waiting for some friends to join me, when I saw her.

I had a good five minutes to see her coming. She was walking down the sidewalk towards the café I was at. She was alone, and looked to be window shopping, slowing down as she passed various stores and looking at the items displayed.

I fixed my eyes on her. I knew if I could lock eye contact with this one, I could start a conversation with her.

Sure enough, as she got closer, she saw me. Our eyes locked. I didn’t look away, and neither did she. I smiled. She smiled back. I tried to think of a fancy opener, but being in a foreign country, I had no idea if she spoke English.

“Hi,” I said.

“Hi,” she responded, stopping.

“You’re Russian?” I said, noticing her accent.

“And you’re American,” she said in kind.

“You going somewhere?” I asked.
“I was supposed to meet my friend, but she isn’t coming,” she said.

“Well, time to make new friends. Have a seat,” I said, gesturing to the chair across from me.

She sat down and ordered a coffee. Her name was Nina. She was on vacation too, recently divorced from her husband in Russia, she had moved out to the French Riviera to stay with her friend.

It was probably the easiest approach I had ever done in my life, and as I laid there in bed with her, I couldn’t help but marvel at how far I had come.

A few years back, the idea of meeting a woman off the street, getting her back to my place, and making love to her all in the same night was a foreign concept to me. I didn’t think it was possible.

And now I was doing it.

After all, isn’t that the point? To find a woman and connect to her on an intimate level, so that may lead to a relationship?

Up to that point, I had really focused on approaching and dating. But it was the last part, seduction – the art of becoming intimate with a woman – that was something I had been neglecting.

And if one part of the process is neglected, the entire process suffers.

It is important, in your training and learning process, that you give each skill set – approaching, dating, and seduction – its proper time and effort. No one part is more important than the other. All are equally vital to achieving your goals.

In this section, I’m going to discuss some ideas I have on seduction. They are not your typical “do this and you’ll get this result” notions. They are more about who you are as a person, and how that influences the woman you are with.

This can be a hard section to grasp, but it is important to learn. And once you incorporate these ideas into your being, you will find that picking up women becomes a much easier and fun process.
Use What You Have – Your Own Personal Attraction Mechanism

Not too long ago, I met up with a good friend of mine who is married to go grab some dinner and catch a movie. We tend to do this a couple times a month because though he loves his wife, he realizes his whole world can’t healthily revolve around her.

In short: He’s got to have friends outside of the house in which he lives.

So occasionally, my buddy will “double date” (so to speak) by getting more than one friend of his to go out with him so he can catch up with more people in the same amount of time.

(Hey, no one ever accused my buddy of not being able to multi-task!)

So on this particular night, my friend came over with another friend of his. His friend was a rail-thin man in his late thirties named Marty. Marty is a stand-up comedian who travels around the world performing for audiences.

When he met me, his eyes were like saucers – big, round and white. He eagerly shook my hand after I was introduced.

“So you’re the pick-up guy, huh? I got a lot I want to talk to you about!”

I smiled and nodded. I tend to get this a lot. My friends don’t introduce me as “Joe” or “My buddy.” They tend to refer to me as “The pick-up guy,” because of what I teach.

I don’t usually like labels like this, because what I teach is so much more than just pick-up, but what’s a guy gonna do?

So we head off to the restaurant and Marty starts talking to me about his experiences with women, and I start sharing my experiences as well. As things turn out, Marty and I are quite similar in our tastes and styles, and because Marty is a stand-up comedian by trade, he’s a very fun and engaging guy.

But like all men, he was struggling with women.

So I asked him: “Why is it you feel you’re having trouble?”
“I don’t know,” he responded. “Women just don’t seem to go for me.”

“How can that be?” I asked. “You’re such a funny guy! You must have girls rolling in the isles when you meet them.”

“Well, not really,” lamented Marty.

“Why not?” I asked.

“Well, I don’t really like to do my shtick when I meet a girl, because then they expect me to be ON all the time, and sometimes I don’t feel like being an entertainer. I’m much funnier when I’m relaxed and not expected to perform.”

“But you perform all time,” I said. “You do that for a living.”

“Yeah, but that’s different. When I get on stage, I’m prepared, I know what to do. When I get off stage, I don’t want to be pressured to be funny. I want the girl I’m with to like me for me, not for my comedy.”

“But see, that’s your problem right there,” I said. “You’re trying to disassociate your humor with who you are, and that’s just not the case. Being funny is part of who you are, not the other way around.”

“What do you mean?” Marty asked.

“You’re a funny guy,” I said. “I’ve enjoyed talking to you all this time over dinner and you obviously haven’t been using any pre-canned material or jokes. You’re just being relaxed and having a good time. But when it comes to women, you’re trying to say that your humor is something separate from your true personality, that its something you can turn on and off, and that’s just not the case.”

“Well, every time I meet a girl at a comedy club I perform in and we go out, it’s like she expects to be dating the guy she sees on stage. But I’m not that guy. That’s a character I create for my act, and as soon as I stop being that character, she loses interest.”

“Yeah, that may be so, but she doesn’t lose interest for the reason you think she does.”

“How so?” asked Marty.

“See, from what you just told me, when you go out on a date with the women you meet at these comedy clubs, you stop being funny! They’re looking to go out with a guy they think is fun and exciting, and instead you suppress the part of you they were attracted to in the first place because you look at it as something artificial, when it really isn’t. It’s just like rich guys who don’t want to tell women they’re rich.”

“What do you mean by that?”
“Well, most guys who have lots of money don’t like to tell women how much money they have. The reason for this is that they want the women to like them for their personality instead of their wealth. But they don’t realize their wealth is part of who they are.”

“But isn’t that a valid concern?” Marty asked. “Wouldn’t you want a woman who’s attracted to you instead of your money?”

“There you go again,” I said. “You’re splitting hairs, trying to segment part of who a person is. See, there’s a reason rich guys are rich, funny guys are funny, famous guys are famous, and so forth. And when you try to separate those reasons from who you are, women don’t really get the full picture of YOU.

Let’s take the rich guy, for example. Let’s say you have a guy who makes $250,000 a year, drives a nice car, lives in a nice house, has nice clothes, the whole nine yards. And maybe he’s dated a few women who took advantage of him and he lost a lot of money and got his heart broken, so he says to himself ‘I have to find a girl who’s not into my money.’

But here’s the thing – no such women exists. The ability for a man to provide for the woman he’s with is always a factor when women date another man. Unless he actually goes broke, he’ll never find a woman who’ll be with him for reasons other than money.

But more than that, there’s a reason why he’s a guy who makes a big fat paycheck and lives in a big home with lots of fancy toys. There’s a reason behind his big bank account. It could be that he’s a smart investor, or a hard worker, or risk taker. There are parts of his personality that allowed him to be rich.

When he says he wants to find a woman who’s not into him for his money, what he’s really saying is he wants to find a woman who’s not into him for the parts of himself that allow him to be rich.

And when he does that, what’s left?”

“The stuff that holds him back?” Marty said.

“Exactly,” I replied. “So the women he dates don’t really get a full picture of who he is, because they’re just seeing the hum-drum boring parts he allows them to see, and they think the only thing this guy has going for him is his money anyway – because they see his car and house and clothes and know regardless. But at that point, unless she’s a stone cold gold digger, most women will move on and try to find a guy they enjoy being with more than him.”

“And the ones that stick around are the gold diggers who just want his money anyway,” said Marty.
“Bingo. So it becomes a vicious cycle. He ends up with exactly the type of woman he didn’t want, because he tried to segment his best qualities from the attraction equation.”

“So by that logic, I’m actually pushing away the women I want by trying not to be funny all the time, and attracting the women I don’t want?” asked Marty.

“That’s a distinct possibility,” I said. “See, everyone has their own talents and strengths, even if they don’t know it. Sometimes a person’s strength is making money, sometimes it’s making people laugh, sometimes its getting a really high score on a videogame. It doesn’t matter what it is, but its there.

My personal strength is my intelligence. I’m not the smartest guy in the world by a long shot, but I’m interested in many different things, so I’m able to talk about anything with a woman. That’s my strength – I’m curious about the world I live in, and can be passionate about certain topics. So I try to apply that to the women I date instead of segmenting it away from myself.

If you approached your dates differently and allowed yourself to relax and be funny, instead of having to segment your humor, you might find that you not only have more successful dates, but the women you meet will tend to be funny and fun as well.”

After that dinner, Marty said he was going to take my advice the next opportunity he got. A few weeks later, I got an email from him telling me about a girl he met at his last show, and how well the date went after relaxing and allowing himself to be funny.

The thing Marty didn’t understand – and the thing lots of men don’t understand – is that our personality is holistic. You can’t be one thing and not be another.

Most men feel that they want to find a woman who likes them despite their gifts and talents. My response to that is always “Why?”

Your gifts and talents make you who you are. No one is ever attracted to boring or negative qualities, and yet time and time again, those are the traits men put forward looking for a woman who will accept them.

Let me be clear: That Doesn’t Happen!

If you find a woman who likes you for your boring or negative traits and qualities, you’re going to have a woman who is either…

1. A Saint (in which case, the sex will be horrible if you ever wind up having it)
2. Someone who is boring and negative themselves.

Either way, you’re screwed.
So if you want to attract a woman powerfully and decisively – USE WHAT YOU HAVE!

Put your best foot forward. Display your positive traits and talents and show them off. Talents and skills are like flames that moths will flock to, and the great thing is – we all have them (even if you don’t think you do!).

The rich man who tries to hide or deny the fact that he’s rich also hides and denies the qualities about himself that got him there.

Look at where you are in your life, and try to find the best things about your life that you’re proud of or happy about.

If you’re a student at school, maybe it’s your prospects for the future you can be proud of. Dreams are addictive, after all.

If you’re a professional who’s achieved something – be it in a job or a hobby or sport – don’t be afraid to showcase it and talk about it. Accomplishments say a lot about the person who achieved them.

If you’re a single father raising his kids, don’t shy away from your love of fatherhood and your responsibilities as a dad. Women love a man who is someone who can not only provide, but nurture.

Even the ability to pat your head while you rub your stomach is something to be proud of. No matter what it is, do not shy away from your accomplishments. Use what you have to its fullest effect.

Too often, you hear women say things like “He bragged too much,” or “He’s so full of himself.” And men tend to hear this and think it’s a bad thing.

But its not.

Women can appreciate bragging and pride. But the key is to not neglect them while you’re doing it. Allow them to brag and show-off too! Allow them to use what THEY have to impress you.

If you use what you have to offer, they will want to prove that they’re on an equal playing field with you. They don’t want to feel too inferior to your accomplishments. They want recognition as well.

It is only when this recognition is denied that women look at bragging in a negative light. Do not shy away from it because you’re afraid of what the woman you’re with will think.

When you use what you have to offer, you will find that not only does your success with women goes up, but the kind of woman you attract is much more compatible with who you are.
The Great Virginity Myth

From time to time, I’ll find myself counseling a guy about dating who’s never had sex before. These guys have ranged from young (18 to 22) all the way to old (in one case, 56!).

But no matter how old or young they might be, they always share the same problems.

I have found that most men who lose their virginity at an extremely young age, as in anywhere from 10 years of age to 16 years of age, have a very different outlook and attitude about women than men who hold onto their virginity into adulthood.

Now, it might seem shocking that there are ten year old boys out there having sex – and trust me, it IS shocking. A good friend of mine, a guy many might consider a “natural” with women, one day told me about the day he lost his virginity.

He said he was ten years old, and out in his front yard playing. A neighbor, a married woman who his family liked, called him into her house for some cookies and lemonade. My friend told me he would always tell his neighbor how pretty she was, and this day was no different.

Except this day, the neighbor, who was going through a difficult time with her husband, thanked him by kissing him. My friend got aroused, and began crying. When the neighbor asked why he was crying, he pointed out his erection and said he didn’t know what was going on.

His neighbor then proceeded to help “relieve” the problem.

After this story, I was aghast. I told my friend “What happened to her? Did she get locked up?”

My friend laughed. “Are you kidding? I may not have known what was happening but I knew I liked it. I went over to her house as much as I could!”

When I want to know about a man’s sexual development when I do consultations and counseling, I often ask them when it was they lost their virginity. It never surprises me how many men lost it before they were 15 years old. Oddly enough, I’ve found these are the men who are the most well-adjusted around women.
The men who lose their virginity later on often have difficulties with women. They don’t seem to understand how to attract them, how to connect with them, or what role sex plays in a relationship.

Sometimes this problem with holding onto virginity stems from fear of women, fear of sex, laziness, or guilt and misconceptions instilled by religion.

One particular conversation I had about virginity was with a man named Kevin. Kevin was a 35 year old who’d never had sex, and he came to me deeply depressed. This conversation is very typical of others I’ve had with men who were still virgins.

“I feel like there’s something wrong with me,” said Kevin. “I feel as though everyone else has had sex but me. I have to lie to my friends about girls I’ve been with.”

“Why do you lie to them about it?” I asked.

“I don’t know. I don’t think they’d care if I was a virgin, but I care. I feel really insecure about it. You ever see that movie The Forty Year Old Virgin? That’s me! It’s pathetic.”

“Let me ask you a question,” I said. “Is there something you do that you really excel at? Something you’d consider you’re very good at doing?”

“Yeah, I’m a pretty good poker player,” he replied.

“So you play poker a lot and win a lot of money doing it?” I asked.

“Sure,” said Kevin. “I play it online all the time. It’s fun.”

“Okay, so if someone like me, who knows nothing about poker, went online and started playing, and lost every single hand I played, never winning the pot, would you think I was pathetic?”

“No, I’d just think you’re an inexperienced player, but that’s different from what we’re talking about.”

“Is it?” I asked. “Poker is a game, right? Can anyone who takes the time to learn the rules and develop their skills play the game well?”

“Sure,” Said Kevin.

“So if I took the time to study Poker, learn what to do and when to do it, and people saw me improve and I eventually started winning a few hands – you’d say that would be possible?”

“Yeah, of course,” said Kevin. “But I don’t see what this has to do with my being a virgin at 35.”
“You said it’s possible because poker is a game, and to win a game, you need to develop certain skills. Ever hear of ‘the dating game?’ or ‘the game of love?’” I asked.

Kevin nodded.

“Most people don’t realize that dating, relationships, even sex require certain knowledge and skills to do well in. They’re no different than poker. But for some reason, people aren’t made to feel guilty or ashamed for learning how to play poker, but they are for learning about anything having to do with sex.”

“So you think I’m still a virgin because I never bothered to learn dating skills?” asked Kevin.

“Yes,” I replied. “Let me ask you another question. Why is it you think you never bothered to learn dating skills?”

“Well, I’ve been out on lots of dates,” said Kevin. “I’ve even had a few girlfriends. I’ve just never had sex.”

“Sex is part of dating. Its part of relationships. Until you’ve had sex with a girl you’re dating, you can’t really consider her a true girlfriend. She’s just a friend. Why is it that you’ve had opportunities to have sex before, but haven’t taken them?”

“Because I’m waiting for someone special,” said Kevin.

“Ah, now we’re getting somewhere,” I grinned.

“But I don’t just want to have sex with anyone,” argued Kevin. “I want it to be with someone I love.”

“Then why are you complaining about being a virgin at 35?” I asked. “Why aren’t you complaining about never having been in love at 35?”

Kevin shut up at that. He blinked at me a few times as his brain tried to process what I just said.

“I – I – I …” he stuttered.

“I’ll tell you why,” I said. “Because deep down in your subconscious, past all the bullcrap you’ve built up over the years through religion, TV, movies, and bad advice from parents and friends – you know that your urge to have sex is very different from your urge to find love.”

“What do you mean?” asked Kevin.
“Every virgin I ever meet is ashamed of being a virgin. He’s ashamed of not having sex, no matter what age he is. It makes him feel inferior. Less than a man. There’s this concept out there that losing your virginity will CHANGE you. Turn you into a real man. Everything in our culture supports this. How many times have we seen characters who have sex on TV or in movies suddenly start to act different? They go from being a geeky loser to a cool, funny guy with a suddenly deep voice.”

Kevin laughed at this.

“See?” I said. “You know what I’m talking about.”

“Yeah,” replied Kevin. “But still, I want my first time to be special. Isn’t that something worth waiting for?”

“But here’s the rub…” I continued. “Sex is never special. There’s never an exactly right moment to have sex. It’s not like it is on TV or the movies. Sex is hot, sweaty, and clumsy for the most part. So to wait for sex to be special is to be waiting a long, long, time. As you’ve discovered.

See, you have to get past this notion that fairy tales are actually reality. Religion put these ideas into our heads centuries ago as a form of birth control. They didn’t want women running around getting pregnant due to the nomadic culture at the time, because women were a commodity to be traded and bartered with.

So to protect that commodity, sex was elevated from what it really is, to something almost supernatural. Something that’s so special, you can’t talk about it until you’re married. And that concept eventually found its way into regular culture. But understand: It’s not true. Right now, your lack of experience with sex is holding you back.”

“How so?” asked Kevin.

“Do you know what sex is like?” I asked.

“I think so,” said Kevin. “I mean, I’ve seen porn before.”

“Then you don’t really know what its like,” I said. “Real sex is very rarely like porn. You have these conceptions in your head about it, but you don’t really know. And do you know what humans experience when they don’t know something?”

“What?” asked Kevin.

“Fear,” I said. “People are afraid of what they do not know. And fear causes people to act irrationally. Ask yourself: How many opportunities with women have you blown because you suddenly got afraid?”

“Too many to count,” said Kevin.
“Exactly. And where do you think that fear comes from?”

“I don’t know. I’d say fear of rejection, but it seems like you’d say its lack of experience with sex.”

“Well, it could be a bit of both, but you’re right. Its lack of experience with sex. You know that at a certain point with a girl, if you want to take it to the next level, sex is going to be involved – otherwise you’d just hang out with your buddies all day long and forget about women.

When it comes time – where you KNOW you have to initiate sex – you get nervous, afraid. You start to worry about acting like a fool, or doing something wrong. You mentioned the Forty Year Old Virgin before. Do you remember the part in that movie where we flashback and see all his failed sexual experiences in the past?”

“Yeah,” he said.

“Those types of possibilities flash through your head, and you want to try to avoid them. So you chicken out. When you do that, you place the responsibility for sex on the woman you’re with, and unless she is very aggressive and horny, she won’t act on it, because she’s looking to you to take the lead.”

“So what do I do? How do I fix that?” asked Kevin.

“Have sex!” I said. “Discover what it’s like so you don’t have to be afraid any more. Understand that your virginity isn’t something special. It’s actually something that holds you back from experiencing happiness. Instead of chickening out, face your fear and go through with it, knowing you’re going to make mistakes.”

“But I was saving that for someone I’m in love with,” said Kevin. “I don’t just want to run around having sex with every woman I meet.”

“Fair enough,” I said. “But ask yourself what you’re saving for the person you love. You’re saving an awkward, clumsy experience filled with fear and uncertainty. And if that’s what you experience, imagine what the woman you’re with will experience. She’ll probably be even more nervous than you, because she’ll love you but won’t be satisfied with the sex. And I don’t care what you hear, that’s a big factor in whether a woman will stay faithful to you.”

“So you’re saying I should have sex and gain experience, so when I do find the person I love, I’ll know what I’m doing?” asked Kevin.

“Exactly,” I replied. “See, right now you’re notion of ‘special’ is based around your experience. It’s YOUR virginity. YOU want it to be special. That’s a selfish way of looking at things. What about the woman you love? Your focus should be on making it
special for HER. Pleasing HER. Making HER feel comfortable and happy. And to do that, you need to know what you’re doing.”

Kevin was silent for a moment. Then he said “You’re right. I’ve been looking at this the wrong way the whole time.”

“You bought into the great Virginity myth,” I said. “It’s not your fault. A great many people buy into this myth too. But it’s important to break out of it as soon as you can if you want to be happy.”

“So what do I need to do? See a hooker?” asked Kevin.

“I’d never advise that you do something illegal or dangerous,” I said. “Seeing a professional is one way to get past this mental barrier you’ve built up about sex, and it can be safe because she’s not there to judge you. But there are other ways to do it too.”

“Such as?”

“Such as allowing yourself to make mistakes,” I said. “We all learn from our mistakes. Much of the pressure we put on ourselves comes from the desire to do everything right the first time around.

That never happens. We must allow ourselves to learn, and to do that, we need to have a grace period for failure. When you date women, push your comfort zone and go as far as you can take it. Get her into bed, have sex with her, but know that it doesn’t have to be perfect. Allow yourself to learn and experience new things. Don’t let fear rule your decision process. Don’t allow fairy tale concepts like ‘true love’ and ‘special moments’ dictate what you can and can’t experience.

We all determine who we love and what moments are special, not fate, or other mystical forces. We just have to allow ourselves to experience opportunities as they arise and not edit ourselves from experiencing them.

When you do that, and you allow yourself to learn, you’ll lose your virginity, and be ready to find that special girl you’re going to fall in love with.”

Kevin left our meeting with a new purpose. He stopped allowing himself to be ruled by fear and took my advice. It was hard for him at first, but he eventually grew more comfortable about learning.

Three months after our conversation, he lost his virginity to a girl he had met at the mall. They had gone on three dates before he made his move. He called me up afterwards.

“You were right,” he said. “It was hot, sweaty, and clumsy. I don’t feel any different now that I’ve done it.”
“Are you glad you did it?” I asked.

“Hell yes!” he said. “I feel like now that I know more about what it’s like, I realize how stupid I was being before. I mean, it was fun, but it was just an act, like working out at the gym or something.”

“That’s right,” I said. “It’s not until you find a girl you really care about when it starts to be something special.”

“I like the girl I did it with,” said Kevin. “But she’s not the one for me. But I like her well enough, and I’ll continue to see her. But I want to keep searching and keep learning.”

“As you should,” I said.

Remember that at the end of the day, sex is a basic human need – especially for men. It’s something we desire and crave, and must do. To deny it, is to deny your masculinity.

Whether you’re a virgin, or a man who hasn’t had sex in a long time, it is important to set aside the fairy tales we’ve bought into and focus on what it is that can truly help us – learning about sex. Learning about our bodies. Learning about women.

Once you focus on that, you’ll never have to deal with the Virginity Myth again.
Move Towards Beauty

In all things worth learning, you must find mentors and teachers. People who are already experts in what you wish to learn, who are willing to share their knowledge and experience with you.

In my journey to learn more about women, dating, and relationships, I sought out many mentors and teachers. Men who’s experience and knowledge about women far exceeded anyone else’s.

They were difficult to track down. Not every person I found was legit or had honest-to-God things to teach. It was only through much trial and error that I was able to find the real deals… the men who actually knew what they were talking about.

One of these such men is named Zan.

Zan, an entrepreneur from Canada, is the type of ladies man one would think could only exist in some trashy romance novel on the shelves of your local Barns & Nobles.

He’s Casanova re-incarnated. When I met him, he was in his early 30s, with male-model good looks, a full head of jet black hair, a wide smile, and friendly eyes. There are tales of how in his younger years, he used to model and dated a then unknown Italian beauty by the name of Monica Bellucci.

Me and other friends used to joke that Zan was so good looking, that if we were gay we’d be all over him.

So it is not hard to see why women were attracted to Zan. However, there was more to this man than just his good looks. If that was all he had going for him, it would not make much sense for an ugly pug like me to try and learn from him.

I’ve met good looking guys in the past who had just as hard of a time (if not harder) as I did getting girls. There was something more to this “Zan” guy than met the eye.

Case in point, when I first met Zan, the man had six girlfriends.

Six!!!

And what’s more than that, all six girls were drop-dead gorgeous, all six knew about each other, and all six would regularly engage in threesomes with Zan when he wanted it.
In short: Zan had created a harem for himself.

One time, Zan showed me some pictures of a birthday party his girlfriends had thrown for him. In the pictures, all six women were walking around his apartment, setting up balloons, fliers, and baking cakes and other birthday things – wearing nothing but aprons!

It was surreal, to think there were actually men out there living this kind of life.

It was easy for most men seeking advice about women to dismiss Zan because of his good looks. I’d often hear things like “If I looked like Zan, I’d have six girlfriends too!”

But there was more to it than that, and I knew it. As I said before, looks are not enough to get six women to share a man in harmony and throw a naked birthday party for.

I wanted to know Zan’s secrets. But Zan is a tough nut to crack. He doesn’t share techniques such as “Say this to the girl and she’ll give you a blowjob.” Zan’s tactics are much more philosophical. They apply more to who you are as a man, then what you do to women.

The first time I was every really able to peg Zan down was in Chicago. We were both there attending a dating seminar where some mutual friends were teaching in-field workshops.

After a night at the clubs, we all found ourselves at a nearby McDonalds at two in the morning. Zan came in, somewhat drunk from the partying, and I invited him to sit with me.

“Zan, can I ask you a question?”

“Shoot,” he said.

“Do you think a lot of your success has to do with the fact you’re such a good looking guy?” I asked. “I mean, how much of attraction depends on looks and how much of it is something else?”

Zan laughed. “You know how many times I get asked that?”

“I’m sure you get asked that a lot,” I said. “But I need to know. Sometimes I feel like unless I look like Brad Pitt, I’m never going to be able to attract a woman.”

“Do you know the story about Brad Pitt?” Zan asked me.

“Other than he’s one of the biggest movies stars in the world?” I replied.
“Before he became a famous actor, he made money by doing gigs like handing out fliers in a chicken suit,” said Zan. “He said that back when he was doing that, he couldn’t get laid to save his life.”

“Really?” I said. “But he’s such a good looking guy!”

“That should tell you something about how much looks play into attraction,” Zan said. “But that doesn’t mean beauty doesn’t play a role.”

“What do you mean?”

“Look over there,” Zan said, pointing to a booth on the other side of McDonalds where two girls were sitting. One was a cute skinny girl with blonde hair. The other was a somewhat overweight girl with dark hair. They were both chilling out, eating hamburgers.

“Based on what you see,” Zan said. “Which of those two girls would you go after?”

“The cute one,” I said.

“Right, because you’re looking at their appearance. How they look. That’s how guys quantify beauty. But that’s not I quantify it.”

“You saying you’d go after the fat chick?” I said.

“I didn’t say that,” Zan smiled. “I said, that’s how we determine what we think is beautiful. The way I do it is actually closer to the way women do it.”

“And how do they do it?” I asked.

“Women are emotional creatures. They base their definition of beauty on how they feel when they’re around someone. If a man can make them feel happy, attractive, and sexual, they see him as beautiful. They find him attractive because he makes them feel good.

When a woman sees a good looking guy, those looks make her feel good, therefore she might be attracted to him. But looks wear off quickly. After a couple minutes, you’re over it. If there’s nothing there to sustain those good feelings, the attraction is lost.

The same is true of the opposite. If she’s neutral or doesn’t really like your looks, she might not feel attracted to you. But if you can make her laugh and feel good, the looks subside and she becomes attracted, because you make her feel good about herself. That’s how I judge women too.”

“Based on how they make you feel?”
“Exactly!” cheered Zan, slamming his fist on the table. “Good looks are common. I could throw a stone into a crowd and hit a good looking woman. But beauty, beauty is uncommon! Beauty is magnetic! Beauty is the flame that attracts the moths. A beautiful person is someone you never tire of being around. And if they find you beautiful as well, that’s when love enters the picture.”

“So how do you define beauty?” I asked.

“How do you define what you feel?” Zan replied. “If she makes you feel bad, she’s not beautiful. If she makes you feel good, she is! See how simple it can be?”

“But there’s got to be more to it than that,” I said.

Zan shook his head. “There you go, trying to make it more complicated that it is. Why muck something up by making it harder than it has to be?”

“But –“

“No ‘buts’,” Zan interrupted. “You’re looking for something that isn’t there. You’re trying to make a simple issue complicated because you don’t want to believe that attraction, love, and women are something that could be that easy to understand. Let go. Live by the Zan Philosophy.”

“What, pray tell, is the Zan Philosophy?”

“It’s what I live my life by,” he said. “I move towards beauty, and away from that which is not beautiful.”

“That’s it?” I said.

“That’s it!” he replied.

“But how does that work?” I asked. “How can that work?”

“We already know that women seek out beauty and find it attractive,” Zan said. “If you spend your time surrounding yourself with beauty, what is that going to attract?”

At that point, what Zan was saying hit me like a ton of bricks.

“Women!” I exclaimed.

“And money, and happiness, and good friends, and a good family, and all sorts of other things,” said Zan. “Negative influences hold you back. They keep you from getting what you want. They keep you stuck. When you move away from that which is holding you back and collect positive things around you, you’ll find more positive things gravitate to where you are.
I don’t pick up women. I give them opportunities to pick me up. When I see a woman I find attractive, it makes me feel good. So I gravitate to her and try to share my beauty with her. If she accepts it, she’ll want to share her beauty with me, and before you know it, there’s a mutual attraction there. I make her feel good, she makes me feel good. So it just makes sense to be together.”

Maybe it was the fact that I was tired and it was late at night, but what Zan said made a great deal of sense to me.

There’s a zen-like notion that exists which states “The universe will give you what you want, you just have to ask for it and be ready to receive it.” In a way, that’s what Zan was telling me he did.

He went to great lengths to eliminate as much negativity from his life as possible. If someone was negative, or manipulative, or self centered, Zan would move away from them and towards people who were positive, honest, and giving. He’d distance himself from people who told him he couldn’t do certain things, and he’d move towards people who encouraged him to do the impossible.

When I looked at the life Zan was living, I could see that it was much more than just about how he looked on the outside. It was who he was on the inside that attracted women to him and kept them wanting more.

And for those of us (like you and me) who want to create lives of abundance and happiness, all we need to do is follow Zan’s simple advice:

“Move towards beauty, and away from that which is not beautiful.”

This is the real secret of attraction. This is where women start approaching you, and want to be around you. This is the secret behind living a life full of fun, happiness, and beautiful girls.

Positive people attract everyone they meet. People like to feel good, so they gravitate towards that which makes them feel that way.

If you become a person who makes others feel good, you become a person others seek out and gravitate towards.

By the same token, if you move away from negativity, you distance yourself from those people who would drag you down and destroy your inner beauty.

It is a perfect system, and brilliant in its simplicity.
It is only when we ignore it, or complicate it, that we struggle with long term results. When we keep negative people around us, we allow them to influence us. We allow them to hold us back. We buy into their notions of what we are not able to achieve.

When we try to make things more complicated, we add extra obstacles and barriers to our happiness that should not be there. Looking in the mirror and obsessing over how “ugly” you are is a barrier that makes things more complicated for you.

If you move towards beauty, you can look in the mirror and be happy with who you are – no matter what you look like. And other people will feel the same way about your looks, because they allow you to influence them with your inner beauty.

That is Zan’s first secret. And when you apply that philosophy to your life, you’ll be amazed at what can happen.
Have Passion For Women

I did not meet with Zan again until two years later. We had talked on the phone occasionally, and exchanged emails, but because he lived in Canada and I lived in Los Angeles, it was hard to get together.

But when Zan told me he was coming to LA, I jumped at the chance to meet up with him again.

I had come a long way from the person I was when I first met with Zan at that McDonalds in Chicago. I had achieved a great deal of success in many areas of my life, and was eager to show them to my friend and mentor.

When Zan arrived, I took him to a local restaurant called The Rainbow Room, a bar/club/diner off the Sunset Strip almost totally dedicated to rock and roll. The walls are adorned with autographed pictures of rock stars, rock and roll memorabilia, and multi-colored Christmas lights.

It was a very “LA” place, and I wanted to give Zan a very “LA experience.”

As we were seated, I leaned over to him.

“Don’t be surprised if we see some celebrities or porn stars later on,” I said. “This is a pretty popular place for them to party.”

Zan smiled. “It’s good to see you again, Joe. You are almost completely different from that guy I met two years ago.”

“Is it that obvious?” I asked.

“You’re different,” Zan said. “It’s like you’ve figured out how to live your life and you’re enjoying every minute of it.”

“Well, I still feel like I got a lot to figure out. But your advice really helped me get to where I am today.”

Zan blinked. “Advice?” he asked.

“Yeah,” I said. “You know, the Zan Philosophy?”
“What the hell is that?” Zan asked.

I was flabbergasted. “You’re kidding, right? That night at McDonalds two years ago where you shared your philosophy with me. The stuff about moving towards beauty and away from that which is not beautiful?”

“Oh, right!” said Zan. “I was drunk at the time. I don’t even remember saying that, but it sounds like something I’d say. I never listen to myself when I drink, I can’t believe you did.”

“It had a very profound effect on me,” I said. “It’s partly the reason why I’m doing so good. I’ve got a great job, I feel great, and I’m dating some wonderful girls all because I followed your advice. I surround myself with positivity and move away from negative stuff.”

“Good!” smiled Zan. “I’m glad that’s working out for you.”

He then promptly ordered a martini. Sometimes I have to remember that dealing with a man who is extremely good with women is often like dealing with a woman who’s extremely good with men. They tend to be very flighty.

“Are you trying to get drunk so you can impart more words of wisdom on me?” I asked.

“Ha, ha! Maybe. What do you want to know?”

“Well, do you still have the six girlfriends?” I asked.

“Nah,” said Zan. “I cut back to two. I’ve actually got four now, but two of them are just for play. I may go back to six somewhere down the line, but for now I’m happy with the two main girls I have.”

I shook my head.

“I don’t know how you do it, man,” I said. “I have a hard enough time dealing with just one woman. I can’t imagine how you can juggle up to six.”

Zan leaned back and sipped his martini. “Yeah, I don’t know how I do it either.”

“Do they ever get jealous of one another?” I asked.

“Nope.”

“Do they ever get upset they have to share you with other girls?”

“Nope.”
“Do you use some kind of hypnosis to train them on how to share you or behave around you?”

“Nope.”

“Well then, what’s your secret?”

Zan looked into his drink and swirled it around as if he was reading tea leaves. A grin grew across his face and he looked up at me.

“Did you know I hardly have any male friends?” he asked.

“I did not,” I said a bit caught off guard.

“It’s true,” he said. “I enjoy the company of women so much more than the company of men. I don’t know what it is, or why, I just do.”

“Are you saying you’d rather not be eating diner with me,” I joked.

Zan laughed. “Not at all,” he said. “It’s just that my life is filled with women.”

“So…” I said, trying to work out what Zan was getting at. “Are you saying that you understand women better because you surround yourself with them?”

“Not really,” said Zan. “But when women are around me, I feel energized. I could be tired, cranky, low energy, not wanting to talk to anyone… but when I see a beautiful woman walk by, I light up. It invigorates me!”

“But what does that have to do with managing more than one girlfriend?” I asked.

Zan smiled at me, the same way he did the night two years ago when I was trying to make things more complicated than they need to be.

“You think too much, Joe,” he said. “Anyone ever tell you that?”

I laughed. “All the time.”

Zan turned his head and nodded in the direction of a waitress who was sitting at an empty booth nearby, updating the dinner menus for the evening.

“You see that waitress over there?” he asked.

I turned and looked. She was a blonde with long, curly hair. Her breasts were huge, and the tight, white tank top she wore barely kept them in check. She was a stunner, as were all the waitresses what worked at the Rainbow Room.
“Yeah,” I said.

“When you see her, what goes through your mind?”

“That she’s hot and I want to bone her,” I joked.

Zan laughed. “Anything else?” he asked.

“Not really. I’m pretty simple that way.”

Zan nodded. “Want to know what goes through my head?”

“Sure,” I said.

“I see a beautiful woman like that, and I think about who she is. What is it that makes her tick. What does she like? What does she hate? What turns her on? What excites her? What makes her breathless? What is she passionate about? When I see a woman, I am consumed by curiosity about her. And I can not rest until that curiosity is satisfied. But here’s the thing…”

Zan leaned towards me with a twinkle in his eye.

“My curiosity is never satisfied,” he said, grinning. “There’s always something new to learn about a woman. Does she talk in her sleep? What do her lips taste like? What does she do when she’s scared? Or when she’s happy? Or sad? Women are like a never ending puzzle to me, a puzzle that never gets boring. Did you know when talking to a woman, I never use any routines or pre-canned stories?”

“Yeah, I knew that,” I said. “You just like to ask questions.”

“Exactly!” cheered Zan. “That’s all I do. I become enraptured with their answers. When I’m with a girl, my entire world is consumed by them.”

I nodded my head, finally understand what he was getting at.

“No wonder…” I said.

Zan looked at me. “Yes?”

“No wonder your girlfriends don’t get jealous, upset, or demanding,” I replied. “Because when you’re with them, they feel like they are the only woman in the world for you.”

Zan slammed his fist on the table triumphantly. “By George, I think he’s got it! Cheers!” he raised his martini and downed the last of it.
“So what you’re saying is that when you see a girl, all you do is express your passion for them, and whenever you’re with them, you have that same passion, so they feel good about it?”

“Pretty much,” said Zan. “See, women want love. They want romance. They want to feel attractive and loved. They want someone who is interested in them – ALL of them. Not just their looks. But who they are, and what they like.”

“But how do you keep from being wussified?” I asked. “If a girl knows you like her too much, won’t she lose interest in you?”

“No, if you treat every woman with the same passion,” said Zan.

I smiled. “You dog, you!” I laughed. Zan smiled back, knowing I had gotten it. “If you treat every woman with such passion, the girls you’re with know they’ll have to do things to keep you happy and do away with the competition. But if they’re still getting the passion from you and feeling great, they’ll want to do things to please you so you don’t break up with them.”

“Simple, isn’t it?” said Zan. “Just treat every woman you meet like she is the most beautiful, interesting woman there is. And they will LOVE you for it.”

This was Zan’s second secret. And just like the first one, it’s brilliant in its simplicity. Too many men are judgmental about women. They like to criticize them or obsess over their flaws.

Then you have other types of men who are ambivalent towards women. It never crosses their mind to learn as much as they can about them. These are often the types of guys who forget things like anniversaries.

But the simple act of being interested in a woman, and focusing on her positive traits, and making her feel good, not only about being with you, but about herself, is enough to make any woman want to latch on to you and never let go.

Allow yourself to be passionate about women. Every woman, and every facet of them. Be interested in them, and rejoice in the things about them that make you happy.

That is the most attractive quality any man can possess (and you don’t have to look like Brad Pitt to do it!).

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**Exterior Influence vs. Interior Influence**

“It’s not working!” Gerrymander grumbled. “This crap doesn’t work!”

He stormed out of the club. The girl I was talking to watched him go.

“Is there something wrong with your friend?” she asked.

“Um…” I didn’t know how to respond. “I think his blood sugar is just low.”

Her friend, the one Gerrymander had been trying to pick up, reappeared from the patio that he had isolated her to.

“What happened?” my girl asked.

“He got all creepy and weird,” she said. “He was doing all this weird psychology stuff on me, and got upset when I asked him about it.”

I rolled my eyes.

“Well, we were heading out anyway. It was a pleasure meeting you girls.”

Outside the club, Gerrymander was pacing back and forth mumbling to himself. Gerrymander (as he went by online, his real name was Jerry, get it?) was a guy I had met off of one of the many online forums about dating. We had met at a seminar and he seemed like a cool enough guy to go out picking up women with.

“Dude,” I said. “You okay?”

“Do I look okay?” he groaned. “I’ve been had. Tricked. I can’t believe I fell for this stuff.”

“Whoa, slow down,” I said. “What’s going on?”

“We’ve been doing this for a month. Going out almost every night, memorizing pages of routines, sometimes I feel like a Broadway actor. Only difference is I’m not getting laid!”

“You assume Broadway actors get laid,” I joked.
“I’m glad you find this funny!” fumed Gerrymander, his eyes wide. “Who am I kidding? This has been a huge waste of time.”

“Slow down, man,” I said trying to calm him down. “Can you tell me what the problem is?”

“The problem is all this seduction crap!” he said. “They make it seem so easy. Like you just have to say this stuff a certain way and you’ll get laid. But I’ve been doing this for a while and haven’t seen any freakin’ results!”

I was definitely sympathetic to Gerrymander’s plight. It had been about three months since I had started going out in earnest to meet women, and I was feeling the frustration too. Some nights were better than others, and I was meeting a lot of women, but things weren’t shaping up as quickly as I had liked.

But while I still had hope, Gerrymander looked like he was about to abandon his.

“Maybe you’re doing it wrong,” I said.

“Don’t tell me that,” said Gerrymander. “I know these routines so well I could recite them backwards in my sleep.”

“Maybe the routines aren’t the problem,” I said. “Maybe it’s something else.”

Gerrymander looked at me with curiosity. “Like what?”

I stared down at my feet, thinking about it for a moment. I could approach women now, that was easy. But the approach wasn’t going anywhere. I’d have a pleasant conversation, but every time I tried to escalate it into the romantic arena it would falter. There was something wrong, I knew that much. What it was, I couldn’t put my finger on.

“I don’t know,” I said. “Why don’t we grab a bite to eat and talk about it?”


With that, Gerrymander walked to where he had parked his car. I wanted to follow him and try to convince him otherwise, but his frustration had got me thinking – what if he’s right? What if none of this stuff works and I am, in fact, wasting my time?

That question troubled me for a great many days, during which time I did not leave my apartment. After getting home from work, I’d sit on my bed and stare at my wall, just thinking about what was wrong.

Eventually, I forced myself to go out again, but the problem persisted. I’d find a girl I liked, approach her, and talk to her – but I couldn’t get it beyond that point. It was like I was running into a brick wall wherever I turned.
This problem persisted for a number of months, until I couldn’t take it any more. I decided to quit, just as Gerrymander had. I felt like I knew every possible Opener, Routine, and Cold Reading there was, and none of it was doing me any good.

In my frustration, I withdrew from all my mentors, all my friends, and left the world of dating and seduction behind.

To say I was upset and angry was an understatement. I felt like I had made a fool of myself. To think that I could actually believe that a fat, ugly slob like me could actually attract women with nothing but his words and attitude?

I had failed.

I thought about the incident that had originally set me down this path. The night when I broke down in my dorm room, and I wondered if I’d actually come very far since then. Sure, I could approach any woman I wanted, but even still, I was no closer to having a girlfriend at that point than I was a few years earlier.

It was around this time that a good friend of mine from college had come to visit me in Los Angeles. He was staying at my place while he was visiting. One night, he was going out to meet up with an old friend of his who lived out here as well, and invited me to come along.

Since I had stopped going out every night, I found that I had very little to do, so I agreed to meet them for drinks later on.

We met at the Cabo Cantina on the Sunset Strip, across the street from the posh Standard Hotel.

I got there early and decided to try and drink myself out of my funk before my friend and his friend arrived. So I took advantage of the 2 for 1 special and began to drink heavily.

By the time my friend arrived, I was pretty well drunk. Having no one to talk to for about an hour, I was able to drink pretty fast, and had underestimated how quickly the alcohol would take effect on me.

My buddy sat down at my table and introduced his friend.

“Joe, this is Ramirez. He’s a friend from my home town.”

I squinted at Ramirez. He was half black, half Latin. Skinny guy with a nice complexion and dark features. Aside from some rather bushy eyebrows, he could have easily been a male model.
Normally, I’d have greeted Ramirez with open arms since he was good friends with my buddy. But I was already in a bad mood, and the alcohol served to amplify that into outright surliness. I decided I hated Ramirez immediately.

“Hey, what’s up?” said Ramirez.

“None of you’re business!” I spat, slurring my words.

The look on both my buddy’s and Ramirez’s face was one of surprise.

“Dude,” my friend said.

“What?” I said.

“You’re being rude,” he replied.

“Oh, you’re right, I’m sorry,” I said. “None of your FUCKING business.”

For some reason I found that funny at the time. It was at this point I could see that Ramirez decided he didn’t like me much either. We went on for about twenty minutes with me popping in occasionally to berate Ramirez or make a joke at his expense. Finally, Ramirez had enough.

“I thought you said this guy was cool,” Ramirez said.

“He is,” my buddy replied. “He’s just drunk.”

“Being drunk is no excuse,” said Ramirez. “I find being drunk just makes people more honest. If that’s the case, you’re pal here is a real ass hole.”

“Look, let’s just go someplace else until he sobers up,” my buddy says.

“Fine with me,” said Ramirez, who got up and promptly walked out of the bar. When he was gone, my buddy turned to me.

“Dude, what was that?” he asked.

“I don’t like him,” I said.

“What? Why?”

“Because.”

“You know how childish you sound right now?”

“I don’t care,” I said. “I don’t like him.”
My buddy got to his feet. “You know what?” he said. “Ever since I got out here, you’ve been in some kind of funk. I don’t know what’s going on with you, but maybe instead of being miserable all the time, you should focus on feeling good about yourself, so you can stop making everyone around you miserable too!”

With that, my friend turned and walked out the door.

So there I was, alone again. My brain was fuzzy, but I could still hear the words my friend had spoken before he left. For some reason, I kept repeating them in my head, over and over again, like a broken record...

“You should focus on feeling good about yourself, so you can stop making everyone around you miserable too…”

I couldn’t get those words out of my head. As I looked around the bar, I watched the guys who had girls around them. They were all laughing, drinking, having a good time, and the girls around them were too.

And that’s when I finally understood what I had been doing wrong all this time.

My friend’s words had hit the nail on the head. Without knowing, he had just solved for me my biggest problem.

Up to that point, all my lines, all my routines, all my efforts had gone towards trying to make the woman I wanted attracted to me. I was trying to manipulate her feelings, get her to experience what I wanted her to experience by leading her through thought processes that were supposed to evoke certain emotions.

But trying to do this is like trying to make it rain by doing a rain dance. You can do the steps perfectly, time and time again, but the sky will only rain when it’s ready to, no matter how many rain dances you do.

The same is true of women. No matter how many lines, routines, or other things you run on them, if they aren’t attracted to you, they just aren’t attracted to you!

Understand: **You have no control over what other people think, feel, or do.**

Sure, sometimes you can influence people to think, feel, and act a certain way. But it’s their decision to do so, and they can accept or reject your influence at will.

When it all comes down to it, YOU are the only person you have complete control over. YOU can determine how you think, feel, and act.
That was what Gerrymander didn’t understand. He was trying to make the women he was talking to feel a certain way, and when they didn’t, he blamed the words he was using and stormed off.

But you can’t force others to feel something you don’t. You can’t force them to think about things the way you want them to. This is because you do not control their mind and body - THEY DO.

And by focusing on that which you can’t control, you open yourself up to anger and frustration.

So what’s the solution?

Focus on what you CAN control – yourself!

If you look at the guys who can easily attract women like flies to honey, you’ll notice that many of them don’t even think about attracting girls. They focus on themselves. How good of a time they are having, what they are thinking, what they are feeling – and the rest comes naturally. They don’t care about what the girl thinks, only if they themselves are having fun.

I once knew a guy in college who’d run around and fart on girls. It was funny, people would laugh. And more often than not, he’d end up sleeping with the girl he farted on.

That seems far fetched if you look at it from an outsider’s point of view. But look at it from his point of view: he was having fun. He was having a good time. Fun and good times are contagious. People are drawn to having fun. Hence, the woman was drawn to him as long as she continued to have fun.

My friend’s words: “You should focus on feeling good about yourself, so you can stop making everyone around you miserable” were profound. He had basically just told me that how I make myself feel influences others around me to feel a certain way.

And it made sense!

When Gerrymander and I went out to pick up women, we never focused on ourselves. We would walk around all night feeling tired, frustrated, and upset. Meeting women felt more like work than romance.

Looking back on it, it’s no wonder we were struggling. WE weren’t having fun, so how could we expect those around us to?

The revelation was a powerful one – powerful enough to sober me up a little. I quickly got to my feet and left the bar, making my way over to the Standard Hotel, where my friend and Ramirez went. I found them out by the pool, smoking cigarettes.
“I’m sorry for being an ass,” I said walking up. “I’ve been upset lately, and took it out on you guys. I was out of line.”

Ramirez nodded. “Its okay, we all have those days.”

“I told Ramirez you haven’t been getting laid lately,” my buddy joked. “He TOTALLY understands.”

We all laughed.

“Well, I’m aiming to change that very soon,” I said.

“Why wait?” asked Ramirez. “There are some pretty hot girls here.”

I nodded. “Let’s do it!”

We ended up approaching five different groups of girls that night. I stopped spouting any pre-canned or memorized material and just focused on having fun, and being happy in the moment. I found Ramirez and my buddy, while poor wingmen, were both a blast to hang out with. I ended up going home that night with two phone numbers.

From that point on, I started to really focus on my controlling my own thoughts, feelings, and emotions instead of trying to influence those of the girl I was with. I now use a combination of pre-memorized lines and routines, along with state control techniques, and found it to be quite effective.

Remember when approaching a woman, or attracting a woman, you ultimately have no control over her. **But you have complete control over yourself.**

When things don’t go right, you can choose to feel bad, or you can choose to shrug it off and move on. But whatever happens, remember that how you feel affects what those around you feel.

At the very least, you can’t go wrong making those around you feel good.

At the most, you can never go wrong making yourself feel good.
The Art Of Influence

When you boil everything down to its core, the art of seduction is really nothing more than the art of influencing others.

The word “Influence” has a lot of negative connotations attached to it. People associate it with being “manipulative.” But if you look at what Influence really means, you’ll see it’s actually quite a benign concept.

Influence means change, pure and simple. The art of influence is the act of creating change in some way.

Change can be in an attitude, it can be in a perception, or a behavior. But in all instances, we can't lay claim to influence until we can demonstrate that we've changed someone.

When applied to the concept of dating, Influence has to do not only with changing a girl’s attitude and opinion about you, but changing your attitude and opinion about yourself.

We all have the potential to be influential, although some of us make more use of it than others. To say influencing others is a bad thing is a misnomer. We are influenced every day. Commercials influence us to buy certain things, politicians influence us to vote a certain way, religious leaders influence us to live a certain way and believe certain things, we influence our friends to go out with us on a Friday night.

Influence is all around us. To write it off as something bad or manipulative is to dismiss it and neglect what influences us to live our lives a certain way.

We are even influenced in ways we don’t expect. When we see a beautiful woman dressed provocatively, she’s influencing us to be attracted to her – all based on what she wears and what she chooses to accentuate.

When we influence women to talk to us, date us, or sleep with us, we should not feel bad about doing so. But that doesn’t mean we should dismiss ethical behaviors when we decide to exert our influence on women.

Because the principles of influence can be so powerful in causing change in others, we have to consider our ethical responsibilities in the process. Fortunately, the way to be ethical in the use of these principles is the same as the way to be successful in using them. All you need to be aware of to wonder if you are influencing someone ethically is this simple mantra:
Always be sure to influence a woman in a way that ensures that you haven't damaged your ability to influence this woman again in the future.

In other words, the woman you seduce must benefit from the change you've created.

The ability to influence women is not simply inborn. We can learn to become dramatically more successful at it.

For centuries, the ability to be influential and persuasive has been thought of as an art, but there's also a science to it. And if it's scientific, it means it can be taught. It can be learned. So we all have the potential to become more influential as a consequence.

We can learn to influence women by harnessing one or more of the six universal principles of influence:

• **Reciprocation.** Women give back to you the kind of treatment that they have received from you.
• **Scarcity.** Women will try to seize the opportunities that you offer them, that are rare or dwindling in availability.
• **Authority.** Women will be most persuaded by you when they see you as having knowledge and credibility on a topic.
• **Commitment.** Women will feel a need to comply with your request if it is consistent with what they have publicly committed themselves to in your presence.
• **Liking.** Women prefer to say yes to your requests to the degree that they know and like you. No surprise there.
• **Consensus.** Women will be likely to say yes to your request if you give them evidence that people just like them have been saying yes to it.

Just because there are six optimal approaches to influence doesn't mean that everyone uses them optimally.

In fact, there are three kinds of influence practitioners. There are bunglers of influence; there are smugglers of influence; and then there are sleuths of influence-the detectives of influence.

• **Bunglers** are the people who fumble away their chances to use the principles of influence in a beneficial way, either because they don't know what the principles are or because they don't know how to engage them properly. These people are always dropping the ball when it comes to the influence process.
• **Smugglers,** on the other hand, do know--quite well--what the principles are and how they work. But they import these principles into situations where they don't naturally exist. An example would be a man who pretends to be a millionaire in order to get a woman to sleep with him. Although the smuggler's approach often works in the short run, it's deadly in the long run. Because only one person (the smuggler) wins. The woman, who gets fooled into sleeping with a man who isn’t
who she thought he was, will be unhappy with him and will be unlikely to ever sleep with that man again.

- **Sleuths** are more knowledgeable than bunglers, more ethical than smugglers, and overall more successful than either. They approach each influence opportunity as a detective, looking to uncover and use only those principles that are truly part of the situation, and that, therefore, will steer women correctly when to say yes.

For instance, if our millionaire was the real deal, and the woman was looking for a rich man to hook up with, it would be foolish not to share this information with the woman right at the outset. And if the man had been good enough as a detective to find out that that one woman was looking for a sense of financial security, he would be a bungler not to say so and make use of this scarcity principle that was a natural part of that situation (after all, how often do millionaires come around?).

It's not sufficient to know what the most powerful principles of influence are. We have to train ourselves to search every influence situation for the principles that reside there naturally, and to use only those principles. That way, we ensure an exchange in which both parties profit.

Let me give you an example of how to apply one of these principles of influence in a way that is effective, ethical, and enduring.

Let's take the first principle I listed: reciprocation.

Women want to give back to you the kind of treatment that they've received from you.

For a man looking to seduce a woman, this rule is simply a goldmine.

We all know the value of having positive attitudes and personal relationships with women. Now think of the advantages to a man who understands the rule of reciprocation in the achievement of his romantic goals.

Because women give back what they've received, it means that you can increase the level of whatever you want from the women you’re after by giving it first.

If you want more information on a woman, you provide information to them about yourself. If you want to create a feeling of trust, you offer it first. If you want to foster a cooperative attitude, you show it first. By acting first, you get to set the tone for the type of relationships you want.

Now let's take information sharing as an example.

By providing to the woman you’re with the amount, the level, and the quality of information that she wants about you, you will get the amount, the level, and the quality of desired information in return in return.
This is why a skill such as STORYTELLING is so important in picking up a woman. Because you are providing her necessary information about you that will prompt her to share necessary information about herself.

And it will flow naturally. No need for any arm-twisting or prying because disclosure is a reciprocal thing.

For an example of the rule of reciprocation, just look at the Hare Krishnas you see at airports. They use this principle to get people to give them money when they don't know anything about them-and don't especially like them.

They had hit upon a strategy that worked remarkably well. Before they ask you for a contribution, they give you something. It can be a book; it can be a flower. In the most cost-effective version, they walk up and they hand you a flower or they pin a flower on your lapel, and you say, “I didn't ask for that. Here, take this flower back.” And they say, “Oh no, no, no. That's our gift to you. However, if you'd like to give a few dollars for the good works of this society, that would be greatly appreciated.”

What they are able to accomplish is a remarkable testimony to the power of this rule that people feel that if they have received, they can't just walk away without giving something in return.

It goes against all our upbringing. Remember what our teachers and parents told us told us, “You must not take without giving in return.”

We have very nasty names for people who take without giving in return. We call them “moochers,” “greedy,” and “selfish.” Nobody wants to be thought of as immature or a moocher. What the Krishnas learned was that if they could get somebody to accept something, then that person would feel an obligation to give something back.

What the Krishnas are doing is giving people something that they don't want, it has no value for them, in exchange for something that does have value: their money. And that has created an immediate success for the Krishnas and a long-term disaster in the sense that they had to declare bankruptcy in the United States.

This is because once people have encountered this kind of ploy-this exploitation of the influence principles, they don't want to deal with this person again. If people believed that they received something of value, then they feel that you're entitled to get something in return. You've established a relationship with them.

If they receive something of little value, you haven’t established a relationship with them, you’ve just annoyed them and taken advantage of them.

This concept is never more prevalent than in the world of dating.
Women have an inherent value to men – sex. Sex based on beauty. If a woman is beautiful, that has value to a man because its easier for him to be turned on when he makes love to her.

The problem men encounter is that they often do not present any value to the woman before they try to sleep with her. This leads the woman to either reject the man, or cause the man to resort to unethical methods to sleep with her.

Men who offer value to a woman – such as money, power, fame, humor, attraction, intelligence, social status, or some other quality the woman values – is a man a woman is willing to sleep with, because she feels she gets something in return.

A relationship that is based on an exchange that makes both parties happy is a very positive lever for a future long term relationship.

The ethical approach to influence is to find one or more of these six principles that we talked about. Find something that women would value, give it to them, and they will want to give you something of value in return.

Identify what it is about what you can offer a woman that other men can't give them. It may not be any one single thing. It may be a bundle of opportunities or benefits or services that you can provide.

Tell them what it is that they can't get from anyone else.

If you can find this and show that to them, they'll want to move in that direction because that will be beneficial to them.

Let me give you one quick example that should finish this discussion of reciprocity. Something that we've already alluded to: People feel indebted to those who give to them, and information is one of those things you can give to people.

One form of information you can give a woman is a complement – this is information on how you perceive her.

Let's say a woman is dressed very elegantly. You recognize her style of dress, approach her, and say something like “I just have to tell you, you look stunning in that outfit. You have amazing fashion sense, and I just thought you should know that.”

Because of that, she's going to know two things about you as a consequence. First, you appreciate her. Second, you made a sincere effort to make her feel good. So what does the rule of reciprocity say? That she will be interested in making you feel good.

And when she commits herself to making you feel good, she must justify, in her mind, all the things she will compliment you about.
But the true power of influence comes in the making of a request that the woman will agree to. After all, when you ask her to step aside somewhere privately, you want her to agree. When you ask her for her phone number, you want her to agree. When you ask her for a date, you want her to agree. When you ask her to go to bed with you, you want her to agree.

So what's the most important thing in making a request?

Oddly enough, often the most important thing in making a request is not in the request itself. It's what you do BEFORE you make that request.

This is a little secret that's understood very well by the most accomplished, influential pick up artists out there. I've found that those who were most successful at getting what they asked for work very hard at first arranging a favorable psychological environment for their request.

After all, even if you're a great guy she’d be lucky to end up with, many women won't bother so much as to listen to your offers unless you've first done something to make them like you, to see you as an authority on a topic, or to feel a commitment to you.

So by first establishing an environment of liking or authority or commitment or obligation or scarcity or consensus, you give your request the benefit of falling on fertile, rather than stony, ground.

To do this, you must recognize and construct elusive moments of influence during which the women you are with are particularly receptive to your requests.

The trick to this is what you do before you make the request.

So, for example, there is a moment of power that you are afforded immediately after a woman has said, “Thank you” to you.

You need to fill the moment with a request for a favor, or action, or some type of commitment that doesn't allow that honest recognition of your gestures to evaporate into the air.

In that moment, you should say, “Would you care to join me at my table for a few minutes?” or “Do you have time to talk?” or “Would you care to dance?”

And at that moment after they've said, “Thank you,” they just can't say, “No” after they've just expressed their satisfaction of your treatment of them.

It's more than just recognizing that moment. It's getting a commitment to that “thank you.” There's something that you need that's more than a verbal acknowledgment that you've done well. You need it an action. People live up to what they do more than what
they say. And that's the key. That's the key to leveraging that thank you into the future, getting a commitment to it.

And the more public that commitment is, the better.

And the more you can get her to commit to acting the way you want, the easier it is to get her to do what you want.

In the end, Influence is the true art of seduction. Getting a woman to like you, having her see you as an authority in her world, using social proof to get her to perceive you in a certain way, getting her to reciprocate, making yourself scarce and therefore valuable – all these skills lead to a woman wanting to do what you desire her to.
AFTERWARD: THE SEDUCTION OF CHRISTIE

(Author’s note: What you are about to read is a real-life report of these approach and dating tactics in action. Some names have been changed for privacy reasons.)

It was a rainy day in New York when I arrived at JFK airport.

The flight from Los Angeles had been long and uncomfortable. I hate flying, and the three hour time difference didn’t help matters.

I was in New York on business, but I had some pleasurable activities lined up, not the least of which was meeting up with the ex-girlfriend of an old college buddy of mine – Alice – who was going to school at NYU to study acting.

Alice was a slender girl with lilly white skin which was starkly contrasted by her jet-black hair. She was a sweet girl, but very “new-agey.” She’s the type of girl who’d feed her dog tofu because she believed meat was bad for him.

So in my third night in New York, I meet up with Alice, and she takes me to some micro-biotic restaurant in Greenwich Village.

We sit down to order, and everything on the menu looks weird to me. Alice ends up ordering for me, and I’m sitting there hoping I’m not going to be stuck with some super-healthy meal that has no taste to it.

Out of the corner of my eye, I see a girl sitting at a table not too far away. She is by herself, casually picking at some food while reading a book.

She’s a very pretty girl, with a slender body, tan skin, long chocolate hair, and dark eyes. Instantly, I know I want to approach this girl.

But there are some problems.

The first of which is - I am with Alice. Though Alice is a sweet girl and a friend of mine, I know her well enough to know she would try to ruin my chances at picking up another girl. I don’t know if its because she has some secret crush on my, or she gets jealous.
easily, or if she just doesn’t know she does it, but the fact is, she does, and it’s something I have to take into account.

The second problem is the venue. Restaurants are notoriously difficult to approach in, simply because people are psychologically “boxed off.” If you didn’t join them at their table as they were seated, they will have a natural aversion to outsiders (who are not their waiter) coming up to them.

For a moment, I thought about just writing off the opportunity and letting it pass me by. But this girl was so stunning, the fact that she was by herself at a restaurant reading a book instead of with another guy told me that she was more than likely available, and it would be a CRIME to let her go.

I began to look at the situation strategically.

I was with another girl, so that would give me a great deal of lee-way in how bold I could be in approaching her. If you’re with a girl, that always makes you a “safer” guy to other women, because they don’t expect you to be hitting on them.

There were also two distinct things about her situation I could comment on. The first was that she was by herself. The second was the fact she was reading a book.

I was too far away from her table to simply lean over and start talking to her. If I wanted to approach her, I’d either have to get up and walk over to her, or I would have to time my approach to coincide when she was leaving the restaurant.

Either way, I didn’t like my options. Again, approaching her at her table would be difficult because of the psychological barrier. Timing the approach to when she’s leaving would be hard because she’d be set to go, and I had my friend to worry about, so at best, I would get a weak number close.

Then, I noticed something.

The waiter who was attending to us was the same waiter who was attending to her!

The waiter, because he’d been serving her, could by-pass the psychological barrier to outsiders joining her. So I decided to try something I’d never attempted before: I was going to give my waiter an opener to use on the girl I wished to meet.

I called my waiter over.

“Yes?” he said.

I pointed to the girl. “You see that girl over there?” I asked.

“Yes,” he said.
“Would you do me a favor? Would you go over to her and ask her if it’d be okay if I could get her autograph?”

The waiter blinked at me for a second, then looked over to the girl as if to try and recognize if she was someone famous.

“Um, sure…” he said.

The waiter walked over and leaned in towards the girl, who looked up from her book. He talked to her, pointing to me as he did so, and she looked over in my direction. I smiled and waved at her as she gave me a funny look. The waiter came back to me.

“She wants to know who you think she is,” he said.

I turned to Alice. “Alice, would you mind if I went over and talked to her for a minute?”

It was a loaded question, I knew she wouldn’t mind (how could she refuse?), but I needed to disarm the obstacle.

“No, go ahead,” she said.

I got up and walked over to the girl’s table. “Hi,” I said. “I’m sorry, I didn’t want to bother you while you were eating.”

“That’s okay,” she said, looking at me with her dark, beautiful eyes, smiling.

“Would you mind if I joined you for a second? Then I got to get back to my friend.”

“No, go ahead,” she said.

I sat in the empty chair at her table, pulling out a pen and small notepad (I carry this around with me in case I need to get a girl’s number and write down where I met her and what she looked like).

I opened to an empty page in my notebook and handed it to her along with the pen.

“Okay, just sign this. Make it out to: Joe.”

“Um, I don’t know who you think I am,” she said. “But I’m not famous.”

I grinned. “Do you really want to know why I’m asking you for your autograph?”

“Sure,” she said.
“Well – and don’t take this the wrong way – but when I see a girl who’s as beautiful as you are here in New York, I think to myself one of two things: She’s either an actress, or a model.”

At this she smiled.

“And when I see a girl as beautiful as you out eating alone on a Friday night, reading a book, I think this is a girl who’s so committed to her craft, that she sacrifices her social life to master it. THEREFOR, you may not be famous now, but I imagine you will be eventually with that kind of dedication. So I figured I’d get the autograph now while I still could.”

She laughed at this.

“Am I right?” I asked.

“Kind-of,” she said. “I just moved out here from Florida and don’t really know anyone. But you were right about one thing. I am a model.”

I snapped my fingers. “I knew it! What kind of modeling do you do? Please don’t say hand modeling.”

She gave me a weird look. “Why? What’s wrong with hand modeling?”

“Oh, nothing. Why? Do you want to be the world’s top hand model or something?”

She laughed. “No, I do a lot of high fashion.”

“Oh cool, so you’re planning to kill Tyra Banks as we speak?”

“Oh, you know it!” she said, laughing.

“See? You’re already planning to be a famous assassin,” I said. “So how about that autograph?”

“Oh,” she said finally. She wrote her name on the piece of paper. I looked at it.

“Oh, my, God…” I said.

“What?” she asked.

“Please tell me your name isn’t really Christie?”

“Why?”

“This is so funny. The name of my first girlfriend EVER was Christie!”
“Really?”

“Yeah. I met her sophomore year of High School. She was the greatest girl ever. Every Christie I’ve ever met has been so much fun to hang out with.”

“That’s cool, glad to see not every Christie is a bitch,” she joked.

“So did you come out to New York to study modeling, or do you have work?”

“Mostly work,” she said. “Though my manager wants me to take some acting classes too.”

“No way?” I said. “You have to come meet my friend. She’s in the NYU acting program. You’d love her.”

I pointed back to Alice. “If you feel comfortable enough, why don’t you come join us for the rest of your meal? I’m only in town for one more day, maybe Alice will be able to show you around town since you’re new here.”

“Where are you from?” Christie asked.

“Los Angeles,” I said. “I’m just out here visiting friends right now.”

She looked to me, and then to Alice, pondering my invitation. “Okay,” she said. “I don’t think anyone would mind if I switched tables.”

“Awesome!” I said.

She collected her things and moved over to my table. I introduced her to Alice, and proceeded to tell a few stories about myself, demonstrating various positive qualities I had. Most of them included Alice’s ex-boyfriend, so she could chime in with some social proof when she felt like it.

After the meal was over, I decided to pick up the check for everyone (always a nice move to display generosity when helping a girl to form a first impression). As we were leaving, I turned to Christie.

“So are you doing anything right now? Do you want to join us for drinks?”

“Thanks for the offer,” she said. “But I need to be getting home. I have to be up early tomorrow.”

“That’s cool. Tomorrow is my last day in town. Would you like to get together? I hear there are some amazing book stores in Greenwich Village that I plan on checking out.”
“That sounds like fun, but I can’t promise anything,” she said.

“That’s cool. Why don’t you give me your information so we can stay in touch?” I said, handing her my notebook and pen. “I want to get to know you now before you blow up into a famous supermodel.”

She laughed and wrote her number down on my notebook.

“Give me your email too,” I said. “I’m a total computer geek and hate talking on the phone.”

The next day I tried calling her to get together. I didn’t hear back from her before I left for home.

When I got home I sent her an email about how much fun it was to meet her, and how I was sorry we weren’t able to get together again.

As it turns out, it was a good move getting her email address as well as her number, because she seemed to respond very quickly to her emails. She wrote me back apologizing for missing me, saying she had a photo shoot that day and was tied up the entire time.

Over the course of close to twelve months, we kept exchange emails off and on. I’d keep her up to date about what I’m up to in LA, but I also keep emailing to ask her what’s going on in her life. Sometimes she’d respond, sometimes she wouldn’t, but I kept on contacting her anyway.

Then, one day I get an email from her:

```
From: Christie <xxxxxxxxxxxxx@yahoo.com>
To: Joe Matthews <xxxxxx@yahoo.com>
Subject: Hey sweetie

Hey j,

i just booked a photo shoot for some catalogue. we’ll be shooting in la. i’ll be in town for three days. would you like to get together?

chris
```

At this point, though I had been corresponding with her over email for some time, I had figured I’d most likely never see Christie again.
But now, not only was she coming out to my neck of the woods, she had actually initiated the meeting!

I knew this was a good sign.

I emailed her back about when she would be coming into town, and worked out a night to get together with her. She was coming into town on a Thursday evening and staying with her brother and his wife, who lived in the San Fernando Valley, just north of where I lived in Hollywood.

We agreed to meet for dinner on Friday. Her shoot was scheduled that Saturday and Sunday, and she’d be heading back to New York on Monday, so I didn’t have a very big window to get together with her.

Luckily, besides her brother, I was really the only person she seemed to know in LA, so getting together was fairly easy.

I decided to take her to The Grove, a huge outdoor mall in Hollywood filled with shops, restaurants, movie theatres, and all kinds of other activities. It’s one of my favorite places in LA, and a great place to take a date, due to the ability to mini-date the girl you’re with all over the place.

I emailed her directions and we met at the Cheesecake Factory in The Grove. She was about 40 minutes late because she was stuck in traffic for a while coming down from the Valley.

There were times while I was waiting for her where I was worried she was flaking on me. I’m not used to milling about for 40 minutes waiting for a girl to show up. But she kept calling me to tell me what was going on, so I knew I just had to be patient.

While I was waiting for her, I took some time to try and visualize how I wanted the night to go. I played the following scenario through my head numerous times as I sat in the Cheesecake Factory waiting for my date to arrive…

She would show up, happy to see me. We’d hug, sit down, and have a nice meal with some great conversation.

We’d then walk around The Grove, mini-dating, and having more great conversations.

After that, I’d ask if she’d like to come back to my place for a drink.

We’d go back to my apartment, and sit on my couch and talk for a bit. I would make my move, we’d make out for a bit, and then I’d lead her back to my bedroom where we’d have sex.
All this, I was seeing in my head. I kept re-playing it over and over again, making myself feel confident and happy about it.

After seeing this play out, I broke down a few simple goals…

1. Establish and strengthen as many connections with her as I could.
2. Be flirty and funny.
3. Mini-date her to at least three places.
4. Get her back to my place.
5. Escalate physical contact and make out with her.

I knew if I could hit those five simple goals, what I was visualizing would become real.

When Christie finally arrived, she was very apologetic.

“T’m sorry,” she said. “There was some concert or something going on at this place where I got off the highway, it took forever.”

“You must have gone by the Hollywood Bowl,” I said. “That place is always crazy on a Friday.”

“Well, I’m here now!” she said, giving me a quick hug.

“You hungry?” I asked.

Christie had a model’s body, and maybe weighed 100 pounds soaking wet. I imagine she trained herself to live off of three bites of salad a day, but I asked the question anyway.

“I’ll have a little,” she said. “I had a bite to eat a few hours ago.”

We sat down at the table. Our waiter, a rather flirty guy who I’d been joking with while waiting for Christy to show up, came by when he saw my date had arrived.

“Well now,” he said. “You were worth the wait.”

Christy laughed. I smiled. Damn waiter was stealing my thunder. Christie ordered an iced tea and I got a lemonade. I was starving, but I knew if I was going to be having sex later, eating a big meal would probably be a bad idea.

I decided just to get an appetizer and split it with Christie, who probably wasn’t going to eat much anyway.

“It’s great to see you again,” I said. “It’s been forever.”

“I know!” said Christie. “How long has it been? A year?”
“Almost,” I said. “But right now it almost seems like we were sitting at that restaurant in New York yesterday.”

“Yeah, that was a fun night,” said Christie, smiling at the memory.

“To be honest, I never thought we’d get to hang out again, being 3,000 miles away and all.”

“Well, I’m just glad you were available to hang out. I love my brother, but his wife can get on my nerves. Did I ever tell you how many brothers and sisters I have?”

“No,” I said, genuinely curious.

“Nine,” she said.

My eyes widened. “Wow,” I said. “That’s a lot. Your parents must have gotten busy!”

She laughed. “Most of us were adopted. I’m the youngest.”

“That must have been a crazy household growing up,” I said.

“You have no idea. I moved out of there as soon as I could. I hated being in such a large family.”

“Yeah, you seem pretty independent.”

“I am. I was a total tom boy growing up, always hanging out with my brothers and stuff. I guess that’s why I feel so confident being on my own, because I’m not like some scared little girl. You should see some of the girls I model with, they act like they couldn’t survive in the real world without an entourage or something.”

“I know what you mean. I love my family and all, but I couldn’t wait to get out on my own. There’s so much freedom you gain when you strike out by yourself.”

I let her do most of the talking, chiming in to either demonstrate a commonality or joke with her from time to time. It was a good conversation, and I was learning a lot about her that I had either forgotten or didn’t know.

The fact that she was adopted and a tom boy when she was younger told me a lot. Chances are her home life wasn’t the most stable growing up. Sure enough, she told me her adoptive parents had gotten divorced when she was younger, and her adopted dad died a few years back. Most of the men in her life were her brothers, who were only a few years older than she was.
Girls like this tend to respect authority figures more. Guys who cow-toe to their wants and needs are usually ones they aren’t attracted to. I knew that if I wanted to play this one out properly, I was going to need to be a little more aggressive.

“So how did you get into modeling?” I asked. “You honestly don’t seem like the type.”

“Well, I was scouted,” she said. “I never really wanted to do it, because I’m not the type of girl who really was into make up or fashion or anything like that, but once I started doing it, I found I liked it.”

“So you do photo shoots, but have you done any runway modeling or anything?”

“I did a little bit in Europe,” she said.

“It’s hard for me to picture you in all those weird get-ups the have those models wear,” I joked.

“Want to see some pictures?” she asked, lighting up.

“Sure,” I said.

She took out her T-Mobile Sidekick and started showing me some photos of her modeling. They were actual high-fashion pictures, the kind you would see on posters at the mall fashion stores. Weird make-up, weird hair, weird clothes. But the pictures still looked great.

With each picture, she’d tell me a story about the shoot. How the photographer had the hots for her, but she didn’t want to get involved with him because they had to work together. How the make-up lady was a bitch. Things like that.

As she was scrolling through the pictures, I saw one that looked like a girl giving a guy a blowjob.

“Oh no!” she said, quickly passing by that picture. “You didn’t see that.”

I laughed. “Uh-uh. That was definitely something I saw. Go back.”

She rolled her eyes and went back to the picture. Sure enough, it looked like a guy had taken a picture of a girl going down on him in the backseat of a car. The girl was blonde, obviously not Christie.

“You just carry random pictures of pornography on your phone?” I joked.

“Those are my friends Kevin and Raiya,” she said. “They’re always doing crazy stuff like that.”
“And sending you the proof?”

“Well, they’re boyfriend/girlfriend right? But they keep trying to get me into bed with them. So they’re always sending me pictures of them doing crazy sex stuff.”

I squinted at her. “I bet that turns you on, right?”

She smiled shyly. “Yeah, but I’d never do it.”

“Afraid things would get weird?” I asked.

“Yeah, you never want to do that stuff with friends. It causes too many problems.”

“Yeah, it’s much better just to hook up with random strangers. Or better yet, people you don’t even like!”

She laughed. “Oh yeah, because you totally don’t care what they think.”

“It’s either that or have all your friends start sending in naked pictures,” I said. “But if you ever lost your phone, you’d totally pull a Paris Hilton.”

“Nothing wrong with a little nudity,” she said.

“Female nudity, yes. Male nudity, I can do without. Honestly, I don’t know why you girls find us guys so sexy.”

“You do have your moments,” she laughed.

“Yeah? What do you like about the male body?”

“I don’t know,” she said. “It’s different with every guy.”

“But if you HAD to pick a favorite part,” I asked, “What would it be?”

“The lips,” she said. “I love lips.”

(Author’s note: Denotes oral fixation. Very cool!)

“Really?” I said. “That’s awesome. I wasn’t expecting that. What kind of lips do you like?”

“I don’t like thin lips,” she said. “I like it when a guy has fuller lips. Like yours. You have very nice lips.”

I smiled. “You should see my ass. I’m told it has great lips too”
She laughed. “That’s creepy,” she said.

This interaction gave me a lot of great ammunition for what was to come. I knew she was a highly sexual woman, and somewhat adventurous in bed. I could tell this just by the way she talked about sex in general. She also seemed to be easily excited by sexual topics. While we were discussing her friends, I could see her pupils dilate as she talked about the pictures they would send her.

If you notice, she also pointed out something about me she found very attractive – my lips. The lips are a very intimate, sexual part of the body. Chances are, Christie was a girl who enjoyed oral stimulation, which is why she was so attracted to lips (this is also common in girls who are attracted to women).

Throughout our conversation, I was very careful not to compliment her too much, except on things that had nothing to do with her looks. Again, any sign that I was a wussy guy would turn her off.

After the conversation about the pictures on her phone, the mood of the night changed. I became very flirty. We started joking more about sex. I started to notice a few more body language cues that seemed promising. Her head tended to tilt to the side when she looked at me as I talked, and she would play with her hair a bit more as she talked to me.

After dinner, it was a little late, and the stores were beginning to close down. I took her on a walk around the Grove and showed her a few of the cool surroundings you can find there.

The Gap was still open, and she asked if I’d mind going in there. She instantly made a b-line for the girl’s section and started shopping... for underwear. (Author’s note: Every date I’ve been on where a girl has taken me into an underwear store has been a good one!)

She kept looking at panties and asking me what I thought. I’d give her my honest opinion about what I thought of the underwear. At one point, she said “I bet you don’t go underwear shopping with a lot of girls, huh?”

“Actually, it happens more often than you’d think,” I said.

“Really?” she said. “I thought I was being different,” she joked.

“Apparently, lots of girls think shopping for underwear is the best way to seduce me,” I said, winking at her. She laughed.

“Well, let me know when I start turning you on,” she said smiling.

That bit of flirting really got my attention. What she just said was a BIG indicator of interest. Now she was starting to flirt back with me. Always a good sign.
After she bought her clothes, it was obvious the whole place was closing down. I knew this would be the deciding moment. If I could get her back to my place, the rest would be easy. If she decided to leave, I’ll have missed my shot.

“So, you want to come back to my place for a drink?” I asked. “We could hang out and watch some TV.”

“I’d like to,” she said. “But I have to get up at seven for my shoot.”

“Don’t worry, you’ll get back in time. Besides, the later you go back, the less traffic you’ll run into.” It was a long shot and I knew it, but I really wanted to get her back to my place.

She hesitated for a moment. “Is your place far?”

“It’s just up the road from here,” I said.

“Okay, I guess I could hang out a little while longer,” she said.

Internally, I was jumping for joy at this point. I took her to her car, and had her follow me back home. Luckily, she was able to find a parking space really easily on the street outside my building. I brought her into my apartment and got her a drink.

I sat down next to her on my couch and turned on the TV. We sat and talked for about an hour. We were sitting rather close, almost facing each other as we talked. I noticed she’d reach over occasionally and lightly touch me.

The flirting had continued from the Gap. She was being a lot more suggestive than she was earlier in the night, and the home-field advantage was definitely playing to my favor. We both knew what was going to happen, it was just a question of making my move.

I looked her in the eyes.

“You know, I’m trying so hard not to kiss you right now.”

She smiled. “Why?”

“Because if I kiss you, I’m afraid I might not stop.”

At this, her eyelids drooped slightly. Her eyes began to flick back and forth, scanning mine. This was my signal.

I slowly reached over and brushed her cheek with my hand, cupping it. Then I slowly moved in and gently kissed her. She began kissing back. Before I knew it, we were making out.
Her hyper-responsive sexuality began to kick into gear, and I could tell she was ready to go.

At this point I took her by the hand and lead her back into my bedroom.

In the bedroom I had some scented candles on standby, and turned on some music as she got undressed. I instantly went down on her, just because I knew she liked it.

(Author’s note: Always give before you receive!)

And from there, the rest was just pure, all-out porno action!

It was around midnight when I got her into my bed. She didn’t leave until three thirty in the morning.

I had made her orgasm three times, she made me orgasm twice.

After she was gone, I laid in my bed thinking to myself and reflecting on the night I’d just been through. I had just banged a 22 year old model.

I thought back to that night in my dorm room, with pizza and Suzanne Sommers, thinking about how far I had come.

I can remember what it was like when it was impossible for me to approach women. How I used to sit around and fantasize about getting a hot girl home and in my bed.

Had I not made the decision to learn as much as I could about dating, relationships, and women, it’s probably a safe bet my life would have stayed the way it was.

Chances are, there are many men out there who are in the same situation now that I was in all those years ago.

And the sad thing is, there would be no happy ending for them like there is for me.

They will go on to struggle, and fail, and be depressed, and never get what they want.

But those guys now have an advantage. Back when I was just starting out, there were not really great resources to help me through my tough times.

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The examples and concepts I’ve listed in this book have worked for me, but as you get more experienced, you’ll be able to start zeroing in on what works for YOU!

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I hope you have learned a lot from this text, and that you will apply it in your daily life.

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[www.datingdynamics.com](http://www.datingdynamics.com)

**High Status Male** (dating)
[www.highstatusmale.com](http://www.highstatusmale.com)

**Dynamic Sex Life** (approaching/pick-up)
[www.dynamicsexlife.com](http://www.dynamicsexlife.com)

**Real World Seduction** (seduction)
[www.realworldseduction.com](http://www.realworldseduction.com)

**Masterful Lover** (sex technique)
[www.masterful-lover.com](http://www.masterful-lover.com)

**Pick-Up 101** (approaching/pick-up)
[www.pickup101.com](http://www.pickup101.com)

**Art Of The Pick-Up** (approaching/pick-up)
[www.artofthepickup.com](http://www.artofthepickup.com)
A Personal Invitation, To You, From Me...

Greetings Friend,

I know that trying to get your love life under control can be a daunting task. When I first set about doing it myself, it took me a very long time to find my way, and much trial and error.

But there is a secret which can help accelerate anyone’s ability to meet women and live a lifestyle of abundance in sex, love, and relationships.

That secret is: Get advice from other guys who know what they are doing, and have achieved what you want to achieve!

Success is contagious, and will rub off on people who are close by. My skills with women did not start to improve UNTIL I surrounded myself with friends who were experts at attracting girls.

If you’re in a similar situation to where I was when I started my journey, you may be in a place where it would be hard to hook up with men who are good with women – or even men who want to learn how to be good!

This can be a frustrating endeavor. But now, there is hope.

For a limited time, I am offering personal coaching sessions over the phone to people who feel they need some guidance, advice, and inspiration in their journey. I will PERSONALLY get on the phone with you and help to coach you through whatever problem you are experiencing. But my time is limited, so I cannot guarantee you a session. Therefore, you must act fast if you’d like my help.

To learn more about my personal coaching services, please visit:

http://www.artofapproaching.com/coaching.html

Talk soon,

Joseph Matthews

For a full listing of products and services by Joseph Matthews, please visit:

http://www.artofapproaching.com/catalogue.html