



Double Your Dating

What Every Man Should Know About How To Be Successful With Women

By David DeAngelo

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Introduction

It's taken me a long time to figure out all of the things that you're about learn. I've spent years on this stuff.

This book is meant to be used like an encyclopedia. It's meant to be a REFERENCE, not a novel.

The best way to use it is to read and find all of the parts that you like and note all of the ideas, skills, and techniques that you would like to work on and improve. Then take those sections and either write them down or print them so you can review them and practice.

Success with women isn't like success with learning to use a light switch.

Success with women is more like success with learning to play a musical instrument. It takes practice. At first, none of it makes any sense. Sometimes it seems as though all of your practice isn't making a difference.

But if you keep at it, eventually you'll be playing songs. And then you'll be writing songs. Next thing you know, you've become a master.

So take this book and use it as a workbook. Come back to it often. Reread the parts that you want to learn and integrate. And most importantly, **DON'T STOP READING UNTIL YOU'RE DOING IT.**

Many people make the mistake of reading this book and then saying, "I know that stuff" before they've mastered the information through their experience.

Don't make this mistake yourself.

Keep reading and practicing and using it until you **HAVE IT DOWN.**

And do me a favor. E-mail me your ideas, comments, and complaints. I want to know what you think.

You can e-mail me at:

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Now let's have some fun!

Notice To Bad Guys

...Or "Who Wants To Go To Jail And/Or Get Sued?"

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Now that we're finished with the bad guy notice, let's learn about how to be successful with women...

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Part 1: How To Think About Success With Women

In this section, I'm going to teach some interesting things about how women think and how I've used this information to make myself more successful with them.

Chapter 1: Women Don't Make Sense

I'm going to start off this whole shebang by giving you my take on women in general.

I know, I know. Every woman is a unique creature. But women have more commonalities than they have differences. So let's start with what I think they have in common and then we'll move on to how they differ. (The ideas that I'm about to share with you here are from my own research, testing in the real world, and personal analysis.)

For most men, a woman is like a Chinese puzzle inside of a brain twister.

Much of their behavior makes no sense at all (to men).

If there's one thing that I'm clear about, it's that most women THINK differently than most men, and most women want different things than most men.

This is hard for many men to grasp or understand, but it's true. And the sooner you get a handle on what's going on here, the sooner you'll become more successful with women.

Let's start by comparing what men and women are interested in.

Have you ever stopped to think about what entertains women as a group compared to what entertains men as a group? Women buy Cosmopolitan magazines, watch soap operas, and read romance novels. Men buy Playboy, watch sports, and read the paper.

Hey, wait a minute here! What's in those Cosmos, soaps, and romance novels? And why are women so attracted to them?

And why is it that when men try to watch a soap opera or read a romance novel all they can say is, "I don't get it..."?

I'll tell you why. It's because women's brains are wired differently from men's brains. That's why.

And by telling you about what attracts women's attention, I've also given you a clue about how to attract them to YOU.

Where Our Desires Come From

After spending the last ten years or so studying psychology and behavior, I've come to the opinion that MOST of our desires, drives, preferences, strengths, weaknesses, behaviors, and personality traits are determined by our DNA and some by our social conditioning. I'm talking about both men and women here.

Even differences like whether a person prefers adventure or couch riding are largely a matter of programming from birth (If you really disagree with me on this one, read some books on the Myers-Briggs Type Indicator or try the book Who Am I? by Steven Reiss.)

In any event, HOWEVER they got to be interested in these common things, most women have a few main interests, needs, desires, or whatever you want to call them when it comes to men, relationships, and romance.

Have you ever read the personals? Have you ever noticed how many women say things like "princess looking for prince", "friends first", and "looking for my

soulmate"? Have you ever noticed how almost NO men ever say these things?

What's going on?

Have you ever listened to a group of women talking about men? Ever notice how they speak largely in some kind of code language and constantly make a big deal out of tiny details that seem totally irrelevant?

Have you ever noticed, on the other hand, how men are direct with each other and have no interest in bickering over small things?

What's going on?

Have you ever noticed how many women are attracted to drama?

Here's my take on this whole subject: Women are playing out a role that hasn't changed for thousands (or millions?) of years. These days the language and clothing are different. But it's the same that it's always been.

There are many parts of human brains that create drives and desires for different things. Often, these drives conflict with each other.

For instance, a woman might want a strong man in her life, but she might also want a feeling of independence. She might want to have attention, but she might also want to be seen as above needing it. (Men have these types of conflicts as well, but in different areas.)

So, for example, I hear a lot of men saying things like, "I hate all the drama that women create. Why do they create this stuff?"

My answer: Drama accomplishes a lot of things at once. It gets attention, it sends emotions through the body (emotions are highly addictive chemicals), it's a way to be self-righteous, it's often fun, it's interesting and prevents boredom, it gives things meaning... and on and on. There are a lot of good reasons for drama. But most men can't understand because drama fulfills needs that MOST MEN DON'T HAVE.

It's like women saying, "I hate it when all a guy can talk about is sports." What needs to sports fulfill for men? Competition, adrenaline, power, domination... all the typical guy stuff. Incidentally, stuff that fulfills needs that most women just plain don't have.

The First Shift In Thinking

So let's start off with this shift in thinking: Think about what the woman who you're interested in needs and wants and don't assume that these are the same things that YOU need and want.

And don't assume that what women want is going to make any sense at all to you, because it probably won't. This shift in thinking was a big one for me personally to understand. Almost none of what I do to be successful with women makes any sense to me logically, because I'm not a woman. But now that I see that what I do works over and over again, I realize that it doesn't matter what makes sense.

All that matters is WHAT WORKS.

Let's get a little deeper into the female heart and mind.

Females select males most of the time in nature... and in modern human courtship. And even if the man

selects the woman, many if not most women still harbor the secret fantasy that they're 'letting him do it', etc.

Soooooooo.... It's good to address this issue and point out when talking to women (even if you hint at it and talk about past experiences to make the point) that you are the selector and not the selectee. This kind of thing is very powerful, as it does one of my favorite things: It points out something to the woman that she's most likely NEVER HEARD FROM A MAN IN HER ENTIRE LIFE. I specialize in saying things that women have never heard. I also like to say things that she's never heard that MAKE ME DIFFERENT IN A DESIRABLE WAY.

I even say to women, "I'm about to tell you something (or something about you) that no one has ever told you..." This really gets a woman on the edge of her seat and puts her into an instant state of attention (when done in a context that makes sense). And if the thing you tell them is profound enough, they'll begin to see you as a sort of super psychic powerhouse (women are fascinated by these kinds of insights).

My personal view is that if you help people to have profound realizations, they'll see you as a guru rather than seeing the information or themselves as powerful. It doesn't matter from where the info came, as long as it's something that the person has never really thought about in that way (that's also profound to her).

One good example is to say to a hot woman who's acting arrogant, "You don't have me fooled for a minute, dear."

When she says, "What are you talking about?", you say, "Well, I know that most men fall for this 'I'm beautiful and aloof and I get my way' part of your personality... but I know something that none of them know... that there's really another side of you. A side that

none of THEM get to see. I'll bet you a dollar right now that I know something about you that no one who's only known you for 5 minutes has EVER known... <pause pause pause>... You may act tough, but you're actually EXTREMELY sensitive on the inside. If someone makes a negative comment to you, you might act like it doesn't bother you... but you'll think about it all the way home... I know that secretly you're as sensitive as a little girl... it's just that most people never get to meet that part of you..."

This messes up a cold woman soooo hard that you have to be ready for instant personality meltdown and a completely different person to come out of her. At this point, it's often easy to start talking about the whole pick-up scene and how women play men, etc. to let her know that you're an insider and not falling for her game. If you drop two or three more profound comments during this time, you'll have a woman who won't leave you alone (but keep acting like you want to be left alone so she'll stay after you!). Nice.

It's A Game To Them

Women often view men picking up on them as a sort of game. They talk about it with each other, they have standard lines that they learn when you ask for their number such as, "Why don't you give me YOUR number instead and I can call you...?" and so on.

I know that some, maybe even most women go out on weekends with the mindset of "I'm never going to meet Mr. Right at a club, but it boosts my ego to have men paying attention to me by the dozens, and I like to have free drinks... and I love to dance with my girlfriends and be a tease... and I love the power of shooting men down while pretending to be annoyed by it... etc."

Why Women Are Attracted To Things Like Fame, Money, And Power

In my opinion, women are attracted to things like fame, money, and power because they are genetically and socially programmed on an unconscious level to believe that these men are more intelligent, more fun, more interesting, more able to give them the lifestyle – and MOST IMPORTANTLY – more able to give them the FEELINGS that they want. In his book Influence, Robert Cialdini talks about a psychological principle called the 'Halo Effect'. In a nutshell, humans naturally assume that attractive and powerful people are smarter and more trustworthy than average people.

A woman desires a man who fits into her self-image fantasies that have been forming since she was very young. And thanks to Disney these fantasies were imbedded even further than her genetic wiring ever intended.

Overall, the answer is to realize that rich, powerful, famous guys have the advantage at the beginning from their FAMILIARITY and ASSUMED, PROJECTED positive traits. But if you can learn to get a woman's attention and then give her the FEELINGS that she's always wanted, she'll treat you like you're famous, rich, and powerful as well.

A tall, handsome man, or a famous rich man 'pushes a button' and triggers certain feelings inside of a woman. If you're not rich, famous, tall and/or super attractive, you have to learn to 'install the button' so that when they see you, they automatically have those feelings. The good news is that you can do this with most women, whereas you cannot with most men.

While women are interested in looks to some degree, they are MORE interested in how you make them feel.

Even if you don't understand this concept, you have to believe and start acting as if it's true. You must behave as if you confidently believe that you are the best thing for a woman and that you are going to make her feel wonderful.

Women can pick up this particular belief, and they respond to it.

Ask yourself:

"How would I walk if I believed that I could make any woman feel great inside?

"How would I talk if I believed that I could make any woman feel great inside?"

"What would the expression be on my face if I believed that I could make any woman feel great inside?"

"How would I act differently if I were the kind of man that women dreamed about?"

Then start doing these things. When you're talking to a woman, imagine how good you're going to make her feel. Fake it till you make it. Just do it. Women will notice.

The Dark Side Of Beauty

Underneath all of the beauty, most of these powerful women have a 'shadow' or dark side.

This dark side is secretly wanting a man who is in control of himself, his reality, and them.

But they'd never admit it – often not even to themselves.

But their unconscious knows and recognizes this desire as something that they want. They also hold a kind

of inner CONTEMPT for the weak people (especially men) who give them everything they want, as is evidenced by the "Oh, he's just a guy I use to buy me things and "He's my 'Boytoy' kind of comments that women often make to their girlfriends.

On the topic of men giving gifts to women and buying them things: Many women will take what is available to them (even if they have to do a little manipulation for it), but they will ultimately resent and disrespect a man who gives too much to them.

As a matter of fact, to most hot women, THEIR REALITY is that men kiss up to them and give them what they ask for or demand (worst case, they have to get upset or act bitchy to get their way). AGAIN, THIS IS THEIR REALITY. Men who don't fit this mold are often just tuned out as if they didn't exist in order to keep this reality as pure as possible for them.

(Also, I think that many women harbor contempt for their beauty. At a shadow level, they are kept from living a real life and being closer to the real world simply because fewer and fewer people can relate to them in proportion to how 'beautiful' they are and make themselves. Addressing this topic when speaking to women is VERY powerful. More later.)

Men are often behaving like ass kissers because they are afraid that a woman might get upset and leave. The fact is that by acting this way, a woman is MORE likely to leave. It's one of those paradoxes that's a self-fulfilling prophesy. If a woman whines, a man might begin to think, "Oh, no... I need to kiss her ass or she might leave. Even though she's being ridiculous, I have to go along with it..."

This is bad for her, for you, and for the relationship between you. Learn to never let a woman act like a Brat

without you calling her on it (AND IN A COOL, ALMOST INDIFFERENT WAY!)

This is very counter-intuitive, but again, we're dealing with female human behavior, which has roots and drives that are complex and often difficult to trace.

The solution is to NOT kiss ass or do things for them like everyone else. Be different. Expect them to pull their own weight, call them on all of their issues and messed-up behaviors just like you would a guy friend or family member (Use the same "you're my friend and I'm saying this for your benefit" tone that you'd use with a friend), tease and make fun of their insecurities in a playful way, reframe other men who kiss their ass, and put beauty in a new light (as a curse, etc., how she can never have anyone see her for who she truly is, how every man she knows would sleep with her in a minute, and how it often leads to less inner fulfillment).

The fact is that women will sleep with rich men who kiss their asses and model-handsome guys who don't treat them well to satisfy their PHYSICAL drives.

But overall, an average looking man who takes good care of himself and makes enough money to live comfortably who is cocky, direct, challenging, confident, funny, and in control - one who challenges her constantly and never kisses her ass EVER - will be FAR more fulfilling to a beautiful woman than the other types.

This difference is not only interesting to her, but it's also challenging as well (something she doesn't experience often). A man who does such will not only be able to win her body, but also her interest and fascination. It will also keep her messed up behaviors more in check while allowing you to stay more in control of the situation.

***Note: If any of this stuff sounds too far out for you, I recommend that you go out to a mall and find yourself a few really beautiful women. Then ask them to read the last few pages of this book and to tell you the accuracy of this material. If you're a doubter, you won't believe the responses you'll get. I've asked many beautiful women about these ideas and almost EVERY ONE OF THEM has told me that this line of thinking is accurate.

You'll also notice out in the real world that some fortunate men have the looks, fame, personality, or whatever that causes women to act naturally open and receptive to them.

If you're one of these men, then congrats to you!

If you're not one of these men (I'm not, so I understand what it's like) then you have to LEARN how to get inside of a woman's mind and heart and CAUSE her to start acting this way toward you. It may take a few minutes of conversation, or even up to an hour or so... but if you learn the skills that I'm going to teach you, you can learn how to cause women to act this way toward you, too.

Remember, attraction has different roads that lead to it. Some are easy shortcuts, but some take a little longer, present more challenges, and require more skill. But there is a structure to the process and if you learn that structure, you will be more successful.

The Underlying Motives

I think that it's important to look at the differences between men and women from an objective perspective.

Remember that just about every thought and behavior that a woman has, no matter how little sense it

may make to you, has some positive intention behind it. Drama is often to get attention. Jealousy is often a way of protecting a relationship. Games are often used to make sure that a man is serious and willing to invest energy.

So as you work to become more successful with women, remember not to take things personally. Don't get discouraged if you encounter games, drama, and things that you don't understand. It's all part of the game.

I believe that underneath it all, men are usually trying to find women who will give them sex, and women are usually trying to find men who will give them loyalty and commitment. This has evolved over many millions of years, and these goals contain an obvious conflict of interest.

So just realize this conflict exists, and as you learn, remember to take it into consideration.

And, of course, don't take any of it personally. Men have been dealing with all of these same issues for a long, long time.

Key Points To Remember From Chapter 1

- ✓ **Don't Assume A Woman's Wants And Needs Are The Same As Your Own.**

Remember that there is an inherent biological difference in the way male and female brains are wired.

Instead of letting it confuse you (which happens to 99.9% of all men), learn to use it to your advantage so they will become interested in YOU.

- ✓ **Women Are FAR More Interested In The Way You Make Them FEEL Rather Than Looks, Money, Or Fame.**

If you think about it, we guys have it pretty good.

In most cases when a man is not physically attracted to a woman, there is very little she can do to turn his feelings around.

Luckily for us, women aren't programmed the same way.

It's very possible for a man who ISN'T tall, good looking, or rich to make a woman feel the same powerful feelings we do when we see a drop-dead gorgeous woman.

Nice.

- ✓ **Communicate That You Are The SELECTOR And Not The SELECTEE.**

There is nothing you can do to stand out in a woman's mind faster than to let her know that you are SELECTIVE when it comes to women.

Most guys will 'settle' for anything they can get. When you let a woman know that you are actually sizing HER up, SHE'LL be the one trying to impress you.

✓ **Don't Settle For Second-Class Behavior From Women.**

Women are accustomed to having a guy kiss their ass and do anything and everything to attempt to please them... but all it does is drive them nuts.

When a woman meets a man she thinks she might be interested in, she wants to know RIGHT AWAY if he is one of "those guys" that she should stay away from.

How does she do this?

By TESTING him to see just how far she can go.

Letting her get away with things like being rude, whining, or complaining, tells her INSTANTLY that you aren't the strong man she wants and needs.

So stand up for yourself and don't ever except second-class behavior from a woman.

She'll thank you for it.

✓ **Don't Try To 'Buy' Her Affection With Presents, Gifts, And Favors.**

When a man takes a woman out to nice dinners and buys her gifts too early in the relationship, the woman will begin to think the man is trying to 'buy' HER.

Women see this as manipulation... and a LACK OF CONFIDENCE.

Think about it.

Women want a man who has enough confidence in himself to know that he can please her WITHOUT having to pull out his wallet.

If you spend too much money on a woman or do too many favors for her, you are subtly telling her that your pocketbook is ALL YOU HAVE TO OFFER.

Not good.

Chapter 2: How I Discovered What Works With Women

It's OK To Be A Man

After many years of studying, researching, and trying many different things, I've now realized that there is a conspiracy against men being successful with women.

It's very real, and it's very pervasive in our culture.

Let me explain.

Most men that I know have some kind of 'feeling' that it's wrong in some way to sleep with more than one woman at a time. (I'm not even referring to a Ménage à Trois, either. I'm talking about plain old run-of-the-mill dating a couple of women at a time here.)

But most women that I know have more than just a 'feeling' about this idea. Most women are outspoken and very forward about the idea that it's **WRONG** for most men to date and sleep with more than one woman.

You can see it in their faces and hear it in their voices when they talk about this topic.

If you know what I'm talking about, give me a silent nod here.

What I've discovered by doing my homework is that the moral idea of monogamy (having only one partner at a time) has been formalized, passed down, and force-fed to us culturally by rulers, religions, and women for thousands of years.

I don't mean to get too far out here, but I feel that understanding from where these beliefs came and how they are promoted will liberate many readers.

Onward.

Anywhere from hundreds to thousands of years ago, rulers of lands kept large harems of women. These harems were guarded carefully to prevent any males except the rulers from having access to these women. The penalty for sleeping with one of the ruler's women could be, in an extreme case, your own death and the deaths of everyone in your family and village. (Back then there were bigger risks involved!)

These rulers kept so many women not just for the sexual variety that it provided them, but also for the reproductive power that it gave them. These rulers often had detailed records kept so they could copulate with only the most fertile women and maximize the woman's chances of pregnancy and passing on their own genes.

So what do you think these rulers did to protect their harems?

Right! They passed laws (from which they were exempt) to promote monogamy.

In these times there was a great shortage of women, so these laws would discourage married men (those lucky enough to find a woman) from seeking sex outside of their marriage and therefore further protect the ruler's harem.

Next, we have the church.

Many religions prohibit sex, make sex 'wrong', give it some name with a negative connotation like 'fornication', or in one way or another discourage it.

I once heard a wise man say, "Religions take everything that your DNA naturally wants to do to survive and procreate and makes it wrong." Why? Well, if you're busy fighting your internal drives, and you see God as the only way to cleanse yourself of these 'bad' thoughts, then you are a much better SHEEP.

If you want to get people to follow you, first confuse them, then convince them that you know the way to get them out of their confused state. Easy.

Finally, we have women. This is the interesting one.

If you look at it from an 'economic' standpoint, it doesn't benefit women at all to have their man running around having sex with other women. She can only be pregnant with one child at a time, and she can only raise a limited number at a time. So having a man who's out spreading his seed is BAD BAD BAD for business for her.

When you're out spreading seed, you can't be working or at home helping. Even worse, you might have other kids with other women who will further divide your attention and income. (By the way, I'm not saying that there's anything wrong with women's perspectives. I'm just saying that if you look at it from their point of view, there's not a lot of benefit to having a man who likes to sleep with a lot of women.)

So anything that promotes monogamy like religion is seen as 'right' to many women, as it goes along with what they think and feel.

Now let's talk about men.

My research leads me to believe that men are 'naturally' inclined to have one main woman to whom they are devoted, but that they like to sleep with other women as the opportunity arises. You can believe what

you want, but do yourself a favor and read Matt Ridley's book, The Red Queen, before you start speculating.

Think about it. There are major advantages to men (or at least to their genes) to sleep with many women.

First, it doesn't take a lot of energy, and there's not very much risk involved. (I realize that there is risk of disease, etc., but for the moment think about the fact that a man could probably father dozens of children before a disease would take him out, making the tradeoff, genetically speaking, a no-brainer.)

I personally believe that men are hard-wired to look for sexual opportunities and seek out sexual variety. (Let me also add that just because you're hard-wired to like sweet foods doesn't mean that you should only eat sweet foods. This will lead you to sickness and eventually to disease and death.)

With this in mind, I'd like you to ask yourself:

What are my beliefs about monogamy?

Where did they come from?

Do I like my beliefs?

Do my beliefs conflict with my inner drives?

Would I like to change what I believe based on this new information?

In any event, from now forward, don't let anyone or anything make you feel bad because of your NATURAL desires and attraction to women. (I'm of course talking about reasonable desires and attractions. If you like to think about hurting women, underage women, etc., then do yourself a favor and get some help.)

But if you're like me and you were given a set of ideas about women that you are now realizing to be less than useful, then move on and start thinking about the subject differently.

My perspective is that sleeping with different women breaks no 'law of the universe', and it's not an ethical dilemma for me. Any objections that are in existence were created mostly to control and not to liberate. My perspective is also that it's important to be honest with people about your views. And yes, this means talking to women about them. In my life, I've mostly had long-term girlfriends. And if I tell a woman that I'm going to be faithful, then I am.

But if I'm single, then I see nothing wrong with dating as many women as I want. (Keep in mind that there are some crazy viruses, diseases, and other scary bugs that want to jump on your wiener. So use good judgment.)

I've found that if you explain this topic like I just have to a woman, you'll often show her a perspective that she's never even considered. My experience is that women actually LOVE to hear a man talking this way. It's refreshing to women to hear a man being open about this controversial topic rather than hiding his ideas. It's important to remember what I said above: "It's OK To Be A Man."

If you are who you are and make no apologies for yourself, you will be taken seriously. But if you approach the topic cautiously and act like you're trying to see if she's OK with your views, you'll be seen as weak and insecure.

I've found that most women will accept you as you are. But if you try to act like someone that you're not and you're found out, you will be treated with disrespect and ex-communicated.

My Story

I made the decision a few years ago that I needed to get the area of my life 'handled' called 'dealing with women'. So I made a decision and a commitment to myself and my best friend that I would do whatever it took to learn and 'figure this out'. (Read Chapter 1 from Think and Grow Rich by Napoleon Hill for more on this mindset.)

Some background: The girlfriends that I had in the past were mostly from luck now that I reflect on it. They were there, and I felt lucky to have them as my girlfriend at the time.

But I never knew how to approach women I didn't know, and I could sit in a bar for three hours making eye contact with a woman and never have the nerve to go talk to her. Right now I'm just turning 30, and I'm about 5'10" and 160 pounds. I think I'm reasonably good looking, but I've never been the kind of guy that women just walk up and approach. (I say this to give you a frame of reference in relationship to the comments I make relating to looks, etc.) I've made myself more attractive by paying attention, learning, and using what works.

When I made the decision to get this part of my life handled, I decided that instead of trying to start with an angle (working at a strip club, becoming famous for something, etc.) that I would like to learn in a way that gave me power to act with just my personality and presentation. In other words, I wanted to make this part of who I was rather than a 'trick'.

I have a rule of thumb in life that I use... it takes about 2-4 years just to get 'good' at something. And I mean JUST TO GET GOOD. Think martial arts, playing an instrument... anything. (Read Chapter 1 of Mastery by Leonard for more wisdom on this topic.)

Sure, you can have some success and fun while learning, but experience has shown me that to really 'get' something and to be able to use it in many contexts successfully, you need to apply yourself for 2-4 years.

THEN, I think it takes another 2-4 years to become a 'master' of whatever you're doing.

At the 10+ year level is usually where the Genius level really kicks in...

My point here is to say that I've been applying myself for a few years now, and I am now at the point where I feel confident and in control around women. I encourage you to make this a long-term commitment rather than just trying to get an instant cure. It will be worth it in the long run.

If you're just plain lazy and want a shortcut, go ahead and try all of them. But you'll most likely find, like most others do, that massive success with this material takes practice, effort, and a commitment.

Do As Much As You Can To Improve

First, I looked at myself. I asked, "If I were the type of woman who I would like to attract (I like super hot, very intelligent women), what would make me want to be with a man?"

So I started reading, listening to tapes, going to seminars... you name it. And I started to work on my 'presentation' of myself.

I now think that it's important to get EVERY POSSIBLE thing going for you that you can.

Here's my take: If you have messed up teeth, for instance, that still shouldn't prevent you from dressing well. So don't let it.

Get a cool hair style. (It's OK to ask a stylist what's cool and get help on this one.)

Buy nice clothes (Don't tell me that you don't have the \$\$\$). Get on eBay, or go to the Nordstrom Rack and look at the clearance items. I did it to start.). If you will do just a few key things, they won't necessarily HELP you attract women, but they'll get rid of things that are PREVENTING you from attracting women that you DON'T EVEN REALIZE.

Make no mistake that if you're interested in ATTRACTIVE women, you'd better realize right now that these things make a difference. You don't have to work out ten times a week, but get your body in at least OK shape. You don't have to have perfect teeth, but make sure that they're clean and your breath is great.

My personal view: If you're overweight, poorly groomed, etc., these are all things that are within your control. You should get them handled for YOURSELF. If you don't, then I'm going to assume that you don't have very much self-respect, in which case almost NOTHING I tell you can help.

Women notice details that most men don't. They notice if your belt and shoes match. They notice what kinds of foods you like to eat. They notice all the details and then make assumptions about every other area of your life based on these details.

So learn what nice shoes are and how to keep them nice. Figure out how colors and clothing go together and what is cool. It's worth it.

I wasn't 'cool' when I started, but now I've learned how to become more so. Huge difference. (Am I saying that you can't attract women if you wear Nike's and have messed up hair? No. But remember the old saying: "A blind pig can find an occasional truffle...")

Of course, don't overdo it.

I've tried the whole dressing well bit in the past to the point of looking like I'm trying too hard. Now I dress more 'casual nice'. I wear a lot of Calvin Klein T-Shirts with black jeans and nice black shoes, etc. This look with a nice leather coat works well in almost any situation. This is a look that you can put together for a couple or few hundred bucks (for several sets).

Here's my mindset: Keep improving all the time, even if it's the SMALLEST DETAIL.

I noticed recently that at least once every time I go out, a girl will ask me for a light. I always just said, "I don't smoke" or "No". A couple weeks ago, I said "Ah-Ha" and went to the lighter store SPECIFICALLY to find the coolest lighter that anyone has ever invented. I bought this torch lighter that make a huge flame. It looks like a welding flame. So what do you think happened the first time I went out with it? Right... got asked for a light... and got a 'wow' reaction from her, which started a conversation.

A list of random things to improve:

- Keep all nails on your body short, clean, and neat.
- The only place where hair is good is on your head. Keep all other hair trimmed, or have it removed. Nose and ear hairs are a no-no. Bushy eyebrows are a no-no. Bushy pubic hairs are a no-no.

- Keep the teeth clean. Get a tongue scraper and use it a lot. Floss. Use mouthwash. Fix any blatantly wrong teeth. Do it.
- Wash yourself three times when you shower. Dirt and body odors don't come off with just a rinse. Wash your body completely three times before you meet a woman.
- Use a good deodorant (I don't like anti-perspirants, as they block your lymph system).
- Keep feet, shoes, and socks ultra clean. No foot odor is permitted, period.
- Get a good cologne. Try Dolce and Gabbana, Cerruti Image, or Gaultier for men. And don't OVER-do it! No cologne is better than a lot of cologne. One or two squirts, applied an hour before you're going to be meeting women, is best.

Remember, women notice the details and assume you handle everything else the same way.

Self-Image, Self-Talk, And Other Self Stuff

The way I see it, underpinning all of these outer details and techniques is your self-image, confidence, personality, and all of that other intangible stuff that takes a bit to get under control. So let me address how I got my personal self-image stuff together before I talk about what I do specifically. (By the way, this is the most important part of this book. All of my success has flowed from my attitude and confidence – not the other way around. So if you read nothing else, read this part.)

The Attitude

When I first started out learning how to meet women, I remember that I had a feeling inside like, "I'm afraid to just walk up to a strange woman and start talking."

I thought of all kinds of things that could go wrong.

"What if she has a boyfriend nearby who easily gets jealous and wants to beat me up?"

"What if she says something that puts me down and makes me feel bad?"

"What if she says something to someone else about me being a loser because I tried to talk to her?"

All of these different ideas combined inside of me to give me a general fear of meeting women.

I've since learned that none of my worst fears would come true when meeting a new woman. I've met hundreds and hundreds of women over the last few years – and none (NONE!) have reacted or caused anything to happen that I couldn't handle in the moment.

In the process I realized something very important: No tactic works on every woman. Some women are not interested in meeting someone right now.

Some women are lesbians and have no interest in men.

Some women are happily married or in a relationship and don't want to meet someone new right now.

Some women are angry.

Some are cold.

My guess is that in a random group of 100 women, only about 30 of them might be open to meeting someone new right now (in a romantic sense).

What this means is that 70 AREN'T interested in meeting someone new.

And of the 30 who are interested in meeting someone new, maybe only 15 are nice, friendly, happy people. Do you see where I'm going?

If you want to be successful at meeting women, you have to understand that many of the women you talk to aren't interested. Most people take things like this PERSONALLY. Instead of just moving on to the next woman, they get all uptight and feel bad about it. I've now learned a better way.

I also learned something else that helped me dramatically.

I learned that women are used to being approached, flirted with, and picked up on in general by men. Even women who are what you might call 'average' are approached by men on a pretty regular basis. So when you're about to approach a woman, keep in mind that it's not like you're going to try something that she's never heard of before and shock her. You may not be totally comfortable yet just walking up to any woman, but she'll be relatively OK with it.

And remember, if she's not interested, it's most likely that she's not interested in anyone right now. Of course it's true that she might not be interested in your 'type' or you may have acted in a way that she didn't like, but the fact is that no matter what happens, you'll find that it's no big deal.

Just move on.

When I first started my journey, I realized that some of the greatest memories that my friends and I have are when something bad happened to one of us. Looking back, we usually laugh about these things and make fun of each other and ourselves.

So I thought about it, and I realized that getting rejected really harshly by a woman would actually be a funny thing. I imagined my best friend and I saying, "Hey, remember that time when I walked up to that girl in the mall and said "Hi", but she told me that she doesn't date men who look like Pee Wee Herman? Ha ha ha ha..."

Think of it this way: If you get shut down really hard, just tell a couple of friends. They may not let you live it down, but at least you can laugh about it! (And if you have friends that won't help you laugh about it, then you need some new ones.)

Another part of the attitude equation that I realized is that different women respond to different looks, personalities, etc. One woman might only like men who dress in suits and ties, while another might only like women who dress like bad boy rockers. Whatever style you develop, **DON'T CHANGE IT JUST BECAUSE SOME WOMEN DON'T LIKE IT.**

The price of big success is having some people dislike you. So once you find a style that works for you, stick with it, and only change it because **YOU** choose to do so!

It All Comes Down To Your Skills.

Having a problem? You need a new skill.

If you have some area of your life that isn't working for you, you probably need a new **SKILL.**

I realized a few years ago that most people look at themselves and say things like, "There must be something WRONG WITH ME. I don't know why. I just can't do it."

But, in fact, the problem wasn't something 'wrong' with them; the problem was that they needed to learn a new skill or a set of skills.

Meeting women comes down to SKILLS. If you're having a problem in a particular area, get new skills to deal with it. For instance, if you have learned to meet women and get phone numbers, you might start having them flake out on you and not show up for planned meetings. Solution: A new skill. You need to learn the skill of getting women to meet you after making plans.

There are many parts to being successful with women, and they all work together. You may already know some of them, you might learn a few more from this book, but if you're missing a key (like how and when to kiss a woman, for instance) you'll still keep running into challenges.

Remember, if you're having a challenge, you need a skill. So remind yourself of this idea, come back to this book to get the information, and then practice until you have the SKILL!

I began by creating self-image exercises based on NLP (Neuro Linguistic Programming) and Timeline Therapy, and doing them all the time. (Read Frogs Into Princes by Richard Bandler and John Grinder and The Secret of Creating Your Future by Tad James for more info.)

Here's one exercise that's helped me tremendously:

First, I close my eyes and imagine a picture of the person that I want to become. I imagine how I'll be

dressed, the expression on my face, how I'm standing... all the details. Then, I throw that picture up into the air and have it start raining copies of it all around me for as far as I can see... into my past and future... all around me. Exercises like these sometimes sound silly, but they help direct your mind towards the person that you want to become.

One area that I've studied extensively is what's commonly called 'internal dialogue' or 'self-talk'. This is simply the way that you talk to yourself inside your head. Most people are talking to themselves all day long. But most people are talking **NEGATIVELY** to themselves instead of talking **POSITIVELY**. Negative self-talk is, in my opinion, one of the primary causes of low self-esteem, giving up, and a lack of interest in even trying.

If you tell yourself something enough times, you'll begin to **BELIEVE** it. This new belief will take on a mind of its own and start creating its own self-talk.

Most people who have negative beliefs also have negative self-talk that creates a self-fulfilling prophecy. If this is you, **STOP RIGHT NOW**.

I may be the first person that's ever pointed this out to you, so it might sound a little strange. Or, I might be reminding you of something you already know. In any event, make a commitment to yourself to start talking positively to yourself and to be encouraging from now on. Put it on your calendar. Send yourself e-mails. Do whatever you have to do so you remember to be nice to yourself when you talk to yourself.

If you're one of those people that likes being negative, arguing with everything, finding why things can never work for you, and why everyone is wrong, then do me and yourself a favor and delete this book from your hard drive and e-mail me to ask for a refund. You've

made a choice to be negative with yourself, and I'm not even interested in helping you see a better way. People who have made the choice to be negative about everything are usually playing out a drama that's beyond what I'm interested in addressing and probably beyond the power of this book to change.

If, on the other hand, you are one of the people who is willing to give new things a try and agree to begin saying things like, "I can do something if I choose to" and "I can change if I really want to", then I think you will be successful.

The key here is to begin taking a positive mindset and talking to yourself in a positive way.

Here's an exercise for you to do: Take out a piece of paper and write down all the negative thoughts you have about yourself, all the negative things you say to yourself, and all the areas where a 'positive' outlook would help you. Then, start writing down positive things you can say to yourself instead and begin saying them. Keep working on this exercise until you stop saying negative things to yourself. This could take you years like it did for me. But it's worth it, so trust me. This one process will improve all areas of your life, so use it everywhere.

It's also important to make mental pictures and rehearse the success that you'd like to have. As you're going to sleep, create mental movies of yourself being successful in different kinds of situations and with different types of women. Mental rehearsal is the next best thing to actually doing something, so do it as often as you can.

If you make a mental movie of the ideal you doing the things that I'm going to teach you and review in your mind every day, you will see improvement and results. If

you don't do this part, you'll be wondering why you can't seem to get it right when the opportunity comes along.

Internal States

Finally, I'm going to address the idea of your 'states'. By 'state' I mean the feeling that you have in your body.

Can you remember a time when you felt happy and excited?

Can you remember a time when you felt powerful and energetic?

If you can, then you can HAVE THESE FEELINGS ANY TIME YOU WANT THEM. Most people don't use their memories to help them feel good because they say, "Well, that's not really how I'm feeling; I'm just imagining it." Well, I have news for you: You're ALWAYS just imagining it. You might as well imagine it at times when you need it instead of having it happen on accident!

Here's how to apply this idea:

Write down three states that you'd like to be able to put yourself into anytime you'd like. Then, write down three times in your life when you felt each of those states. Finally, close your eyes and put yourself into each of the three situations that made you feel the state that you want. Also, do SOMETHING UNIQUE with your body as you're remembering. For instance, if you'd like to feel powerful and confident, while you're remembering times when you felt this way, breathe out quickly while puckering your lips.

If you do this process of remembering the states and exhaling quickly at the same time, all you have to do in the future is close your eyes, breathe out quickly while remembering the feelings, and you'll have the states that

you want. It's like having a 'push' button for feeling good about yourself.

Next, you have to practice putting yourself into your three powerful states when you're in different environments. So go to different places and practice getting yourself into your states with distractions, etc. This might take some doing, but once you have it mastered, you'll be able to get yourself into a positive state when you're not feeling it to begin with (Could this exercise be useful when you're feeling shy or afraid to meet someone? Maybe!)

I also started keeping a personal journal of everything that I was learning and doing, so I could reflect on it.

Find Others

MOST IMPORTANTLY I found and started to hang around guys who WERE SUCCESSFUL WITH WOMEN. This was the biggie. I owe much of my success to the guys who showed me in the real world what they did. It wasn't the books and the people selling tapes and seminars. It was the guys who were successful in the real world. What I do now resembles nothing that I've really read in a book or learned from an author.

So the BEST advice I can give you is to find about 5 guys in your area that know what they're doing and say, "Hey, I really want to get this part of my life handled... can I take you to dinner (no kissing) and pick your brain man?" Be humble and cool, and you'll make some friends. Like I said, find about 5 different guys so you can get different perspectives and see how it all fits together.

By the way, go read Chapter 10 in Think and Grow Rich about the 'Master Mind' group. IF YOU DO NOTHING ELSE, DO THIS ONE THING. IT WILL MAKE THE DIFFERENCE.

What Outcome Are You Looking For?

Most men that I talk to about this topic really can't explain the EXACT outcome that they're looking for.

So let me ask you...

Are you looking for a one night stand?

Are you looking for a girlfriend?

Are you looking for a wife?

Are you looking to get this part of my life called 'confidence with women' handled?

What is it that you'd like to do?

Once you choose an outcome for yourself, you can apply what you're learning to that outcome. If you have no outcome, then you're going to be like a ship in the ocean with no particular port as your destination. With no target, there is a very small chance that you'll ever be successful.

Take a moment and write down your goal as it relates to women. Then think about that goal as you read the rest of this book.

The idea here is to give yourself a framework to work within and one to plan around. Failing to plan is planning to fail.

Key Points To Remember From Chapter 2

✓ **It's OK to be a MAN.**

Remember, women are turned on by 'masculine' men.

Don't let anyone make you feel bad about your natural desires and attraction to women.

✓ **Make A Long-Term Commitment To Practice And Learn This Material.**

Learning to be successful with women isn't something you can do overnight.

It takes practice to get this stuff down... but the reward is more than worth it.

Don't let ANYTHING stop you from reaching the level of success you deserve.

✓ **Never Stop Improving Your Physical Appearance.**

Stack the odds in your favor by constantly improving your personal appearance.

When you make an effort to get in shape, maintain great hygiene, and keep your wardrobe and hairstyle updated, looking great is only half of the benefit.

You'll also quickly build your confidence to powerful new levels all women will notice.

✓ **Talk POSITIVELY To Yourself.**

If you're not currently enjoying the kind of success with women you desire, IT'S NOT YOU.

You simply need to learn the 'skill' of attracting women.

Take a positive mindset when you are learning this new skill. Give yourself permission to make mistakes, so long as you learn from them.

Talk to yourself in a positive way and coach yourself to success. With practice and dedication, you WILL get this down.

It's only a matter of time.

✓ **Find And Learn From Others Who Are Already Successful With Women.**

This is no better or faster way for you to learn to be successful with women than meeting and learning from guys who already have it down.

If you're serious about getting this part of your life handled, this is a MUST.

Make it your goal from now on to track down a few of these guys and watch them in action.

Pay close attention to what they do... and more importantly, what they DON'T do.

Now that you know what to look for, you'll be amazed at what you learn.

✓ **Define The Outcome You Desire With Women.**

Do you want to gain more confidence around women, have one-night stands, or find a girlfriend or wife?

You can't get to where you want without knowing where you want to go. Set a goal for yourself and make it happen.

Part 2: How To Communicate With Women

Chapter 3: How To Develop A Personality That Is Irresistible To Women

In my experience, it's far better to ATTRACT a woman than to CHASE one.

If a woman is ATTRACTED to you, half the game is over.

In sales, it's much easier to sell your product to someone who's called you and said, "Can you help me?" than to try to sell to people who you've cold called.

Here's my premise: Women are attracted to men for certain reasons. When these reasons are met, they trigger a specific sequence internally. There is a system, a sequence, or a code, if you will. And once you know what it is, you can develop a method to follow this sequence. You can use the fact that there is a 'genetic mating sequence' to help you.

Be Different In An Attractive Way

By studying marketing and sales, I've learned that humans are attracted to things that are unique. They are also attracted to things that are superior. So I have a phrase that I use: "Different in a preferential way." In the mating game, it pays to be different in an ATTRACTIVE way.

What I'm about to share with you is a group of ingredients. These are the different ingredients to which women are attracted. It's up to you to take what you have and to use this list to augment your personality in such a way that it becomes attractive to the type of

women with whom you're interested. The key is to be different in an attractive way.

But make sure that you're not too different! If you get too carried away with this idea, you'll be outside of the realm of 'normal' and you will wind up hurting yourself. So experiment and test to see what works for you.

Your Enemies Are Insecurity and Neediness

Insecurity and neediness are two of the biggest obstacles to success with women. Insecurity and neediness are like hemlock and arsenic – either will kill your attractiveness when dealing with women.

A man is needy when he craves attention or recognition. He shows that he's insecure when he ACTS on these needs.

Insecurity shows up when a man does not feel comfortable with who he is or comfortable in a given situation. He acts tentative, weak, and unsure. He tries to put on a show of confidence which is obviously fake. He says things that are out of place in an attempt to get approval.

Women detect insecurity and neediness INSTANTLY.

Here are some examples of insecurity and neediness to avoid:

- Hanging on a woman. Don't touch a woman or crowd her too much in the beginning. Women take it as a sign of neediness and insecurity. Instead, lean back and let her become comfortable being around you.
- Talking or saying negative things about women or past girlfriends. If you talk too much about past

girlfriends or other women, or say negative things about them, a woman will judge you to be insecure.

- Having emotional responses to things. If it's obvious to a woman that you easily get upset about things, then she will judge you to be insecure.
- Looking to others to make decisions. Women like it when you decide what's going to happen and then do it. If you are always asking, "Well, what do you think I should do?", "Where do you want to go tonight?", and "What do you want?", you'll come off as needy. Just make decisions and go with it. If she has a different idea, she'll let you know.
- Saying or doing things just to be noticed or to get compliments. I've known a lot of men who try to act cool or show off to get attention. This approach telegraphs to a woman that you're insecure and needy. Don't do it. If you're cool, she'll figure it out without you telling her.
- Arguing. This is my favorite. Some people feel like they need to argue with EVERYTHING. If you're one of these people, just realize that this is a clear demonstration that you're insecure and needy. You may always be right, but being overly argumentative is bad for your sex life. Deal with it. If you really want to argue with something, do it in a funny way and not in a serious way.

Thinking In Time Frames

Here's a common problem: A man tries to impress a woman by doing things that show that he's a good LONG-TERM RELATIONSHIP kind of guy, but the woman responds by being stand-offish.

I have read some interesting research that shows that women have a few main categories in their minds in which they slot men.

These are:

- 1) Not interested at all.
- 2) Interested as a friend.
- 3) Interested in a long-term relationship.
- 4) Interested in a sexual relationship.

Here's the interesting part: If a woman sees a man as a good potential 'long-term' mate, she'll usually hold back the sex.

On the other hand, if she gets sexually involved with a man, she'll usually still be open to a long-term relationship.

Most men who want sex make the mistake of doing things like taking women to dinner, buying them gifts, and being romantic. This behavior triggers the "Hey, this guy is good long-term material" category in the woman's mind, and they hold back sex.

But if a man does things to turn a woman on earlier in the game and she gets sexually involved, he can choose where he wants the relationship to go. Are you with me on this one?

Go ask some men and women about this idea. They'll report back to you what I'm telling you. Women know that if a man is doing all the big romantic things like buying her gifts and taking her out, he is displaying 'courtship' types of behavior. I mentioned earlier that women take hints very well and read into things much more than men. Unfortunately, men have no idea that

their good deeds are being interpreted as long-term courtship demonstrations. Ahhhh!

So what's the solution?

The solution is to stop doing the 'I'm courting you' things early on, and start by being attractive, interesting, and sexy. This puts the balance of power in your hands and puts you more in control.

I'm going to say it again: A woman will get into a long-term relationship with a man who she's sleeping with, but she won't be as likely to sleep with a man who's courting her. Get it?

How Men Usually Find Women

I've read several books on mating and courtship behavior among different species of animals (including humans!). The funny thing is that humans do just about the same things as most other animals with slight variations.

Here are the main ways male animals (humans included) find females:

- Staking out a small territory among other males where females come specifically to select between males who are displaying for them (called Lekking in the animal kingdom).
- Staking out a larger territory where other males aren't allowed and showing that they can provide for a female because they control a large territory.
- Visiting places where females gather or are likely to be and displaying for them.

- Choosing a spot where they are very visible and displaying in hopes that a passing female will show interest.

Some human equivalents are:

- Hanging out at a gym or spending time on the beach with other guys to show off for women.
- Buying a big house and inviting women over to see how successful and rich you are, demonstrating that you can provide for them.
- Going to a Yoga class where you know there will be 10 women for every man.
- Becoming famous or popular, thus placing yourself in the path of many women.

The point is that there's nothing new under the sun. If you want to meet women, you have to:

- 1) Decide what kind of woman you want.
- 2) Find out what is attractive to her and be it.
- 3) Go where these women are likely to be (or set up a situation where they come to you).
- 4) Approach and engage them (or, if you can figure out how to get them to approach you, do that).

It's all the same game. Most men who are failures with women aren't willing to do what it takes to be successful. That's the bottom line. I'm going to give you the secret ingredients that attract women and invite you to combine some of them with your personality in order to attract the kind of women you're interested in. The question is, "Are you willing to do the work that it will take to be successful?"

The Six Things That Attract Women

I've done a lot of research on this topic, and I believe that women are most attracted to these six things:

- 1) Means (Wealth, possessions, gifts to them, or providing for them)
- 2) Power (Influence, leadership, ability to provide safety)
- 3) Fame
- 4) Looks (Including height)
- 5) Exclusivity (Royalty, already married, hard to get, affiliation)
- 6) Personality (Humor, creativity, romance, intelligence, mystique, etc.)

Now, numbers one through five are largely out of your immediate control. If you're not rich, you're probably not going to get rich this week. If you're not famous or tall, you're probably not going to be in a hit movie or grow 6 inches in the next 24 hours.

So that leaves us with number six: PERSONALITY.

The good news is that as far as I'm concerned, your personality is your GREATEST ASSET in the success-with-women game.

Fortunately, it's the one thing you can change. And it's the one thing that can OVERCOME all the rest. After you've done what you can to look your best, etc. you have to develop a personality that's absolutely magnetic. Now let's talk about how you can do just that.

By the way, the one quality that attracts women the most (and keeps them attracted) is not something that they can initially 'look' for. It's the way they FEEL when they are with you or thinking of you. If you don't have wealth, power, fame, or looks, you're going to have to use your personality to make them FEEL good. In the end, your personality is the most powerful asset you have.

Personality Traits That Attract Women

In the next chapter, I'm going to describe MY particular unique personality and the 'character' that I become when I'm meeting women.

But before I do that, I'd like to talk about some of the different personality traits that women find most attractive. Some are better when used with others, and some don't work well together. Here is the list with brief descriptions. I'll talk more about combining these later.

- **Funny.** Humor is just plain powerful with women. If you can keep her laughing, you will go far.
- **Intelligent and Creative.** Intelligence is sexy IF it's used in a way that's interesting to her. Use your creativity and intelligence to surprise her with ideas, fantasies, and unexpected things that charm her.
- **Educated.** Education is attractive to women as long as it's used in an interesting way. Some women are actually intimidated by education, which usually works in your favor.
- **Classy and Cultured.** If you have class, women pick up on it. Do your shoes and belt match? Do you understand interior design and color contrast? Do you know about different types of wine? Do you

like foreign movies? Do you understand fashion? Do you like Frank Sinatra? Do you enjoy exotic foods? Do you serve her Hors d'oeuvres and a glass of wine when she visits? Do you open all doors for her? Women notice this stuff BIG TIME.

- **Dominant.** Women have an unconscious attraction to dominant men. The dominant males in some primate groups account for up to 75% of all the matings, while the less dominant males go without any. Same goes for humans.
- **Thoughtful.** Women don't just like gifts; they like knowing that you were THINKING of them. The gift is a SYMBOL. Women feel the same amount of good inside whether it's a card or a diamond (of course, the diamond lasts longer, so there are more 'times of feeling good'!). But the fact is that women like to know that you're thinking about them. Even if you're telling a woman that you don't like it that she was out with another guy, she'll like it because it means you were thinking about her!
- **Notices Significant Details.** Women don't just notice details; they USE them to try to be attractive and attentive. If she is wearing a sexy outfit, she didn't put it on by accident. If her hair is done nicely, it wasn't a fluke. Women are very impressed and attracted to men who notice these details.
- **Unpredictable/Predictable.** Here's a paradox. Women are drawn to men who they can't control or predict. They obsess over guys who flirt, give them attention, and then don't call the next day. Predictability is only attractive when it comes to choosing a HUSBAND. Then a woman usually wants a man who's VERY predictable.

- **Enthusiastic, Fun, Happy.** Nothing is a bigger turn-off than a killjoy. Some men get upset and pout when a woman is happy and try to put down the things that she enjoys to sound superior, which is usually a HUGE mistake. Enthusiasm is infectious and attractive.
- **Adventurous.** Women are instantly attracted to men who like to do extreme, adventurous, unusual, and even dangerous things. It's exciting. Adventurism is sexy.
- **Aggressive.** Women love men that know what they want and go after it. Passion is a sign of life. I'm not talking about the kind of aggressive that turns into date rape. I'm talking about the kind of aggressive that turns into setting a goal and then going after it with passion and getting it no matter what.
- **Confident/Cocky.** Women are magnetically attracted to men who are just a little bit too cocky. Just a little bit. This is a tough one to explain. Many men take this to mean 'overly arrogant', which is not what I mean. If you watch Pierce Brosnan in 'The Thomas Crown Affair', Clarke Gable in 'Gone With The Wind', or Tom Cruise in 'Top Gun', you'll get an idea of what I'm talking about. The confident/cocky trait is mild overconfidence combined with humor. Drives women wild.
- **Expertise.** If you're an expert in an area that is interesting to your kind of woman, this can be attractive. It needs to be presented from a "I know a lot about this, let me show you" perspective and not a "I'm cool and you're not" angle.
- **Attention.** Women like attention. And interestingly enough, it's better to hint at the attention that

you're giving them than to be too overt about it. If you say, "I was thinking about you earlier today, and I just wanted to mention that I really like the sound of your voice..." it's much more powerful than listening to them complain about something so they think you're paying attention. Get it?

- **Disinterest, Indifference, a Challenge.** Most women are used to being pursued by men in one way or another. If you are indifferent to a woman, make her think that you're only calling because you're bored and act almost disinterested sexually, they'll often do their very best to get your attention. Different is good in this case. Again, this drives most women crazy, and even though they'd hate to admit it, it's ultra interesting to them.
- **Charm** (attention with a polished, smooth approach). This is hard to describe. Watch a James Bond movie to get an idea. And watch 'Dirty Rotten Scoundrels'. Pay attention to Michael Caine's character. Charm is powerful because it has a certain 'prince on a white horse' aspect to it.
- **Romantic Imagination and Perspective.** Watch the movie 'Don Juan DeMarco' and listen to how Don Juan interprets the world. Instead of just looking at the surface of a woman, he looks within her to find the beautiful part. A romantic imagination sees opportunities for poetic comments, interesting stories, fascinating history, and emotional interpretation in everything.
- **Expert in Body Language.** This is important, as women are constantly sending signals. I'll talk more about this in a later chapter.
- **Sexual Mastery.** Women love sex just as much as men do. But just like everything else in life, a great

lover is not easy to find. Women become instantly addicted to skillful lovers who know how to make them feel ecstasy and teach them new ways of feeling incredible.

Every woman is slightly different. There is no one magic system to which every woman responds. If what you're doing doesn't work, don't throw out the system... try it on a different woman.

The most successful men I know will tell you that they are only successful because they are able to accept 'no' and not take it personally. Again, unsuccessful men take a 'rejection' as a personal assault on their inner child. Don't make this mistake.

So start right now. Take a moment and describe the type of woman you'd like to attract and write down the qualities that you think will attract her. Then go to work cultivating these qualities.

The idea is to create your own winning combination and then find a place to use it that offers the best chances for success. You want to come across as interesting, unique, original, and desirable.

By the way, if you don't know what the women who you're interested in are attracted to, ASK! That's right, just walk up to them whenever you see one and say, "Can I ask you a question? I'm sure that you're probably in a relationship right now, but will you tell me something... I want to know what it is that attracts a woman like you to a man. What do you look for?"

You'll find that most of the women you pose this question to will be glad to tell you. As a matter of fact, you'll even find that some will help you in other ways if you ask. They'll go shopping with you, help you decorate your house, help you choose a hairstyle... everything.

But most guys are afraid to ask, or they feel like a puss because they are asking a woman for help. Do yourself a favor. If you are having trouble, get help. Women are amazingly generous when they are helping a man get his 'attractiveness' together.

Key Points To Remember From Chapter 3

✓ **Learn To ATTRACT Women Instead Of Pursuing Them.**

Most guys feel you have to 'chase' a woman in order to make her yours.

The big problem here is that we humans are naturally programmed to RUN from that which pursues us.

A much better idea is to learn the skill of ATTRACTING women to you.

Not only will you save time, energy, and money in the long-run... but it's a lot more fun!

✓ **Insecurity And Neediness Are Your Two Worst Enemies.**

Nothing scares a woman off faster than a guy who 'leans'... physically or emotionally.

Don't ever say or do anything a woman might find needy or insecure. Avoid being 'clingy', showing off, arguing, and getting emotional and worked up over minor things (like an unreturned phone call, for instance).

Most importantly, develop your life and build your self-confidence to rid yourself of these deadly enemies for good.

✓ **Avoid "Relationship" Type Behavior.**

If you start buying a woman gifts, kissing up to her, and displaying "relationship" type behaviors, she will naturally see you as "relationship material".

Even if you WANT a long-term relationship, it's important that you stop doing anything that could be regarded as "courtship" behavior early on.

Remember... a woman will get into a long-term relationship with a man she's sleeping with. But she won't be as likely to sleep with a man who is courting her.

Be attractive, interesting, and sexy. And let HER do the 'courting'.

✓ **Go To The Type Of Places That Attract The Women You Want.**

If you want to find the right woman for you, think about what kind of places she would go.

If you like 'party girls', start frequenting bars and nightclubs.

If you want to meet a classy, 'business-like' babe that likes to have fun, check out the trendy happy-hour spots in your town.

If you're looking for the more 'down to earth' type, try taking some yoga classes.

If you do a bit of thinking, you'll have no problem finding the type of girl that's right for you.

✓ **Focus On Developing Personality Traits That Attract Women.**

Now that you know what kinds of personality traits attract women, focus on cultivating those traits in yourself.

Get in touch with your adventurous side and make an effort to develop your sense of humor. The more you

improve yourself, the more women will take notice of you.

Chapter 4: How To Use Communication And Humor To Attract Women

Now that we've covered some of the 'inner' game, I'd like to share with you some of the things that I've learned about the 'outer' game. In later chapters, I'm going to teach you the specifics of exactly what to say and what to do in different situations, but here I'd like to teach you some basics about communication that I think will really help you get the right frame of mind.

How Women Test Men And Why

In my opinion, most women, especially the 'hotties', have gone through a learning curve here in our western culture that has on average given them a sort of 'predictable psychological makeup'. Now, there are differences between these women... some are smart, some are not... some are tall, some are short... some are cerebral, some are physical... etc. etc. etc... but there are things that most of them have in common. I've made a study of these things... because this is what interests me.

At some point in their lives, hotties began to be treated differently because they were attractive. I mentioned the social psychology concept earlier called 'The Halo Effect'. Simply stated, attractive people are assumed to be smarter, more honest, more trustworthy, etc. than others. The fact that people do whatever the hottie wants begins to blur their sense of reality and makes them believe that they can have whatever they want whenever they want it... AND THAT'S JUST THE WAY LIFE IS. (This applies in general.)

You'll notice that many super-hotties will throw tantrums if they don't like what's going on or aren't

getting their way... this is a sure sign that they are not living in the same reality as most people... when they don't get what they want, they get upset because this has worked since they were little...

Now, on a subconscious level, I've noticed that most hot women realize that they are being ridiculous when they act like bitches, throw tantrums, etc. but it doesn't really matter because it still WORKS for them when they want what they want... are you with me?

Underneath all of this behavior, they are still FEMALE and they are looking for what other females are also looking for...

What are women looking for?

Well, for the record, I have no idea. After 30 years of studying people, Freud said that there was one question that he didn't have the answer to... "What do women want?" Nice.

BUT, here's my take on it: First and foremost, they want a man who is in CONTROL (of the situation, himself, his emotions, other people, her... control of the entire reality that they share).

Let me ask you, if you were a woman who wanted to test a man to see if he will stay in control, how would you do it? Would you ask the man, "If I get out of hand, will you spank me and put me in my place?"

NO WAY!!!

So they test us by CHALLENGING us to see if we'll stay in control. The reason I do all of this "Never give a woman a direct answer... unless it's NO... Never give a woman exactly what she wants..." etc. is, ironically, to give her what she REALLY wants... a man who's in control.

Women want a challenge. Think romance novel themes... if you don't know what I'm talking about, sit yourself down for a week and read Dangerous Men and Adventurous Women by Jayne Krentz... How to Succeed With Women By Being A Jerk by F.J. Shark... Endless Rapture by Helen Hazen... and Bad Boys by Margie Palatini... and think about it.

Most of the time, I'm enjoying myself, talking about whatever comes up, making jokes, and generally behaving like a normal person.

But, like anything else, if these techniques are used too much, they become worthless... so they must be used with precision and at the right moments.

What's interesting is that because I usually (but not always) do these teasing and seemingly controlling things with a bit of a dry humor spin, I believe that the woman who I'm with has an internal response like, "Wow, this guy is cocky, but I can't tell if he's serious or not... and I want to find out... but either way, he's funny and he's staying interested in me and not being flagrantly abusive... so he must be interested at SOME level..."

The key is to WATCH FOR THE TESTS and be ready when they come.

Most guys screw up when a woman acts bratty... or when a woman gets upset, they say, "Oh, I'm sorry" and mess it up. Or they act nervous, etc. You have to stay in control... If a woman starts getting angry, instead of getting nervous say, "Oh, poor baby is throwing a tantrum... So what. You've been doing the same thing since you were 2, and you didn't get your way."

SPANK!

Another realization I've had is that most women are totally intrigued by men who seem uninterested and

crass... it's almost like they say to themselves, "Wow, this guy seems kind of cocky... and I can't believe that he's not interested in having sex with me like all the other dumb pussies that I meet... He's funny and smart... I wonder if I can get him interested in me... and when I do, I'll just dump him like the other losers... but this might be fun..."

Get it?

But if you are going to act this way, you have to keep it up until the end... and I mean to the end.

I'm going to address the 'treating women well' issue again.

I treat women very well... they always tell me that they've never met a man who treats them so well, etc.

How can this be when I seem like such a ball buster?

Well, it's simple really... I do nice things for them ON MY OWN TERMS. I will surprise them with a thoughtful e-mail or a card... or I might give them a nice massage... I open doors and walk on the outside of the curb... But part of most women's romantic fantasy (in my opinion) is the man taking control of the situation and doing things on HIS terms. Try it for yourself... next time you're going to meet a woman, tell her what to wear... choose the food and tell her to trust you... if she asks for a kiss, say, "No"... but kiss her later when YOU feel like it... if you know that she likes chocolate, and she asks for some... don't give it to her... but surprise her with some next time you see her... get it?

Here are a couple of rules of thumb that I use:

1. Never give a woman a direct answer... unless the answer is NO. This is a big one. If she says, "Can we sit here?" I say, "No, let's sit in this one next to it."...

or if she says, "How do you like my dress?" I say, "Well, I think that I like it... just give me a few minutes to see it on you."... or if she says, "Call me tomorrow." I say, "No. You call me tomorrow... cummon, you want me and you know it." Get it?

2. If she complains about you or doesn't like something, turn it up a notch and do it more. If she says to me, "I don't really like it when you say that.", I say, "Well then you might want to leave, because I say it a lot." Get it?
3. Women are CONSTANTLY testing to see if they can get you to comply with them. As soon as you do, they hit the road (or marry you). This idea took me years to see and understand, but the fact is that when you're dealing with a powerful, hot woman she will do all different kinds of things that make no sense at all logically... but all the sense in the world when you understand her mindset.

Hot women can have anything they want. What they want is a challenge... something that keeps their interest. If a woman can have anything she wants anytime she wants it, then WHY THE HELL DO GUYS THINK THAT THEY'RE GOING TO BE INTERESTING BY DOING THE SAME THING THAT EVERY OTHER GUY HAS DONE? Duh.

4. Hey, I used to think this way... but then I got a clue. Now, I pay very careful attention and never let her have what she wants. If she says, "Kiss me." I say, "No." If she says, "Come over to my house." I say, "I'm busy right now, I'll come over later." If she says, "I want you so bad, please make love to me." I say, "Well, I think that you need to wait a little longer. And besides, I'm not finished kissing you." Get it? I NEVER give a woman exactly what she asks for... EVER!

Always send mixed signals. Tell her I want to be friends and kiss her. Tell her what she just did was unacceptable and then go kiss her. Spank her if she does something nice. Also, respond differently to the same thing. For example, one time if she comes over and sits on my lap, I kiss her. Another time I push her off... get it? Never be predictable... NEVER.

For the record, when I say, "always" and "never", I don't really mean "ALWAYS 100% WITHOUT EXCEPTION EVER." I mean that you should do these as much as you possibly can, because you really can't overdo any of them as long as you stay cocky and funny while you're doing them.

The test is always, "Is she laughing, smiling, having fun most of the time?" If so, you can't overdo these four rules.

The Very Attractive Women Are Approached All The Time

I'm going to remind you of something that I talked about earlier in this book: Most attractive women are approached in one way or another all the time by men.

I was watching one of Chris Rock's stand up routines recently; Chris was telling the women in the audience that anytime a man is being nice, it's because he's offering sex (or 'dick' as he put it).

So if a guy says, "Wow, you look great!", what he really means is, "Wow, you really look great, would you like some dick?"

And remember that 'desirable' women including rich women, beautiful women, and famous women, are used to being treated like queens. (It's really no fault of theirs; even very handsome men are notorious for acting

arrogant. It's part of being human. We can all become spoiled easily if the right combination of circumstances arises. By the way, it's good to keep a "You're spoiled, and I don't really blame you for it... you were just lucky to be born beautiful and have everyone kiss your ass" attitude...)

Being spoiled, these women act bratty to get their way. However, the ass kissing and always getting their way also has another effect. Since they are so used to being courted and having a man kiss their ass, when you show up, act funny and charming, and don't play into any of their games (make fun of them, do the pretend ass-kisser imitation, tell them that they want you, tease them, don't answer ANY of their questions about job, car, home, social life, where you go, etc. and even label all of those questions as, "Did you get a list of these questions like all the other shallow women around here?" etc.) it often has the effect of them thinking, "Wow, this is sure DIFFERENT", which gets their attention. The humor and arrogance (arrogance based on self-knowing, not on outer success) keeps their attention.

I think that it's all about interrupting the current train of thought with some type of DIFFERENT AND INTERESTING behavior. You can use tricks, props, or whatever, but you have to interrupt the woman and first get her attention... then you can get to the good part of doing the things that give her the FEELINGS that she wants and playing the part of the MAN that her unconscious wants.

Many experts talk of establishing rapport, acting like them, etc. initially... I've found that breaking rapport usually works better for me. (Rapport is the concept of breathing, moving, and talking like another person so they feel a connection with you.)

But it's a special kind of breaking rapport that I practice. I break rapport in a funny and charming way, which actually ASSUMES rapport from the beginning. (I insult women that I don't know in a playful way all the time. Her only real choices with which to respond internally and externally are, "This guy is a jerk - I'm outta here" or "You've got some balls - but you're damn funny - and for some reason, I feel like I know you...")

When you point out a woman's quirks or insecurities in a way that makes her laugh, you do so many positive things at once. She can't deny that the things you're saying are true, BECAUSE SHE'S LAUGHING. And she can't really hate you too much, because it's kind of fun.

More On My Way Of Looking At Things

I don't ask women for permission to do things, and I don't look to them to lead what's going to happen next. I used to kind of watch what they were doing and take cues on how to act. Now I do and say what I want and look for cues from her so I know when to bust her balls.

I spent a long time learning how to get phone numbers from women only to realize that this wasn't the same as success. Then, I learned how to get women to come over to my house only to realize that this wasn't the same as success. I finally realized that I have to lead the way the entire time – just like in ballroom dancing. I have to know where we're going and lead the way the entire time.

But my most important realization is that THIS IS MY REALITY, AND SHE IS A GUEST – not the other way around. If a woman tries to play a game with me, put me off, give me an excuse, etc. I start laughing out loud at her. At first, she doesn't know what's going on... but then I say something like, "Cummon... what, are you kidding? Give me a break."

This tells them that even their little plays aren't going to get by my radar – never mind into my reality. I never get upset at them or let them get to me emotionally (this is key, because if they sense that they've found a button, they'll use it over and over again). As my friend Eric once said, "YOU'RE IN MY REALITY NOW."

Let me point out that when I'm meeting women, I'm almost NEVER thinking about a 'long-term relationship' with them in the beginning. If I like them and later they prove to be someone that really amazes me, then this will be a possibility.

My guess is that strong, exceptional, interesting men who are in control of themselves and their realities are as rare for women as super hot women are rare for men. See where I'm going? Said in a different way, "Why do so many men settle for average or worse looking women?"

I think the logic goes both ways. I mean, I know quite a few ass-kicking men – but this is because I've literally spent years finding and making friends with them. Most women aren't lucky enough to run across one. And when they do, they usually mess it up by being a bitch or uninteresting. So they just settle for whatever the best option is at the moment. And they often wind up getting comfortable in the process.

There's another interesting point that I've noticed lately:

Many of the marriages that I know of that have lasted for many years (10+) have something in common: a woman that subtly controls the man. I mean, think about the plot of most romance novels: Woman meets wild man, woman tames man and lives happily ever after with her new well-behaved BOY.

So keep this in mind when you're interacting with women.

***Because I may be coming off a bit harshly here, I want to mention something. If you could be in the room with me during my interactions with a new woman that I find interesting, you'd most likely be thinking, "This guy is funny as hell... but he's really pushing it. I mean, he's on the borderline of saying something that's just too damn arrogant. But wow, the woman just seems to get more and more into him as this goes on... interesting." You would NOT be thinking, "Wow, this guy seems to me like a womanizer who's mean to women."

I say this so that you understand that all of the techniques that I employ are part of the all-important 'Character' that I discussed earlier.

By staying cocky and funny, women will laugh their asses off, get frustrated that you're not playing to them, and finally crack and show that they like you.

If you're just a plain old run of the mill jerk, then none of this will work. The 'assholes' who get laid usually have an angle (money, fame, whatever) that they mix with the assholeness.

Mean, self-centered people with no social attractiveness are usually out of luck.

So keep in mind the all-important ingredient: Humor.

NOTHING works for me like humor mixed with arrogance.

I also want to mention once again that I'm very flexible and in many situations, I will begin to do very sweet and thoughtful things for a woman – just on my terms.

And when it comes to sex (**big key here**) I always pay attention and learn what a woman likes. My goal is to be the most fulfilling lover that she's had. Mix all this up with some special sauce, and you have the recipe for hot women who love to have sex with you and love you as a person as well because you're interesting to them.

Remember, women are not linear, logical creatures. If you do things that make sense, they will do things that don't make any sense at all.

If you do things that don't make any sense at all, then women will often do what you want them to do.

It's just that you have to know exactly WHICH things to do that don't make sense.

Make sense?

On Being A Man

There is a lot controversy around the differences between men and women. My perspective is that men and women are different in many ways and that they usually respond differently to various types of communication.

And as politically incorrect as this might sound, I believe that most women respond very strongly to 'masculine' men. The more confident, arrogant, and dominant I've acted, the more women have responded to me emotionally and sexually. (I'm not talking about hitting a woman over the head and dragging her to your cave, Bubba.)

And now that I've thought about it a lot and interviewed dozens of women about this topic, I've realized that weak men are generally not attractive to

women. Women may demand things, whine, and act like a pain, but it's usually all a test of one sort or another.

If you're weak, shy, or submissive, get over it. Start walking a little taller, acting a little more self-centered, and taking what you want.

Now, I have to be careful here. I want to make sure you don't start acting like an 'asshole' to women. The masculine man says, "No" to a woman calmly. The Asshole says, "No" to a woman in an angry tone. Get it?

How To Tease (How To Speak Woman)

When I first met one particular girl, I took her hand when she got into the car and held it for a few seconds... then took it away saying, "No hand holding this early", as if it were her idea... then at lunch, I put out my hand for her to take it and then when she went to take it, I moved it before she touched me... then did it again... and again saying, "No, really..."

Finally, after the meal was finished, I reached out for her hand, and she wouldn't take mine because I had teased her so much. So I actually grabbed her hand and held it and massaged it. This was teasing and teasing...and when she finally gave up, I gave it to her.

Then, when I gave her a hug later on, she kissed me on the cheek or neck a couple of times, and I accused her of kissing me a lot, etc. (The idea is that she's into me and she's the aggressor.) One part of this is me doing something (holding her hand) and then accusing her of doing it ("no hand holding this early").

This kind of behavior, sending mixed messages, and flirting doesn't really make sense to most men, but to women it's magic.

Also, some women really get intrigued if you 'figure them out' early on in the game and have their number... and then just 'laugh at how cute they are' when they do things. This gets them all freaked out, as they feel like you're in control, and they don't know what to do next... like you know all the games they're playing and won't fall for any of their old tricks... this makes them nervous as they don't have any POWER OR AMMO!

They love this, as men are hardly ever in control. And they secretly want someone who is. (It's VERY important not to become the 'friend/therapist' with this information... and start kissing their ass! The idea is to use it to bust on them and not to be understanding.)

I also tell women early on that I think they'll make a nice 'friend'.

It's funny to see how the friendship frame works with them, because this gets them thinking often for the first time, "Wow, maybe I just found a man who is smarter than me, knows my little games, and has higher standards than ME for once... and now he's talking about being 'just friends'! Oh no! Doesn't he like me? Doesn't he want me like all the other guys?" A key here is to always keep them guessing... never get too into them or they'll get right into their old games, etc.

Another interesting observation that I've made is that women only understand CODE, not direct language.

Little boys tease little girls when they're 8, and women still love it when they're 28 and 48. I like to find something about them that they're just a little insecure about and make fun of it in a way makes them wonder whether or not I'm serious.

The way I see it, women are like the Enigma machines that German U-boats used in World War II.

These machines were able to transmit messages to each other, but also able to change the codes they used each time. Women are much more interested in giving and getting subtle hints.

Telling a woman, "I really like you", won't be as effective as saying, "You really like me" in a teasing way. Do you understand?

I speak in metaphor and story, talk about feelings and longings, speak code, and try to never speak directly.

Let me give you a few more examples:

If you want to have sex with a woman, you could say, "Hey, why don't we have sex?" Go ahead and try that one sometime and let me know how it works for you.

Or, you could try this... Next time you're alone with a new woman, stand up, take her hand, and pull her up to her feet. Then give her a hug, let go, and sit back down. After she sits again, say, "I just wanted to hug you." Later hug her again and cuddle with her. While cuddling, smell her neck and tell her how good she smells... and don't stop. Within a few minutes she'll be telling you how hot she's getting.

Two different paths to the same outcome... It's just that one happens to work about a hundred times better than the other.

Men like to go out hoping to 'get laid'. Women like the idea of being swept away by the moment... especially when it's a taboo thing and they shouldn't be doing it, etc. The more unplanned things seem, the better. For instance, if she happens to wind up in your bedroom and you happen to be massaging her, smelling her, etc. it's seen as 'meant to be' or something that happened in an unplanned romantic way, and therefore a good thing to get swept away by.

If you want to increase your chances of success with women, create scenarios that lead to these situations. Ask yourself, "What situation would facilitate the outcome that I'm looking for naturally?" Remember that women like to be swept away by the moment; they don't like to think that they're being used.

Another fun thing I do to demonstrate to women that I'm savvy and know the language is to interpret gestures and expressions and then comment back as if they had said something.

So for instance, if a woman looks at someone walking by, then wrinkles up her nose and gets that 'Gross' look on her face, I might respond with, "That's what I was thinking."

Get it? I'm pretending like she actually said, "Gross" to me.

Or if a woman takes my hand, I might say, "Oh, really?"

I'm pretending like she said, "I'm attracted to you."

Women are very expressive with their body language and facial expressions, but they often express themselves in very subtle ways.

If you can tune into these little cues and then respond with fun remarks that show you're clued in, you'll be rewarded. (Notice: Do not start ACTING like a woman now that you know this tip. This technique is to be used sparingly and only to let a woman 'know that you know' and not as your main approach when interacting with women. Many men make the mistake of learning how women act and then IMITATING them all the time. This is not what you want to do, trust me.)

Humor

Here's how I mentally approach meeting a new woman: I'm cocky and funny, I steal their lines, I tease them, and I don't ever give them a break.

In my opinion, your most valuable asset, no matter your looks, height, age, or income – is humor.

I don't care if you're four feet tall and have one eye. If you can make women laugh consistently and get those good feelings flowing through them, they'll love you.

I decided last year to start actually STUDYING comedy, as I've found that people (women) respond to it better than any other thing in the whole entire universe. So I did a bunch of research on the Internet to find the best books, and I bought about 5 or 6 of them.

One book that I read called Comedy Writing Secrets by Melvin Helitzer made a great point. He said that the majority of humor revolves around the CHARACTER and not the jokes.

Most of the guys that I meet who want to learn to meet women are working on the 'jokes' in their life and not the 'character'. I did it for about two years myself. I tried to learn all kinds of lines and B.S.

It finally dawned on me that women were not really that concerned with all of that... they wanted a particular CHARACTER. The lines didn't matter as long as they fit in with the character. Now that I have created this CHARACTER for myself, things are all different. Women now call me. They pursue me. They want to be around me. It's strange, magical, and weird.

So what's the character that they want? Good question.

I have a good friend who's the best I've ever seen at picking up women in bars and having sex with them that night. Now, I do better getting numbers and following up. But this guy is just a machine. And his whole mindset towards meeting women is to be "cocky and funny" (his words). My opinion is that women are turned off by arrogant men... UNLESS... they're DAMN FUNNY. This magic combination will attract women like Bill Clinton attracts chubby interns. I'm following in my buddy's footsteps.

I'll try to summarize the character that I've developed:

"I know that this girl is secretly trying to pick me up... I'm going to play hard to get, make fun of her, be indifferent towards her, and generally bust her balls as much as possible. I know that she loves a guy that is so sarcastic that it makes her nervous, so I'm going to really keep the heat on... and when she starts to show any interest at all on the outside, I'm going to blow her off and make her prove to me that she wants me... so I can reject her again."

I do crazy things, like if I'm standing next to a girl at a bar, I'll turn to her and say in a completely serious voice, "Will you PLEASE stop touching me?" And then look them right in the eye.

Or say, "What are you doing at a bar for godsakes? Can't you find a nice normal guy? Or are you desperate?" All with a completely straight face.

I say things that make them actually think that I'm serious, but leave a shadow of a doubt.

Here's what I'm looking for: If they respond in an insecure way and say, "Oh, I'm sorry... I didn't know that I was touching you", I'll keep it going... and say, "Well,

you did. And if you're going to keep doing it, I'd appreciate it if you'd touch a little higher." They crack up.

If they shoot something funny back like, "Well, touchy touchy" and they know that I'm kidding, I just stay in character and say, "Yes, I don't like being touched. So keep a foot or so between us please" and keep it going.

And yes, sometimes (not often) I'll meet a cold one and she'll get uptight – I just walk away.

If you're going to do this, you have to remember to keep it going for the entire time... don't turn into a dumb ass at the first sign of her liking you. Keep up the character, play hard to get, etc. forever!

How To Be Funny, The One Page Course

Here's a little mini-course on how to be funny:

First, go read Comedy Writing Secrets by Melvin Helitzer. And while you're at it, watch some good stand up comedy routines like Chris Rock, Eddie Murphy, and Robin Williams. Listen to how they use word play, double meanings, exaggeration, and misinterpretation to create humor.

It's time to get yourself a set of standard things that you can say in some of the most common situations.

Here's a list that I use personally and examples of instances when you can use them:

1. Whenever someone has an emotional response to something, say, "How do you REALLY feel about it?" For instance, if a woman says, "I just HATE it when people smoke around me!" say, "How do you REALLY feel about it?" The sarcasm is that they've shown that they have VERY strong feelings, so the

"How do you REALLY feel" creates a joke on them that they're overly emotional.

2. Say, "Anyway" and look away quickly after making a wisecrack. For instance, if someone says, "That girl over there is ugly" say, "Oh, I thought she was you – anyway" (look away quickly). The looking away and quick "Anyway" (trying to get off the topic) creates a funny moment.
3. Misinterpret what women say. Always listen for opportunities to misinterpret words. If you say, "Let's go over to the bar to have a drink" and the woman says, "Let's do it", turn to her and say, "Let's do it? You mean right here? I think the line for a bathroom stall is too long, and I'd rather have a drink."
4. Look for sexual innuendo in everything and use it to accuse her of trying to seduce you before you even know her. If she says, "Well, I'm getting tired, and I think it's time for bed", say, "Bed? I mean, I don't even know if you know how to kiss... and you're trying to get me into bed? What happened to the old days when you could be friends first?"
5. Exaggerate. If an overweight woman walks by, say, "What would you guess? 900 pounds?" Or if a woman complains about a part of her body or her clothing (I love these opportunities), exaggerate it. For instance, if she says, "My hair looks like hell today", you say, "I didn't want to say anything." Ohhhh this is funny stuff. You'll usually get a hit on the arm (in which case you can spank her on the ass). Then you can go on all night making fun of her hair, talking about how everyone is looking at it, how you're embarrassed to be seen with her because of it, etc.

6. Connect things around you to current affairs in a funny way. If a woman with a huge butt walks by, say, "Hey, Jennifer Lopez is in the house." If a woman starts talking about how she just bought herself a new car, say, "I like the effect that the Independent Woman song is having on you." (These are, of course, currently funny. Next year, it will be a different set of things.)
7. Don't smile too much and don't laugh at your own jokes very often. When you smile or laugh, it releases the tension. If you can keep a straight face, the joke stays funnier longer.

OK, there's a list of basic things that I've learned regarding humor. I'd recommend that you start studying humor, read books about it, go to comedy clubs, and learn more advanced skills.

Also, start reading Maxim and Stuff magazines. Read how they always use reversal humor. This is some good funny stuff.

Let's Be Friends

Have you ever noticed how women will say, "I like him, but only as a FRIEND."

Don't you hate that?

I thought about that one for a long time, and a friend of mine and I have figured out how to turn this one around. Now I always make reference to 'making friends' and 'let's get together and make friends' and 'if nothing else, we can be friends' in the first conversation and when setting up the first coffee date.

Then when on the date, I talk about why I like to make 'friends' first to get to know the other person. "I think that you're going to make a nice friend."

Then, after the friendship frame is established, I flirt like hell and make sexual innuendoes and jokes. This immediately sets up the idea that I'm very in control of myself and that I'm going to JUDGE whether I want to be more than friends based on something more than JUST HER LOOKS.

This is something that a woman has most likely NEVER encountered (as you know, this is a favorite of mine).

By the way, if you talk about being friends first, it makes you remember to look past the looks and find out what kind of person you're dealing with (If I had a dollar for every guy I know, including myself, that screwed his life up by getting too involved with a woman because she was attractive on the outside, but turned out to be a horrible person...)

You can keep up this 'let's be friends' fun forever. Even after you start dating, still talk about it. It's easy to have fun with it. You'll see.

More Nuggets of Gold

Always end conversations, meetings, and phone calls first.

I got this idea from the book The Rules by Ellen Fein and Sherrie Schneider...You remember that book that was written about how to get a man to marry you? Well, it's a great book. But I don't think the authors would like the reasons why I think it's great. I take all of 'the rules' and turn them around. When you play the games that

women often play, you will not believe the responses you'll get.

Now, I used to be against any kind of 'game playing'. I still don't like lies, cheating, general dishonesty, or manipulation. BUT, when you use these things in the right way, it becomes kind of a 'game' that women LOVE to play. It's strange, but women love to tease and be teased. And if you don't take this stuff too seriously, you can have some real fun.

But, I digress... The reason to end conversations, calls, and meetings first is that it does two things: First, it says, "I'm not a needy guy, and I have things to do. I'm busy and if you want me, you're going to have to work to get me."

Second, it sets up a situation where YOU are in control of the situation. If you start doing this with EVERY call, EVERY meeting, and EVERY conversation, you will be blown away by the responses you'll get.

You'll have women say, "What? But we're having so much fun...!", "Well, when can I see you again?", or "Don't you like me?"

By the way, don't take the bait when they say these things! Say, "Of course I like you, and of course I'm having fun – but I'm busy and I have things to do. So call me tomorrow and maybe I can get together with you at the end of the week."

I LOVE THIS!!! Love it! Love it! Love it!

And women love it too. As much as you might think it's cruel and unusual punishment, women love nothing more than to go home wondering, "Does he love me? Does he like me? Will he call me? Did he have fun?"

I know, I know... sounds too bizarre to be true, but trust me. Tease and do these things, and you'll find that they'll work like a charm... plus have the added bonus of being damn fun!

***I have to insert here that I've given this advice to many needy man who have rejected it whole heartedly. They continue to act needy and not let women go at the end of the night, when talking on the phone, etc. By not making themselves scarce and unusual, they make themselves valueless. Don't make the same mistake yourself.

Another one that I use often is 'Don't say caring and affectionate things directly – but say them indirectly'. Women have a love for metaphors, demonstrations, stories, gifts, etc.

For instance, saying, "You're beautiful" 12 times a day isn't attractive, but writing a poem that says it and leaving it somewhere as a surprise is very attractive.

Also, if I'm appreciating something about a woman, I point to a specific part or thing or detail. Women love it when you NOTICE things.

This reminds me of a very important point: Women LOVE it when you THINK about them. If you say, "I was thinking about you, so I wrote you" the woman will have something inside go 'click'! I believe that women like gifts not because they have value, but because they say, "I was thinking about you, I have these feelings for you, and this gift is a symbol for them."

Does this make sense to you?

I didn't think so. It didn't to me, either. But IT'S TRUE. So start telling women that you were thinking about them, that you were remembering times with them, and that something reminded you of them. If you

do this, you don't have to buy gifts anymore! They know you're thinking about them! Nice.

Here's something else that I've figured out that doesn't make any sense at all: Women love 'Mismatched Communication'. What I mean by this is that women like it when you're doing one thing serious and one thing jokingly, or being verbally tough, but physically affectionate.

Let me give you a couple of examples.

If you're talking to a woman and telling her that you think she's beautiful, keep a very SERIOUS look on your face. This adds all kinds of drama to the situation and gives the woman something to imagine all kinds of deep meanings. (By the way, most men smile too much. Smile less when talking to women. It will keep them wondering what you're thinking and it will help you.)

Or while kissing a woman, reach down and bite her on the neck, just a tiny bit too hard (no blood please).

One thing tender, one thing slightly violent.

Or maybe you've just finished holding her hand and kissing her. When she stands up, give her a spank on the ass and tell her it was because she's such a good kisser.

The idea here is that what you're feeling is causing you to do something IRRATIONAL. You're being swept away by the moment. Or you're experiencing conflicting feelings. This leaves it to her to figure out what you're 'REALLY' feeling, which women love to do.

It also makes you the most interesting, unpredictable guy she's ever met.

You know, another thing that I've noticed is that women LOVE to talk about sex. Most men are not

comfortable bringing up the subject with women they don't know. But try telling a couple of dirty jokes, or talking about a sex program you saw on T.V. Most women will jump right in and start giving their take on the topic. It's amazing. Try it.

On Predictability

Don't be predictable. Do the unexpected when they LEAST expect it.

But don't overdo it by acting extreme too often. If you do the unexpected too much, it will come off as unstable, etc.

People in general, including women, are attracted to the novel... the unusual... the different.

Predictability is the enemy of interesting.

If you always act predictable, then by DEFINITION you're not interesting.

So keep doing things that are interesting and unexpected.

If she wants a kiss, say, "No." But kiss her later when YOU feel like it. If she sits on your lap, push her off. But give her a hug later when YOU feel like it.

The Dark Side: Don't do things that are too far out in order to be unpredictable. I said be unpredictable, not UNSTABLE. Don't get too wild, or you'll come across as being loopy.

Another facet of this mindset: Don't be too friendly too early.

This includes touching and smiling. If you do either too much, you'll mess it up for yourself.

If you act too interested too early, you'll come across as needy. By leaning back and keeping a calm, indifferent attitude you'll be more interesting.

I like to take this idea to its extreme by teasing and making a woman beg me for things that she wants and commit to things during times when it's unfair (in a fun way, of course).

For instance, if she wants a kiss, tell her that you'll only give her one if she rubs your back, etc.

Use your imagination here. The idea is to do things that are unexpected and different.

To summarize, if you become too predictable, you will become uninteresting to a woman. We humans are naturally drawn to things that we cannot completely figure out. So keep some things a mystery. Do some things that don't make sense. Don't be predictable.

On Testing

The way I see it, women are constantly testing men. They do it by acting bratty, making demands, complaining, commanding, being emotional, etc.

Know what I'm talking about?

Here's what I do:

When a woman tries to test me – for instance, if she says, "I don't like that heavy metal that you were listening to" – I turn it up a notch and send it back to her – I might also say, "Well, then you might want to not get in my car anymore, because it's all I'm going to play now that you're whining about it." (Said in a half serious tone so she can't tell if I'm kidding)

This sends the message that if she tries to act controlling, I'm just going to turn whatever she's being a pain about up one notch and give it to her again. Women get the message loud and clear when you act this way.

It may be hard to believe, but I've heard MANY women say things like, "I HATE IT when a man does what I tell him to do", or "I just walk all over him, and it's so annoying to me."

Some women actually have standard tests that they give to new guys to see if the guy will do what they tell him to do. I've now learned NEVER to accept demanding or controlling behavior. I usually just laugh and say, "Cute." By laughing and saying, "Cute", I short-circuit their testing mechanism and let them know that I'm going to be more of a challenge than they thought.

Voice Tone

Voice tone is VERY important.

If you want to be more successful with women, work on developing a deep, resonant, musical, articulate voice tone.

And I don't care if you have the whiniest, highest pitched voice anyone's ever heard.

You can improve it if you try.

First of all, practice talking slower and deeper.

You should be able to feel your voice resonating in your chest when you talk.

Keep practicing until you can.

I highly recommend that you go out and buy the audio series "The Sound Of Your Voice" by Carol Flemming.

Also, get on eBay or Amazon.com and look for some voice training tapes.

They're well worth the investment and practice. Women find a sexy voice irresistible. This is a big one, so get to work on it.

Fear

If you need to get 'fear' handled, read the book, Feel The Fear And Do It Anyway by Susan Jeffers. This is an AWESOME book on getting fear handled.

On Persistence:

A common theme I hear:

"NO

No

No

No

No

NO

NOOO

Noooo

Make love to me right now!"

Persistence is key. Never give up... if a woman says, "We're not going to have sex tonight", I immediately think to myself, "Ohhh, she just let me know that she's feeling some temptation and wants to get the responsibility off herself... this is going to be fun and easy."

Trust me on this one.

Their words are usually hollow and meaningless... watch their BEHAVIOR...

Now, DON'T take this to mean that if a woman says, "STOP" when you're touching her that she wants you to rape her... this kind of dumb-ass thinking will result in jail time and your getting a large new boyfriend named Otis.

Just realize that a "No" said with longing in her eyes or passion in her kiss usually means, "Get me more turned on by kissing my neck, caressing me, smelling me, and saying romantic and sexy things."

I've realized that women shift gears all the time and next time you talk to her she might be in a completely different mood, etc. so if you really want her, don't give up the first time something weird happens.

How To Answer Any Question That You Don't Want To Answer

Women have a way with questions.

They seem to always ask questions that men don't want to answer.

Questions like:

"Are you seeing anyone else right now?"

"How do you feel about marriage?"

"Do you want kids?"

"How do you feel about me?"

"Do I look fat in these pants?"

Know what I'm talking about?

Well, it took me awhile, but I finally figured out how to deal with tough questions: Evasive Action.

Here's how it works. If she asks you a tough question, don't miss a beat – respond with the answer she wants to hear. Then throw in a slapstick comedy line.

For instance:

Say she asks: "Are you seeing other women?"

You answer: "No... other men."

Get it?

Here's another one:

She asks: "Do you love me?"

You answer: "Of course... as a friend."

And another:

She asks: "Where were you last night? I called."

You answer: "I was home thinking about you... but since you didn't call early enough, I went out and hired ten strippers."

At first, I figured that this tactic wouldn't work. But then I tried using it a few times, and behold, it worked in almost every situation.

And if she pushes and asks again: "Cummon, seriously..."

You say: "No, seriously. I was home thinking about you... OK, OK, you got me. I really went out with ten other women. Are you happy? What, are you feeling insecure?"

If you keep it up, they'll give up.

Make sure you don't act busted or nervous and it will work for you, too. Remember, women can take hints very well, and if they think that there's an answer that they don't want to hear, they'll give up and stop asking.

Key Points To Remember From Chapter 4

✓ **Stay In Control By Passing Her Tests.**

Remember that attractive women are accustomed to getting anything they want and often get upset if they don't get things their way.

Women will constantly test you to see how much they can get away with... and this is where most guys cave and lose their personal power. Use this situation as an opportunity to stand out... watch for her tests and stay in control.

Remind yourself that she is a GUEST in your reality, not the other way around.

✓ **Be The First To End The Interaction.**

Most guys make the mistake of lingering around a woman and trying to spend as much time with her as she will allow... whether they are talking to her on the phone or hanging out with her in person.

By being the first to end the interaction, you show her that you're not needy and you have a life of your own.

And... you'll INSTANTLY separate yourself from all of the lame, wussy guys she's dated in the past.

✓ **Build Her Curiosity By Being Mysterious.**

Most guys make the mistake of trying to force their life story down a woman's throat the first night they meet her.

Baaad move.

It's far better to hold back some of the details about you and your life and let her imagination fill in the blanks.

This holds ESPECIALLY true when it comes to discussing the things that most guys brag about... like their jobs, connections, or material possessions.

I've found that things that you THINK might impress a woman and make her like you are really only impressive when she 'discovers' them ON HER OWN.

Not only that... when you hold back information about yourself, it makes a woman eager to 'dig' for more... which puts YOU in the driver seat.

✓ **Use Cocky & Funny Humor To Keep Her Interest And Attention.**

Remember...

Never give a woman a direct answer... unless it's no.

If a woman complains about something you do, say, "I'm glad you like it" and keep doing it.

Deliberately misinterpret or exaggerate what a woman says... and look for sexual innuendos in conversation.

Don't smile too much or laugh at your own jokes.

✓ **Develop A Deep, Resonating Voice That Women Are Drawn To.**

Women LOVE a man with a powerful commanding voice... and ANY guy can develop this powerful characteristic with a small amount of effort. Spend a small amount of time working on this skill and you'll reap the rewards forever.

Chapter 5: On Looks and Body Language

Most of the men I talk to who want to learn how to be successful with women ask me things like, "What's a good line?" or "What do you say when they say this?"

For some reason, most people forget that language is a SECONDARY way of communicating. It's to be used when there's no faster way.

When two people are communicating face-to-face, most of the communication is happening through body language and voice tone, while very little through the actual words.

I've seen studies that show that as little as 7% of what you communicate is done verbally, while your body language and voice tone make up the other 93%.

So which do you think is more powerful when dealing with women?

Right, right... your body language and voice tone.

Body Language Basics

Many people agree that women are far more sensitive to body language than men are.

I have to say that in my experience, women can detect all kinds of things from body language. Ask a female friend to describe what's going on with a person by looking at them, and you'll be surprised at all the information they'll give you.

So it follows that if women are so in tune with body language, you might as well get some of the basics together so you're transmitting the right messages.

My opinion is that women prefer men who are confident, bordering on arrogant.

Most women will tell you that arrogant men turn them off, but I've found that if you mix humor with a little arrogance, it's a killer.

So how do you use your body to telegraph confidence?

Well, first of all walk upright, hold your head up, and hold your shoulders back.

Next, SLOW DOWN your movements and make slower, calculated gestures.

Then, make eye contact and keep it when you see women. Don't look away until they do and kind of squint while raising an eyebrow.

I've done a lot of work in this area, and I've found that by SLOWING DOWN, I create mystery and intrigue. I literally practice slowing down my walk, my gestures, how fast I turn my head, how fast I talk, and even how fast I blink.

Also, start taking up more space and opening up your physiology. If you're seated, keep your legs and arms uncrossed. Keep your legs far apart and your shoulders back. Don't lean forward; lean back.

This might sound a little far out to some people, but these LITTLE details make all the difference when dealing with a woman.

It's amazing how fast most women can detect insecurity, neediness, and low self-esteem.

I personally believe that when a man is self-confident (or more specifically, a woman BELIEVES that he is), women are attracted to him on an UNCONSCIOUS level. What I mean is that I think this behavior activates a part of a woman's brain that can't help but feel an attraction.

If you'd like a model of confidence, watch some James Bond movies. You'll notice that James almost never smiles, and I can't remember when I've ever seen him laugh.

But James is the sex symbol of masculine adventure.

Does he do the things that I mentioned above? Of course. That's where I learned a lot of them. Ha!

Another way to demonstrate and project confidence is to PAUSE while you're talking. Pausing on purpose creates suspense and tension.

It's great. If you combine pauses with serious looks, you will create an air of power and confidence.

For example, you might say, "Well, if I were you, I'd just tell her what you think" like so... "Well... (pause) if I were you... (pause and look into eyes with serious look) I'd just tell her what you think."

This creates what's known as a 'subtext' to the communication. On the surface you're talking about the normal conversation. But underneath, you're communicating suspense, confidence, and mystery.

If you learn how to mix a seductive voice tone and body language with regular conversation, you'll find that you can get women turned on talking about random things like the weather.

Pause often. It will do wonders for your communication style.

Signs That A Woman Is Interested

I've read all the books that say, "If a woman tilts her head to the side, licks her lips, fondles her hair, and looks over her shoulder at you, there's a 67% chance that she's interested in you."

Here's what I've found:

The main sign signal that I look for now is, 'Is she acting friendly to me?'

That's it. Now, of course some women are more forward than others; but overall, if a woman is acting friendly and keeping up an interesting conversation, you're usually doing pretty well.

The key is to KEEP GOING AND CONTINUE TO THE NEXT STEP ALWAYS.

I have to stop and explain this point.

Most men don't realize that THEY NEED TO KEEP ADVANCING.

If your conversation is going well, ask for a phone number.

If you're out for a walk and the conversation seems to be going well, reach over and kiss her.

If you're at your house watching a movie and start kissing, take her hand and lead her to your bedroom... get the idea?

Keep advancing.

Women like this and expect it. If they're not comfortable, they'll let you know. But don't worry. Just keep going and advance again at the next opportunity.

Don't push – advance.

More on this stuff:

Read Chapter 7 of Body Language by Julius Fast ... about Mike. I've read that chapter about 50 times. You may not get it at first, but keep reading it until you do. The more you learn, the more you'll get it.

Also, read The Rules by Ellen Fein and Sherrie Schneider... yea, the one for women. Do that stuff... it works... end all conversations first, etc.

And read How to Make Love to a Woman by Michael Morganstern. Good stuff in there too. And learn how to be funny... do whatever you have to do. It's the magic ingredient to add to your cockiness that sets the mixture ablaze.

On Cuddling

I personally love to cuddle. I discovered something almost entirely by accident one time when I was talking to a girl on the phone one night. We were having a discussion about the differences between men and women and I said something to this effect:

"Do you like to cuddle? I really like to cuddle... as a matter of fact, if I had to choose between cuddling and sex, I'd choose cuddling. Now don't get me wrong, I love sex... but cuddling is the best... can you cuddle all night?"

Then I said, "I really like to kiss, and I can just kiss and cuddle... and touch someone all night... and feel wonderful..."

By the time I was finished, she started saying, "I'm really getting turned on right now"... she actually asked me to have phone sex with her!

I've had this happen on the phone several times since, and it's not a coincidence.

When you're talking to a woman, if you start talking about kissing, cuddling, touching... and you are very specific about it... "I like to run the tips of my fingers over the part of your shoulder where it touches your neck" ... a woman will start to actually experience it.

Try this one!

If you can learn how to talk to women in a way that stimulates their imagination, you can get them turned on over the phone.

I'm sure you can imagine the benefits of having this skill. If you don't have any idea how to talk romantically, just read a couple of romance novels. I know that they make no sense, but use the stuff anyway. It works!

Key Points To Remember From Chapter 5

✓ **93% Of Our Communication Comes From Body Language And Voice Tone.**

Remember that women are ALWAYS watching you for clues on what you're REALLY like.

Make sure you always walk tall. Keep your shoulders back and your head high at all times. Slow down your physical movements and add pauses to your speech to create an aura of confidence that women can't resist.

✓ **Eye Contact Is Key.**

When you make eye contact with a woman, hold it and squint your eyes a tiny bit instead of looking away. Slightly raise an eyebrow. This lets a woman know RIGHT AWAY that she's dealing with a confident and powerful man.

✓ **Don't Waste Time Trying To 'Read' Women... Just Keep Advancing.**

I've found that trying to 'read' women is a HUGE waste of time.

If a woman is acting friendly towards you, just ask her for her e-mail address and phone number.

If you're out for a walk and things are going well, reach over and give her a kiss.

The key is to always be advancing. You have NOTHING to lose. And it will get easier each time you do it.

✓ **Learn To Talk To A Woman In A Way That Stimulates Her Imagination.**

When you talk to a woman about cuddling and kissing in a descriptive way, she will actually start to imagine these things happening between you and her!

Read a couple of romance novels and pay attention to the descriptions used by the author. It might sound a little 'off' to you... but remember... women buy this stuff like crazy... so use it!

Part 3: Exactly What, When, And How

Chapter 6: The Basics of Style and Class, Plus More On How To Fascinate Women

Be Prepared! Expect...

It's funny to me that so many people expect to fail. For instance, I once heard someone say, "A woman won't get into an unmade bed." This is actually pretty interesting if you think about it. My point here is to encourage you to not only expect success in your mind, but also expect success in the real world.

Here are a couple of ways to expect and plan for success:

1. Keep your house organized and clean.
2. Keep your bed made with clean sheets.
3. Keep a few nice things to drink in the house so you can offer them to guests.
4. Keep some 'protection' in the house.

See where I'm going with this?

If you're not prepared to have a guest, then you're going to do all kinds of things to screw up your chances of success with women.

Right now, think of all the things you need to do so that there are NO obstacles preventing you from success in your car, house, etc.

Now let's talk about a few ways to REALLY separate yourself from most other men.

Learn To Cook A Few Good Meals

Cooking has all kinds of major advantages.

It costs less money, you get to eat something you like, it often takes less time, you don't have to try to get a woman to come back to your house (she's already there), it's romantic, it shows that you have taste... and the list just goes on.

Get yourself an unusual apron (I have a cow print one) and get yourself a cookbook or two (or find a few good recipes on the Internet).

Things like pasta are always easy, and they go well with wine and candles... just put her on the couch with a glass of wine and a funny 'chick flick'... or have her keep you company on a stool in the kitchen.

Oh, and get a few chocolate covered strawberries for dessert... perfect feed material. (Bonus if you make them yourself... even if they don't turn out perfect, you get MAJOR points.)

The rap goes like this: "Hey, I've got a great idea. I've been dying to cook this great pasta dish that I love. Why don't you come over here, and I'll make you dinner..."

It's a no-brainer, even for women who you've just met.

Learn A Few Cold Reading Methods

Women love things like Astrology, Tarot Cards, Palmistry, Handwriting Analysis, Psychics, and anything else you can think of that most men aren't interested in.

Here's what to do:

Go get the books Handwriting Analysis by Karen Amend, Palm Reading: A Little Guide To Life's Secrets by Dennis Fairchild, and An Introduction to Hand Reflexology by Denise Brown. You can order all of them at Amazon.com.

Then sit down for an evening and read them. Learn some basics about how to tell people what they're like from studying handwriting samples, looking at their palms, feeling tension in their bodies, etc.

This stuff is ABSOLUTELY FASCINATING to women.

All you have to do is take a woman's hand, look at it, and say, "Well, you're a very interesting person."

That's it... it's almost like magic.

After revealing to her all of her secret desires, you can move directly into your hand massage and Reflexology methods. I'm hoping that the benefits of these techniques speak for themselves.

By the way, it doesn't hurt to know a few advanced or unusual massage moves either. So you might want to check out a couple of books on massage while you're at it.

Get A Few Good Props

Props are things that give a woman something to talk about.

A big stuffed animal in your house might be a prop.

Your dog might be a prop.

A picture of you and your mom might be a prop.

Coloring books and crayons are a great prop that a friend of mine has used for years.

The idea here is to have things in your house that are unusual, interesting, and fascinating to play with, talk about, watch, whatever.

Books and magazines about interesting topics make great props. I have a big book called Sexual Secrets by Nik Douglas and Penny Slinger on my bookshelf. I didn't realize that it was such an attention magnet, but whenever anyone male or female sees my bookshelf, they instantly go for that book. It's big, bold, and provocative. Keep a few good books like this one around for discussion. The book that I mentioned earlier about Palmistry is a GREAT prop. It's a tiny book about three inches square. Just leave it on your coffee table so that a woman can find it on her own, which leads to the discussion, the palmistry, the touching, etc.

Magic is another great prop. You can learn a few easy coin magic tricks in an afternoon. These work great as conversation starters, for fun with waitresses, etc. Magic is just an all around winner in the props department.

If you play a musical instrument, make sure it's out and about and ready for playing. Unless, of course, you play the accordion or tuba.

Take a minute and think about what kinds of things the women you are interested in would find fascinating, interesting, and irresistible. Then scatter them around your house.

Chivalry

My experience is that women love chivalry.

I personally like to open doors for women, etc.

Here are a few things that you can do that women will find irresistible:

Open doors for them. I open all doors. Car doors, house doors, restaurant doors... any door that shows up. If you step just a little ahead and open each door, this will create an impression.

Pull out their chairs. Only do this if it makes sense and it's reasonable. But if you can, do it. Women love to feel like a man is watching over them and making sure they are taken care of. This is another little way to show it.

Walk on the outside of the sidewalk. Most men, and even many women, don't know that men are 'supposed' to walk on the outside of the sidewalk (closest to the traffic) just in case a car jumps the curb, so she'll be safe and he'll instead be hit. Do this, and if they don't know why you're doing it, explain the reason. Nice touch.

Key Points To Remember From Chapter 6

✓ **Plan For Success**

- Keep your house looking clean and presentable, which includes making your bed every single day. You'll be surprised at how doing the 'little things' will significantly boost your overall confidence. And when it's time to have her come over, you'll be ready.
- Learn to cook a few simple and delicious meals... it's cheaper and more romantic than a traditional date, and women love it.
- Learn things like astrology, palmistry, handwriting analysis, or massage techniques to keep things running smoothly.
- Keep a few 'props' lying around. Things like stuffed animals, a pet, or pictures of you and your friends and family make great conversation starters.

✓ **Be Chivalrous**

- The combination of chivalry and cocky comedy is an INCREDIBLE turn-on to women. Done right, it has an almost magical effect.
- When you're out with a woman you are interested in, open the doors for her, pull out her chair and walk on the outside of the curb when you're walking down the street. If you are dropping her off at her place, be sure to walk her to the door.
- It's not OK to be a wuss, but you should always be a gentleman.

Chapter 7: Where And How To Meet Women

I intuitively determined that there are certain major steps to 'meeting women', if you will. This is how my mind naturally thinks.

I've now broken these down in my mind to chunks like 'Approaching Women', 'Getting Phone Numbers', etc. which I'll explain here and in future chapters.

I'd like to add here that different people have different personal views regarding meeting women, 'getting laid', relationships, etc.

I'm not going to try to convince you that my way is the best, but I'll share some of my personal values with you. When I'm in a 'relationship' with a woman and we've agreed to be 'exclusive', then I'm faithful to that woman.

If I'm single, then I date whoever I want, whenever I want, and have no problems or hang ups with sex, seeing more than one woman at a time, etc. Some people see things differently, which is fine, but I wanted you to know where I was coming from on this issue.

By the way, the things that I'm sharing with you work whether you're just meeting a woman or if you've known her for years... or even if you've been married forever.

And contrary to what many men think, women usually love it that you've taken the time to learn things like what I'm teaching you. It makes things more fun and interesting for them.

Where To Meet Women

Here's the deal: If you want to meet more women, you have to go to the places where they go.

If you like athletic women, go to the gym or spend time at the coffee shop or juice bar next to a gym.

If you like spiritual women, take yoga or meditation classes.

If you like large women, hang out at Weight Watchers.

Are you with me here?

The point is that you have to put yourself in a 'high probability' situation to meet women.

A sure place to find single women is bars and nightclubs. But this is also a sure place to find a lot of horny guys that are trying to pick up these women.

I'll talk later about how to be successful in different situations, but for now I'd like you to think about where women that you'd like to meet hang out. And then start going there yourself.

A great place to meet women is ONLINE. If you need practice talking to women, invest in an AOL membership. For \$23.90 a month, you can chat with women 24/7. I look at AOL as a 'woman simulator'. You get on, start talking, and on the other end a woman simulator is there to respond to all of your conversation. It's amazing. And the added bonus is that if a woman turns out to be interesting, you can actually meet her.

My point is simply to put on your thinking cap and ask yourself the question: "If I were the kind of woman who I'd like to meet, where would I hang out?"

Then start going to these places on different days and at different times to find when the best opportunities are.

I have a good friend that used to go to airports when flights were arriving from different places, because some of the flights were more likely to have attractive women on them.

I know one guy that loves to go to bookstores to meet women.

I know a guy that likes to go to 'Asian Dances' to meet women (and he's not Asian).

Here are a few good general places: Dance lessons, gyms, bookstores, coffee shops, supermarkets, healthy food restaurants, yogurt shops, and anything near salons and beauty supply stores.

If you start paying attention, you'll find places where women are more likely to be.

As a side note, if you live in an out-of-the-way place, and you'd like to start meeting a lot of fantastically beautiful women, you might consider a move to a big city. I've found the difference between big cities like New York, Chicago, L.A., etc., and small towns is dramatic. Attractive women flock to the large cities because this is where the opportunity is for them. This is also where they're more likely to meet a rich, famous, or successful man.

I've been to places in big cities that had more beautiful women in one restaurant than a person living in a small town might see all year.

So think about where you live and how it relates to meeting the kind of woman or women that you're interested in finding.

I've also found that many women love the fantasy of 'accidentally' meeting a man somewhere normal, but unexpected. This is a common female fantasy.

Women like the idea of accidental romance.

And the best part of meeting a woman in a 'normal' place is the fact that there are usually minimal distractions and no one else competing for her attention.

So keep this in mind when you're out looking for potential mates.

How To Meet Women

OK, now let's talk about the nuts and bolts of how to meet women.

Guys are constantly trying to find new 'angles' and 'lines' so that it can 'appear natural' when they talk to a woman. I mean, hell... most women's fantasy is to meet a guy in a charming place and have this whole unplanned romantic thing happen right out of a movie (irony: unplanned and right out of a movie).

I really think that instead of trying to mask a pick-up, just make it damn good. If you can just be in the 'more interesting' category, you'll get her attention, which is a major step. Then you can lean into the cocky and funny routine and take it from there.

Don't try to hide the fact that you're picking a woman up — be great at it, then get into cocky and funny (and reframe as them picking you up! Ha).

The Initial Approach

This one is simple.

I've tried probably 50 different types of 'lines' and techniques for meeting women, and I've found that the simple ones work the best.

If I'm in an environment that has a lot of people, and I'm with a friend, I like to start by asking a woman for her 'opinion' on something. Here's how it happens... first of all, I keep my eyes open for current affairs and interesting trivia that involves gender differences and tension. This makes for amazing conversation openers with hot, intelligent women.

My latest favorite: "Hey, let me ask you a question. My friend and I were talking about something, and I think we need a female perspective..." (This is a killer, by the way. It's taken me a long time to figure this one out... but it kicks ass). Then I say, "I was just looking on the Internet... and did you know that the average woman in America is 5' 4", weighs 150 pounds, and wears a size 14?" Ohhhhhhhhhh DAMMIT...

I LOVE THIS ONE!

They usually grab the ball and take off into the conversation with just that question.

Others include, "Do you think that men understand what women really want and need?" and "What do you think of this new trend of women wanting to pay their own way... and the Charlie's Angel's theme song that sings about it as almost a stuck up thing to do?"

You with me here?

After starting a conversation, get into Mr. Cocky and Funny mode, and you'll do some good work.

If I'm alone, and the woman is alone or with friends, I usually start with a compliment opener... depending on the situation.

And I always try to tie it into the situation, so it doesn't sound canned. Women that I run into can smell canned openers... I think that they're getting popular again or something... because women can sense them like a dog sensing kitties.

I might say, "Excuse me... <Pause pause pause for effect> I noticed you when I walked in, and I had to take a second to find out what you were like..." or something equally plausible sounding.

What I've realized is... if you're going to approach a woman, what you say doesn't much matter as much as HOW you say it (remember the character thing?).

So keep a serious look on your face (no big cheesy smiles) as this approach creates the feeling that you're not overly excited. Then speak with a slow, mysterious confidence.

I've met many men who have big problems getting past the idea of walking up to women who they don't know and starting a conversation. In fact, I had a huge issue too when I started learning about how to deal with women. My best advice is to just go for it and keep doing it until you finally get over it.

One guy I know went to a mall one day and walked up to every woman he saw to get over his fear. He said that he felt sick in the beginning, but the fear eventually went away. And then he did it again another day, and the fear went away a little faster. And now he can walk up to any woman anywhere and start talking.

Just remember, the only power any woman has in your life is THAT WHICH YOU GIVE HER. So don't give away any of your power. Keep your power for you.

If you are turned away by her, or you get a rude person, just move on to the next one. Persistence is the price of success.

Meeting Women Online

America Online is the greatest gift to lazy men who want to meet women that has ever been created.

Think of it!

An environment where you get to lead with your personality and not your looks... a place where there is a level playing field... a place where you can think about what you want to say before saying it... a place where you can actually practice everything in slow motion!

Ahhh.

Step 1: Get an AOL account.

Step 2: Go to www.amihotornot.com and start placing different pictures online to see which one gets the highest ratings. Take the one or ones that get the best ratings and use them online (I personally tried several pictures. The worst picture got me an overall rating of 3; the best got me an overall rating of over 8. Think about that! Same guy, but just a different picture! And the one that women liked the best wasn't the one that I would have guessed. Go figure.

Step 3: Set up a free photo-personal on AOL, plus check out other online personal sites. (Make sure you test pictures to get a good one!)

Step 4: Learn how to search the member directory on AOL and start some conversations.

Step 5: Go to some chat rooms and just WATCH the conversations to learn how to communicate online.

Step 6: Learn to type fast. Big advantage online.

Step 7: Use the communication skills that I'm teaching you to make women laugh online. Humor is key.

Step 8: Get a woman on the phone as soon as you possibly can. Don't become just another online pal. The longer you wait, the lower your chances will be to meet her.

Step 9: Get MORE THAN ONE picture! And ask if they still look like the pictures that they sent. I have horror stories that you don't even want to hear. Take my advice and ASK FOR DETAILS!

Step 10: Some women are very nervous about meeting people from the Internet. Some aren't. I like to make jokes about it and turn it around. I say things like, "Well, you seem really nice. I'd invite you to call me, but I'm afraid that you might be one of these weirdoes... or some guy pretending to be a woman..." Ha ha ha!

Get out there and practice this stuff. Learning the online world takes awhile, but it's worth it if you like to meet women anytime you feel like it.

Meeting Women At Dance Lessons

Another good place to meet tons of single women is at dance lessons. I know, I know...sounds kind of fruity. But dance classes are LOADED with single women who LOVE GUYS WHO CAN DANCE. Heck, they even love guys who want to LEARN to dance.

Here's the breakdown:

Most rudimentary dance lessons are set up in the same format. You have limited dance time with numerous partners. This is perfect.

Here are a few ideas for being cocky/funny on the ballroom dance floor...

"Hi, I'll be your host for the next three minutes. If you can dance well, have a nice personality, and don't step on my feet more than forty-seven times, I'll let you be my friend."

"OK, impress me."

"I just want you to know, I don't think any less of you just because you're so bad at ballroom dancing that you need lessons."

...just take out a piece of paper and spend 5 minutes on this one. You'll be set for life.

Getting Them Interested In You

An important distinction that I've made which attracts women is to never act too happy.

Women are intrigued by men who are calm and almost unaffected. The real hotties are used to having men get nervous when talking to them, and they can sense that you're different when you stay very cool and calmly talk to them.

NEVER let them sense that you're too interested in the beginning.

I just read tonight in a book about cats that a cat will approach the person in the room that is least interested in it. Somehow, cats can detect when someone is paying

no attention, which is what attracts them. WOMEN ARE THE SAME.

I know that this one doesn't make any sense, but if you start acting uninterested, you'll see that women will start giving you the "What's wrong? You don't like me?" response. Now, you may think this is manipulation, but I think of it as having fun, teasing, and being challenging. And by the way, I've told several women about this stuff later on after I got to know them better... and they ALL told me that it worked, and they're glad that I did it in one way or another.

Getting Phone Numbers And E-mail Addresses

I've personally stopped focusing on just getting phone numbers. I've found that e-mail addresses are far better.

Let me explain.

I perfected the art of getting phone numbers a couple of years ago. If a woman is single, I can walk up to her and get her number in about a minute. I found out later, after working like a mad scientist on this skill, that numbers don't equal success.

You see, women have many different reasons for giving out their phone numbers. Some love the attention of having a lot of men call them. Some like to turn guys down. Some are actually interested. But based on the universal feedback that I get from men and my personal experience, women act differently on the phone than they do in person.

When you call a woman for the first time, she'll often start acting stand offish or even worse, just plain rude.

I've found that getting an e-mail address is not only easier, but it gets more positive responses later on.

It's almost like women appreciate it that you've taken the time to think about what you're going to say when you write an e-mail to them.

The other benefit of e-mail is that it can be written and answered anytime.

If you call, you have to actually reach them.

But an e-mail can be answered anytime.

And I've found that e-mails are answered far more often than voicemail messages.

Here's the how-to:

After I've talked to a woman for about 3 or 4 minutes, I'll often say something like, "Well, it was nice meeting you. I'm going to get back to my friends." They usually don't know what to do, as they're used to guys clinging. Then, just as I'm turning to walk away... and we kind of disconnect... I turn back and say, "Hey, do you have e-mail?"

If they say 'yes', I take out a pen and paper and have them write it down. (This is great, as I just treat the 'yes' that they give me as a 'yes' to get it from them as well. And they've ALL gone along with it so far.) Then I say, "Write your number down there too." I won't go into all of it, but this move is a powerhouse. When you ask for e-mail, it's very low risk for them... so they think, "Fine, I'll do that"... and then when they're already writing, I get the phone number too... which is more natural.

If they say no, then I bust on them and say, "Well, do you have electricity?" Then I say, "Well, OK then... I like e-mail better, but I'll take your regular phone number... it's so damn hard to reach people on the phone these days."

I hope you get what just happened... OK, then, as they're writing I say, "Is this a number that you actually answer?" If not, then I say, "Look, write your real number down... it's going to be OK... I'll only call you nine times a day." They laugh and give me their real number.

Just realize that all you have to do is ask.

Like I said, I've tried all kinds of things. Many guys say, "But what do I tell her as a reason why I want her number or e-mail?" I've never had a woman ask me. If you ask and they give it, then she knows why you asked. If she doesn't give it to you, then she also knew why you asked. Just assume that this is the case.

If you ask every time, and you do it in a smooth, assuming, calm way, you'll get a lot of e-mails and phone numbers.

Note: Carry a pen with you at all times.

Snappy Responses To Common Situations

Ever been sitting with a group of attractive women and your buddies when out of nowhere one of the women says, "You guys are lucky to be at the same table with us."

Well I have. So I came up with a few zingers to throw out should this happen again:

- "Yea, we are lucky. I can't remember the last time I had the opportunity to sit next to this many bored women who can't find any guys to talk to them."
- "Luck has nothing to do with it, my dear. We chose to talk to you because you looked like you'd be easy."

- “Wow, if I get any luckier tonight, maybe I’ll get so drunk that I throw up and can’t remember anything that happened to me.”
- “Oh, modesty. How attractive.”

Also, quit EXPECTING to “pick up girls” and instead go make friends and give the women the opportunity to get to know you. A couple more ideas for different situations:

- If a woman gets up and is about to leave, that’s a GREAT time to get her info. Just walk up and say, “Hi, I was going to come talk to you earlier but I got busy... what’s your name? Do you have e-mail?” Easy. And it’s so natural to ask, since she’s obviously on her way out...
- If the “How old are you?” question comes up, just say, “I’m 17” and “No, really.”
- If you’re inviting a woman over to your house for the first time by e-mail, you can say, “Look, as much as I’d like you to meet the rest of the women I have tied up in my basement, I prefer to wait until I’m actually going on a date with someone before introducing them to our group. Since we’re just meeting for drinks, this doesn’t apply. If you’re really that paranoid, just stay in your car and give the horn a quick tap. Don’t worry about my neighbors... I’ve already taken care of them. So meet me here at 7.”
- I have a friend who does something interesting in a restaurant. He’ll call the waiter over and say, “Can you deliver this napkin to that girl over there? But don’t tell her who it’s from.” Then, he’ll draw a tic-tac-toe game and put an X in one of the squares. (Always tip the waiter a dollar!)

(The napkin almost always comes back, and the game is on... It's fun, mysterious, and the girl always wants to know who's playing with her. I've used this before, and it's great fun. At some point, depending on whether you're winning or losing, you can come over to her table and say something like, "Well, I had to meet my worthy opponent" or "I hope you talk better than you play", etc.)

One of the most amazing things you can do when a woman brings up sex is to tease her about it, ask her why she's bringing it up, and accuse her of having a dirty mind, etc. It's great! You must realize that this is one of the very best ways to tease an attractive woman. They usually love it. Attractive women often bring up the topic to see if you're comfortable... or to test you to find out if you'll get nervous or insecure.

The best thing to do in these situations is to accuse her of trying to get sexual too fast, tell her you're not interested, and bust on her. It's all kinds of good fun. And the added benefit is that it makes her more and more curious about you and why you don't seem like all the other losers who roll over and act stupid.

Key Points To Remember From Chapter 7

✓ **Go To Where The Women Are.**

If you want to meet more women, you need to go to the places that they frequent.

Think about the places a woman you would like to meet would hang out and go to those places on different days and at different times to see when the most women seem to be there.

Practice your skills by chatting with women online. Think of it as a 'simulator' where you can chat with real live women 24 hours a day. Use it!

Big cities almost ALWAYS have many more beautiful women than small ones, so if you're in a small town and you think your location is holding you back, remember... it's not going to get any better.

Consider moving to a bigger city. In cities like New York, L.A., and Chicago, the opportunities to meet women are literally endless. Most suburbs of big cities aren't half-bad either.

Try ballroom dance classes too. There are plenty of single women who are looking to meet men interested in learning how to dance. You also have the additional benefit of practicing your cocky/funny skills with many different partners.

✓ **What To Say... And How To Say It.**

One of my favorite ways to approach a woman is to ask her for a "female perspective" on something controversial... especially something related to dating.

(For instance... her opinion on the trend of older women dating younger men, such as Demi Moore dating Ashton Kutcher or Cameron Diaz dating Justin Timberlake.)

Another one of my favorites is to simply tell her that I noticed her and wanted to find out what she was like.

I've found these two approaches to work well for me, but the most important thing to remember is that it's not what you say, but how you say it.

Make sure you don't act "too happy" or overly excited when approaching a woman. Keep a serious look on your face, and speak with a slow, mysterious confidence.

Your calmness and comfort will put her at ease and make the conversation flow smoothly.

✓ **Starting Conversations With Women Is No Big Deal.**

Don't worry about making your approach appear 'natural' or try to 'sneak' your way into a conversation with a woman. It's far better to just be interesting and get her attention.

Many men have a hard time walking up to a woman they don't know and starting up a conversation. I know I sure did when I was first started out.

The only sure cure is to GO FOR IT... and keep doing it until you finally get over it. It will happen a lot faster than you think.

Remember, the only power a woman has over you is THAT WHICH YOU GIVE HER.

Keep your power for yourself. If a woman is rude to you or turns you away, just move on to the next one. Persistence is the price of success.

✓ **Act 'Uninterested'.**

Attractive women are used to having men get nervous, excited, and 'interested' when they talk to them.

An easy way to set your self apart from the beginning is to simply appear uninterested.

This really throws a woman off... and of course, her reaction is to wonder WHY you aren't interested in her.

And after that... her next step will be to try to MAKE YOU INTERESTED.

In other words, you've just turned the tables... and now SHE is trying to attract YOU.

And guess what?

Woman LOVE this.

It's called 'the chase'.

Keep it up.

✓ **Practice Getting E-mails And Phone Numbers.**

Ending the conversation right is just as important as starting it up.

Practice the 3-minute e-mail and phone number technique on every woman you meet. You'll be amazed at how many e-mail address and phone numbers you get, and you'll get better at it each time you do it.

Chapter 8: How To Approach “Dating”

How To Get The First Meeting

First of all, I’m going to explain my mindset: I have decided that I need about 20-30 minutes to get to know a woman before I decide to invest in getting to ‘really’ know her.

I actually like women for their company, and who I’d enjoy seeing for more than just one ‘get laid’ session.

So I like to meet a woman for a cup of tea and talk for a bit, or even let that lead to a bite to eat sometimes. So my mindset is that I’M THERE TO QUALIFY THEM. Not the other way around. They pick up on this mentality and respond accordingly.

Two Ways Women Think About Men And How You Can Control This

I believe that women see men with whom they get involved as either ‘long-term relationship’ material or ‘sex’ material. You have to make the choice about which category you’d like to be in. By the way, if you get involved sexually, you can usually extend that for as long as you’d like.

If, on the other hand, you don’t get involved sexually but you still buy her dinner, call her all the time, and pursue her, there’s a good chance that you’ll NEVER get involved with her sexually.

Many, if not most guys, think that if they play the dating game that they’ll wind up ‘getting some’ eventually. This just isn’t so. I’ve met so many women who say, “Well, I have this guy that I let buy me things

and take me out, and I have this other one that's my sex toy."

Now, admittedly this isn't all women. But believe me when I tell you that if you get on the 'friendship' program, you're very likely to stay there. And the friendship road is paved with gifts and dinners.

Trust me. If you do too many things for her, you're going to spend a lot of time and \$\$\$ and most likely never wind up with anything to show for it other than a curious dry feeling just below your abdomen.

For the record, I really do like e-mail communication better than phone communication. I get probably 4 out of 5 women that I e-mail to write back, as opposed to maybe 1 out of 2 or 3 calls returned the first time.

I write and say, "Hey, it was nice meeting you last night... what are you up to this week? Would you like to join me for a cup of something wonderful and some stimulating conversation? Talk to me."

If they don't answer that one, I write back a couple of days later with, "What, playing hard to get already? Nice. Talk to me."

I get most of them e-mailing me back by this point.

When they do, I say, "What's your # and when's a good time to reach you?"

Now, here's why I do this... Duh! When I e-mail them, for some reason they feel like we're friends because we've e-mailed back and forth... don't ask me to explain it... it's taken me two and a half years to figure it out.

They also return your calls after you've e-mailed them a couple of times... again, don't ask me why, some freaky chick thing.

OK... so now I'm on the phone with them (either because I've e-mailed them, or because I just got a number and called). I want to get together with them for about 30 minutes and see what they're like as a person and decide if they're someone who I'd like to know better.

I'll tell them that I was about to go do something (to remind myself and let them know that I have a life) and then say, "Well, let's see... what's your schedule for the next few days? (I choose a time based on her reply...) Why don't we get together tomorrow at about four. Do you know where the blah blah blah coffee shop is? Great... if we get along, then maybe we can go for a bite to eat... but you know, coffee is a safe bet... this way, if you're scary in person, I can say, "Oh, hey... um... I just remembered that I have to go floss my cat... it's really important..." and then we can call it a night."

This makes them laugh, but it also gets them thinking, "Who the hell is this guy to be qualifying me?" which is perfect.

Next, I tell them, "The coffee place is close to my house so why don't you just meet me at my place, ring the bell, and I'll come out and we can go... this way if you're a few minutes early or late, I don't have to be waiting." (I got this idea from a friend of mine.)

Then I say, "Now, let me ask you this... what are the chances that you're not going to show up tomorrow? <Let her answer> Because one of my pet peeves is people that are late or flaky. I can deal with a lot of things, but I'm always on time where I say I'm going to be, and I never have an excuse or don't show up... so I just wanted to make sure... because if there's one thing that could end our friendship before it starts, it's flakiness." This sets the right tone for flaking, as you can see.

***HERE COMES THE KILLER!

Next, when we're getting ready to hang up, I say something like, "Great, it's going to be nice to get to know you better. And if nothing else, we can just be FRIENDS."

It's taken me and a good friend of mine a long time to get this piece. From here on out, I constantly drop hints about just 'being friends' and how I really 'like her as a friend' and how 'it's nice to meet someone that I like as a friend'.

Trust me on this one... this messes them up soooooo hard that they literally don't know what to do.

This is most likely the first time IN THEIR ENTIRE LIFE that this has happened to them. It continually triggers their insecurity and makes them wonder why they're not attractive enough to you. It also disarms them completely. (You have to really possess the mindset that you are qualifying them and that they're going to be your friend for this to work)

I personally like to use the friendship jargon because I have decided that it's better to enter any new relationship in a 'NOT NEEDY' frame of mind. Talking about being friends reminds ME to pay more attention and to remember that I don't need anything and to stay focused on learning.

When You Meet

When they arrive at your place, say 'hi' and invite them in for a minute while you get your coat or shoes. Then walk out and seem like YOU'RE IN A HURRY TO LEAVE. Most guys would try to get them to stay and get cozy with them. You want them to think that you're not overly interested and that you want some coffee.

Total indifference.

At coffee, just sit and be the funny and cocky self, make jokes, and in general lean back and make 'friends'.

I used to analyze handwriting, do palmistry, do hand massages, and touch women when I first meet them. Not anymore (I save these things for later).

Also, I used to be more 'touchy feely' with women at the very beginning. As I mentioned, I'd massage their hands and touch them a lot, etc. leading to kissing, etc. early on.

I've now learned that if I lean back and almost don't touch them at all on purpose, it creates this tension so that when I do actually touch them, they respond powerfully. In communication they call this 'Building Response Potential'.

Sometimes I'll massage hands or touch, but I don't overdo it.

I'm just sitting there ACTING LIKE WE'RE BEST FRIENDS. When you act like they're a best friend, they will rapidly get comfortable with you. I make fun of people, whatever. I just totally lean back and relax. I'm cool, relaxed, and constantly making comments about how we're going to be friends, etc.

I've learned never to compliment a hot woman on her looks, period. I still mess up and forget, and I'm always reminded why I don't do it. I try to find one thing that she's insecure about and talk to her about it like 'a friend'... not overly critical, but not saying, 'No, you shouldn't be insecure'... I just keep bringing it up and even make jokes about it.

The First Date Is NOT An Interview

I have had so many readers write and ask me, "How should I act on the first date? What should we talk about? How do you keep the conversation interesting?", that I felt I should address these points a bit further.

The first thing to remember when you're meeting up with a girl for 'a date' is that it's NOT an INTERVIEW. You're not applying for a job (and neither is she), so don't act like it.

It's so funny to me when I sit down in a restaurant and I hear a couple that's obviously out on their first date... and the guy has no idea what to do. It sounds something like this:

"So, did you grow up around here?"

"Where did you go to school?"

"Do you have brothers and sisters?"

"What kinds of things do you like to do for fun?"

Painful. Why is it that people tend to act like they're on job interviews when they go out on dates? It's such a not-right thing to do. I mean, no wonder women sit around with each other and complain about how hard it is to find an interesting guy in this world.

Here's a good rule of thumb: ONLY ASK QUESTIONS OR TALK ABOUT COMMON, BORING, PREDICTABLE TOPICS LIKE SCHOOL, WORK AND FAMILY IF YOU HAVE ABSOLUTELY RUN OUT OF ALL OTHER OPTIONS.

And why is this? Good question. And I'm glad you asked.

First, let's talk about WHY most guys allow the conversation to turn to these ultra-boring topics... Most guys approach a first date from the perspective of 'I don't want to screw this up'. In other words, they try to play it safe and not do anything or say anything that the girl might not like.

They try to present themselves as 'nice guys' who love mom, have a good job, and are stable.

Somehow, guys have gotten the idea that if they act nice, buy dinner, and talk about the same old things that everyone else uses to bore women to tears that they might get lucky and score (or at least get a kiss and a second opportunity to buy dinner). I don't know where this concept came from, but it's just not a very effective approach.

WOMEN AREN'T ATTRACTED TO THE SAME OLD SAME OLD, BORING, PREDICTABLE CONVERSATION. Attraction happens when there is energy, spice, humor, mystery... COCKY AND FUNNY... and saucy conversation.

So if you want to create ATTRACTION instead of BOREDOM, you're going to have to learn a new way. You're going to have to learn to talk about something else.

The trick to not talking about the 'usual' things is to know how to make conversation INTERESTING.

Let me ask you, what are the most INTERESTING topics to humans in general? Right – drama, violence, scandal, and comedy that is painful to one of the parties involved. Here are a few good ideas for conversation that come to mind:

"So what's with The Osbournes being MTV's #1 show of all time? I guess people just can't get enough of

dysfunctional family life... they have to watch it on TV too."

"I'm so bummed that Justin broke up with Britney. They were so damn cute together. I was hoping that they'd have a daughter with fake blonde hair and breast implants at birth."

"Have you tuned into this 'Cheaters' TV show? Don't you just love it when they come storming into someone's house and catch the wife in bed with another guy on national TV?"

These topics will light up a conversation like nobody's business. And they create all kinds of opportunities to be cocky and funny while talking about the misfortunes and neurotic behavior of others. The trick is that you must remember you're not there to impress her, and you're not on a job interview. The more you act nervous, stilted, and uncomfortable... like you're trying to impress her and get her approval... and like you don't want to say anything that might make her disapprove of you, the less likely you are to trigger that all-important **ATTRACTION** inside of her.

And here's a real twist on this theme: If SHE starts asking the 'normal' questions about school, job, family, etc. this is a perfect opportunity to bust on her and say, "What, is this a job interview?" or "Can't you think of something interesting to talk about? Please, spare me the pain of the usual school-job-family conversation. Let's save that until we're picking names for our kids."

Here are a few other good ideas for conversation:

1) History. Women love to hear stories about the history of places. If you're in an interesting part of town, tell her the story of how the area came to be named, or

why the city was built where it is. And if the story involves a tale of love and/or scandal, all the better.

2) Anything superficial, classy, and basically meaningless. Try learning a little about fashion, so this way you can make fun of it while acting like you know what you're talking about. "Didn't Madonna really screw up the fashion world with this whole over-the-top fake cowboy look thing?"

3) Comedy Psychological Analysis. Have fun by giving your wild perspective on others. "You know, I've been trying to figure out why so many people these days are going postal and shooting everyone. I think it might be all the NSYNC, Britney Spears, and Backstreet Boys on the radio." This one can be a lot of fun... be creative.

Do you see where I'm going with this? If you want to keep her interest, then you have to be INTERESTING. The old-fashioned act-like-you're-on-a-job interview rap just doesn't cut it. Now, for some guys, the ideas that I've just talked about will make sense but won't come naturally. That's OK. You may have to work on this for awhile, especially if you've spent the last 25 or so years doing the wrong thing. Old Proverb: "No matter how far down the wrong road you've gone, TURN BACK."

So remember, attraction isn't a choice. And attraction doesn't make logical sense. If you want to create that magical "chemistry", then you're going to have to LEARN and PRACTICE it.

Places To Go

I've learned that it's more interesting to GO somewhere and DO something with a woman than it is to go on a 'date'.

If you want to do more than just have coffee with a woman, consider going somewhere fun to shop. I prefer funky, eclectic neighborhoods and shops. These are places full of wacky and fun items. It will give you an ongoing, changing set of things to talk about.

And the best part is that you don't have to buy anything.

When you go to these types of places, you can just have fun and talk. Make sure you wander away from her a few times while you're out. This keeps the 'I'm not needy' thing going on.

Remember, you don't have to spend money to have fun.

10 Steps To A Guaranteed Great Date

1. Remember that YOU are qualifying HER to see if she is someone you want to spend more time with... and not the other way around.
2. Too many dinners and gifts early on will lead you into 'the friendship zone'. Impress her with YOURSELF instead.
3. E-mail her first to build to build familiarity. Call her on the phone to set up the date after she e-mails you back.
4. On the phone, joke that SHE might turn out to be weird. This subtlety lets her know that YOU are normal and fun.
5. Have her meet you at your place so you don't end up waiting around... and so she will be coming back to your place afterwards.
6. Use 'The Flake Test' – Ask her what the chances are that she won't show to set the tone up front.
7. Be the first to say "friends" – let her know that you are looking forward to making a friend if nothing else... this lets her know you have no expectations and aren't needy or desperate. Mention this during the date!
8. Show her that you aren't overly interested by heading to the coffee shop quickly instead of lingering around at your place.
9. At the coffee shop, RELAX and treat her like your best friend. Lean back, talk about INTERESTING topics like drama, violence,

scandal, or comedy, and make cocky/funny jokes. You can save the compliments for another time.

10. If you want to spend more time with her, go someplace where the conversation is built-in, like a place with fun shops and things to do. Wander away from her a few times to communicate that you aren't 'needy' or clingy.

Chapter 9: Getting Physical

How To Take The Next Step

OK, so we're on the way home from coffee (because I said, "OK, let's go...") and we're back at my house. Here's one that I love... If it's at night, look at your watch and say, "Well, I have to get up early in the morning... but... OK, you can come in for a few minutes..."

This is perfect! You're talking to her like she's trying to convince you to let her in, and she hasn't said anything! Nice. (Read it again if you didn't pick up what I said.)

Then I just walk in and let her follow. (By the way, again, I always open doors for women, walk on the outside of the curb, and pull chairs out, etc.) If you act chivalrous and bust her balls at the same time, you'll be rewarded with good things from Santa.

So now we're in the house... and I take her for a tour... and either sit down on my bed to talk to her or on the couch... wherever we kind of wind up. And I just kind of get a little quieter and let her talk while I look at her. I lean away from her and keep looking... sometimes looking away as if I'm thinking about something.

Then, I reach over and start stroking her hair while she's talking. I stroke down at the bottom first. If she's OK with this, I take it as a sign that she's WAAYYYYY into me and is probably going to be wanting sex within 60 minutes (if you have any doubts, ask a woman if she'll let a guy stroke her hair while she's on his bed on the first date if she's not into him).

This is a big piece of the puzzle that I've figured out... I used to do all kinds of massages and other stuff, but I now use the simple hair stroke test. If they like their hair

stroked, they are at VERY LEAST going to be making out with me in short order, period. I'll occasionally do a hand massage here or a little neck massage, but next I pull her close to me and cuddle with her... and then land the killer.

I have personally always liked the way women smell... so when she's laying next to me with my stroking her hair, I begin to smell her shoulders... just a little at first, and then more and more... while stroking her hair. Within about 5 or 10 minutes, I'm smelling her neck and ears... no kissing, and no groping at all. Never! I'm just smelling, then leaning back and acting like I'm completely enjoying the smelling, and it's relaxing me. Try this, my friends... if you can keep on smelling... she'll get so turned on that you won't believe it! At some point she'll try to kiss me... which is what I'm waiting for. I will let her lips get close to mine... even touch just a teensy bit... and then I'll back away and keep smelling. I might say, "Oh, you're kind of forward" ... love it. After a few of these, I'll kiss her... and run my hands through her hair... the whole romantic kiss thing... then, again, I'll stop. This kind of teasing and teasing is very stimulating to women. They love it.

I'm waiting for her to start doing something that is sexual... for instance grinding her hips on me... or grabbing my ass... whatever.

When I'm patient, the woman will usually do something that is subtly sexual FIRST. This is key, as she's then the aggressor....

Then I do a little verbal move and say, "All you have to do is say PLEASE."

I'm laughing as I write this... damn this is great.

So the first time, she'll say, "No no no... I'm not going to beg you..." and I just say, "OK"...

Then I roll over or just lay back and look up... away from her. This usually makes the woman begin to wonder what the heck is going on and come over and start cuddling, kissing, etc. me again.

I keep on with the sensual kissing, breathing in her ears... all that good stuff... and when she gets worked up again and I hear her breathing getting faster, heart rate increasing, etc., I just say, "All you have to do is say PLEASE..."

OK, you get the idea... I keep doing this until she says, "OK OK, please... please..."

If you need help on what to do after this step, buy a copy of How To Drive Your Woman Wild In Bed by Graham Masterson and Sexational Secrets by Susan Bakos. Do it.

Your 7-Step Guide To Getting Physical

1. When you get back to the house, say, "Well, I have to get up early in the morning...but...OK, you can come in for a few minutes..." Take her on a quick tour and then sit down on a bed or on the couch.
2. Use 'The Kiss Test' – Start stroking the bottom of her hair while you are talking. If she enjoys it, she's into you!
3. Lean in and lightly smell her shoulders... then pull back... then do it again. Slowly work your way up to smelling her neck and ears.
4. Keep building up tension... and finally give her a kiss... then pull back. Accuse HER of being "forward".
5. Wait for her to make the first sexually aggressive move... then say, "All you have to do is say please".
6. If she says, "No no no...", just roll over and look up away from her, which will make her curious. Pull back again and wait for her to come to you.
7. Turn up the heat with the sensual kissing, breathing in her ears, etc. until she gets more excited (i.e. breathing getting faster, heart rate starts increasing, etc.)... then make her say "please" again!

Chapter 10: Keeping Her Attracted To You, Or “How To Have a Long Term Relationship”

The Beginning of the End, Or the End of the Beginning

Once you’ve figured out how to attract women, you’re bound to find one who’s particularly interesting to you.

One that you might actually, um, love.

One that you might want to keep around for a bit.

Hey, you might even meet someone that you want to spend the rest of your life with.

Even though I’ve made most of this book about meeting women, I don’t feel that it would be complete without at least a few ideas on how to keep a woman attracted to you for the long haul.

But first of all, here’s my take on why relationships fail:

When you first start dating someone you really like, the body releases a combination of chemicals that are quite literally intoxicating. These chemicals cause you to want to be with that person all the time, stay up all night talking to them, and have sex with them three times a day.

But twelve to eighteen months later, the chemicals change. The intoxicating chemicals are replaced by ‘stability’ chemicals. The ‘stay-up-all-night-can’t-be-away-from-her-have-sex-three-times-a-day’ feeling goes away and the ‘let’s-settle-down-and-have-two-kids-and-buy-a-

minivan' chemicals take over. Deal with it. (If you want to understand this process better, read The Alchemy of Love and Lust by Theresa Crenshaw.)

So now that you know this, how do you keep this whole thing from turning into an episode of "All in the Family"?

Well, the short answer is, keep up the fun, interesting, unpredictable behavior. Notice the details. Do thoughtful things.

Here's something that I've learned in life: If you want to get back more than you give, then play the stock market. It's not gonna happen in relationships. In fact, if you want to get a lot back, you're probably going to have to give even more.

Most people are selfish and say, "I'm not going to give more than I get." But instead of getting a lot, all they get is old and unhappy. I've found that it's much better to give a ton and get back a lot in return, not caring about the fact that I didn't get as much as I gave than to give little or none and get back little or none.

Relationships aren't like investing. If you want a lot, get used to giving more. But it's worth it in the end, because love, attention, humor, and fun aren't like money. If you give them out, you don't have less. You have MORE. Get it?

Now that you've read this book, you probably have that same feeling that I had when I first learned all of this amazing material. You're probably excited.

Well, there's more.

If you are ready to take your education to the next level and advance at a faster pace, then you need to listen to, read, and watch my other programs. They take

this foundation and expand the concepts both wide and deep... and show you tricks and shortcuts for everything from approaching women to taking things to a physical level.

Interviews With Dating Gurus

This program features me interviewing a different Dating Guru every month. When you subscribe, you get two free bonus DOUBLE interviews, yours free just for trying the program. All the details, plus some great free samples are all at:

www.doublingyourdating.com/interviewseries

Sexual Communication

The Sexual Communication program takes you "behind the scenes" and teaches you the secret language of "Sexual Communication". Once you learn this language and how to communicate effectively using it, you'll begin to attract women faster than you ever thought possible. You'll understand things about women that you never knew and learn why they act and communicate the way they do. This program is a MUST for the serious student of dating. All the details are here:

www.doublingyourdating.com/sexualcommunication

Advanced Dating Techniques CD/DVD Program

If you're ready for SUPER SUCCESS with women, then you need to invest in my Advanced Dating Techniques Program. This program contains over twelve full hours of digitally recorded and edited CD audio or DVD video of me personally teaching all of my personal secrets of meeting and dating women. This program contains literally HUNDREDS and HUNDREDS of amazing concepts, ideas, and step-by-step techniques to help you meet and

date the kinds of women that you've always wanted. All the details, plus some great free audio and video clips are here:

www.doublingyourdating.com/advancedseries

Enjoy!

I wish you the best.