

# FEMALE MIND CONTROL



by DEAN CORTEZ

SECRET METHODS OF PERSUASION &  
INFLUENCE THAT MAKE WOMEN  
AUTOMATICALLY **DESIRE YOU**

# CLAIM YOUR BONUS VIDEOS + BADASS EXTRA TRAINING MATERIALS!

[Click Here Or Type DeanCortez.com Into Your Browser.](http://DeanCortez.com)

Hey man, this is **Dean Cortez**. I'm the creator of the "Female Mind Control" system, along with more than a dozen other popular courses for men who want to become AMAZING with women...and in life.



Be sure to visit my site, [DeanCortez.com](http://DeanCortez.com), for additional free resources and training materials from my private vault.

See you on the inside!

Your Wingman,

*Dean Cortez*

[Click Here Or Type DeanCortez.com Into Your Browser.](http://DeanCortez.com)



## TABLE OF CONTENTS

<b>INTRODUCTION</b> .....	<b>04</b>
<b>RULE 1 - USE RAPPORT TO “BUILD THE BRIDGE”</b> .....	<b>08</b>
Example #1.....	<b>09</b>
Example #2.....	<b>10</b>
Example #3.....	<b>12</b>
Example #4.....	<b>13</b>
<b>RULE 2 - READ HER &amp; MAKE HER REVEAL HERSELF</b> .....	<b>15</b>
Hypotheticals.....	<b>15</b>
Cold Reads.....	<b>17</b>
Palm Reading.....	<b>19</b>
The Flow of a Reading.....	<b>21</b>
<b>RULE 3 - USE THE RULE OF RECIPROcity</b> .....	<b>26</b>
Example #1.....	<b>26</b>
Example #2.....	<b>26</b>
Example #3.....	<b>27</b>
<b>RULE 4 - MAKE HER COMMIT &amp; BE CONSISTENT</b> .....	<b>31</b>
Examples – Positive/Negative Word Contrasts.....	<b>32</b>
The “Yes” Ladder.....	<b>34</b>
<b>RULE 5 - USE SCARCITY</b> .....	<b>37</b>
Time-Sensitive Motivators.....	<b>37</b>
Your Lair.....	<b>41</b>
<b>RULE 6 - ESTABLISH SOCIAL PROOF</b> .....	<b>43</b>



## TABLE OF CONTENTS

<b>RULE 7 - ELIMINATE HER FEAR OF THE UNKNOWN &amp; NEUTRALIZE OBJECTIONS</b> .....	<b>48</b>
Eliminate Her Fears.....	<b>48</b>
Neutralizing Objections.....	<b>52</b>
<b>RULE 8 - LEAD AND WOMEN WILL FOLLOW</b> .....	<b>56</b>
<b>RULE 9 - BE THE BEST LOVER SHE'S EVER HAD (AND EVER WILL HAVE)</b> .....	<b>62</b>
The Bedroom Yes Ladder.....	<b>63</b>
Taking It To The Next Level.....	<b>65</b>
<b>BONUS CHAPTER: HOW TO RESIST "WEAPONS OF INFLUENCE"</b> .....	<b>68</b>
<b>CONCLUSION</b> .....	<b>72</b>



## INTRODUCTION

**Y**ou have been taught thousands of ways to talk to women by now...even if you don't realize it. Every time you watch a television show or a movie where a man and a woman are flirting, you learn something. You might not realize it, but that's how our brains work. Monkey see, monkey do. It's an unstoppable force.

Our brains are programmed with hundreds of responses to stimuli. Touch a hot stove, and you pull your hand away before you think about it. This is a programmed response. The more times you see something in a movie, the more likely you are to repeat it, but movies aren't real. They are designed to entertain, not to educate, it's just unfortunate that our brains can't see the difference.

This book is here to help you. We are going to transform you into a man who knows exactly how to communicate with women, and more than that, **you will know how to control them.**

There are nine infallible rules that govern how women respond to you during a conversation. These are the same rules that sales professionals have been using on us for years and years. **Have you ever wondered why some guys are just "great with women?"** It's exactly the same reason why some car salesmen are great, while others get left in the dust.

By developing the power of **INFLUENCE** you will develop that same ability, you will be able to influence those around you. Instead of wondering if a woman likes you, you can simply use the power of influence to build attraction.

**This power of mind control is practically unstoppable.** Each of the nine rules to female mind control are crucial. By the time you have mastered these nine rules, you will be a black belt in the art of seducing women. No woman's mind will be "closed off" to you. You will have the keys to open her innermost desires.

Just make sure to use these powers wisely, as with great power comes great responsibility. So now, let's run down the nine powerful rules that will allow you to change the world.





## INTRODUCTION

### Rule 1 - Use Rapport To “Build The Bridge”

You'll want to create a sense of familiarity with every woman you meet. Instead of being a stranger, you will feel like someone that she has a real connection with.

We trust and want to spend time with the people who build rapport with us. Use this rule to get her to enjoy spending time with you, and to want to spend more and more time with you. She will have that feeling like she has known you her entire life, or that destiny and fate brought you together. You can create that Romantic Movie moment in her mind.

### Rule 2 - Read Her & Make Her Reveal Herself

Advanced rapport techniques will teach you how to make a woman open up. She will reveal her true thoughts and desires. No more wondering what she's thinking. You will know.

I will even share my advanced palm reading technique. With this technique you can blow the socks off any woman. You can use this technique to become the most popular guy in any bar, store, coffee shop...whatever, and I reveal it in this rule.

### Rule 3 - Use The Rule Of Reciprocity

Learn how giving favors making people want to return the favor with their whole heart. Give something small. Get something much bigger. This is the power of reciprocity.

Ever wonder why they always offer you a coke in a car dealership, and then the guy goes and buys it from a vending machine right in front of you? I will show you exactly why this happens and why it makes us more likely to buy a car from him. You can use this exact same technique to make a girl feel obligated to go on a date with you.

### Rule 4 - Make Her Commit & Be Consistent

We have a natural desire to maintain consistency. Once we say we are a Democrat we feel obligated to vote Democrat, even if we don't like the guy running for president this time. We get locked into the desire to prove we are the same. We never want to be a person who changes all the time. The term “Fair weather friend,” is an insult for a reason.

Just by getting a girl to say that she's friendly, you can get her to be friendly with you, and this is just the tip of the iceberg. **We will share more power words that you can use to get a girl to do just about anything!**

### Rule 5 - Use Scarcity

What happens when you go to the store to buy something and it's the last one left?



## INTRODUCTION

We want it all the more. Sometimes they even raise the price.

**Why are old baseball cards so valuable?** Because they are rare. The cards haven't changed. If you have a card in your hands, it's the same card you had one hundred years ago, but now all the other copies of that card are gone. It's the lack of competition that increases the value of a single card.

We can use this same principle to draw a woman into your world. Nothing makes a woman want you more than knowing that other women are interested. **If she thinks you won't be on the market much longer, she is more likely to buy!**

### Rule 6 - Establish Social Proof

We have a herd mentality. Humans like to wait to see what the crowd is going to do before they take action. That's why we wait for testimonials to make purchases.

Amazon's entire review system is there for that reason. We are more likely to buy a product that other people say is great, even though their experience is completely irrelevant to our experience. I might buy something with five hundred glowing reviews, but if it sets my hair on fire I'm going to hate it, yet we cannot resist the pull of the crowd.

In this section you will see how to become the most popular guy wherever you go. How to get other men and women to provide glowing social references for you, so that you look like the coolest guy. They guy that every woman wants to date.

### Rule 7 - Eliminate Her Fear Of The Unknown & Neutralize Objections

We've all been there. You like her. She likes you. Everyone is good to go, then you ask for her phone number, or try to take her home, and it's like you walked into an invisible glass wall. You feel like you're stuck in a mime nightmare. **What happened?** What are these invisible mistakes and how can we avoid them?

In this section we will break down where her fear of the unknown and objections come from. We'll show you the RIGHT way to invite her along that works every time. You can prepare for her objections in advance, and never have to worry about that invisible wall again.

### Rule 8 - Lead And Women Will Follow

Women respond to men who are leaders. Look at the men who get all the women - actors, musicians, politicians and CEOs. **What do all of these men have in common?** They are leaders, driving the conversation shows her that you are a leader and will make her so attracted to you.

The days of wondering what she wants you to do are over. You pick your dates. You pick the topics of conversation. She will follow, and love you for it.



## INTRODUCTION

**Rule 9 - Be The Best Lover She's Ever Had (And Ever WILL Have)**

With the first eight rules we are guiding her into your bedroom. Now it's time to finalize the deal. Blow her mind and she'll keep coming back for more.

Women love sex even more than we do. A few mind-blowing orgasms and she'll be begging to get invited back into your bedroom. With a few simple tricks you can get exactly what you want in the bedroom, and she's going to love doing it for you.

That's it. That's what you're going to get in this book.

# 9 RULES WILL CHANGE YOUR LIFE



## FOREVER





## RULE 1 - USE RAPPORT TO “BUILD THE BRIDGE”

**T**he first of our rules is called rapport. This is a fancy word for making someone like you. For making someone feel like they have things in common with you. This is the technique that all successful car salesman master first. They want to develop a sense of friendship with you, so that you feel like they are on your side.

**Who are you more likely to buy a car from, the car salesman who makes you feel worthless, like you can't afford a car from his dealership, or the salesman who called you buddy and makes you feel like his best friend? He's even from the same hometown as you!**

The first thing he will do is find the things you have in common so that you trust him. If you're from Iowa, he grew up there or went to college there or his parents are from there. We are much more comfortable doing business with someone we have something in common with.

In the world of seduction, **we call this idea of making someone like you “rapport.”** This is the idea that you are both in alignment. That you see the world the same way.

Either you are from the same town, or you went to the same college, or you are in the same political party, or SOMETHING. This sense of shared identity is how we develop that sense of trust with someone and start to like them.

As a guy you can make your sexual decisions in less than the blink of an eye. I know. I'm exactly the same way. I can look at a woman from across the room and know that I want to sleep with her without hearing her say even one word. Just one look at a nice bum or a great set of breasts and my motor is revving.



Women need something more than that. They are smaller than men and their brains are programmed defensively. They need to develop a sense of trust with a man first. This is a key step that so many men miss when they are talking to a woman.

When I was first learning the craft of meeting women I was out with a bunch of my friends in London. There was a bachelorette party and we all ended up hanging out together. I got this really cute girl's number and set a date for a few days later. We had a lot of fun and flirty action, but I built zero trust. She didn't know where I grew up, where I lived, what I was doing with my life or anything else.



## RULE 1 - USE RAPPORT TO “BUILD THE BRIDGE”

Then I made the move for sex. Even though she was attracted to me, without that sense of rapport the relationship couldn't move into the sexual direction. She ended up canceling our date.

**I blew it. No rapport = No sex.**

Even if you're a really good looking guy, skipping this step can cost you a lot of action. Without realizing it you can be one step away from the bedroom with so many women. Many of us focus on hitting on a girl hard, telling jokes, using memorized routines, or performing magic tricks. This step is great, but without building any rapport all of that effort is wasted.

Think about it, would you go home from a bar with some strange guy you just met who's twice your size? Of course not. There is a part of you that thinks, **“this person is stronger than me, I need to be sure I can trust them before I go anywhere with them.”** That defensive mechanism is looking for rapport. **That is the key that will unlock her legs.**

**So how can you build a connection without being boring?**

We want to avoid turning a conversation into a job interview. Most of us have a natural desire to build rapport with a woman when we first meet her, but we do it in the wrong way.

**We are boring. Here is a typical interaction between a man in a woman in a bar.**

### Example #1



I could have easily taken that conversation from a book teaching English to foreigners. It's boring. It's dry. There is no room to say anything unique.



## RULE 1 - USE RAPPORT TO “BUILD THE BRIDGE”

When talking to a woman we always want to be original. We want to say and do things that she hasn't experienced before. If we say the same thing as the guy before us and the guy after us, then we are depending on LUCK to decide who she sleeps with, and that is a terrible way to go through life.

I want to be in charge of my sexual destiny. I don't trust in luck. You never want to leave the final decision for if she will sleep with you in her hands. You should do everything in your power to control the outcome.

Next, we want to take this same conversation and make it interesting. There is a simple trick that can help you master the idea of building a bridge between you and her in mere moments. Asking questions is boring. Making statements is not.

The majority of people who go to psychics and tarot card readers and palm readers are women. They love the unknown. In the next section I am going to show you how to completely tap into this amazing power by teaching you how to read palms.

There is something inside of us that activates when someone is making guesses about our future in the form of statements. That's why those people are so engaging as they look into their crystal balls.

We all know that they can't see the future. If they could, would they be working out of a dump above a check cashing place in the scariest part of town? That's not why people go to them. We enjoy the feeling of someone “**getting us,**” and they do it by making statements.

**Let's show a better version of Mike and Susan.**

### Example #2

**MIKE:**  
Hi I'm Mike. Are you from Chicago? You have a kind of Chicago vibe.

**SUSAN:** What? I'm Susan. I'm from Seattle What makes you think I'm from Chicago?

**MIKE:**  
I'm not sure. But you look like you might have connections if you knowwhat I mean But Seattle is cool. I bet you listen to a lot of grunge and write poetryabout the rain.

**SUSAN:** Ha. I'm too young for grunge but there is definitely a big scene inSeattle still.



## RULE 1 - USE RAPPORT TO “BUILD THE BRIDGE”

**Can you feel how this conversation is more interesting?** All Mike is doing is making wild guesses and insinuating that she has mafia connections. He's getting the same information and they are on a path towards rapport building.

From now on when you want to find out something about a woman, start out by guessing. You can find out how far you can take it by guessing crazier and crazier things. If I'm feeling like living dangerously I'll even guess a woman's age.

When it's something risky like that the key is to be wildly inaccurate. If she's older, I guess way younger and if she's younger I guess way older. You find out her age and it's way better than just asking how old she is.

The idea of rapport is about finding commonality, but it's also about feeling comfortable in conversation with each other. When you make statements instead of asking questions you seem more confident and more attractive. All of these things will convince her mind that she should sleep with you. The beginnings of her lust will stir.

To take this powerful technique to the next level, we want to build a sense of alignment. To show that we have the same worldview. We can do this by showing that we know and understand her world. We don't even have to be very smart to get ahead of all the other guys.

**If you take ten minutes to think about what it's like to be an attractive woman in a bar, you can develop a sense of alignment. Let's put our heads together and think of a few facts that can help us turn her on.**



### Fact #1

Attractive women get hit on in bars all the time.



### Fact #2

Lots of guys buy women drinks in the hopes that it will turn into sex.



### Fact #3

Women dress sexy because they like attention.

With these three tiny and universal pieces of information we can develop a strategy.



## RULE 1 - USE RAPPORT TO "BUILD THE BRIDGE"

Let's watch Mike take it to the next level.

### Example #3



Do you see how this is playful banter but also showing that he is aware of what it's like to be a woman. Just showing a little insight can go a long way. No other guys talk to her this way. They are in alignment because they both realize that other guys buy her drinks because they want something.

This also separates you from other guys. **You can use this technique to build a connection with just about anyone. It's a 3 step process.**

- 1** I don't know how you do it.
- 2** I really respect X about your life.
- 3** Massive rapport is built.

You can choose anything about a person to say that you respect. When a girl is at work I respect how hard she works. This is extremely powerful if you pick something about her job that you could never do. The thought of wearing a tiny dress and shaking my butt for tips all night makes me cringe. I would hate to have to do that, so I can easily tell a hot waitress that I respect how hard she works. This is a way to instantly build massive rapport.



## RULE 1 - USE RAPPORT TO "BUILD THE BRIDGE"

A third technique for bridge-building is to find something about her and compliment her in a unique way. You want to focus on anything interesting about her OTHER than her looks. Girls get looks compliments all the time. We want to be unique. We want to be memorable.

I like to talk about fashion because it always takes the conversation down an interesting path. You don't have to be into fashion at all. You can talk about how you are anti-fashion.

### Example #4

**"You see how every girl in here looks like she shopped at the same store? It's like they all got the same email from Cosmo telling them what to wear tonight. I like how you're wearing that unique scarf. It shows that you're not afraid to be yourself and stand out from the crowd. I don't know why on earth you're talking to a trouble-maker like me, but it's cool that you know how to express yourself without reservation."**

I start off separating her from all the other girls in the room and showing that me and her are on the same page. She wears unique fashion and I noticed it. This puts us into alignment, and of course I'm complimenting her in a unique way.

Compliments are really effective when they are done the right way. That is the key to success. Most of us know that compliments usually fail. The reason they fail is because they are obvious and she's heard them before, but turning a short compliment into a long one is all it takes to turbo-charge it.

**I could have just said, "I like your scarf," but that doesn't get results.** We want to make our compliments as long as possible. Turn them into mini stories if you can. Then they become unstoppable.

From this point you can start telling stories back and forth. That's when you know that the bridge to rapport is completed. It feels totally natural continuing the conversation and you are both at ease with each other.





## RULE 1 - USE RAPPORT TO “BUILD THE BRIDGE”

You tell a story about the first day of college and how you got locked out of your room wearing only a towel and she tells you a story about a road trip to spring break where her friend threw the keys to the car away at a gas station in the middle of nowhere.

What we want is for her to feel comfortable telling stories back and forth. That's the sign that you have mastered the first rule of female mind control. You want her to feel comfortable with you. To feel like she knows who you are as a person and can trust you. To realize that you are a good guy and that she should go home with you.





## RULE 2 - READ HER & MAKE HER REVEAL HERSELF

**O**ur first rule is all about developing the basics of rapport. We can take these techniques to the next level with three very powerful techniques. This rule is built on top of rule one so make sure you have the basics of rapport mastered before you go after these elite moves.

### HYPOTHETICALS

Think of these as a game of “**would you rather.**” When I am trying to build rapport over text messaging this is one of my favorite moves. It’s so powerful that it can overcome any long distance.

When I get a girl’s number from an online dating website, I need to build rapport just to get her to meet up with me in person. One time I got a girl to drive over three hours to just to see me (and in the end sleep with me) by using hypotheticals over text message. **Here are some GREAT examples that I used on her:**



1. **Would you rather have a red light blinking in the corner of your eye or a ringing in your ears for the rest of your life**
2. **Would you rather be able to fly or become invisible**
3. **Would you rather be able to fly or breathe underwater**
4. **Would you rather have a really expensive wedding or have a year-long honeymoon traveling the world**
5. **Would you rather live in the mountains or by the beach on a tropical island**

With these five examples as a template, you can easily come up with thousands of more questions. Some of these are standard ones that I ask other guys all the time. It’s just normal dude conversation that girls love to be a part of.

You are finding out her deepest desires and who she really thinks she is. You can get really deep with these questions and find out how she sees the world. That is the basis of all advanced rapport. The honeymoon and beach questions are examples questions that apply specifically to me. I ask them in the middle of this game to find out if we are compatible.





## RULE 2 - READ HER & MAKE HER REVEAL HERSELF

I would much rather have a year-long vacation than an overpriced super stressful wedding, how about you?

I like snowboarding but I prefer living on the beach. That's very important to me as far as long-term compatibility.

You can even use these questions to build sexual rapport. Once you have done a few questions back in forth you can throw in something a little bit naughty and see how she reacts: - Would you rather have a threesome with two guys or two girls? Would you rather get caught having sex by your parents or have them find your naughty sex tape?

You can see how she reacts to sexual questions and more importantly what her next question is. If she asks a sexual question right back, then you guys are moving in the same direction. If she goes back to normal questions, then you want to as well. She's not ready to get hot and heavy just yet. This is the perfect way to take her temperature.

You can also see if she's girlfriend material by taking your questions in another direction: Would you rather find true love or have a bunch of amazing short term relationships? Would you rather have the greatest sex of your life and never see the guy again or have just ok sex with your true love forever?

You want to adjust the questions to fit your personality and what you're looking for. If you are just looking for a one-night stand and nothing serious then you want to ask questions that activate that part of her brain. Test to see how wild, adventurous and independent she is. These are the qualities that she will most associate with a one-night stand. Once she says that she's wild, adventurous and independent she will already be thinking about going home with you.

**Here are some extra hypotheticals to really give you an arsenal to work from. (As you can see, we don't always have to use the "would you rather" format)**

- Who do you think is the most attractive girl in the world? Why?
- Do you remember the best summer of your life? What was it like?
- What did you imagine as your dream job when you were a kid? Why?
- If you were gonna take me to your favorite restaurant, where would we go and what would you order?
- If you had a pair of X-ray glasses that could see through clothing, would you use them? What would you use them for?
- What outfit do you think you look best in? Why?



## RULE 2 - READ HER & MAKE HER REVEAL HERSELF

- What's your biggest turn-off? What's your biggest turn-on?
- Who's someone you really look up to and admire? Why?
- What's your favorite kind of sex? Why?
- If you were going to become really close friends with somebody, what are two things you would want them to know?
- What do you value most in somebody you're sleeping with?
- If you could make out with someone for 3 minutes and no one would ever find out, who would it be? Why them?
- When's the last time you were really jealous? Why?
- What's it like when you really trust somebody?
- When's the last time you did something for yourself that was outside your comfort zone?

### COLD READS

Have you ever seen a magician or a mentalist? They call someone out from the crowd and figure out exactly what they are thinking about. It seems like they have some sort of magical powers, but that's not actually the case. They have simply mastered a technique called the cold read.

This is where you make guesses about people and following a formula, they reveal everything about themselves but think you did it. You don't need to learn the complicated version. There is a simple formula that you can learn in ten seconds.

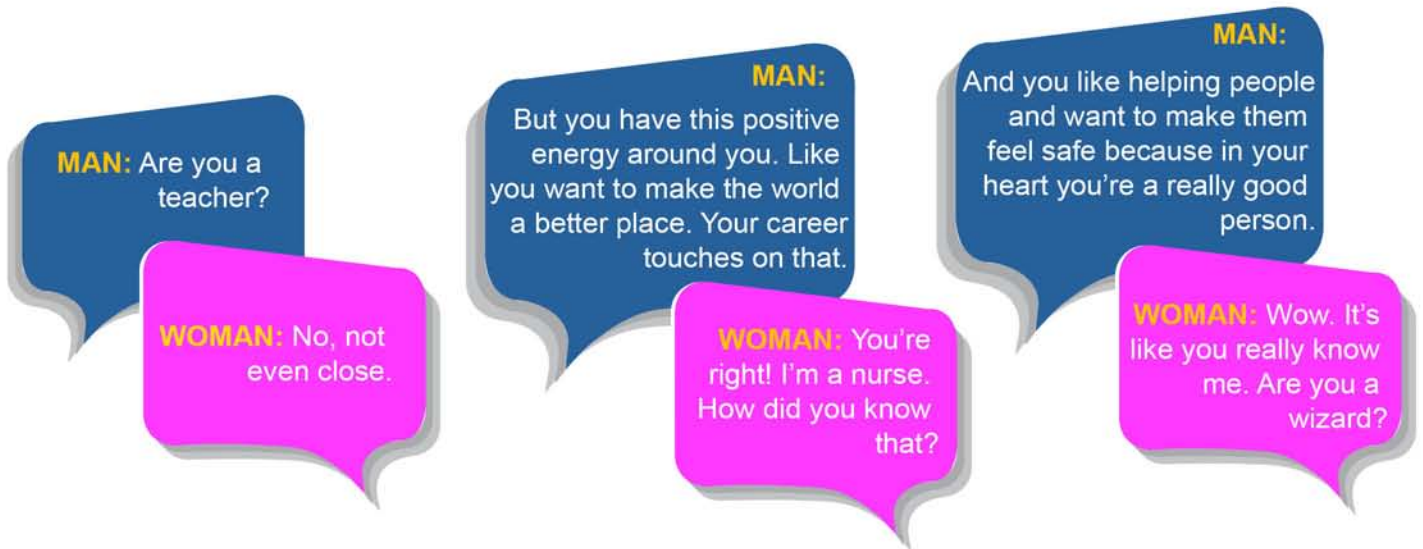
**NO = BUT**

**YES = AND**



## RULE 2 - READ HER & MAKE HER REVEAL HERSELF

Here's an example of a cold read:



Whenever you are wrong about one of your guesses, **you start the next sentence with the word “but”**. As long as you stay confident and keep talking, she will start to agree with you. **When you are correct, you start the next sentence with “and.”**

**It's that simple.**

You can just keep making guesses and as long as you follow this formula it doesn't matter if you are right or wrong. Her brain will fall into alignment with you. The power of this technique is that it lets her release her true feelings and she'll feel really good about herself afterwards. You don't have to create any special connections or make any real revelations, she will do that herself.

**Here are some more fun cold reads that work great in any situation:**

**Do you guys work together? I feel like you're a lawyer and you're a janitor?**

This works great when you are talking to two girls. Whichever girl you like more is the one you call a janitor. You can substitute other things like personal assistant or lunch lady. This is a light cold read that is mostly you joking. You can then take it into deep rapport using the and/but formula when she replies.

**You guys look like you work together, you're the boss and you're her assistant.**

This is another variation that works wonders. Again you guess that the one you like is the assistant.



## RULE 2 - READ HER & MAKE HER REVEAL HERSELF

### PALM READING

The third technique is palm reading or palmistry. This is a physical way of doing a cold read and starting to build a connection with a woman, and the advantage is, it's a cold read that gives you a convenient excuse to hold her hand.

**It is more advanced but also one of the most powerful techniques in our mind control arsenal. Palm reading is great because:**

- It gives you total control of the conversation and the ability to drive it in the direction you desire
- It is a simple way to appear extremely confident and attractive to a woman
- You can use hypnotic language to draw her into your universe
- You are touching her in an extremely intimate way
- You have the appearance of knowledge of the unknown, which women find very attractive
- It's the easiest way to impress a beautiful woman

Now that we know why palm reading is so great let's dig a little deeper into how to learn the technique. We need to have the right goals with palm reading. There are good and bad palm reads.

Some people I know have the wrong mindset when it comes to palm reading so I want to be sure this is completely clear. They think that they have to give a true palm reading based on their understanding of the occult. **They try to give a "true" reading**, even though they don't think they have power they give this type of reading. What that means is that they give negative readings or readings that aren't fun. This is the absolute wrong mindset.

Freaking a girl out or making her want to cry is not going to make her want to sleep with you. **You don't want to drive women away from you do you?** Instead you want to follow my 5-point palm reading checklist. These are your true palm reading goals.

1. Get past her shields and communicate with the real her
2. Enrapture her and draw her into your mystical realm of seduction
3. Build deep attraction within her
4. Get her to think about you sexually
5. Increase your physical touching and make her more comfortable with you



## RULE 2 - READ HER & MAKE HER REVEAL HERSELF

You can accomplish all of these things with a simple palm reading session. That is why it is my favorite technique. It's unstoppable.



This photo has everything you need to memorize about palm reading. In five minutes you will know everything you need to know. The black lines across the wrist are called the Bracelets. The red line up the palm is the Fate Line. The yellow line up the palm is the Life Lines. The white circle is the Mound of Venus. The white lines inside the circle are called the Caged Heart Lines.

Our sideways green line is the Head Line. The sideways purple line is the Heart Line. The aqua lines on the left hand just below the pinkie are the Future Relationship Lines. The orange lines on the ring finger are Wealth Rings, and lastly, we have the blue diamonds at the base of the thumb, these are the Children Diamonds.

Palm reading is an advanced technique so you do have to memorize these terms. **They will come up over and over again and this is totally worth it!** The best thing to do is to look at your hand right now and find each of these lines. Become familiar with your own palm and reading other palms will be a piece of cake.

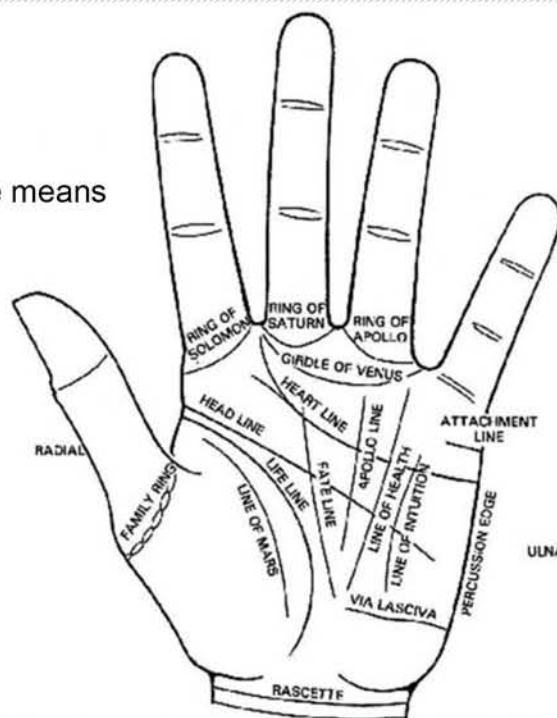


## RULE 2 - READ HER & MAKE HER REVEAL HERSELF

### THE FLOW OF A READING

The flow of a reading is pretty simple.

1. Get her hand in yours, palm up
2. Explain how palm reading works and what each line means
3. Fate Line
4. Heart Line
5. Mound of Venus
6. Life Line
7. Head Line
8. Future Relationship Lines
9. Wealth Rings
10. Children Diamonds



The key to understanding how to deliver a great palm reading is practice. This technique is completely modular so you may discover that you want to skip step 8, or even stop at step 7 completely. That's ok.

You have a different personality and style from me. The way you read palms should be different from the way that I do it. As you are giving a girl a reading you want to be VERY aware of her reactions. It should feel like you have a deep connection through your hands.

**Like you are the only two people in the room.**

**Like you are the only two people in the universe.**

If you sense her pulling closer to you, then you want to focus on that part of the reading and possibly even end on that high note. If you feel her pulling back, you want to move in another direction and focus on the parts of the palm where you get a positive reaction.

Now that we've talked a lot about theory I know you are ready to get right into the technique.



## RULE 2 - READ HER & MAKE HER REVEAL HERSELF

The key to understanding how to deliver a great palm reading is practice. This technique is completely modular so you may discover that you want to skip step 8, or even stop at step 7 completely. That's ok.

You have a different personality and style from me. The way you read palms should be different from the way that I do it. As you are giving a girl a reading you want to be VERY aware of her reactions. It should feel like you have a deep connection through your hands.

**Like you are the only two people in the room.**

**Like you are the only two people in the universe.**

If you sense her pulling closer to you, then you want to focus on that part of the reading and possibly even end on that high note. If you feel her pulling back, you want to move in another direction and focus on the parts of the palm where you get a positive reaction.

Now that we've talked a lot about theory I know you are ready to get right into the technique.

### 1. GET HER HAND IN YOURS, PALM UP

There are a few great opportunities at the start of an interaction for getting her hand into yours to start a reading. The best way to do this is to act surprised at something you see in her palm.

**When you shake hands you can turn her hand over and go, "Wow! That's weird."**

She will always ask what you are talking about. **Then you can say, "Well I know a little about palm reading and this is very strange."** See here is your Fate Line....

It's that simple. A 2-step process. You don't even need the handshake.

Sometimes when I'm talking to a woman I'll just look down at her hand and say "wow." I can't even see the lines from that far away but I act like I can. I quickly grab her hand and bring up to my face and start a reading. The idea is to be so caught up by what you see that you have to look closer.

### 2. EXPLAIN HOW PALM READING WORKS AND WHAT EACH LINE MEANS

You want to have a reason for why you learned palm reading or know a little something about it. My story is that I walked into a palm reading store and charmed the lady who worked there into teaching me her entire technique for free. I can make the story longer if I really want to get the girl drawn in.



## RULE 2 - READ HER & MAKE HER REVEAL HERSELF

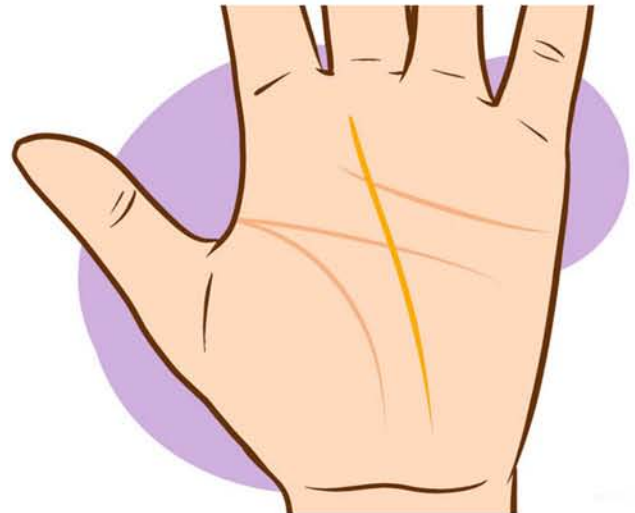
Sometimes you can tell that it has to be a faster reading and then you just tell the abridged version. Maybe you learned from your aunt who was into mysticism. Maybe you learned from a traveling circus. Just do anything to get the story started.

You want to start tracing the lines and explaining what each one means next. This is your fate line - it tells me the path your life is going to take. This is your heart line - it shows what kind of person you are on the inside.

You can trace a few lines and then transition into the reading. Each time you do this it will be really different. You might explain what each line means or you might just give a little explanation and go into the actual reading.

### 3. FATE LINE

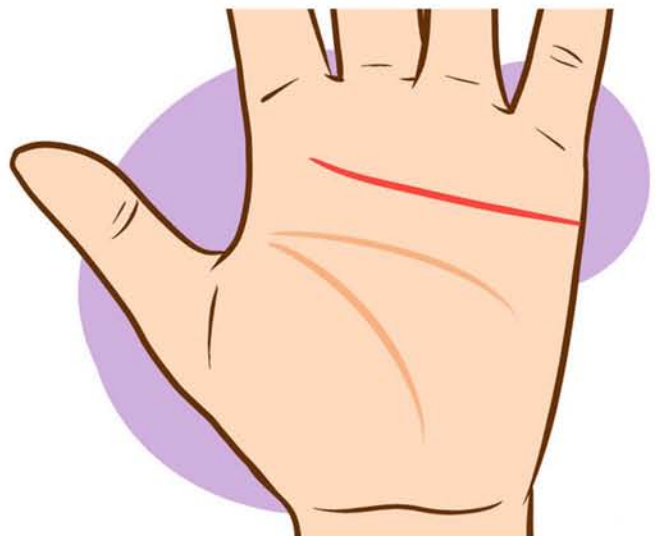
This tells us the path of her future. How she is connected to the supernatural. You want to say that this line shows us her destiny but also the destiny that she has already completed. You should simply tell her that you can tell that as a little girl she faced something big. You can't quite see what it is, but it's something that affected her. She had a big moment where she had to grow up before she was ready.



### 4. HEART LINE

This is about her hopes and dreams when it comes to her deepest desires. This is where she stores her dreams about the perfect wedding. Here we want to tell her that we can see that she believes in true love.

Like a penguin she desires to mate for life. She has always dreamed of the perfect man. Her version of Prince Charming. She can almost see him in her mind's eye right now.



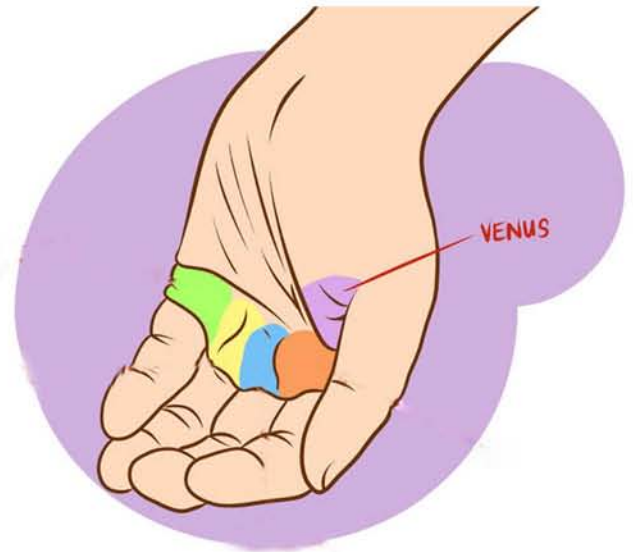




**RULE 2 - READ HER & MAKE HER REVEAL HERSELF**

**5.MOUND OF VENUS**

This tells us how her heart is right now. It's like a machine that tells you her pulse. You can tell from the crosses on her palm that she has a caged heart. She is too shielded and she needs to open up. She needs to reveal her true nature and let the power of her love shine through.



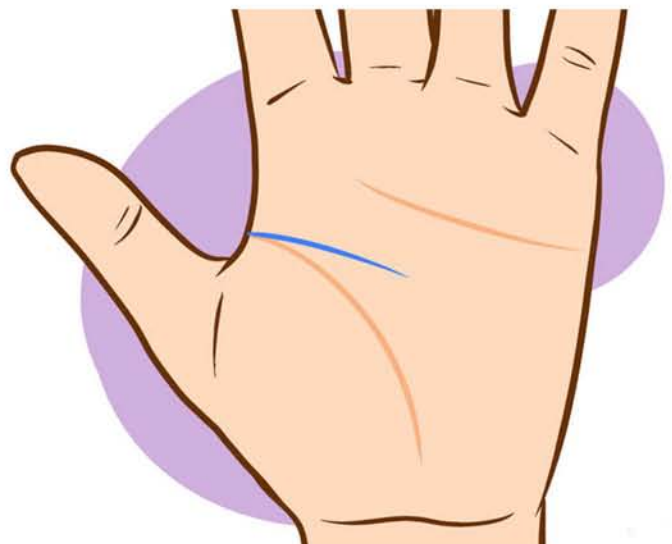
**6. LIFE LINE**

The line shows the main course of her life. It reveals when there are big challenges in front of her and when it is to me to take action. You can tell from her line that it is a time of separating paths. There are some big changes in front of her that she might be thinking about right now. She is at a crossroads in her life and it is nearing time for her to take action. She needs to take control of her destiny.



**7. HEAD LINE**

You can tell that she has a good head on her shoulders. Sometimes her head is up in the clouds but even though she has a very strong imagination she has her feet planted firmly on the ground. She is very intuitive and has the ability to see a good thing when it is in front of her. She has good instincts. You are giving her a very powerful compliment here and you should be aware of strong reactions.

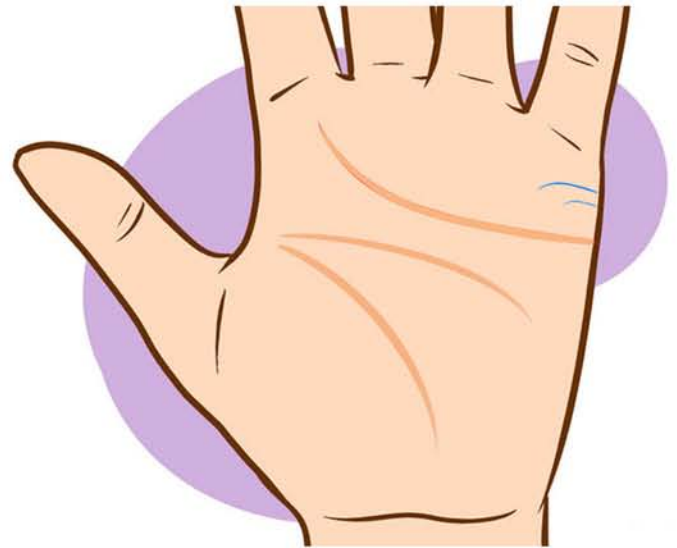




## RULE 2 - READ HER & MAKE HER REVEAL HERSELF

### 8. FUTURE RELATIONSHIP LINES

You can count how many big lines and say that she still has a great love story in front of her. That her true love is coming but he's not quite here yet. She needs to keep her eyes open for meeting great guys. You want to open her up to the possibility of something really great happening.



### 9. WEALTH RINGS

These rings tell you how wealthy she is going to be in the future. You can say that she is going to be rich or that she will always be rich in spirit. You can see great things in front of her and can tell that her passion in life is going to lead to financial success.

### 10. CHILDREN DIAMONDS

Tell her that she is fertile. She has the ability to have as many children as she wants. She is very connected to Mother Earth and has the ability to bring life forth. Her desire to have children is growing and completely natural. She is in tune with the earth in her desires.

### 11. BRACELETS

The bracelets tell us about facing big illnesses. Here you can say that she has faced illnesses in her past. She has overcome them and become stronger. She is able to take control of her own destiny.

This flow is the palm reading technique. As you can see it's the most involved of our rapport building strategies, but it also has the biggest payoff. If you take the time to master this technique the way I did, it will help you with the rest of the rules as well.





## RULE 3 - USE THE RULE OF RECIPROCITY

**H**as anyone ever asked you for a favor? Something that you normally wouldn't do, but...you owe them. They did a favor for you first and now you almost feel as though you don't have a choice. There's a sense of social obligation. That is the essence of the rule of reciprocity. When someone does something for you, you need to do something for them.

We can use this same rule to increase our connection with a woman we are seducing.

### Example #1

You go out to dinner with a friend you haven't seen in a while, and to your surprise, he insists on picking up the check. It's a rather large bill. Due to the rule of reciprocity, you're going to want to "pay him back" somehow as soon as possible.



It's an uncomfortable feeling when we feel "indebted" to someone. **This is human nature.** Interestingly, **it doesn't need to be an "equal exchange."** Oftentimes, when someone does what appears to be a favor to us, we "repay" them with something far more valuable.

### Example #2

A door-to-door salesman offers a housewife a bottle of a cleaning product and asks her to try it out, free of charge. He says that he will return the next day to take back whatever is left of the bottle.

If the housewife used ANY of the bottle, the rule of reciprocity will kick in, and she will feel compelled to make a purchase from the salesman (she uses half a bottle, and winds up purchasing three bottles).

**RULE 3 - USE THE RULE OF RECIPROCITY****Example #3**

Members of the Hare Krishna cult used to hang around in airports and hand out flowers while soliciting donations. The flower was worthless, and yet by giving someone that flower, it would psychologically compel many people to “repay” the gesture by giving them a dollar bill (or more).

We know that this rule exists in nature. We see it in ourselves and we see how it can be used for business transactions, so now we want to use this rule to build reciprocity with a woman we are seducing.

**Social and sexual reciprocity**

The first thing to understand is intent. If you do something with the expectation that she will do something in return it breaks the rule. She won't feel any sense of obligation. It's only favors that are freely given that work.

Most men have the standard approach to dating. They buy women drinks, meals, tickets and trips. The more money they spend the more favor they think they have earned. We have this formula in our heads that says we spent forty bucks on dinner so she at least owes us forty bucks of making out.

**Admit it. We all have thoughts like that, but it never works out that way, does it?** And if you actually say that out loud to a woman, she'll get very upset, so the key to this rule is removing the expectation of anything in return.

The secret to success in life is to think of favors as a muscle. The more you do them the better you get at them.



## RULE 3 - USE THE RULE OF RECIPROCITY

Keep that thought in your mind and you will become a master of this rule. **For example, if you pick her up to bring her on a date...**

“Normally I never allow anyone to touch my car radio because I have it programmed exactly the way I want it, but I’m going to make an exception for you. Go ahead and find something for us to listen to. But if you throw on some Justin Beiber, I’m going to have to leave you by the side of the road. **Only kidding. Really though, go ahead. You’ve got VIP privileges tonight.**”

**At the restaurant, when she goes to sit down:**

“**That’s so funny that you’ve chose that side to sit on. I ALWAYS pick that side.**” (When she attempts to give you that side...) “**Oh no, it’s ok, you go ahead. I want you to be comfortable. I insist.**”

Like most guys I like to sit facing the door of the restaurant. This is called the gunfighter’s seat. You can make it fun by saying that normally you sit in the gunfighter’s seat but that you’ll give her a chance tonight. I tell her that it’s a lost of responsibility and that I’m expecting her to warn me if another gunfighter comes through the front door looking for trouble.

Now I’ve made it more than just a chair, it’s also a token of trust and responsibility. Even though I’m joking there is an element of seriousness inside of this comment. That will make her feel like I’ve given her a serious favor.



**Another example is when you want to buy her a drink:**

“**Normally I don’t buy drinks for a girl I just met, since it’s sort of a cliché, but I’m going to make an exception in this case because I really want to hear more about (insert something interesting she told you about herself). So the next round is on me.**”



## RULE 3 - USE THE RULE OF RECIPROCITY

I rarely buy drinks for a woman because that's what most guys do, so when I do buy a girl a drink it's important to show how I am different from other guys. I don't want her to think that the drink is because I want her. I give a different reason to put that idea away. I want her to know the drink is because she's cool and I want to hear her story. That validates her and will make her feel more special.

I buy drinks for guys way more often than I do for women. This is a really great way to get in with a guy who has a bunch of women with him or is a celebrity. If I see a guy and a lot of other people are acting like the guy is famous then I'll use the law of reciprocity. I'll get in line near him when I'm ordering drinks. I'll be like, "I'm about to order a shot and my friends disappeared. I already ordered two. **You wanna down one with me?**"

Now it's almost like he's doing me a favor by doing a shot with me. So we are starting off our relationship by doing each other favors. I've had this happen to me a few times in my life and you always end up chatting and it's a cool way to make new friends. The guy always buys me a drink back or introduces me to his girls as a way to reciprocate.

The other time I will buy a girl a drink is when I'm using the moment to relocate. So we have been talking for like ten or fifteen minutes and the conversation is going well. I think the girl is pretty cool. I will tell her that my drink is running low and that I am going to hit the bar. I'll buy her a drink if she comes with me and keeps me company. **I can even start joking how if I'm alone in line some guy might pinch my butt!** Then she can feel like she's my bodyguard or protector.

Again, this creates a sense of mutual favor. It gets her locked into that feeling of reciprocity early. The one mistake you want to avoid is leaving a girl and going to get drinks. If it's busy you will be gone more than five minutes. I can't tell you how many times I've seen a guy come back from getting a girl a drink and she's moved on. He's waited and spent money and he comes back to see her talking to another guy.

**If you get her a drink, make sure she's right by your side.**

There are all kinds of little things you can do to "**plant seeds**" in her mind that you're going out of your way to DO THINGS for her. These could be small things that you would do for a girl anyway, but you're mentioning them to her in a way that makes it feel like you're doing "**special favors**" that you wouldn't do for just anyone.

This principle can be used in all sorts of scenarios. **You can use it when you ask a girl out, to make the date feel like a special event, and to make it feel like you're "hooking her up...."**

"So this weekend I'm going to bring you to this new cafe I discovered because I know you'll absolutely love the desserts they've got. No one knows about this place yet, it's like the 'private spot' for me and my inner circle...we don't want to let too many people know about it because we don't want it to get too popular, but I'll show it to you because I know you'll appreciate it."



## RULE 3 - USE THE RULE OF RECIPROCITY

Or...

“I was planning to stay home this weekend and chill, because this week has been crazy with my work...but I definitely want to hear more about \_\_\_\_\_, so I’ll come out just for you on Saturday night, and I’ll take you to one of my special spots.”

**These are two great ways to use the Rule of Reciprocity when you are inviting a girl on a date. I like to use this rule when I’m getting phone numbers. I’ll take a really cool picture together with the girl, then I’ll immediately say, “Give me your number and I’ll text this awesome photo to you right now.”**

There are all kinds of little things you can do to **“plant seeds”** in her mind that you’re going out of your way to DO THINGS for her. These could be small things that you would do for a girl anyway, but you’re mentioning them to her in a way that makes it feel like you’re doing **“special favors”** that you wouldn’t do for just anyone.

This principle can be used in all sorts of scenarios. **You can use it when you ask a girl out, to make the date feel like a special event, and to make it feel like you’re “hooking her up....”**

“So this weekend I’m going to bring you to this new cafe I discovered because I know you’ll absolutely love the desserts they’ve got. No one knows about this place yet, it’s like the ‘private spot’ for me and my inner circle...we don’t want to let too many people know about it because we don’t want it to get too popular, but I’ll show it to you because I know you’ll appreciate it.”

Or...

“I was planning to stay home this weekend and chill, because this week has been crazy with my work...but I definitely want to hear more about \_\_\_\_\_, so I’ll come out just for you on Saturday night, and I’ll take you to one of my special spots.”

**These are two great ways to use the Rule of Reciprocity when you are inviting a girl on a date. I like to use this rule when I’m getting phone numbers. I’ll take a really cool picture together with the girl, then I’ll immediately say, “Give me your number and I’ll text this awesome photo to you right now.”**



## RULE 4 - MAKE HER COMMIT & BE CONSISTENT

**O**ne of the most powerful words in the English language is “friendly.” I use this word all the time to control conversations with women. The power of this word is that every single person on Earth wants to think of themselves as friendly.

Normally when you approach a woman in a bar you might only get five minutes of time with her before you have to impress her or build attraction in some way. The clock is always ticking.

**Tick. Tick. Tick.**

Girls get bored. They get distracted. After about five minutes they stop looking for a reason to leave and start looking for a reason to stay. You have to convince her that you are better than whatever her friends are doing back at the table.

If you don't do something solid quickly, you can lose her and she'll walk away at that five-minute mark. That's not a lot of time to work with, so I wanted to develop a way to put more time on the clock.

I needed an edge. That's why I developed this rule. **I'll say something like:**  
**And I'll say, “Well I just met you and you're friendly, right?”**

“Wow, everyone in Sacramento is so Friendly!”

And She'll say,  
 “You really think that?!”

And I'll say, “ Well I just met you and you're friendly. right?”

The moment she admits to being friendly, the moment she steps into my frame or worldview, something special happens.

She said she is friendly and now she feels obligated to act friendly. It's like entering a cheat code in a video game. Instead of five minutes the clock goes up to fifteen, instantly.

**With one simple word we triple the amount of time we have to build a connection with her. Fifteen minutes?** It's so easy to build a connection with that much time. It's a massive advantage and a perfect example of this rule.

The idea here is, when you “label” a person and get them to agree with the label, they will want to act in a way that is consistent with the label. You can make them act even more consistent when you get them to repeatedly agree with the label.





## RULE 4 - MAKE HER COMMIT & BE CONSISTENT

Friendly is one type of label that gives us more time on the clock and makes her become more friendly, but we can also get her to show that she has a wild side.

**You can say to a girl, “Stacy, you might come off as a little bit shy with someone you’ve just met, but I can tell you’ve also got a fun, spontaneous side. I’m right, aren’t I?”**

99% of women will say yes to this, or at least say **“hmm, yeah, I guess,”** since it’s a quality that we all WISH people would recognize in us. Who wants to be seen as non-spontaneous and boring?

The key thing here is to use labels that everyone wants. Any universally positive term will work here - friendly, spontaneous, fun, adventurous, kind, sweet, generous, comfortable with her sexuality and more. So then, throughout the conversation, you can say things to reinforce whichever label you choose.

**Let’s continue with our wild side example.**

“I’m just glad to know you’re a spontaneous person. One of my New Years’ resolutions was to stop hanging out with boring people.”

Here we reinforce our label by comparing it to something bad that nobody wants. Spontaneous and boring aren’t actually opposites, but we can make it sound like they are, so just find a word that’s pretty different from your positive word.

### EXAMPLES – POSITIVE/NEGATIVE WORD CONTRASTS

🔵 Friendly ~~×~~ Mean

🔵 Spontaneous ~~×~~ Boring

🔵 Fun ~~×~~ Lame

🔵 comfortable with her sexuality ~~×~~  
Awkward, Frigid, Prudish

🔵 Kind ~~×~~ Horrible

🔵 Sweet ~~×~~ Bitchy

🔵 Generous ~~×~~ Stingy

🔵 Adventurous ~~×~~ Monotonous

You could tell her a quick story about a fun spur-of-the-moment trip you took, and then say to her, “I can see you doing something like that. You’re a spontaneous person like me,” and get her to agree (this is using our rule that statements are always better than questions from rule 1).

Then get her to tell YOU about something fun and spontaneous she did. In this step we reinforce our initial label by telling a story. We want her to realize that we both fit into this new category. This continues to build trust between us.



## RULE 4 - MAKE HER COMMIT & BE CONSISTENT

The more she sees that we are similar and have similar mindsets the better. Whichever label fits your seduction style, take the time to put together a short story for. You just need one little two-minute story that demonstrates that trait.

You can tell her about the time you went to the airport and got on the next flight leaving, or when you just called in sick to work one day and did something crazy instead. Any little story can demonstrate that you are spontaneous. This step shows that you are both consistent in your label. You are spontaneous now and you also were spontaneous in the past.

Next, you could say, "Don't be surprised if I call you one weekend and tell you we're going on a road trip to someplace super fun. A spontaneous road trip. I know you're down for that sort of thing."

Now we are planting new ideas into her head. We want her to feel like we really see that side of her. This is a future-projection. We are now telling her a story that takes place in the future. This activates a new part of her brain - her imagination. We are now showing that together we will be spontaneous in the future.

**Then later on, you can say: "Let's bounce to another bar. I have a cool place to show you. You're a spontaneous girl, you're all about new experiences, so let's roll."** (Chances are she'll go right along with you, since psychologically she doesn't want to be INCONSISTENT.)

You could tell her a quick story about a fun spur-of-the-moment trip you took, and then say to her, "I can see you doing something like that. You're a spontaneous person like me," and get her to agree (this is using our rule that statements are always better than questions from rule 1).

Then get her to tell YOU about something fun and spontaneous she did. In this step we reinforce our initial label by telling a story. We want her to realize that we both fit into this new category. This continues to build trust between us.

The more she sees that we are similar and have similar mindsets the better. Whichever label fits your seduction style, take the time to put together a short story for. You just need one little two-minute story that demonstrates that trait.

She's the FUN girl. The girl who's here to have FUN. She will want to live up to his "label" once you get her to agree to it.

Each of our labels has different advantages and it's important to try out each one to see what fits you. I usually only need to use the friendly label once with a girl to get me that extra fifteen minutes. I don't need to follow up with heavy reinforcement.

After fifteen minutes I don't want her to be thinking of us as friendly or friends. Once the conversation is going I can move on to a new label and reinforce that. The great thing about labels like spontaneous and fun is that we can easily transition them into something sexual.



**RULE 4 - MAKE HER COMMIT & BE CONSISTENT**

You can transition from there easily into a third label that is that she has a wild, sexy side. If you engage her in some naughty, flirtatious talk about sex, and you label her as an “undercover sex goddess” or a “closet super freak,” as long as she agrees and is having fun with that label, **she’ll want to PROVE it to you later on!** She won’t want to be inconsistent.

**There’s another element to this idea of “consistency.”** When you get a girl to agree to your small requests, you will make her much more agreeable to your larger requests.

**Why?** Because she will want to be consistent with the way she has been acting. Let’s look at this in the world of sales first.

**THE “YES” LADDER**

I once spent a three-day weekend training to be a car salesman. I learned all the tricks of the trade and we spent a lot of time practicing building yes ladders.

Think of a ladder.

Each rung is the word yes.

**The more someone says yes, the bigger the ladder becomes. Here is an example of the a yes ladder I learned that weekend:**





## RULE 4 - MAKE HER COMMIT & BE CONSISTENT

This is the simplest example. As you can see each yes is a little bigger and gets the customer to open up. Once we get used to saying yes to someone it's hard for us to stop. It works exactly the same with a woman. We want to make sure we are always moving in the YES direction. That's why a yes ladder is so important. You want her to get used to the idea of saying YES to you.

You can start with small "requests:"

1. "Can you save our seats for a minute? I need to duck out and make a phone call."
2. "Do you want to do a shot with me?"
3. "Don't you love the energy of this crowd?"
4. "Let's sit over on those couches, I can't hear you very well over here."

These are all really small requests that anyone you're talking to will agree to. Even better is to use requests that always get her to say yes.

1. "You like having a good time, don't you?"
2. "You like drinking (whatever she is drinking, don't you?"
3. "You really like this song, don't you?"
4. "You like to hang out in this bar, don't you?"

You're just starting to build that yes ladder.

Another way to phrase requests is to use "If/Then." These are bigger and stronger rungs for our ladders, and perfect for after she has given you a few small yeses.

1. "If I pay for the next round of drinks, will you answer one question that I've been burning to ask you?"
2. "If we go outside, will you finish your story so I can hear it?"

(In the first example here she thinks you're gearing up to ask her some deep personal question, but actually this "burning question" can be one of the funny, harmless hypotheticals we mentioned earlier.)

Or, when she asks YOU a question...

"If I answer your question, will you answer one of my questions? I just want you to be ready, because the question I'm going to ask you is sort of unusual..."



## RULE 4 - MAKE HER COMMIT & BE CONSISTENT

Establish a pattern in which you're getting her to say **yes, yes, YES**. One of the biggest mistakes that we can make is starting by asking for a big YES first. We want to build up to the big YES.

**Bigger "requests" would include:**



**Getting her phone number**



**Getting her to ditch her friends and come with you to another bar**



**Bringing her back to your place**



**Getting her to meet up with you for a date**

This pattern of consistency will give you massive control over her decision making process. You are connecting with deep programming.

One warning. You should now notice when you are building a no ladder. Think back to the last time you asked a woman on a date and she said no. Have you ever done this?

**Can you go out on Friday? How about Sunday? What about Monday?**

We do that because we think we are scheduling with someone but now you have made her say no to you three times in a row. If you start with big requests you can get a no ladder instead of a yes ladder. As soon as she says no to something you want to go back to small requests and start over.

If you get three-four nos in a row you can lose control of the situation, so always be aware. If you get a no, switch back to smaller requests and start building up again.



## RULE 5 - USE SCARCITY

It's late at night and you're watching TV alone. It's one of those infomercials. Normally you flip right past these things. **Do you really need a knife that can cut through a coke can? When have you ever been in THAT situation?**

But you can't stop watching. There is something about watching that maniac cut a brick in half that's mesmerizing. Before you know it, ten minutes have gone by. **You know what?** That knife is pretty cool but no way you're buying it this late at night. You feel like a zombie.

You're about to go watch some reruns, but then they say it. The price is going away. It's only 19.99 tonight but tomorrow it's going to be a lot more. They only have fifty knives left at this super low price. After that if you want one you gotta pay full price.



**Damn.**

**What to do?**

**You don't really need it, but missing out on a deal is the worst, so you pick up the phone....**

## TIME-SENSITIVE MOTIVATORS

With this principle, people feel like they are missing out if they don't act quickly. In this late-night infomercial example, they set a limit on the availability of the stock. People give all sorts of reasons why you need to buy now.

- **We are running out of stock**
- **Our costs are going up**
- **My wife won't let me sell them at this low price anyone**
- **This is our last shipment until Spring**
- **We are closing the doors on this offer in three days**



## RULE 5 - USE SCARCITY

We can take this amazing and powerful sales technique and apply it to dating. With women, you can establish scarcity by making it seem that you have other options. Other places to be. Other women to spend time with.

You are a scarce resource and could be taken off the market at any time. Most guys do the opposite. **They make it clear that they're 100% available to hang out with a girl at a moment's notice!**

Not you.

Frame yourself as a guy who puts a high value on his own time. When you make plans to meet up with a girl, never say something wishy-washy like, "Hey, if you're free sometime, we should hang out." This makes it sound like you have nothing better to do, and nothing else going on.

**Instead, say: "I've got a busy week and my schedule is tight, but I'm going to put aside a few hours on Friday evening after I get done with my workout. Let's get together then, I have an amazing new place I want to take you to..." (Always make the places you invite her to sound "special" and "exclusive." You don't need to tell her the location. You can keep her in suspense).**

The key to this process is to only offer her one option. So many guys call a girl and ask her if she wants to hang out this week or this weekend.

That's too many options.

If you can meet her anytime this weekend, that means your schedule is wide open. She won't see you as accommodating, she will think that nobody else likes you.

**You want to plant little seeds in her mind to let her know that other women are interested in you. You don't want to spark a full blown jealousy rage, you just want to be subtle. You can say things like:**

- 1. "I can't hang out on Friday, a friend is coming over to cook me dinner. Let's do Saturday."**
- 2. "If you can't hang out on Friday, that's ok. I have someone else I can take. What about Saturday?"**

The simple act of setting up a date for a weekday sends a message that our Fridays and Saturdays are too busy. That's the reality for me. I use my weekends to meet new women. Why waste that night on a date?



## RULE 5 - USE SCARCITY

I want to always be adding new women into my life and those are my special nights. Date nights are Monday through Thursday. Also, when we say a friend is coming over to cook us dinner, she will always assume it's another woman. **When is the last time a guy came over to cook dinner for you?**

Exactly. It's never happened to me either.

You can also use scarcity in the initial seduction. Your time is valuable. **Do you want to spend two hours talking to a woman who will never sleep with you? Of course not.**

There are a couple of great phrases that will establish that you are a scarce and therefore valuable resource.

**These examples show her that you don't invest time in women who aren't serious prospects:**

1. "I can only talk to you for a few minutes, but then I have to get back to my friends."
2. "I can only stay for twenty minutes, if I don't get back to my friends they will stop having fun."
3. "I gotta make sure I find my friends, they don't know where the after party is."

These statements establish that we aren't out alone and that we have other things going on tonight. She doesn't want to lose you so she will increase her level of engagement.

You can also establish that you are a scarce resource when she sees you talking to other attractive women. We'll talk about bringing girls you are friends with to a bar in the next rule about Social Proof. Here I'm talking about just flirting with other beautiful women where she can see you.

If you get a frosty reception from a woman, work the crowd around her. Let her see other women laughing with you and touching you throughout the night. When you come back to her, she will be warmed right up.

When she sees that other women are interested in you, she will realize that she might lose her chance. There are other people who want you, so that makes her want you more. You don't even need to have great conversations with those other women or a sexual connection, it just needs to look like it.

If you can get a girl to talk to you for five minutes and laugh at one of your jokes, then she'll assume that everyone else likes you. You can create false scarcity as long as you keep a smile on your face





## RULE 5 - USE SCARCITY

The opposite of scarcity is abundance. The mindset of abundance means that you have a lot of women in your life. The mindset of scarcity is that you have very few women in your life. **If you act like you have abundance, then you become the scarce resource.** One that she needs to snap up before you get taken off the market.

There are certain things that we do as men that transmit that we lack abundance. Most of us go on one new date or less a month, so when we have a date lined up we say that we have a big date coming up. If you are calling your dates big then you are probably doing other things that transmit your lack of abundance.

For a guy going on 2-3 dates a week there are no big dates. There are just dates, so let's say you are a guy who doesn't go on a lot of dates. **What does this guy do that a guy with abundance doesn't do?**

He will book a restaurant that he can't afford to go to very often. He will spend ages cleaning his apartment. He will spend ages cleaning his car. He will even get overly excited about his date, because it's a rare occurrence, we act differently.

These mistakes tell a girl that she is the scarce resource, not you. When you got on a date once a month, you are more than willing to splurge. It's a special night after all.

If you are going on a few new dates a week, you would never overspend. You will only go to restaurants that you can actually afford. If you can only afford to spend thirty bucks on a date, then that's ok. Just find a great date that costs that. Don't spend a hundred bucks because it's a special first date occasion. She'll be able to tell that you don't normally go to places like that, and she will realize that she's out of your league.

If you clean your car and it looks awesome for the first time in weeks, people can tell. It's like you are sitting there waiting for a compliment about how great your car looks today. When I clean my car for a date I will say things like, **"I cleaned my car just for you. Doesn't it look great?"** Because when I spend a few hours working on something I want to get positive feedback. I want to feel good about my work. We are all programmed that way, so we accidentally say something that reveals our car just got clean for this date. That tells her that you don't have other dates on your calendar, so there is no scarcity. She has no competition for your affection. You aren't the last one on the market that everyone is scrambling to buy. You are the leftover can of soup that nobody wants...

The way to make sure this doesn't ever happen to you is to always keep your car in prime condition. Guys with a lot of dates keep their cars mint, so you should keep your car flawless for the same reason.

It's the same with cleaning your house. If you clean it for just one date, then she'll notice at some point, and all your effort will have been wasted, so always keep your car and your house in date condition.



## RULE 5 - USE SCARCITY

I can't tell you how many times a girl is ready to go home with a buddy of mine and he says that he can't because his place is a mess. You need to expect success. Act like you have abundance and it will become true. If you believe in yourself then your place will always be ready for a girl to show up.

There is one way you can take this over the top. You can avoid looking like you have no dates, but the level above that is to leave clues that you go on lots of dates

### YOUR LAIR

We are going to talk about objections a few "rules" from now. For now, I want to share with you a way to prepare your house to be your top ally. There are certain things you need to have in your house when you have frequent sleepover guests.



**CONDOMS**



**TOOTHBRUSHES**



**CONTACT LENS CASES**



**CONTACT LENS SOLUTION**



**MAKEUP REMOVER**



**TAMPONS**



**PHONE CHARGERS**



## RULE 5 - USE SCARCITY

You want to have all of these in your bathroom or bedroom. When a girl sees that you have these supplies when she is snooping in your bathroom, she will realize that you have other women in your life. She will become more attracted to you.

Instead of clues that you are lonely, she will find clues that you are awesome. These little physical clues will convince her that you are a scarce resource. That you have a lot of women in your life. This means that she needs to up her game if she wants to keep you.

**You know how if a girl really wants to be your girlfriend she will make you wait longer to sleep with her? That's the worst right? The more she likes you the longer you have to wait?**

It sucks.

When she sees these supplies in your place it reverses that. She realizes that you have access to all the sex you need so she no longer plays the waiting game. She will sleep with you as soon as she wants to. No more games. Girls always want the guy that other girls want. Now you are that guy.



## RULE 6 - ESTABLISH SOCIAL PROOF

“**S**ocial proof” means that other people are, in effect, vouching for you. It’s human nature for us to use the opinions of others to determine how we feel about a person.

The guy who is surrounded by pretty girls and cool guys, and they’re all laughing at his jokes, is obviously going to be more attractive in the eyes of women than the loner sitting by himself.

**Women will think, “People LIKE that guy.** There must be a reason why. He must be special.”

When a woman sees a man she rejected or put in the friend zone talking to other attractive women, she will start to second guess herself. She will think, “**Those other women like him ...maybe I missed something...**” It also bears noting that women are very status-conscious.

This goes back to their days in high school (or even younger), **when girls form “cliques” and they all want to be in with the “cool crowd.”** Even as adults, women are greatly concerned with how their friends and peers perceive them. They don’t want to do anything that could potentially lower their social status.

**Do you think a girl wants to be with a guy who has no friends? Or a guy who is massively popular and the leader of his group?** Women are obsessed with social status and rankings.

Look at every fairy tale and cartoon aimed at women. It’s a girl getting raised up when she finds her prince. Even in movies where the girl is the princess, the boy ALWAYS has magical powers, so he can raise her status that way.

Look at everything from Aladdin to Frozen. These guys only got the princess because they had access to magical resources. **Have you ever heard a story about a guy who was cleaning shoes and then a princess decided to take him away from it all just because he was handsome?** Of course not.

Women want to move up, not down, so in order for you to influence a woman’s mind and actions in the way you want, she needs to know that you are a source of social elevation. Hanging out with you can improve her status, it won’t detract from it.

When you display social proof, you’re going to make her feel more comfortable with the idea of spending time with you and possibly hooking up with you. **In a sense, you’ve been “pre-qualified.”**

**Note,** social status is all relative to the scene you’re in. In a smaller town, the guy who sings for a popular local bar band might have automatic high status within his social scene. He’s somebody. But if you transplanted that guy into a hot nightclub in Los Angeles, his social status would be way below the famous celebrities hanging out there.

I’m from a country town in the Southern United States. I spend a lot of my time in the local honkey tonk. That’s a country music bar where they serve the beer in plastic cups and they have a live band playing cover songs. **The guys in that band get all the girls they want from that bar, but if they were to go into a bar in New York?** They would be nobody.



## RULE 6 - ESTABLISH SOCIAL PROOF

It's possible to be a big fish in a small pond, and that's exactly what we want to do. You can cultivate status on YOUR scene. Even if you live in a big city, you aren't trying to become the king of that city. You only need to be popular in ONE place to develop massive social proof.

**Having "social proof" doesn't need to mean that you're the "life of the party" and everyone is kissing your ass in the VIP room.** It can be much simpler. This is why it's always a good idea to befriend the people and the staff who are usually present at the places you hang out at, when you go out to meet women.

Receiving a warm greeting from the cute waitress, the cool bartender, a manager, doorman, etc., **instantly gives you points in the eyes of women, and having female friends who drop by and say hello gives you even more points, so be a friend to everyone!**

You might visit a club one night and you don't meet any hot girls, but you DO take some time to chat with the bartender and one of the bouncers, and you buy a round of beers for a group of women who hang out there regularly (they're not hot, but they're friendly).



The next time you go back to that club, the bouncer welcomes you inside. The bartender buys you a drink, and that group of women is there again, and they all give you hugs. **All of the other women in the place are noticing!**

Even something as simple as saying, "I'll be back in a little while, I have to say hello to some friends" carries with it some social proof. Establish that you have friends. You know people. You're likeable.

Or it can be as simple as taking her to a coffee shop where you're a regular customer, and the staff knows you by name and greets you. Obviously, the higher the social status of the people who you're popular with, the more you will shine (the doorman at the hottest nightclub in town, who lets you cut the line, is higher on the totem pole than the barista at Starbucks. But every bit of social proof counts!).

**The more proof you can actually SHOW her, the better.**



## RULE 6 - ESTABLISH SOCIAL PROOF

Obviously if you meet a girl on a street corner you probably won't have the advantage of having friends around to make you look good, but when you take that girl out on a date, you can bring her into an environment where people know your name and treat you like "the man."

So now that we kind of have the big picture for building social proof let me take you through my step by step process for building social proof. Just pick a couple of these tactics and you'll be the most popular person in your local bar within two weeks.

Start off by going when the place is empty. The staff are so bored when the bar is empty and they aren't making any money. You need to have a favorite drink that you are ALWAYS going to order in this bar. You want to establish that you only drink one drink, that way the bartenders can learn what you like.

Tip well on these nights and be super friendly to the bartenders. Talk to the bar backs. You can become the king of the bar in one day if you use my palm reading technique.

This is how I mastered my first bar. I went in at like five on a Friday and I read one waitresses palm. She. Went. Nuts. I spent the next hour reading every single waitresses palm. They all loved me after that and threw a LOT of free drinks my way.

Once everyone has seen you when the place is empty they will start to remember you. Learn each person's name and one fact about them. It can be anything, but it's something that you can ask about each time you see them.

I was walking through a mall with my buddy and we saw a professional football player. Someone really famous so I can't say his name. **The guys says hi to me. I respond with "Hey bro. You going to play frisbee on Friday?"**

My friend with me who went nuts. He couldn't believe I knew a pro football player. We just happen to go to the same gym and one time the guy wanted to play ultimate frisbee with us on a Friday. I gave up my spot so he could play for a few minutes. That paid off in spades that day in the mall! The loosest of connections gave me massive social proof. Just being able to say someone's name and ask them one question will make you look like a superstar.

Putting in a little effort when there are no hot girls around can pay massive dividends later on. I used to have waitresses bring hot girls to me all the time to read their palms. **It was unbelievable.**

**The secret to social proof is simply the Golden Rule.** Treat people how you want to be treated. Sit down and take a few moments to think about someone's world. **What is it like to work in a bar all the time? If you are bouncer, what assumptions do people make about you? What about if you're a pretty bartender?** Guys hit on you all the time. People think you're dumb, and when the bar is empty you are bored and not making money.



## RULE 6 - ESTABLISH SOCIAL PROOF

Most people are bored at work. That's the basis of most of my social interactions when building social proof. I go in and joke with them and my only goal is to help them have more fun. If you have the mindset of giving, like we talked about in Rule 3 (reciprocity), you can accomplish a lot.

Giving people fun and smiles is a form of favor, and they will want to repay you. Maybe you're not a bar guy so you need another example. That's ok. Let's say you are a guy who hates bars, loves models and wants to meet and date models. This is something you can accomplish in any town in less than a month.

Break out the phone book. Well those don't exist anymore so open up Google. You want to find all the modeling agencies in your town. Then visit their websites to make sure they are a real company. You really want a place with more than 100 attractive female models. Pretty much every city has at least one agency like this. All the girls in the ads in the newspaper come from somewhere.

Using google maps, find the nearest coffee shop or smoothie store to the agency you have selected. This is a location that will have a lot of "model traffic." Models have to go into their agencies all the time. They have to go over schedules, take new photos and get paid. After they leave the agency they want to hang out and chat with other models. Models love smoothies and coffee shops. It's a part of their lives. So now you have a location that is worth you building some social proof.

You can go in cold. Just hope that a model is in line in front of you and throw some pickup lines at her. **That might work, but why not use social proof to manipulate the odds in your favor?**

Like any business they have busy and they have slow times. Go in there during a slow time. Start a conversation with each person who works there that you interact with. Just thank the barista for making your coffee and take the time to learn her name. That's all you have to do. Thank each person for the work they do. Thank the guy that comes and wipes down your table. You're just building up goodwill.

After a few visits during slow times they will learn your name and your order. Again you should always order the same thing, mixing up your orders makes this process a lot harder. After a week or two everyone will know you and you will be a regular. Learn one fact about each person who works there, so when you walk in you can have a one-minute conversation with everyone.

Then you can start building relationships with the other regulars. There are people in every coffee shop hunched over their laptops. **Find out their names and what they are working on, so you can walk in and go, "Joe, how's the script coming?"**

**That's a mini conversation, and it's gold.**



## RULE 6 - ESTABLISH SOCIAL PROOF

Then you can start spending more time there or walk in when you see a model. So you walk in and there's this stunning model. You can walk in like you own the place. Say hi to everyone in there and have a mini-conversation. Then you say hi to one or a few stunning models.

They've just seen you talk to everyone else so they know that you're friendly and they'll wonder how much power you have there. They might assume you are the owner or something. Before you even say one word to the model she is going to see that you have high social value in this place.

**You are popular. You are friendly. You are well known, so you start out with an advantage over the version of you that came in cold without doing any groundwork first.**

There is one other secret about social proof. **This is called preselection.** We've talked about how when a woman sees that other women are interested in you, she starts to like you more.

You ever seen the guy that walks into the club with a few girls? He looks like a king. It's much easier to talk to a woman when she sees you with other women. We all have that single girl friend who just has bad luck. This is the girl I love taking to the bar.

**Here's a secret** - it doesn't matter how good looking the girl you bring is. You can bring a really average looking girl and this principal will get you a super model, so you invite your friend on a night out. You are going to be her wingman for the night. You are going to help her meet guys all night and make sure she finds someone decent. Girls love playing this game.

So you're out in a bar with this girl. You keep bringing over guys for her to talk to, because for you talking to guys is so easy. You don't want anything from them. Every single attractive woman in the bar is going to see what you're doing. You're going against the flow.

A beautiful woman sees you in action and her first thought is that you are a great guy. You are friends with woman AND you go out of your way to take care of them. So now she's really attracted to you before you even say hello. When I do this, sometimes women approach me. This is the only time this really happens for me so I love it.



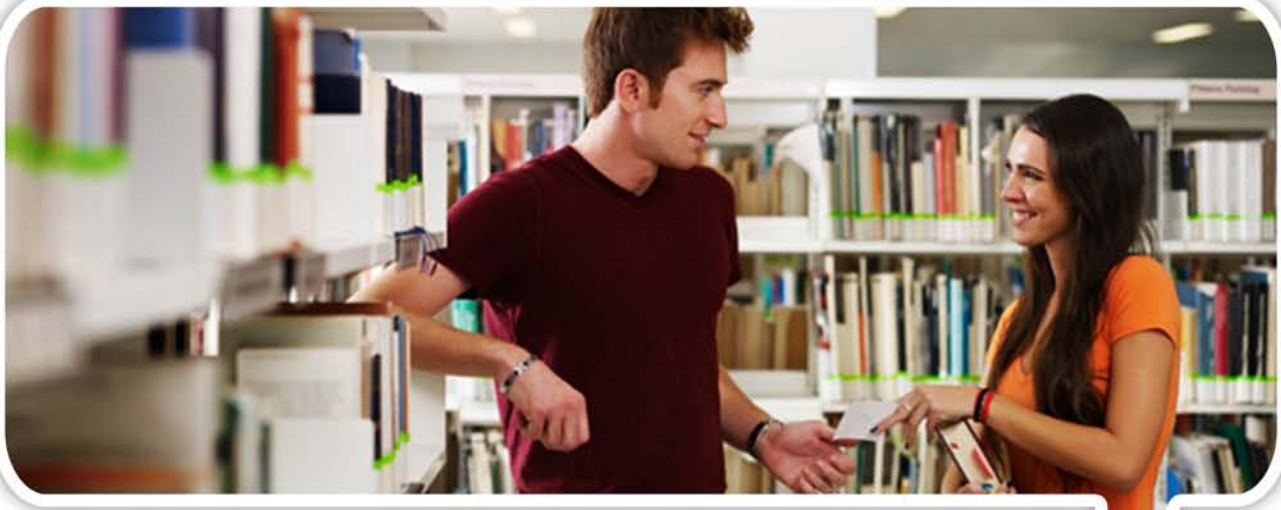


## RULE 7 - ELIMINATE HER FEAR OF THE UNKNOWN & NEUTRALIZE OBJECTIONS

### ELIMINATE HER FEARS

People naturally have doubts and concerns when the outcome of taking an action is unclear. If you ask a girl for her contact information, she may think, **“is this guy going to text me and call me constantly?”**

If you invite her out on a date, she may wonder, **“what is this date going to consist of? What would I wear? What if I get bored, and I want to go home after five minutes?”** So when you're with a woman and you want her to agree to a request, make the outcome clear to her. Describe the outcome in detail.



#### How do most men ask women out on a date?

They keep it mysterious. If you are vague about your date idea, then she will fill in the blanks. You don't want to leave her in control like that. You are depending upon luck again, and that's never a good idea.

Most guys invite a girl out for a date, drinks, a movie or dinner. These are really generic words that have almost zero meaning. We need to have better date ideas than that.

I plan out my date ideas long before I meet a woman I want to invite. I don't want to have to come up with something great in the moment. That's too hard. It's much better to have your date planned in advance.

I always take women out on the same first date. I have spent years perfecting this date and it always leads to the bedroom, **so why mess with perfection?** This is one of my standard dates and I call it three bars.



## RULE 7 - ELIMINATE HER FEAR OF THE UNKNOWN & NEUTRALIZE OBJECTIONS

I found three really cool bars that are all completely different from each other within walking distance. The first bar is very Latin. They have really sexy music and dancing. Everyone dresses up and it has a really strong energy. There is usually a live band and the venue is amazing. It has wonderful indoor and outdoor locations. I can dance with a woman there or have drinks or take her outside for intimate conversation.

The second bar is really international. Every single person in there is from a different country. You will hear at least twelve languages every time you go there. They have great wines and there is always a good **DJ** playing. The music is really cool and super trendy. There are really loud sections and all the tables are massive. So you are in a big crowd but you can have a conversation that only you and your date can hear.

The third bar is unbelievable. It's really small and almost invisible if you don't know it's there. I spent ages building my social proof and the manager **ALWAYS** knows to have my drink ready when I walk in. I used some of my strategies from Rule 6 to build up my social proof in that bar. I came in ten days in a row when it was empty and ordered a Tequila Sunrise every time.

In this bar I never talked to the manager. We don't even know each other's names. We are hello friends and that's it, but when I walk in if I hold up two fingers I have two tequila sunrises waiting when I get to the bar. He knows what I like and he knows I always tip well. I am a known quantity. It's a super cool bar that most people don't know about but I love it.

Think about my 3 bars date for a minute. I can talk to a woman about it and make it sound amazing. **"I have to take you out to the three coolest bars in town. It's like a world traveling bonanza. The best music. The best dancing. And everyone is so cool and friendly. They are going to love you. You are going to fit right in and have the greatest night of your life!"**

**Do you see how I have removed a lot of the unknown?** I can describe my date without revealing what bars I'm thinking of. I don't give too many details but I focus on the benefits to her of going out with me. I want her to see how amazing the date is before she even thinks about if she likes me. When a girl is on the fence, a great date can get her to go out with me. I have other amazing dates in my arsenal but this is one of my favorites.

**Here is another way to get a girl's information:**

**"You should give me your number and your Facebook details, because I'm going to contact you with the details on that party/concert/art show I told you about." Or, "because I'm going to send you a link to that website you need to check out."** Whatever it may be. Reference something you and her talked about earlier. The word **"because"** is one of the most powerful words in the English language, because it allows you to link your request to a **REASON**. People are much more likely to agree to a request when you provide a reason.



## RULE 7 - ELIMINATE HER FEAR OF THE UNKNOWN & NEUTRALIZE OBJECTIONS

There have been a lot of studies about the power of the word because. You don't even have to give a reason after the word because. One of the most interesting ones was about cutting the line to use a busy photocopier at a university. They tried a lot of variations and realized that if you said, **"Can I cut the line? I need to use the photocopier because I'm in a rush."**

**That beat all the competition.**

Then they got the SAME results when he said, **"Can I cut the line? I need to use the photocopier because."** The person never gave a reason. They just used the word because. It's that powerful.

You can try it. **"You should give me your number because."** You can say anything after the word **"because"** and you are golden, and a lot of girls will do it right away. That's a crucial mind control word that you want to keep in your arsenal.

**Here is another example of the power of the word because from another study:** A guy decided to test this "because" theory. He went to a busy supermarket, picked out a couple of items, and went to the checkout line. Several people with carts full of items were in front of him.

On his first try, he said **"I'd really appreciate it if I could just pay for these two things real quick."** To this, the other people in line grumbled and ignored him. Then he went to the next line over and tried again.

This time, he said **"I'd really appreciate it if I could just pay for these two things real quick, because my car is double-parked outside."** They moved aside and let him go the front of the line. He had linked his request to a specific reason.

To apply this technique to women, you could say: **"Hey, so do you want to go back to my place?"**

**Or, you could say:**

**"Let's go to my place, because you need to see that video I told you about, it's the craziest thing ever. I can't stay up late because I've got work in the morning, so we'll just hang out for an hour and have one glass of wine and watch the video."**

Obviously, the second way of **"phrasing the request"** is going to be much more successful. You're creating a logical REASON for her to agree, and you're painting a picture of a specific outcome.



## RULE 7 - ELIMINATE HER FEAR OF THE UNKNOWN & NEUTRALIZE OBJECTIONS

Let's break down this process so you can see each step again. Whether we want to ask her for a date, ask for her number or get her to come home with us we want to follow a formula.

- 1 Talk about something amazing early in the conversation
- 2 Invite her to be a part of that amazing thing when we make our request

It sounds super simple but think about how many times you **HAVEN'T** done this. Just like I have prepared amazing dates, I also have something amazing at my house that I can use to invite her back.

A woman doesn't want to make the decision to have sex with you in a bar or club. If you ask her to come home with you for no reason, then she feels obligated to sleep with you. This is often too much pressure and a common moment for a guy to lose the girl.





## RULE 7 - ELIMINATE HER FEAR OF THE UNKNOWN & NEUTRALIZE OBJECTIONS

Instead you should invite her over to do something fun. This means that she isn't obligated to sleep with you and she feels a lot less pressure. There are tons of great reasons for a girl to come back to your place

You don't need fifty cool things in your house, you only need one.

I've invited a lot of girl over for a late night game of guitar hero. After a couple of games, we move into the bedroom.

Find something that you actually enjoy. Maybe you need to go home to let the dog out and you can invite her along to meet him..

I'm also really into underground break dancing and battle dancing videos. I have a ton of clips that I've found online that aren't on Youtube. If I meet a girl that is really cool I will tell her how I love watching great dancers. My favorite clip of all time is a 20 second clip of a dancer named Salty.

### He's awesome.

I start telling a girl how I love dance clips and how he's insane. He does this crazy move where it looks like he's firing a shotgun. It looks so real and it's the only clip of him anywhere online. You can't find it anymore, but I downloaded it like 15 years ago. So now I have something cool and exclusive.

I invite her over to watch some cool dance clips with me. It's low pressure and there is no sense of the unknown. She knows exactly what I'm inviting her over to do.

If you just get her number and want to ask her for the date, you can say this: **“So here's the plan, I'll pick you up at eight-thirty and we'll go to this very cool, laid back lounge that has great drinks and appetizers. Wear something sexy, people there usually dress up a little.”**

(Telling a woman WHAT TO WEAR shows boldness and confidence, and they like it because it makes it easier for them to know how to dress for the environment. It's one less ambiguity they need to be worried about).

You should always invite a woman on a date to somewhere that you've been before. It's much easier to describe a place that you have actually been to. You want to draw her into your world and give her a vision of an awesome night out.

## NEUTRALIZING OBJECTIONS

Sometimes when everything is going really well with a girl we are ready to take her home. You can tell she is so into you. She's being all sexy and flirty and talking really close to your face, but then something happens.



## RULE 7 - ELIMINATE HER FEAR OF THE UNKNOWN & NEUTRALIZE OBJECTIONS

It's like an invisible force field. She gives you a big no. You run into her automatic defenses. When you want to score with a girl tonight, women are "programmed" to have certain objections in their minds that give them reasons NOT to go any further with you.

The first objection she may have is that you might not be discreet. Maybe you are the kind of guy to "**kiss and tell**," which could cause her embarrassment later and harm her social status. For a woman her reputation is extremely precious.

Most women get very wild and promiscuous when they are on vacation. **Why? Because there is no risk of social consequences.** They can do whatever they want and it won't affect their reputation. None of their friends or social circle will ever hear about it. It's not that she doesn't want to go home with you, she is worried about her status within her social group.

The key to overcoming objections is dealing with them BEFORE she brings them up. If you wait for her to give the objection, then you have to fight it and that's way harder. If you take care of it in advance it's so easy that the automatic defense doesn't even activate.

You can overcome this reputation objection by relating a short story about a "**friend**" of yours who was burned by someone who wasn't discreet. This story can be fictional. **For example**, you tell a quick story about how your friend Jen hooked up with a guy from her office at their company Christmas party, and he blabbed about it to everyone, and she was totally pissed.

You say how you value your privacy and other people's privacy, and you've always been a discreet person. For the girl you're talking to, her concern (or possible concern) is then alleviated.

There are a lot of ways to tell this fictional story. When I tell it I usually make it the girl in the story who told everyone that something happened. Here's how I like to tell my story right now:

**"Two of my friends hooked up a few weeks ago. They have been friends for years and this kinda just happened. She immediately called her best friend to see what she thinks and of course all of us knew within two days. I would hate if a girl did that to me. I think that what happens between two people is private. I don't want someone messing with my reputation. It's really important to me."**

This is a more powerful version of the story. Now she isn't even thinking about her reputation, because I'm focused on mine. If I wait until she says something about her reputation later, it's a much harder discussion. Whenever I tell this version of the story, her objection is obliterated.

There is another objection that she might get herself into an unsafe sexual situation. **If this is going to lead to sex, are you going to use protection?** (This is a big concern for a lot of women, because STD's aside, they run the risk of getting pregnant). Remove this concern by telling a quick story about your "**friend**" John...



## RULE 7 - ELIMINATE HER FEAR OF THE UNKNOWN & NEUTRALIZE OBJECTIONS

**Checking your phone:** “My friend John is so relieved. He thought he’d gotten a girl pregnant...it was a drunken one-night stand, and then she contacted him a month later and said she thought she was pregnant. It turned out she wasn’t. Well, I laid into John and told him he’s an idiot for not using protection. And frankly the girl was just as foolish for not insisting on it. I don’t mess around and take those risks.”

Remember that when we invite a girl home with us we are trying to avoid the sex conversation. We invite her over to do something fun and amazing. If we have to overcome this objection right when we invite her to leave we destroy her facade.

The key to having sex with a woman is giving her the chance to write the story. Every girl wants to say this to her best friend the next day: **“We went over to his house to play guitar hero and one thing led to another...”**

**And one thing led to another.**

This is how women explain and justify about 99% of their one night stands and hookups. They want to be able to avoid responsibility for their actions. If I invite a girl over to play guitar hero and then say, don’t worry I have condoms, it destroys that illusion. Telling the story in advance is a crucial way to let her know that I’m all about protection. You should also be consistent about this.

I know a lot of guys who don’t use condoms and something terrible happens to all of them. You get the wrong girl pregnant and your life is basically over. You catch an STD with no cure. You don’t want that.

I’m super serious about using condoms and you should be too. Every single guy I’ve ever met who said he hated the **“feel”** of condoms lived to regret it. It’s not worth destroying your life, and if you tell this story and then later try to not use a condom, she’ll leave.

She is programmed to be consistent and you need to in line with that. If you behave inconsistently, it will break the control you had over her mind and she’ll leave.

Another objection: After the hookup, you might **“get weird.”** What kind of behavior can she expect from you? Some women may be concerned that you’re only looking to get laid and that you’ll kick her to the curb afterwards. If she sees you as possible boyfriend material, she may want to **“hold off”** and not sleep with you too soon. Other women may be concerned that if they hook up with you, you’ll be clingy and annoying. Who knows, she might have a boyfriend she isn’t telling you about, and she’s down to hook up with you...but she doesn’t want you to screw up her relationship! Either way, you can neutralize this objection with a creative story.



## **RULE 7 - ELIMINATE HER FEAR OF THE UNKNOWN & NEUTRALIZE OBJECTIONS**

**Again, telling a story about a “friend” is a good way to get your message across. Sometimes telling a story about a “female friend” of yours is better than talking about a male friend:**

**“My friend Cindy texted me today...she wants me to pretend to be her boyfriend on Facebook for a week because this guy she hooked up with keeps sending her messages and wanting to date her. Some people just can’t take the hint, you know? Sometimes it’s just about having fun and enjoying the moment together. No strings attached. As long as both people are cool with it. On the other hand, if two people hook up and decide they want to explore a possible relationship, that’s awesome, too...I just think it’s really important to respect the other person’s wishes and not get weird about it.”**

Remember in Rule 5 we talked about stocking up supplies for women so it makes it look like you have abundance in your life? This come into play here. A lot of objections that girls come up with can’t be overcome with words.

**“I want to come over but my cell phone battery is running low and I’m a doctor.”**

**“I wear contacts and I don’t have a case with me.”**

**“I’m on my period”**

If we have the right supplies at her house, then these objections go away. I normally get one of those cell phone chargers that has all of the connections. It’s a great investment and will protect you from the cell phone objection. Just preparing in advance makes the trip to your bedroom that much smoother.





## RULE 8 - LEAD AND WOMEN WILL FOLLOW

**T**his principle sort of sums up everything we've discussed. In order to control a woman's thoughts and actions, you need to **LEAD** her, and she needs to feel comfortable being led by you.

The truth is, women **WANT** to be led. I don't care how modern or independent or bitchy they may be, women respect a man who has the strength to lead and make decisions. This is biological programming. Women are repelled by weak men who always defer to them and ask **THEM** to make the decisions.

**There are certain things that we do all the time that turns women off:**

- 1** Ask her what movie she wants to see
- 2** Ask her to be involved in planning our date
- 3** Wait for her to make the first move
- 4** Ask her what she wants us to do in bed
- 5** After sex, ask her if she came
- 6** Some guys even wait for the woman to propose

**“Being a leader” applies to how to manage the conversation...steering it to where you want it to go, while steering it away from any topics that might bore her and cause her to lose attraction. It also means being “the man with the plan.”**

When you're in the early stages of getting to know a girl, never ask her what she feels like doing tonight, or where she feels like going on your date. Make decisions. You are inviting her on a date, not inviting her to plan a date. Always have a game plan of where to go next, how to liven things up and have some fun, etc. It also applies to how you **PHYSICALLY** lead the interaction.





## RULE 8 - LEAD AND WOMEN WILL FOLLOW

If you're in a crowded bar, physically taking her by the hand and leading her to a different area where the two of you can chill is a demonstration of confident, masculine behavior. When you make a habit of **LEADING** her, and making the decisions, you create a scenario where she'll willingly follow you straight back to your bedroom. Again, this harkens back to the "consistency" principle. If you've been leading her all night, and she's having a great time and she knows she can trust you to make decisions, and she's been following your lead every step of the way, it would be **INCONSISTENT** if she were to suddenly reject you when you suggest taking this back to your place.

Most of us have been trained by movies and television to take the backseat in relationship decisions. We see all these shows where the woman says that she lets the man think he's the one in charge, or that she wears the pants in the family. The reality is that women are turned off by a guy who doesn't know how to lead. Don't let Hollywood keep you from getting laid. The actors in those movies don't act like that in their real lives.

Let's go over a few key moments when you **HAVE** to lead or you will lose the girl. Sometimes a guy will like a girl and he'll send his friend over to talk to her first. So the buddy will start talking up the main guy before bringing him over. Like a powerful introduction or something. This **ALWAYS** backfires.

Now the buddy looks like the leader and the guy who likes the girl looks like the follower. Usually the girl has zero interest in him and sometimes she goes for the buddy. Her first thought is. "**If this guy really liked me, why didn't he just come over and talk to me?**"

Long before I knew anything about dating this happened to me. I was fifteen and away at summer camp. One of my friends told me that he really liked a certain girl, so he sent me to go and talk to her and see what she thought about that. I am telling her how great he is and how he's the coolest dude in camp etc. Really talking him up, and she just says, "**but I like you.**"

### **It blew my mind.**

I had never kissed a girl or been on a date or anything before. Just because I was the one who talked to her like a **MAN**. Like a leader. I was the one she was attracted to. My first summer romance, all because my friend wasn't leading from the front. I couldn't have been trying to lead less.

I had never even thought about kissing a girl before. I was like the ultimate virgin. So when you see a girl you like you have to be the one to walk over to her. Don't send your buddy in first. Don't bring him with you. These first steps are ones that you must walk alone.

The next moment when guys lose the leadership role is during the conversation. Here is a **LAW OF DATING**. A woman will ask you boring questions and then blame you for being boring.



## RULE 8 - LEAD AND WOMEN WILL FOLLOW

This is law. It is written in stone. If you let the woman drive the conversation she will drive it off of a cliff. Don't let her mistakes ruin your chances with her. That's silly.

You know all the steps you need to follow with your rules here that you can't afford to let her take the driver's seat. Every time a girl asks me a boring question I refuse to answer it. When a girl asks about my work I say that I spend all day at work the last thing I want to do in my free time is keep talking about work. I'm not being evasive. I'll tell her that I'm an author but then I want to move on.

Sometimes a girl is determined to be boring. I have been on a date with a woman who asked me about my commute to work for more than twenty minutes. I kept changing the subject and she started getting mad. She really wanted to know every step from my front door to the office in the morning. It was horrible. Her eyes were drooping but she wouldn't let me change the subject, so even knowing the law and fighting her tooth and nail I couldn't win.

Fortunately, this woman is an aberration. Most women are not this terrible but she really stood out because she was so awful. You will almost never meet someone who intentionally ruins dates.

Most girls destroy conversation because they don't know any better. She's never read a book on how to flirt correctly, so you have to realize you have the knowledge and she doesn't. You know the right things to say and the rules for controlling her mind. You are the one in charge. You let her drive the conversation and she'll be like you were before you read this book. It's all random. As soon as the girl is driving the conversation you are depending on luck again, and you know I don't like depending on luck.

Once you are controlling the conversation there is the next moment when you might lose your leadership. Making the first move. Before I understood women I would wait for AGES for a sign. Some signal that she wanted me to touch or kiss her. I had this idea in my head that making a move too soon was disrespectful.

**I was completely wrong. Everyone had lied to me.**

Here is another law of dating. **A woman will respect you for trying to kiss her too soon, but she will never forgive you for taking too long.**

**There comes a moment when a woman decides she wants you to kiss her. She'll start sending you signals. Now these signals are so subtle that men never notice them. They are basically invisible, but once she starts sending them the clock starts ticking. There will come this moment where you have a thought.**

**"Maybe I should kiss her."**

The thought is so fleeting that we normally ignore it. We think that we are crazy and that it's just our imagination, but you're wrong.



## RULE 8 - LEAD AND WOMEN WILL FOLLOW

We usually get that signal about ten minutes after she starts sending it, so you have ten minutes or less left before you have to kiss her. If you wait too long she goes into ego-protection mode.

**Here is her thought process:**

- 1** Maybe he should kiss me.
- 2** I want him to kiss me.
- 3** I wonder if he's ever going to kiss me.
- 4** Maybe he doesn't want to kiss me?
- 5** You know what. I don't like this guy that much. I'm glad he didn't try to kid me.

If you wait too long she moves from desire to deciding that she didn't like you anyways. She will interpret your weakness, shyness or hesitation as a rejection. It doesn't matter that you aren't rejecting her, it's how she feels.

If you make the move too soon, and go for the kiss before she's ready, she might turn her head or give you the cheek. That's ok. A lot of times this is where a woman will test you to see if you are a leader.

**How do you react when you don't get what you wanted?** Sometimes a woman will refuse the first kiss just to see this reaction. Some guys turn into complete babies. They cry, or they call her a tease, or they storm off.

**They react in some negative way.**

They demonstrate the worst aspect of their personality. That negative reaction is a sign of weakness, and when she sees it her desire for the man dies.

When you go in for the kiss and she turns her head, just be cool with it. She's not saying no, she's saying not yet.

If you try to kiss a girl and she doesn't kiss you on the first try, but she is still there talking to you - she likes you. If you try and kiss a girl who doesn't like you, she will end the conversation and walk away, so if she's still standing there, you are going to kiss.

**It's inevitable.**

When you try to kiss before she's ready she will see it a sign of manliness. **She will think:** "I'm not ready to kiss him yet, but wow he goes for what he wants without fear. He's such a real man." So actually going for the kiss and getting rejected will make her want to kiss you. It's a crazy cycle but that's how a woman's mind works.



## RULE 8 - LEAD AND WOMEN WILL FOLLOW

When you want to move a woman around the venue, don't ask her for permission, just say, "Let's go sit over there because I can hear you better." Then take her wrist and lead her to the couches or whatever.

You do **NOT** want to grab her too hard or too soft. Here is how you measure it: Her wrist shouldn't fall out of your hand if she doesn't do anything, so your grip is stronger than gravity, BUT If she pulls back she should be able to easily break the grip. That's how you measure the balance for the perfect lead. You can practice this a few times and it will make sense.

**What we are building here is a pattern, just like the yes ladder. We want her to get used to following your leadership. Think of it as a silent yes ladder. When she follows your leadership she is saying yes. She is agreeing with her silence. This is why we start off leading small and build up to bigger and bigger things. We are building a ladder of compliance.**

That just means a ladder built from her following your leadership. The ladder gets bigger when you get her back to your place. You already know exactly how to invite her over. **"You should come over and play guitar hero with me."**

And she'll just say ok and come with you. So often girls come home with me just because I assume that they are going to. That's all it takes.

When she's at your place you need to continue the leadership role. Show her your activity or cool videos or whatever you invited her over to do. You should only do this other activity for fifteen or twenty minutes. I usually say, **"Let me give you the tour."**

I don't ask if she wants the tour, I just start leading her around my place and of course the tour ends in my bedroom. So once she's in my room it's easy to keep moving things forward. It's your job to keep things moving forward. You are in charge of the gas and she's in charge of the breaks, so she can stop things any time she wants, but you can't expect her to do your job too.

Leadership continues in the bedroom. I lead with my actions. Most guys get so excited by what's about to happen that they don't think. **They just want to see her naked, so they start fighting and tugging her clothes off, but let's take a moment to think about what she's feeling:**

She's with a guy she only knows a little bit for the first time. She's in his bedroom. Now she's standing there completely naked and totally vulnerable, and he's completely dressed.

**How do you think that she feels in that moment?**

We need to lead with our actions. I always take my clothes off first. With enough practice you can get naked like me. One time I was kissing a woman and she closed her eyes for ten seconds. When she opened them I was completely naked and she couldn't figure out how it happened. We were kissing the entire time. I'm not good enough to do this if I'm wearing a tee-shirt but anything with buttons and I'm good to go.



## RULE 8 - LEAD AND WOMEN WILL FOLLOW

You will be astounded at how much easier it is to get a girl naked if you get naked first. You have to lead her, so she doesn't feel any of that vulnerability.

It doesn't matter what you look like. Skinny, fat, or whatever. She is just as shy about her body. If you watch interviews with top lingerie models they all have parts of their bodies that they don't like. Every woman is insecure about her body, so if you get naked and you act comfortable, she will follow your **EMOTION**. She will get naked and feel comfortable, but if you get weird about your body, you will kill the mood.

If you say something like, "**Sorry I'm so fat.**" (Or whatever your body issue is), it will kill her mood. She will follow you and become insecure too, so don't even go down that path. You are leading her and you can lead her to good or bad places, so make sure you focus on the good places.

After you get her number, whether you sleep with her or not, you need to keep leading. A lot of guys wait for the girl to text first, or they get caught up in little texting games.

First of all, text when you want to. That's my motto for texting. I'm not into three day rules or waiting until Wednesday. If someone calls me out on texting too early, I just say that I do what I want to. That's leadership. If you text, then she will follow. She will reply because you have trained her to trust and follow your leadership.

**If she doesn't reply to a message for too long do not get emotional. It's tempting to get caught up and take things personally, but when we do that...when we become emotional, that is us stepping out of the leadership role.**

We don't want to do that. That's when text communication breaks down. Nine times out of ten when a guy shows me a phone conversation that went off the rails. I can see exactly where he got emotional.

We want to stay in the leadership role throughout the relationship. You can see now how building a leadership ladder will lead you from hello into the bedroom and even into a relationship. This is the key to being really happy with a woman. You can't have two drivers or things start to fall apart. As long as you lead her to where she wants to go, things will be amazing.



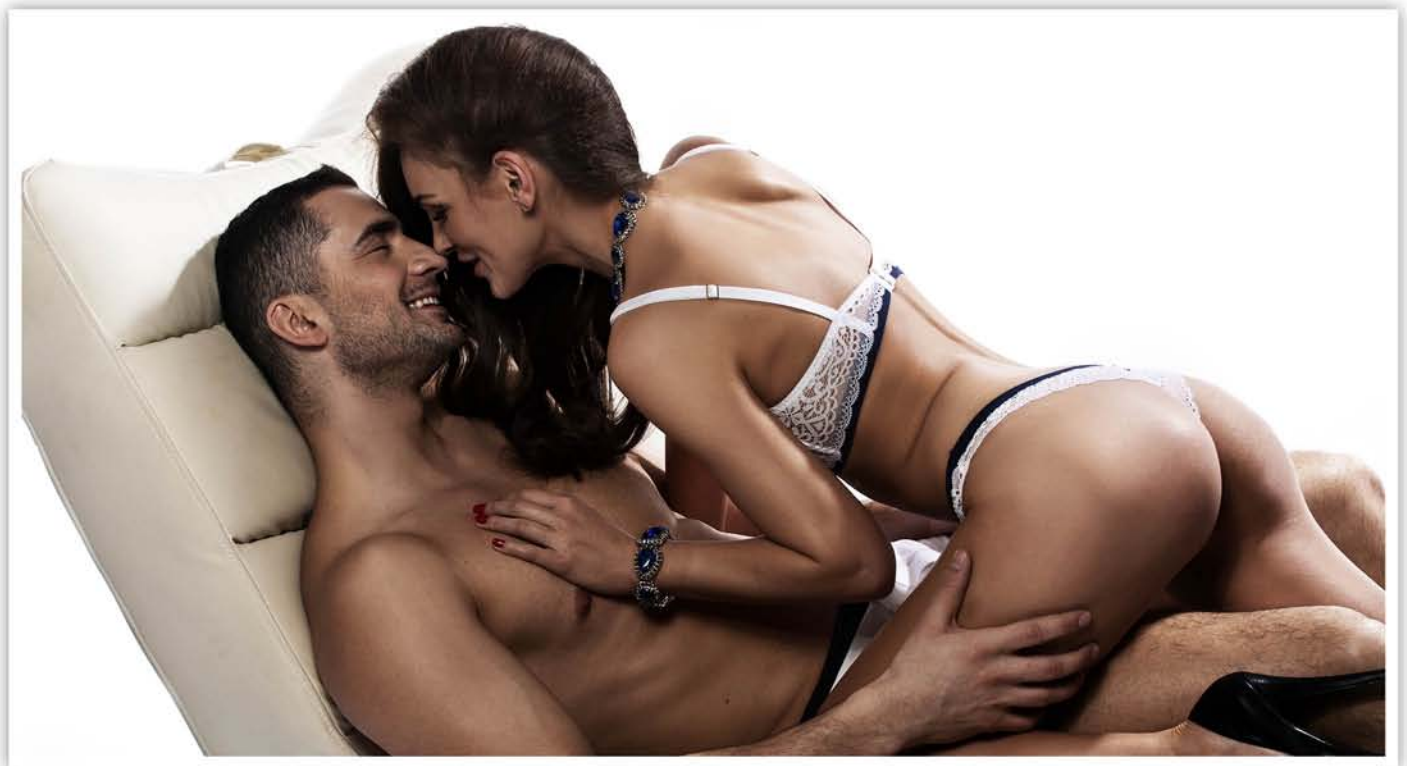


## RULE 9 - BE THE BEST LOVER SHE'S EVER HAD (AND EVER WILL HAVE)

**W**omen talk about sex way more than men do. If you listen to a group of lesbians for ten minutes your ears will turn red. Take a look at the cover of any woman's magazine. There is always at least one major article on sex. Women talk about sex way more than men do. If you listen to a group of lesbians for ten minutes your ears will turn red. Take a look at the cover of any woman's magazine. There is always at least one major article on sex.

**All of the other rules need to flow into the bedroom. You have to be the leader. You have to build rapport. You have to get her to reveal herself. These are the most important rules in the bedroom.**

When you rock her world she will keep coming back for more and more. Women like pleasure. They are human after all. Everyone likes feeling good. Your goal in the bedroom should always be to give her the greatest experience possible. **Do you know why?**



### THE RULE OF RECIPROCITY.

If you give her an amazing orgasm she will want to give you two. Then you give her three, and it just keeps getting better and better. You know that the first part of leadership is guiding her into the bedroom and taking your clothes off.



## RULE 9 - BE THE BEST LOVER SHE'S EVER HAD (AND EVER WILL HAVE)

The next step is showing and telling her what you like. So many of us are so afraid of offending the other person that we don't tell them what we like. How silly is that?

She wants to give you pleasure, so tell her what you like. When I want a girl to go down on me, I tell her to. It's that simple. A really good thing to say at the beginning is:

"If you like something tell me. If you don't like something tell me. Otherwise it's probably not going to happen."

That sets the correct tone. I'm giving her permission to tell me what rocks her world. It's so great to get naked with a woman and not have to play guessing games. I want to pleasure her and I want to give her exactly what she really likes, and then again, here comes the rule of reciprocity. Now she is going to really want to please you. You have now set up a frame where you can tell her what you like and don't like and she won't get upset.

Some girls give terrible head. **We all know this. How many girls forget about the balls? It's the worst, right? Now you can remind her without her getting upset, because you said she should do it first. That's why leadership is so powerful.**

What about building rapport? Remember that rapport is about trust. Feeling comfortable. Feeling a connection. So many guys these days, everything they know about sex they learned from pornography. It has become a purely physical completely unemotional anonymous act.

We want to do more than that. You want to build that connection with her in the bedroom. Look into her eyes. Kiss her in an emotional way. Tell her that you want to feel her experiencing pleasure. Make it a two-way street.

Once you have these basic ideas down you can focus on your actual technique, but mindset is so much more important than technique. Dirty talk is a crucial part of a mind-blowing sexual experience.

## THE BEDROOM YES LADDER

**Let's start with the bedroom yes ladder.**

We can build a new ladder in the bedroom that gives us total control and total rapport. There are three simple rules for this ladder.





## RULE 9 - BE THE BEST LOVER SHE'S EVER HAD (AND EVER WILL HAVE)

1. Ask questions that are extremely simple and require no deep thinking on her part.
2. Only ask questions where you are certain her answer will be yes.
3. Only ask questions that permit a one-word answer.

### Here are some examples:

“You love when I do this, don't you, sweetie?”

“You feel so amazing right now, don't you?”

“You love it when I turn you on, don't you?”

“You love it when I kiss your neck, don't you baby?”

“You love it when I make you really wet, don't you?”

“You feel so good right now, don't you?”

You can basically follow this formula. “You love it when I do X, don't you?” That's the easiest way to remember this. Think of what you want her to say to you, then make it a statement and add “don't you” to the end.

So I love when a woman tells me that I made her wet. To me it's the ultimate compliment. I want her to say, “**You make me so wet baby.**” I make my question “You love when I make you wet, don't you baby.”

That's the secret to the dirty talk yes ladder.

You also want to use the yes ladder for the ultimate yes - her orgasm. You can say things like:

“You want to come on my dick, don't you baby?”

“It feels so good when you come for me, doesn't it?”

“You wanna come for me right now, don't you?”

“My hard dick is going to make you come, isn't it baby?”

The answer to these questions is always

# YES



## RULE 9 - BE THE BEST LOVER SHE'S EVER HAD (AND EVER WILL HAVE)

### TAKING IT TO THE NEXT LEVEL

You don't need to get too creative at first. Just stick this this basic formula and your yes ladder will keep her mind locked onto you. Warm her up with really easy questions. Once you are in the middle you can start to get dirtier.

**If you want to get really nasty you can say things like:**

“You want me to come on your face, don't you baby?”

“You love when I pound you like a bad girl, don't you baby?”

“You want me to spank you like a bad little girl, don't you baby?”

“You love when I bang your brains out, don't you baby?”

When you finish the yes ladder with her coming, she will have a cerebral orgasm that most guys can't figure out how to deliver.

In the bedroom there is one more move that can take her to the next level. We want to move from leadership into **domination**. When you are in the bedroom with a woman and she likes you - you want to unleash your inner barbarian. Women are very attracted to this type of man. A true alpha male wild warrior.

You want to start with your mindset. Internalize the belief that as a male you are inherently dominant and that the woman is inherently submissive. When you have this believe in your mind, you can be the dominant alpha male in the bedroom that every woman desires.

**Have you ever seen a movie where the man was passive in the bedroom and let the woman take control? Of course not.**

Dominating a woman in the bedroom is not about disrespecting her. You are giving her the ultimate in sexual satisfaction. She will love it.

Hesitating and asking for permission in the bedroom are massive turnoffs for a woman. You don't to constantly be asking how something feels and if she likes this or that. We made our statement up front, so she knows that we are the gas and she is the brakes. **From that point forward we are driving!** Do not ask her to do what you want. TELL HEER that you want your dick sucked and then guide her head down there.



## RULE 9 - BE THE BEST LOVER SHE'S EVER HAD (AND EVER WILL HAVE)

**When I want doggy style I don't ask her if she wants doggy style, that will kill the mood for her. I just say, "turn over" and then I flip her over, or I tell her to get on all fours.** You want to be the one who is choosing positions and guiding the interaction. This allows her to turn off that part of her brain and focus wholly on her pleasure. It makes the experience better for her because she devotes her energy to that aspect. She is focused on her body, not her decision making process. You are freeing her mind.

There are certain techniques you can use that will give a girl a massive rush. We want her to experience your alpha nature in a very sexual and exciting way. The first thing you can do to get her juices flowing is called **Manhandling**.

When you get in to the bedroom, shut the door behind her. Slam her back into the door and start making out with her with animalistic intensity. Don't do this against a wall, only use a door. The reason this is so intense is that the door will make a really loud noise. It also won't actually hurt her.

The door is flexible enough that it will absorb the impact, it just seems hard.

This move isn't actually painful for the woman but the loud noise of the door makes it extremely intense. She will feel like you are a real man and you are about to take her.

Another key part of dominance is pulling her hair. This technique requires precision. Most of us think of hair pulling as grabbing the end of a pony tail and yanking.

This is completely wrong. You want to grab her hair as close to the root as possible. This will minimize any pain and give you greater control. When you yank a pony tail it really hurts. We don't want that.

Get behind her and start kissing her on the neck, then slip your hands into the base of her hair and use your grip to control her head. This isn't about speed, this is about slow control.

Turn her head so you can get to one side of the neck and then the other. If you are in a face to face position this is a great move. Control her head so she looks directly into your eyes while you are thrusting inside of her.

This is a powerful move that shows your dominance and also opens up an emotional connection. It increases your rapport and she will love it. Most guys these days don't even want to face her, let alone make eye contact. Be the exception. Force her to look into your eyes. Kiss her during sex. Be in control.



## RULE 9 - BE THE BEST LOVER SHE'S EVER HAD (AND EVER WILL HAVE)

Another powerful move is spanking. Most women absolutely love to be spanked. **If it's your first time with a woman wait until you're doing her doggy style. Slap her on the ass and say "you love the way I spank you, don't you baby?"**

This keeps her on your yes ladder and will turn her on.

Once she says yes she will feel the need to be consistent. So she will want you to spank her more. It's important to determine how hard a woman likes to be spanked. Everyone likes a different amount of power behind each spank, so start off soft and work your way up. When it starts to hurt she'll say that it's too hard. That's her doing her job and applying the brakes.

Go back one or two notches and now you know exactly how hard she likes to be spanked, the next time you are hooking up. When she is really turned on, you can flip her over and pull down her pants and start spanking her. You don't have to worry that it will be too hard because you already know exactly what she likes.

Her bum has a lot of muscle and fat so it can take more punishment than other parts of her body before it starts to hurt. As with the door slam, you aren't trying to hurt her. The loud noise is more important to the effect. When she hears that loud spank and it doesn't hurt she's really going to like it.

You can combine your spanking with more dirty talk to get her really wet.

**"You're a bad little girl and you know what happens to bad little girls"**

**"You're so naughty, why do you make me spank you, you naughty girl"**

There are other amazing ways you can manhandle her. Throw her onto the bed. Pin her arms behind her back while you're inside of her. When you are doing doggy style cross her wrists behind her back. This puts you in total control.

This is a powerful technique and a continuation of our other 8 rules. Keep your leadership in the bedroom and she will keep coming back for more.



## BONUS CHAPTER: HOW TO RESIST “WEAPONS OF INFLUENCE”

**M**any of the tactics we've discussed are being used on YOU all the time, without you realizing it...often by marketers and sales people, although you may encounter similar pressures from your friends, family, etc., so now let's talk about how you can recognize when these “weapons” are being used on you, and how to counter it.

Each of these rules was first developed and refined by professional influencers. These are people who make a living convincing other people to do things - from charity workers to cold callers to used car salesman. We can use these same techniques to attract and seduce women with amazing results.

Being aware of these rules of influence, we want to make sure that we don't fall for them and get tricked into buying something we don't need, don't want, and will never use. When you are meeting someone for the first time, try to see what their ulterior motive is. If you know they want to sell something to you, you need to especially be on your guard.

**Here are a few specific ways you need to be ready:**

**Before accepting a free gift or a discounted service, or before agreeing to hear confidential information, ask yourself whether you're going to feel obliged to give the same or more in return. Should you decline, so that you don't feel indebted?**

If someone walks up to you on the street and tries to give you a flower, don't accept it. It's obligation and it's poison. These people will give you a flower and then use your sense of obligation to beg you for money. You will walk away and throw away the flower. Everyone throws the flower away. Then they go and take it out of the trash to give it to the next person.

When you see someone walking towards you with a flower, just think of yourself as a mouse, and they are trying to get you to eat the cheese in the mousetrap. As soon as you have that thought and image, you will be able to escape this trap of influence.

This happens in a lot of car dealerships and high end fashion stores. You walk in and they immediately offer you a drink. The nicer the store the fancier the drink. I have been shopping for suits and they give me a glass of champagne. It's from a bottle that probably cost less than ten bucks but suddenly I feel like I should spend three grand. They gave me a nice drink after all....





## BONUS CHAPTER: HOW TO RESIST “WEAPONS OF INFLUENCE”

It's ok to accept a free drink from these people as long as your mind stays focused. Just realize that it is their opening negotiation tactic, not a free gift. Being aware of what is actually happening can protect you from this rule of influence.

**Before agreeing to a course of action, even at a very preliminary level, think about the consequences of your decision. Will you feel so invested in this new course of action that you won't want to change your mind?**

Small decisions lead to big decisions. Once you spend any money with someone your relationship changes, even if you just pay ten cents. You are no longer a prospect, you are a customer, and that will dramatically change your relationship.

Once you have bought from someone, it's much easier to buy from them again. Our brains want to remain consistent, so we say to ourselves, **“I bought from him before and it turned out alright. I should do it again!”** So keep your eyes open to getting locked into patterns of consistency.

**Though everyone else is pursuing a particular route or buying a product, it may not be right for you. Avoid falling victim to the "herd mentality." You might decide that it's best to go against the trend.**

Sometimes our brains just default into sheep mode. We buy things without really thinking about if we need them. Take a look at how many kitchen and exercise gadgets people buy. Do you have a panini press in your kitchen right now that you have used like twice? It seems like almost everyone has one, but nobody uses them.

When I was younger I had a George Foreman Grill. It was like the standard college kitchen gadget. I cooked on mine a few times a week. I used it constantly, but then I would visit tons of girls who all owned one that they had used one time. They got caught up in herd mentality. They bought something they didn't need. I wasn't some genius just because I used mine, I was just lazy in the kitchen!

The key to understanding herd mentality is to pay attention to trends. Just realize that the thing everyone is buying now changes every few months. Once you realize that the herd is rushing toward a cliff, you can take a step to the side and decide not to join them.

**When you feel tempted to buy a product or sign up for a service, ask yourself whether you've fallen under the spell of a particularly likable salesperson. Is the salesperson similar to you, familiar to you, or extremely complimentary?**



## BONUS CHAPTER: HOW TO RESIST “WEAPONS OF INFLUENCE”

This is a powerful way to assess any new relationship. **Do you like the salesman? Is that feeling of liking him going to change how you make your buying decisions? What happens when you find out that you are both from the same state? Are you going to buy something from him just because you are from the same place?**

There was a guy on television recently talking about his company that makes shirts with different states on them. When someone sees the name of the state on your shirt they come say hi if they are from the same place.

**He was wearing a shirt from Texas, but he's not from Texas!** It's just his top seller so he wears it to get maximum rapport. Remember, that people like this are in business. He is trying to make the sale because that's how he supports his family. It might not be malicious, but that doesn't mean that we should fall for it.

Whenever someone says they are from the same place as you, realize that they are trying to build rapport. Your first thought should be, **“Why does this guy want to build rapport with me?”** That one question will help you focus on the reason behind his actions.

If he is just a good guy and wants to be friends, then he will pass this test, but if he's just a guy out to make a buck off you, then you will become aware of what's going on.

**Carefully note your reaction to authority figures. Has the person you're negotiating with triggered your respect for authority? Are you making your choice because you want to, or are you swayed by an "expert" opinion? And does this person genuinely have the authority he is implying, or is he merely using the symbols of that authority?**

There are certain things that cause us to immediately give someone credit. If they are taller or older than us this can cause us to defer to them because of their experience. **How about if someone is wearing a security guard's uniform? Or an expensive suit? Are we responding to what the person is saying or simply responding to their outfit? Are they actually an authority figure or do we just think that they are?**

I have done business with a lot of people and the one thing I've learned is that being older doesn't mean they are wiser. Everyone over the age of eighteen is an adult. Legally you are equals. Oftentimes we mix up real authority with someone who just looks like they are an authority. Take the time to be sure you know what you're dealing with before you get influenced.

**Before you fall for a sales pitch claiming that a product is running out of stock or that a discount deal is soon to expire, think again. Do you really want or need the product now, or has its lack of availability caught your attention?**



## BONUS CHAPTER: HOW TO RESIST “WEAPONS OF INFLUENCE”

I see this all the time online. There is some great new product or training course, and they are going to run out. **How can you run out of downloads?** There are no DVDs to mail. It's just like watching a video on Youtube.

Sometimes I get so inspired that I just have to pull the trigger, but when I stop for a minute and think, **“Do I really want this or do I just not want to miss the CHANCE to buy this?”**

We get caught up in the emotion of the moment. That's why prices can skyrocket at a live auction. People end up spending way more than they planned on because they get overwhelmed by the concept of scarcity. Even more important is when you start to think that women are a scarce resource.

**They aren't.**

Every day millions of women turn eighteen. They are not a diminishing resource, they are constantly renewing. Like sunlight. If you get caught up in the idea that there is only “one” right woman for you, then you turn what is abundance into scarcity.

**Don't do that.**

**There are thousands of runway models. Tens of thousands, and you'd be happy with just one of them right?**







## CONCLUSION

You now have the tools and the knowledge to bend the universe to your will. I recommend writing down our NINE rules on a small piece of paper you keep in your wallet, or save them on your phone. You can even make them the background on your screen, so every time you look at your phone you are reminded of these key rules for getting the women you want. Eventually the rules will become locked into your brain.

At first you will need to actively remind yourself. Once you have them down you will discover that you are nearly limitless. You have learned our nine powerful rules.

**Rule 1** - Use Rapport To “Build The Bridge”

**Rule 2** - Read Her & Make Her Reveal Herself

**Rule 3** - Use The Rule Of Reciprocity

**Rule 4** - Make Her Commit & Be Consistent

**Rule 5** - Use Scarcity

**Rule 6** - Establish Social Proof

**Rule 7** - Eliminate Her Fear Of The Unknown & Neutralize Objections

**Rule 8** - Lead And Women Will Follow

**Rule 9** - Be The Best Lover She’s Ever Had (And Ever WILL Have)

With these rules locked into your brain you will be able to control any woman you want. You will be able to guide her down the path into your bedroom, and she will love every step of the way.

These tools will give you the ability to give every woman you encounter an amazing experience. Do not try to use these rules for evil. They will fail you, but when you meet a girl that you are genuinely attracted to, and you want to give her an amazing experience, that’s when these rules really shine. You can accomplish anything.

The key to success with women is assembling all of these goals in the right way and changing your mindset. It’s so easy to become passive these days. It’s the man who takes action who gets all the women. Go out there and try out each of these rules this week.

**Take action now.**



# RECOMMENDED RESOURCES

## TACTICAL ATTRACTION

**Tactical Attraction** is the ultimate crash-course for learning every element of attracting and seducing women, and becoming the best and most attractive MAN you can possibly be. Inside this best-selling program, you'll discover how to develop **unstoppable Alpha Male confidence**, how to transform your "look" and become 400% more attractive, and how to use verbal and body language tactics to make any women feel **UNCONTROLLABLY ATTRACTED** to you.

[Click here](#) and learn how to use these stealth seduction secrets to score with all the hot women you want, or to get the loyal, loving, and **smoking hot girlfriend** you've always wanted. The choice will be yours!



## THE BAD BOY BLUEPRINT

We all know that women are hard-wired to chase after "Bad Boys." (And despite what you see in the movies, "Nice Guys" are the LAST ones to get laid!)

Now, for the first time, you can learn a proven, step-by-step system that rewires you for **total unstoppable success with women** by giving you the "Bad Boy edge" that women crave. Get ready for women to chase you and even fight over you, once you [click here](#) and discover these **badass Bad Boy seduction secrets**.



## INSTANT SEXUAL ACTIVATION

What if you could "crawl inside" the mind of any woman, hijack her thoughts, and install feelings of uncontrollable HORNINESS in her brain...and then **direct all of those feelings towards you**? So that she feels an overwhelming desire to follow your suggestions, and **do whatever it takes** to please you?

This is the "seduction superpower" you will discover inside the **Instant Sexual Activation system**, which has been called "the holy grail of seduction."

[Click here](#) and use these **mind control secrets** tonight...but please use them ethically and responsibly, as they can be DANGEROUSLY powerful!



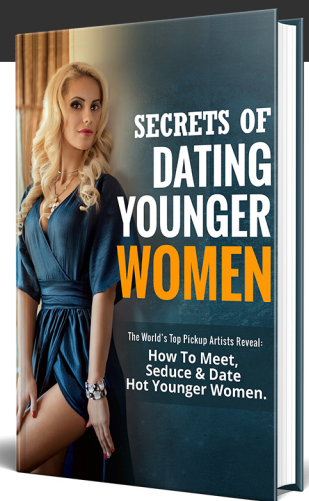
# RECOMMENDED RESOURCES

## SECRETS OF DATING YOUNGER WOMEN

If you're a guy in your mid-30s or up, you might think that sexy, fun, hard-bodied younger women are "out of your reach." Well, now you can learn the exact secrets and techniques that **the world's best pickup artists and seduction masters** use, to make your age your most powerful advantage!

The **Secrets Of Dating Younger Women** program combines the knowledge and techniques of more than a dozen of the most famous and respected dating experts on the planet, to give you a step-by-step roadmap that will make you a **MAGNET** for the young, hot women you deserve to be with.

[Click here](#) for more.



## AUTOMATIC OBSESSION WORDS

Imagine if you knew the **EXACT** words to say, in any situation, to instantly command a woman's attention and trigger feelings of **raging sexual desire** inside of her. And then...imagine using short, simple phrases to make her want to come home with you and give you **all the sex you can handle?**

[Click here](#) to discover these closely-guarded "**Obsessions Words**" and start using them tonight. Rejection will become a thing of the past, because you'll have **the perfect words to say** hard-wired into your mind.



## SECRETS OF STRIP CLUB SEDUCTION

What guy hasn't fantasized about scoring with a sexy, curvy stripper or exotic dancer who has **ALL** the right moves in bed? The problem is, for most guys, the idea of banging a stripper is nothing more than a fantasy...and strip clubs exist only to drain your wallet and send you home with a case of blue balls.

But now, a team of seduction experts from Las Vegas...the strip club capital of the world...have peeled back the curtain to show you **EXACTLY** how they dominate strip clubs and hook up with the hottest strippers for **FREE**.

[Click here](#) for a hot, private presentation and discover the **Secrets Of Strip Club Seduction**.

