Table of Contents:

Section 1: First Steps

Chapter 1: Forget What You Think You Know
Chapter 2: Fear Setting
Chapter 3: Overcome Approach Anxiety
Chapter 4: Harness the power of social momentum
Chapter 5: Learn from Failure
Chapter 6: Develop Self-Awareness

Section 2: The Psychology of Seduction

Chapter 7: Reciprocation
Chapter 8: Scarcity
Chapter 9: Liking
Chapter 10: Commitment and Consistency
Chapter 11: Social Proof

Section 3: The Seductive Mindset

Chapter 12: Play the Numbers Game
Chapter 13: How to Mindfuck Yourself to Become More Attractive
Chapter 14: Eliminate Shame
Section 4: Be Unforgettable

Chapter 15: Be Dominant
Chapter 16: Lead the Conversation
Chapter 17: Create Momentum: Always Be Leading
Chapter 18: Never Land in The Friend-Zone Again: Be Man to Woman
Chapter 19: Make Her Feel Strong Emotions
Chapter 20: Create Rapport
Chapter 21: Elicit Vulnerability
Chapter 22: Develop A Killer Instinct (Overcome Objections)
Chapter 23: Use Strategic Analysis
Chapter 24: Systematize Growth
Introduction: The Seduction Blueprint

Several great books have been written teaching men’s dating advice. *Models* by Mark Manson clarifies the mindset an attractive man has in a visceral, easy-to-understand way. *The Art of Seduction* by Robert Greene uses powerful historical examples to help you understand the psychology of what makes people fall in love. *The Game* by Neil Strauss is a brilliant work that has introduced millions of men to the idea that they can learn success with women like any other skill (although it is certainly not a useful guide for how to do so).

Although these books have offered tremendous value to men across the world, they are all missing something. Something that I believe is necessary for anyone who wants to learn success with women.

These books tell you what to do, and even why you should do it. Yet they don’t address the reality that learning the skillset necessary for success with women is a messy process.

Knowing what to do and why it works isn’t enough, there is a wide gap between information and the successful real-life implementation of that information. The principles, values, and strategies in the aforementioned books are useful, but knowing what to do isn’t the same as having the tools to systematically implement that knowledge in your real life.

Everyone knows that they should cut fast food out of their diet to lose weight, yet few people do. Everyone knows they shouldn’t binge watch Netflix for five hours a day, yet the average American watches 5 hours of television per day. We’ve all tried to change our lives for the
better, and whether we were aiming to improve our career, relationships, fitness, or anything else; the fact that we knew what we wanted and how to accomplish our goal wasn’t always enough. In fact, most people rarely successfully accomplish their goals. Why, though?

We don’t fail to accomplish our goals because of a weak willpower, inherent laziness, or even because we lack understanding of how to accomplish our goals. We fail to accomplish goals because we don’t have systems that create the necessary self-awareness, consistency, and repeated course correction that are all necessary.

I learned this the hard way, I’ve failed to accomplish my goals hundreds of times. Through my countless failures and years of psychological research, I have learned what it takes to transform knowledge of how to do something, into real life results.

I wrote this book because I’ve known dozens of guys who’ve dipped their toes in the water hoping for success with women. Yet, I’ve known only a couple who accomplished their dating goals. Most guys either give up or continuously made the same mistakes month after month.

I know anyone can have the success with women they want, but I also know that most guys who try don’t get the results they were hoping for. They didn’t have a system that taught them how to reliably improve over time.

This book will give you just that, a system for consistently improving your dating life. Most men don’t need more knowledge on how to attract beautiful women, they need to learn how to convert their knowledge into real life results. The Seduction Blueprint will help bridge the information-action gap for you, you won’t just learn what to do and why it works, you’ll learn a
system for implementing that knowledge into your real life. This book is designed to trigger long-term self-improvement for anyone who reads it.

However, you should know that this is a pragmatic approach based on the reality that change takes significant effort. If you’re looking for cheerleading or a ‘quick fix’, you’re reading the wrong book.

Real change isn’t measured in days, but in months. Don’t expect to walk up to your dream girl tomorrow and to sweep her off her feet just because you read some book. Change takes time and effort, anyone who tells you otherwise is more interested in selling to you than helping you.

Before we begin, know this, my intention for The Seduction Blueprint is bold. I want this to be the next book on the list of great books teaching success with women. Not necessarily because the ideas here are cleverer than the competition, but because people who read this book are given the tools they need to translate concepts and strategies into real life results.
Section 1

First Steps
Chapter 1: Forget What You Think You Know

“The only true wisdom is in knowing you know nothing.” - Socrates

If you want an abundant dating life full of exciting experiences with women of the highest quality, the first essential step is something you probably wouldn’t have guessed. Develop intellectual humility.

Seriously?

Seriously. We all have beliefs about ourselves, women, and society that we have developed and reinforced over the course of our upbringing. Many of these beliefs are flat out wrong, and they can subtly prevent us from getting what we want; and we won’t even know this is happening.

If you’re not prepared to change your beliefs about yourself and about what women respond to, you will find yourself swimming against the current because more than anything, it’s our beliefs that prevent us from getting the success with women we want.

For example, imagine that you believe that you aren’t attractive to women because you’re not in particularly good shape. Regardless, you’ve decided to read some dating advice content because you found it interesting and, at this point, you’re willing to do anything to get a girlfriend.

Okay, you’ve read some dating advice and feel inspired to take some action. Let’s say you approach five women a day for two weeks.
Your interactions for these two weeks don’t really go anywhere. For the most part, you have polite conversations with girls that last a few minutes. You don’t get any girls’ numbers and you certainly don’t sleep with any attractive women.

This is to be expected, you’re new to this. Unfortunately, because you’re convinced that physical fitness is what attracts women, you filter your results through this belief. You tell yourself that if you were ripped, you wouldn’t have gotten ‘rejected’ by all the women you approached. You tell yourself that you’re wasting your time approaching a bunch of women while out of shape, and that you need to focus on getting your fitness handled before you approach more women.

What you don’t know is that your brain is extremely clever and it will do anything it can to help you avoid painful experiences. Going out and approaching women is anxiety provoking and uncomfortable for you at this point, especially because you don’t have any results to show for the effort you’ve expended. Your brain doesn’t want you to go through this pain anymore.

So, your brain convinces you that you need to be ripped before you do more approaches. This rationalization allows you to avoid the painful experience of approaching women while still allowing you to feel like you’re making progress by going to the gym to become more attractive.

When dissected from a third person perspective, it’s easy to see that this kind of thinking is delusional, but it’s not so easy to do the same with your own delusional beliefs. We all have delusions about ourselves and about human psychology. It’s inevitable that we pick up some
misguided beliefs over the years, it would be arrogant to think you have a perfectly accurate view of reality.

Because of our vulnerability to delusion, the key to self-improvement is to be open-minded to the possibility that your beliefs are inaccurate, and to be prepared to let go of many of your current beliefs.

Why Our Beliefs About Women are so Inaccurate

In the first world (and especially in America), we live in a narcissistic culture. This is neither good nor bad, but being raised in such a culture will inevitably affect the filter through which you view reality.

In this narcissistic culture, we give extreme value to appearances. We associate beauty and wealth with success and happiness. You’ve been taught throughout your life that women want men with money, status, and good looks.

To a degree, this is true, (especially in a culture where women are taught they should want these things) money, status, and good looks are all attractive. But, it’s not all women respond to.

Even if you aren’t good looking or wealthy, with enough confidence you can attract plenty of beautiful women. Unfortunately, it can be difficult to believe this is possible when you’ve been
through a lifetime of conditioning that has taught you to focus on external factors like money and looks.

Yes, being good looking helps grease the wheels, but self-confidence is more viscerally powerful than any individual external factor, even good looks.

Furthermore, good looking people tend to be more self-confident than their less attractive counterparts. We assume good looking people get more results with women because of their looks, but what if it’s actually because of the self-confidence that is associated with those qualities?

Think about it. It’s easier to feel entitled to attractive women if you’ve been told that you’re good looking your whole life. We instinctively assume it’s the good looks that leads to success, but maybe it’s mostly the entitlement good-looking people have from years of positive reinforcement.

Good looking guys expect women to like them, so they aren’t afraid to ask the hot girls out or make bold moves. Maybe, this is the main reason it seems easy for them to get the results they want. (Obviously, this isn’t black and white, there are a lot of good looking guys who aren’t confident and who don’t get results with women.)

This isn’t to say that good looks don’t help, but that our perception of how attraction works is based on a lot of assumptions. Some may be accurate, some may be flat out wrong. But if you don’t question and challenge these assumptions, they can hold you back forever.
If you tie an animal in captivity to a rope for its entire life, it will become accustomed to the boundaries the rope limits it to. If, after years of captivity, you take off the rope, but leave the animal in the same physical space, the animal won’t leave the area that the rope used to constrain it to.

Our beliefs about women and sexual attraction work similarly to that rope. They act as an invisible prison that keeps us from taking the risks that we believe are pointless to take. We learn that we are not attractive enough for the highest quality women by some societal standard so we stay in ‘our lane’ and avoid asking those high-quality women out. For the most part, we don’t even consider that it might be our limiting beliefs that are preventing us from dating those high-quality women.

Of course, you shouldn’t assume that I’m right in saying that confidence is more powerful than looks or money (and that you can build confidence through approaching women), but don’t assume that I’m wrong either.

If you want to improve your dating life, you must adopt an attitude of optimistic skepticism. Doubt everything you read and everything you think you already know, and with an optimistic attitude, try new things: challenge your beliefs through real life experiences.

For example, if you think women just don’t find you sexually attractive, you could challenge this belief by approaching many women and asking them on dates. Through risking rejection again and again, you will get an experience-based idea of how attractive you are to women.
You will also learn what causes women to respond to you in different ways. You’ll notice how your emotional state affects interactions, you’ll notice what you do that makes women uncomfortable and what makes women respond positively. As you learn more and more from experience, you will focus more on things that are under your control. You will learn to focus on getting into a positive emotional state when interacting with women, on taking risks, on offering value, on creating sexual tension, etc.

The beliefs you’ve picked up through years of secondhand (cultural) learning will matter less and less because you will have more visceral, experience-based knowledge to work with. You will start to understand what women respond to on a gut level instead of on a purely intellectual level. Baron de Montesquieu said it best, “A really intelligent man feels what other men only know.”

Is Pickup Weird?

Approaching tons of women to improve your dating life is not a societally acceptable pattern of behavior. In fact, it’s pretty strange.

There’s a certain resistance we all have to cold approaching women because it’s not a normal thing to do. No one wants to develop a reputation as a creepy guy who spends his days trying to pick up chicks.
It’s normal to feel some resistance to diving into cold approach wholeheartedly because it’s ‘weird’. However, if you think about it logically, what’s weird about it?

Nothing.

Think of it this way, what’s weirder, approaching women you find attractive, or swiping right on pictures and messaging people you don’t know in an attempt to bang them? Ten years ago, the ladder would have been weirder. Online dating used to have a strong taboo, but recently, it’s become so popular that it’s considered totally normal to swipe for sex.

Cold approach will never be popular enough that it will lose its taboo, but that taboo is just as arbitrary as the one society used to have against online dating.

Importantly, you won’t develop a bad reputation by approaching women regularly unless you are exceedingly aggressive. I’ve approached thousands of women in a relatively small college town and did so with no social repercussions (to my surprise).

As it turns out, people don’t care what you do unless it’s extremely peculiar, and even then, they don’t care nearly as much as you might expect.

Any resistance you feel towards doing cold approach pickup is based on beliefs you have about what constitutes normal, acceptable behavior.

You won’t be able to get the dating life you want unless you learn to determine your beliefs through your own experiences and let go of the societal baggage that has taught you misguided lessons about what women want and what you should and shouldn’t do. Throughout this book,
you’re going to learn how to unlearn any negative self-beliefs you may have and how to develop more positive, useful mindsets.
Fear setting is a technique entrepreneur Tim Ferris adopted from the stoics. It’s an exceptionally pragmatic way to set goals; instead of focusing on what you want and why you want it, you’re focusing on what can go wrong.

This counterintuitive approach is effective because, whether we realize it or not, we are more motivated to avoid pain than to seek pleasure. Traditional goal setting focuses on everything you have to gain, but what really drives us is what we want to avoid. Fear Setting frames your goals in a way that respects this psychological reality, and in doing so, prepares you for long-term success.

Fear setting has three major steps:

1. Prepare for the Worst:

For this process, start by choosing a goal or important decision you want to focus on with this exercise. For our purposes, we might select: “Practice cold-approach pickup regularly so I can get a high-quality girlfriend.”

Once you have your goal, list all the things that you think could go wrong under the label ‘worst case’. For our goal, it might look something like this:
Step 1. Worst Case Scenario:

1. Every girl I talk to rejects me.
2. I get a bad reputation as a ‘player.’
3. It turns out I’m just not good looking enough.
4. I have too much anxiety to approach any girls.
5. I’ll meet a girl I really like and start dating her, but she’ll break my heart.
6. I won’t have enough motivation to do this long enough to get good results.

Next, you list ways in which you might be able to repair the worst-case scenarios if they happen. For our example, it might look like this:

Repair: (Every girl I talk to rejects me)

1. Don’t be too aggressive when I’m new to this, start with an intention of making new friends.
2. Learn ways I can improve from each rejection I get.
3. Don’t give up until I’ve gotten at least 1000 rejections.
4. Practice techniques to create attraction.

Repair: (I get a bad reputation as a ‘player’)
1. Explain to whoever calls me a player that I’ve been approaching people because I have social anxiety.

2. Disassociate with anyone who judges me for living my life how I want to.

3. If my parents hear about this, be honest with them, they will understand.

4. If worst comes to worst, I can always change cities.

(PS: It’s extremely unlikely you will get a bad reputation, but if you do, you are prepared for it.)

Repair: (It turns out I’m just not good looking enough)

1. If I keep getting rejected because of my looks, I can improve my appearance by going to the gym, getting nice clothes, getting a nice haircut, etc.) (I should do these things regardless).

2. Don’t assume I’m not good looking enough until I’ve gotten at least 1000 rejections.

3. If I’m having trouble because of my looks, get ten times better than good looking guys at everything else (humor, charisma, etc.).

Repair: (I have too much anxiety to approach girls)

1. Don’t give up, go out every day until I finally do start approaching girls.

2. Take baby steps, start with something easy like smiling at girls as they walk by and build up from there.
3. Look up strategies to beat approach anxiety.

4. If nothing else is working, I can see a therapist to help me with social anxiety.

5. Find wingmen who already approach to inspire me.

Repair: (I’ll meet a girl I really like and start dating her, but she’ll break my heart)

1. If I got one girl I really like, I have the necessary skills to meet another.

2. Don’t get in a relationship until I’ve really got this skillset down.

3. Understand that getting heart-broken is a learning experience and that although it hurts, it’s ultimately good for me.

Repair: (I won’t have enough motivation to get long-term results)

1. Read some success stories to remind myself that this is possible.

2. Visualize, every day, how good it will feel once I accomplish my goals.

3. Stop masturbating, if I can’t watch porn I’ll be more motivated to meet women in real life.

4. Find like-minded individuals to go out with to help motivate me.

2: The Benefits of Failure
The second step for fear setting is to answer the question, “What might be the benefits of an attempt/partial success?” This is important, because when we look at our goals from a binary succeed/fail perspective, the consequences of failure can seem severe. Looking at the value of an attempt or partial success makes the risk seem less damning because we’re reminding ourselves that attempting a goal has its own value. For our goal, here’s what this second step might look like:

Step 2: What Might the Benefits Be of An Attempt/Partial Success?

1. Even if I don’t get a girlfriend, I’ll meet a lot of cool new people, and probably make some new friends.

2. I will get to feel a sense of accomplishment every time I face my fears by approaching a girl or asking a girl on a date.

3. I will develop my social confidence.

4. I won’t have to spend my life wondering what could have been if I just stepped up and tried to get my dating life handled.

5. I’ll be getting out of my house more which is good for the spirit (compared to playing video games/Netflix bingeing).

3: If You Don’t Try
The third and final step of fear setting is to write down the costs of not attempting to accomplish your goal. Remember, we are more motivated to avoid pain than to seek pleasure. Writing out the consequences of not accomplishing your goal will allow you to use your powerful desire to avoid pain in a productive way.

Do this third step to specify the consequences of failure 6 months from now, 1 year from now, and 3 years from now. Here, I’ll write out an example of what this might look like for 6 months from now:

Step 3. The Cost of Inaction:

6 months:

I’ll be six months older, yet still without a great woman to share my life with. I’ll have spent my time interacting with video game characters instead of people in real life. I will have missed many opportunities to have fun adventures and exciting experiences.

My frustration with my inability to freely express myself with others will have built up that much more, and I’ll know I could have done something about it.

I will continue to have a lot of negative limiting beliefs that hamper the quality of my life.

In Summation:
That’s the process of fear setting, much more pragmatic, and in my opinion, useful, than traditional goal setting. If you go through this process and come to the conclusion that your worst-case scenario is something you’re not willing to risk, email me at aghayden@email.arizona.edu and I can help you decide whether the risk is likely and if so, if it’s really something not worth facing.
Chapter 3: Overcome Approach Anxiety

“Anxiety is the dizziness of freedom.” - Soren Kierkegaard

In this chapter, you will learn three effective strategies to overcome approach anxiety. 1. Understand that fear is excitement. 2. Take one step at a time, and 3. Use the power of persistence.

1. Understand That Fear is excitement

“Your emotions are the slaves to your thoughts, and you are the slave to your emotions.” - Elizabeth Gilbert

Research has found that anxiety can be mistaken for sexual attraction. In the famous bridge study, male participants crossed a rickety bridge with a drop of over 200 feet. As the men crossed the bridge, they became highly anxious. On the other end of the bridge, a female lab assistant administered the participants a survey. After the survey, the lab assistant gave participants her phone number to call if they had any further questions. Half of the men called the assistant, and several even asked her out on a date.

This is in stark contrast to participants in the control group who crossed a much safer bridge that didn’t cause anxiety: none of them followed up with the assistant, and none of them asked her on a date.
The men who were anxious after crossing the rickety bridge experienced what psychologists call misattribution of arousal. They were brought into a state of psychological arousal from crossing the bridge, and when the female lab assistant gave them her number, they mistook their anxiety from crossing the bridge as attraction for the lab assistant.

This may seem strange at first glance, but when you compare the symptoms of anxiety and sexual attraction it makes perfect sense that these two states could be confused. The symptoms of anxiety include: sweaty palms, increased heart-rate, heavy breathing, dilated pupils, and intensified emotions. What else causes all these symptoms? Sexual attraction.

The fact that participants of the bridge study asked the female lab assistant on a date has an important implication: anxiety is a subjective experience. When men interpret anxiety as a sign that they’re sexually attracted to someone because of the misattribution of arousal, it becomes a good thing, a reason to ask a woman on a date.

Anxiety and excitement are two sides of the same coin. For one person, skydiving is the most thrilling experience imaginable, for another it’s the most frightening. Similarly, approaching women can either be exciting or anxiety provoking, it’s completely subjective.

Turn Approach Anxiety into Approach Excitement
Harvard scientists ran a study in which they made participants give a speech in front of an audience to induce social anxiety. The first group of participants wasn’t given any special instructions for giving their speech, and unsurprisingly, their levels of social anxiety were high. Resultantly, their performances suffered.

A second group of participants was given a very simple exercise to practice before and during their speech. They were instructed to reinterpret anxiety as excitement. Whenever they felt nervous, they were to tell themselves, “I feel excited.” Participants in this second group not only felt more calm and confident, but also performed significantly better.

When you see a girl who you want to approach, don’t try to deny any anxiety you feel. Instead of fighting it, reinterpret it. Tell yourself that you are excited. Consciously think this, and each time you do this, you will start to change the meaning of approach anxiety. You can’t get rid of approach anxiety, but you can transform it into a positive experience.

2. Take One Step at a Time

“When it is obvious that the goals cannot be reached, don’t adjust the goals, adjust the action steps.” - Confucius

One of the most effective ways to approach if you’re feeling hesitant is to ask yourself a simple question, “What’s the smallest step I can take towards approaching a girl right now?”

The answer is usually going to be: “Start moving.”
One of the most common mistakes guys make when going out to meet women is that they just stand in a circle with their friends (this is sometimes called a chode circle) and don’t move anywhere. Standing still creates a sort of psychological inertia (inertia is the law of physics that states objects at rest stay at rest and those in motion stay in motion). The longer you hesitate, the more resistance you build to taking action.

Simply moving around the venue you’re in is an important step towards approaching women. Each small step you take builds forward momentum.

Once you’ve started moving around the environment, you can ask yourself the question again, “What’s the smallest step I can take towards approaching a girl right now?”

The answer to this is often to move towards a girl. It’s so simple it sounds stupid, but it works. You’re not thinking about what to say, you’re focused on the very next step towards approaching, which is to move towards a girl you see.

Now if you find yourself hesitating at this point (i.e. you walk towards her but then you change course before actually approaching her), ask yourself, “What’s the smallest step I can towards approaching a girl right now?”

At this point, the answer might be to wave at the girl or to say hi as you walk by. If that’s all you can do, that’s fine, just push yourself as close to approaching women as you can. If you can only wave at girls and say hi as they pass by, then do this until you build enough momentum that you can approach a girl wholeheartedly.
This technique is sometimes called chunking, you’re breaking down a difficult task into smaller, less threatening chunks so that you can make progress more effectively. You can do this for approaching women in whatever way works for you, but the above outline gives you a general blueprint for how this process works.

3. Use the Power of Persistence

“Change happens when the pain of staying the same is greater than the pain of change.”- Tony Robbins

Although the above strategies can usually help manage approach anxiety, sometimes the anxiety can be so overwhelming that it feels paralyzing. Sometimes, no matter what you do, you just won’t be able to trick yourself into approaching a certain girl, or even approaching at all on a certain day out.

If you’re having trouble getting yourself to approach women, it’s okay. This just means that you need to create more emotional leverage to force you to approach.

Sometimes the best way to accomplish this is simply to keep going out. Tony Robbins said, “Change happens when the pain of staying the same is greater than the pain of change.” The more you go out, but don’t approach, the more painful not approaching becomes. Each day, your hesitance will become increasingly frustrating.
Eventually, the pain of hesitating will become more severe than the pain of approaching, and you will snap to action.

Go out for at least 15 minute every day. Each consecutive day you go out, you will get more frustrated by your approach anxiety, until eventually you break through it. Once you do this, momentum will start to work in your favor, and approaching women will become increasingly effortless.

When I was nineteen, I had severe approach anxiety. One day, I went to my college campus to approach women. I spent hours coming up with excuses not to approach each girl I saw. By the end of the day, I still couldn’t approach a girl. But I went out the next day, and the next, until eventually the frustration of not approaching became so severe that I was able to push through my anxiety and introduce myself to women I didn’t know.

Going out every day may seem extreme, but it works. Besides, it doesn’t require a major time commitment, you can go out for just 15 minutes a day and reap the benefits of going out consistently. If you really want success with women, you’ll find the time.

This principle applies to any sticking point. If you’re able to approach consistently, but you have trouble getting girls’ numbers, each time you go out but don’t get a girl’s number, the more frustrating this sticking point will become. Until eventually, the pain of staying the same will become more painful than the pain of change, and you will break through that sticking point.

Approach anxiety doesn’t always have an easy solution, but if you face your fear and remember that eventually you will overcome the anxiety, then your fears won’t be able to stop you.
You might not be able to approach a girl the next time you go out. If that happens, go out the next day, and then the next, until the pain of staying the same becomes greater than the pain of changing.
Chapter 4: Harness the Power of Social Momentum

“Success requires first expending ten units of effort to produce one unit of results. Your momentum will then produce ten units of results with each unit of effort.” - Charles J. Givens

Your first approach of the day will almost always be thrilling. It’s like jumping off a high-dive. After that first leap, each subsequent approach becomes much less challenging.

Social momentum is a powerful phenomenon that is important to be aware of. When you arrive at a venue, it may feel like the entire night will be anxiety provoking, but as soon as you take that first leap, the anxiety will begin to dissipate. The more you learn to trust in this fact, the easier it will become to approach, despite any emotional resistance you feel.

Your first approach will not only reduce the weight of anxiety on your shoulders, but it will help momentum to start to work in your favor. It’s similar to the fact that deciding to do something is more challenging than the actual task. For example, deciding to go to the gym is often more difficult than finishing an exercise routine that you’ve already begun.

Once you approach a woman, your mind lets go of its resistance to taking action and each subsequent approach requires less effort because psychological inertia starts to work in your favor.

There are three steps to building social momentum:

1. Don’t discriminate: In any particular environment, only a small percentage of women will be attractive to you. If you only approach these women, you will only have a few ‘opportunities’
on any given night, and you will only spend a slim segment of your night actually interacting
with women.

Instead, approach everyone in the environment, and with most women, just flirt to have fun,
when you meet one you like, flirt with real intent. If you have trouble interacting with women
you don’t find sexually attractive, it signals that you are taking value, that you’re trying to get
something. If you can have fun with women that you don’t want to ‘take’ sex from, you are
coming from a place of offering value, and when you do this, all women will find you more
attractive, not just sexually, but socially.

2. Don’t hesitate: At the end of each interaction, approach someone else immediately. If as a
habit, you return to your group of friends after approaching, break that habit. Time spent
between interactions allows your momentum to depreciate, but if you do consecutive
approaches with no hesitation in between, you will find yourself getting out of your head and
into your body, into a flow state in which your normal limitations don’t apply.

3. Escalate: As you take action, make sure to push yourself further over time. If at first you just
introduce yourself, in future interactions you can initiate physicality, or ask women for their
phone numbers. It would be a good idea to strategize how you intend to push yourself further
as the night goes on, for example you could write:

   a. When I arrive at the venue: I will approach women indirectly, and ask how their
      night is going.

   b. After I am comfortable with indirect approaches, I will approach women more
directly, by saying, “I liked your style, and I had to say hi.”
c. After I am comfortable with this, I will attempt to lead each interaction forward by asking the girl I am talking to if she would like to dance.

Even if you are new to cold approaching women, using social momentum, you can potentially take actions that are far outside of your usual comfort zone, and you can even get results that normally only someone with much more experience would be able to get.
Chapter 5: Learn from Failure

“I've failed over and over and over again in my life and that is why I succeed.” - Michael Jordan

To better understand the dating advice industry as a whole, I’ve subscribed to the email lists of ‘gurus’ offering products (supposedly) designed to help men get the dating life of their dreams. Interestingly, one of the most common themes of these products’ marketing videos is that they promise you will never have to get rejected again (because of some ‘attraction secret’ the product will unveil).

This marketing tactic works because most people who read dating advice content (I was no exception) are doing so partly to avoid their fear of rejection.

We know we need to ask women on dates and take risks in real life to get the success with women we want. But many of us focus on learning more content instead of taking action so we can feel like we’re making progress without actually taking any risks.

Dating advice marketing videos promise you can avoid ever being rejected again because fear of rejection is universal and all men want to avoid facing it on some level. But the truth is, you can’t avoid rejection without also avoiding success.

Don’t believe the marketing hype, these products are 90% B.S.
Beyond that, there's nothing wrong with your fear of rejection. And there is no ultimate cure for it. But you can make progress despite your fears, and learn to leverage them so they serve you.

Look, I spent a year trying to learn success with women entirely through online content. Frankly, that was equivalent to trying to get ripped entirely through reading Arnold Schwarzenegger’s book.

Content is supplemental, your best instructor is the exact thing dating products promise to help you avoid: rejection.

I’ve met a lot of guys in the PUA community trying to improve their dating lives, and I’ve noticed which mistakes and bad habits are most common. One is more important and pervasive than any of the others, very few guys have an effective mindset towards failure and rejection.

The few guys who get the results they really want are those who lean into failure consistently. It’s the guys who’ve been rejected the most who’ve also had the most successes. This is partly because the numbers play out in their favor, and partly because they’ve developed their skillset through facing rejection again and again.

When going out, the most effective goal you can have isn’t getting X number of girls’ numbers or makeouts or whatever, the most effective goal is to get rejected. Any day or night you go out to meet women you should be getting rejected.

It’s easy to feel like you’re making progress if you go out and approach a few women, make nice conversation, and get a couple phone numbers. But it shouldn’t be surprising that this rarely
leads to anything. You’re not really making progress unless you’re risking rejection. Real rejection.

There’s an important caveat to mention. Getting rejected on purpose by being an idiot or acting totally uncalibrated isn’t what I’m talking about here. Although it can feel like a good strategy to make progress, it’s really an elaborate form of self-sabotage.

With that said, if you go out and you don’t get rejected, you’re probably not playing to win. You’re playing not to lose. This is, by default, what guys who go out tend to do. Unfortunately, it leads to so much wasted time.

I know guys who’ve consistently played it safe for years on end, they went out regularly, but never took the risks that could lead to rejection (or success). These guys never make substantial progress or hook up with women they consider high-quality.

Your attitude towards failure is everything

The gym serves as a great metaphor for this aspect of your dating life. How does muscle building work? While lifting weights, you put your muscles through painful physical stress to tear your muscle fibers. Over the next several days of rest, your muscles are repaired, and in this process, become stronger.
Improving your dating skillset works very similarly. You must break yourself down to come back stronger. Each time you go through a rejection, you tear at your ego, and through this process become a bit stronger, a bit more grounded, a bit less afraid.

The fear of rejection can be exceptionally uncomfortable, but the only way out of this pain is through. Every time you get rejected, you numb yourself a bit more to your fear of rejection. You will need to face rejection again and again, and as you do so, rejection will become less frightening to you.

This may seem inherently unenjoyable, but the same could be said for exercise. Building muscle is a process of intentionally putting yourself through physical pain, yet, over time this pain becomes enjoyable because it’s the pain of growth, and it’s a pain you’re choosing. The same is true with meeting women. You can learn to enjoy the stress inherent to the process if you make a habit of leaning into that pain intentionally.

Furthermore, as you go through this process, women will start to be more interested in you because you will be able to take risks with a smile on your face. Facing rejection will make you more confident, which will itself make you more attractive.

Additionally, facing rejection also equates with facing a chance of getting your desired result (more on this in Play the Numbers Game). Every time you make a move with a girl that could lead to rejection, you also risk getting a yes. The more chances you take, the more successes you’ll get.
Define Rejection

How you define rejection matters. If you consider walking up to a girl and chatting her up for a couple minutes before leaving the interaction risking rejection, then you could go out every night of the week for a year and never get any results.

I know a guy, David, who goes out consistently. Each night he goes out, he approaches five girls or so, talks to them for a couple minutes, then walks away and approaches the next girl. He never so much as asks for their number and he goes home having had a few pleasant conversations. But does he get results? No. He’s not taking risks that could lead to success.

Going out and talking to women isn’t enough to get the results you want. I’ve met dozens of guys who don’t get results because they set their bar for making progress on a night out too low. Truthfully, if you don’t face real rejections when you go out, you’re not making much progress, and you’re not going to get the results you want.

There are two particularly useful metrics to judge whether you’re facing rejection (and therefore making real progress when you go out):

1. If you ask a girl for her number you’re risking a real rejection that you can learn from. You’re putting your personality on the line, and making your intentions clear by asking a girl for her number.
If every night you go out you make a point to ask a few girls for their numbers, you will learn from your failures. Some girls will give you their number, some won’t. The result of each individual interaction isn’t important, what matters is that you’re risking real rejections (and successes).

2. Whenever you invite a girl to your place (for an ‘afterparty’/a drink/ or to ‘watch’ a movie) you’re facing a real rejection. If you asked a girl over every night you went out, you would learn a lot about what you’re doing well and what you need to improve on. Each rejection will be full of lessons to learn. You will also find yourself getting much more consistent results through doing this.

Ultimately, you can use whatever metric for facing rejection you want. But it must be something that forces you to risk real rejections. It’s easy to go out and talk to a few girls every weekend, it’s a lot harder to actively seek out opportunities to get rejected. However, if you want results, this is the only path to getting them.
Chapter 6: Develop Self-Awareness

“Until you make the unconscious conscious, it will direct your life, and you will call it fate.” - Carl Jung

Self-awareness is the necessary foundation for any substantial progress towards your goals. In fact, if you don’t develop enough self-awareness, you can easily get stuck in a pattern of making the same mistake over and over again, without knowing what mistake you’re even making.

I’ve seen this happen time and again. Someone learns about the dating advice industry, consumes a lot of content, and goes out to meet women with their newfound knowledge. Unfortunately, he gets few results and makes little progress over time. He makes the same mistakes repeatedly, and so, even a year after he started going out, he hasn’t gotten a more abundant dating life than he started with.

Take me, for example. When I was sixteen, I first learned about the dating advice community through the book The Game by Neil Strauss. After reading the book I started delving into this odd online pickup community and I found a challenge to start approaching women. I decided to take the challenge. On the first day, I was simply supposed to ask some people at the mall for directions. I was nervous about the idea of talking to strangers, but figured I would be able to take on such an easy challenge.

I went to the mall and began walking around looking for someone to approach. I obsessively told myself excuses like, “It’s weird to ask someone for directions because they’ll know I have a cell phone with a GPS and wonder why I can’t just use my GPS.”
I walked around the mall for several hours, hesitating to approach people again and again. As the hours went by, I felt increasingly anxious. I started to feel like I was going to have a panic attack, so I went back home. I felt frustrated, even defeated.

After this failure, I told myself that I needed to wait until I was eighteen, and able to enter a club, before I went out again. I decided that the mall was too awkward of an environment to approach women in. I figured I should learn all the material possible before I turned eighteen so I would be prepared when I could go to clubs. I voraciously consumed content: I read books, I watched video products. I spent hundreds of hours learning success with women, but I didn’t even attempt to approach any women again until I turned eighteen.

When I turned eighteen, I went to a club. Despite all the content I had consumed, I was extremely anxious. I didn’t approach a single girl. I told myself I should wait to approach women until I was 21, and could enter the better (21 and up) clubs in town, but at this point I was self-aware enough to know that this was a silly excuse. So, even though I was anxious and socially awkward, I persisted.

I kept going out until I started to develop enough confidence to approach women. Over the course of many months, I built some semblance of social skills so that girls would like me enough to go home with me.

I didn’t realize it at the time, but the year I spent learning content instead of going out and meeting women was nothing more than a year of productive procrastination. My first attempt at going out to meet women was so miserable that my brain tricked me into thinking that I should wait until I was eighteen before trying again. I didn’t know what was happening, the
logic made sense to me: the mall sucked, so I needed to wait until I was old enough to go to clubs before going out again, and in the meantime, the best thing I could do was to learn content.

I didn’t understand that it wasn’t the mall that sucked, but my experience at the mall. I felt a lot of anxiety, and the human brain is designed to avoid anxiety in any way possible. My brain came up with a compelling, seemingly logical excuse to avoid anxiety. If I were 16 again knowing what I know now, I would keep going to the mall to expose myself to my social anxiety until I broke through it.

At sixteen, I lacked self-awareness, and that lack of self-awareness cost me a year of progress. Not everyone will make the same mistakes I made, each of us have different self-awareness blindspots, but if we don’t learn to build our self-awareness over time, we will almost certainly get stuck at some plateau before getting the results we want. I’ve seen it so many times, a guy doesn’t notice the obvious mistakes he’s making, and unless he becomes aware of what he’s doing, he continues the same pattern indefinitely.

One guy is intimidated by particularly attractive women, so he only approaches the girls he doesn’t think are very attractive. Another guy gets in a relationship with the first girl who likes him, not because they have a strong connection, but because it’s validating to have a girl who likes him at all. A third guy attracts women he approaches, but always makes an excuse to eject from interactions with girls well before anything could happen. A fourth guy is extremely pushy and scares girls away because he can’t give them any breathing room.
All of the above sticking points can be solved through self-awareness. Once you know the mistakes you’re making, you are free to take the necessary steps to improve.

It’s not the mistakes you know you’re making that prevent you from making progress, it’s the mistakes you don’t know you’re making.

Self-awareness isn’t something you either have or you don’t, it’s a quality that you constantly develop. The bulk of this work will be done through critical self-assessment using field reports. Later, we’ll go in depth on how to develop your self-awareness with that method.

Here, we’re going to catalyze progress and build self-awareness through a simple exercise that will take roughly fifteen minutes to complete. There are a few questions to answer: we’ll go over how to effectively answer them before I provide an example for each one so that you have a clear of what it should look like.

You can find a template for the exercise here.

Self-Diagnostic: Why Haven’t I Achieved My Dating Goals?

What are my sticking points?

1.

2.

3.

4.

5.


Mindset:

What things that are outside of my control are hampering my results with women?

1.

2.

3.

4.

What things that are inside my control can I improve to get more results with women?

1.

2.

3.

4.

How can I leverage those things inside my control to outweigh those outside my control?

1.

2.

3.
Guidelines for Your Self-diagnostic

Sticking Points:

A sticking point is anything that’s stopping you from getting the results you want. A sticking point is always something within your control (e.g. the number of women you’re approaching).

Throughout this book, each of the common sticking points will be addressed, and you will learn how to overcome your sticking points through the strategies in the chapters that focus on your particular sticking points (if you have a sticking point the book doesn’t address, email me at aghayden@email.arizona.edu explaining your sticking point and I’ll personally provide you with some strategies you can use to overcome it).

Some common sticking points include:

1. My interactions aren’t man to woman.

2. I have bad approach anxiety.

3. I have trouble escalating sexually.

4. I can get girl’s numbers but the numbers go cold before I can get a date

5. Girls I approach never seem to want to talk to me.
Be as honest with yourself as possible here, the more accurately you identify your own sticking-points, the more you empower yourself to overcome them.

Mindset:

Your mindset is the filter through which you see reality. A negative mindset can be paralyzing. If, for example, you don’t think you’re sexually attractive at all, you could easily convince yourself that there’s no point in wasting your energy by approaching women.

The mindset questions are designed to help you understand how you can overcome any disadvantages you may have through action taking. This isn’t about denying to yourself that you have disadvantages compared to other men (we all do in some way or another), it’s about acknowledging those disadvantages, but focusing on what you can do to overcome them.

What Things That Are Outside of My Control Are Hampering My Results with Women?

For a lot of guys, this is their physical appearance, and if you think it’s a disadvantage, don’t hesitate to write that down here. If you consider yourself an introvert, you could write that down here too. If you have an anxiety condition, you could write that down as well.
Be honest with yourself, consciously denying your negative beliefs won’t make them go away.
You can only change your beliefs by disproving them through real life experience.

What Things That Are Inside My Control Can I Improve to Get More Results with Women?

One of the most common answers to this question will be, “I could approach more women.” No matter what disadvantages you have, your statistical chances of getting dates will improve if you take more at bats.

You could also improve your physical appearance by going to the gym, buying fashionable clothing, etc. Be careful not to use this as an excuse to procrastinate on meeting women in real life. There’s not some point of fitness where all of a sudden this will be easy, it helps, but it’s supplemental to actually meeting women in real life.

It’s also within your control to learn strategies from dating advice content (like this book).

You could start writing field reports to get the most out of your days/night out.

Anything you can improve through action taking belongs here.

How Can I Leverage Those Things Inside my Control to Outweigh Those Outside My Control?
Let’s say you don’t think you’re very good looking. How could you implement things within your control in such a way that they overcome this disadvantage?

My favorite answer to this is by following the 10x rule, which states that if you take ten times as much action as anyone else, you will get better results than everyone else, no matter what disadvantages you have.

Even if you’re physically unattractive, the sheer volume of your effort will tip the scales in your favor.

If you have social anxiety, what’s the best way to overcome it? To expose yourself to that anxiety (known by psychologists as exposure therapy) again and again, over time, your social anxiety will diminish.

Another answer to this might be, if you build your social confidence enough, (through approaching women and facing rejection) your attractive personality will help to counteract your lack of physical attractiveness.

What do I have to offer women?

If you’re not confident that you can add something positive to a woman’s life when you meet her, why would she be interested in giving you her valuable time? In this section, you’re writing out your unique value proposition, what value you have to offer a woman.
Things you might include: You’re good in bed. You’re intelligent so you can teach her interesting things. You’re funny. You’re caring.

Include any benefits to spending time with you. This helps cement in your mind that this isn’t a win/lose for her, it’s a win/win. The women you meet are benefiting from meeting you. It’s a lot easier to succeed with women when you know that you have genuine value to offer them.

Example Self-Diagnostic

Why Haven’t I Achieved My Dating Goals?

What are My Sticking Points?

1. Women see me as a friend, they’re usually nice to me, but they don’t see me as a sexual prospect.

2. I get a lot of approach anxiety, because of this I don’t go out very often and I don’t approach very often.

Mindset:

What Things That Are Outside of My Control Are Hampering My Results with Women?

1. I’m not that good looking.

2. I don’t have much money.
3. I’m only 20 so I can’t go to nightclubs in my city.

What Things That are Inside My Control Can I Improve to Get More Results with Women?

1. I could become a lot more confident.

2. I could learn to be more expressive and charismatic.

3. I could approach a lot of women, and ask a lot of women on dates.

4. I could learn strategies to create sexual attraction.

How can I leverage those things inside my control to outweigh those outside my control?

1. Even though I’m not good looking, if I approach ten times as many women as a good-looking guy I’ll still get at least as many dates as a good-looking guy does.

2. I can go to my local college campus or mall to develop my skills until I can go to clubs. Who knows, campus might be better for meeting women than nightclubs.

3. As I become more confident and charismatic, women will see me as more attractive overall.

4. I can’t buy a girl an expensive dinner, but I can give her more fun than a rich guy ever could if I work on myself enough.

What do I have to offer women?
1. I’m funny.

2. I’m a great listener.

3. I’m great at making people feel good about themselves.

4. I can introduce a girl to great books that will improve her life.

5. I’m a good cook.

In Summation

Having completed this self-diagnostic exercise along with the fear setting exercise, you should have a good idea of the obstacles you’re going to face and what you can do to overcome them. This measured approach to achieving your goals is going to help you remain grounded if, at some point, you don’t feel like you’re getting the results you should be getting.

A lot of guys give up on this a few weeks in because they have extremely unrealistic expectations. Having realistic expectations will help you persist to get the long-term results you want.

Also, keep in mind the sticking points you wrote down, we’re going to use them later.
Section 2

The Psychology of Seduction
Influence Psychology and Dating

Famed Psychologist Robert Cialdini wrote *Influence: The Psychology of Persuasion* in the hopes that readers would learn to avoid being swayed by psychological manipulation tactics. He explained, in great detail, the persuasive power of five forces of influence: scarcity, reciprocation, commitment and consistency, social proof, and liking. Cialdini showed the world how these principles unconsciously affect our decision making every single day.

Despite Cialdini’s intentions, *Influence* is far more than a crash course on how to resist being influenced by the six principles. It is also a blueprint on how to use these principles to be more effective at getting people to do what you want them to. Cialdini’s book has guided a generation of marketers to wealth and prosperity.

Although *Influence* was written with marketing and sales in mind, it’s applications are not limited to our business lives. If used effectively, Cialdini’s principles of influence can be used to become far more persuasive in interpersonal interactions as well. In this section, I’m going to show you how to use the five principles of influence to transform your dating life.

The five influence triggers are not gimmicks or tricks, they are the foundational principles that will empower you to get people (specifically, women) to follow your lead. Leverage them effectively, and your results in dating will be radically improved.
Chapter 7: Reciprocation

“Our actions are like ships which we may watch set out to sea, and not know when or with what cargo they will return to port.” - Iris Murdoch, The Bell

When someone is given something, they feel an urge to give something back. This is an unconscious, emotional response that the human brain developed through hundreds of thousands of years of evolution.

Robert Cialdini writes, “A widely shared and strongly held feeling of future obligation made an enormous difference in human social evolution because it meant that one person could give something (for example, food, energy, care) to another with confidence that the gift was not being lost.” (Influence, 22) Simply put, our brain is designed to feel an unconscious desire to repay favors that are done for us.

How does this apply to dating? No, it doesn’t mean you should buy a woman drinks and expensive dinners. This type of reciprocation is of limited effectiveness because they obviously signal to the woman that you’re trying to get something from her. These ‘gifts’ also put a lot of pressure on the girl, which can make her uncomfortable.

Effective reciprocation plays out in a much subtler, yet pervasive way in dating. In his bestselling book, The Like Switch, Psychologist and Ex-FBI agent Jack Schafer gives an example of how reciprocity plays out in social interaction, “When you smile at someone, that person feels obligated to return the smile. A smile signals acceptance and liking. People like to be liked.
The principle of reciprocity is triggered when people become aware that someone else likes them, they find that person more attractive. People tend to reciprocate the same feelings others extend to them.

Reciprocity isn’t limited to smiling, it applies to any emotional value you give someone. The more value you offer a woman, the more value she will unconsciously feel she owes you back. Many men fail to succeed with attractive women because these women tend to be initially unresponsive. Hot girls (especially in clubs) will often reject men by default. They give short, uncommitted responses at best. This is because, in her mind, she is the pinnacle of value in the club, and you, as a random guy, have very little value. To make her reciprocate your interest, you must offer her value despite her initial unresponsiveness. If you can make her feel positive emotions (a source of value), she will engage with you positively.

The first takeaway is that just because a woman acts ‘bitchy’ at first; doesn’t mean she isn’t actually a cool person. This is just how the sexual marketplace in clubs works, the most attractive women (by societies standards) will rarely give you a green light immediately. In many cases, you must offer value before you can expect her to show you her real personality and have a real interaction with you.

If a girl doesn’t initially show you interest, but you offer her value regardless (positive emotions), she will (often) feel obligated to return value. For example, recently, within 15 seconds of talking to a girl at a club, she told me, “I don’t like you. Move along.”

I hadn’t offered her value, so she felt no reason to offer me any. However, I flipped the dynamic by saying, “Well, I understand you don’t like me right now. But all great love stories start with
some initial friction. Just give me a second chance. Do you believe in second chances? Do you believe in love?” (to be clear, I said this in an extremely exaggerated, ironic tone).

She immediately lit up and said, “I actually really like your style, who are you?” I had offered her positive emotions by not reacting to her disinterest; instead I turned her rejection into a joke. She reciprocated by changing her tone and starting a real, positive conversation with me.

The value of this principle is not limited to hooking girls who are initially unresponsive. It is constantly playing out in your interactions with women (and all social interactions); the more value you offer women, the more they will offer you in return. If women don’t respond to you as well as you’d like, you may want to look in the mirror and ask yourself if you’re offering women positive emotions in your interactions with them.

Thinking that women should offer you value regardless of how you present yourself is a form of entitlement that will only work against you. Maybe, theoretically, women should be attracted to you even if you’re depressing to talk to. But what you think people should do, and what they actually do, are unrelated.

Offering value can seem like a very feel-good strategy. To me, it’s extremely pragmatic. I offer value constantly so that people will feel obligated to offer value back. Don’t expect a woman to give you value just because you exist, give her value first, and then she will return the favor.
Chapter 8: Scarcity

“If somebody never gets enough of you, they will always want more.” - Ashly Lorenzana

Anything that is totally abundant has minimal value. Water is a fantastic example of this. To you, water has little value: you’re not likely to weep with joy when water pours from your sink or showerhead. You have unlimited access to water at a low cost. Yet, for the billion impoverished people who have limited access to clean water, it is a precious resource. For them, water is blue gold.

Imagine water suddenly became unavailable where you lived. Suddenly, water would be a scarce resource. Within several days there would be riots on the streets, people would do anything for water, they would kill for it. Water would be the single most valuable resource in the world.

Scarcity is like a volume knob for value. The less available something becomes, the more value it gains. Scarcity applies not only to products, but to people as well. In dating, you are the resource. You are a potential source of value; you can provide a woman with value through positive emotions, validation, sexual pleasure, friendship, laughter, etc.

The more value you represent to a girl, the more interested she will be in your company (not just sexually, but in general). If the value you offer a woman becomes a scarce resource, the volume knob turns up, and your value is magnified.
To be clear, scarcity doesn’t give you value, it only increases or decreases the value you already have (if you have no value in the first place, scarcity won’t help you. In this case, you must focus on reciprocation and liking before creating scarcity).

However, once a girl feels that you have some value to offer, you can use scarcity in your favor. Making her doubt that you are interested in her company (socially or sexually) will increase your value (from her perspective). Simply, the positive feelings you offer a girl are worth more if she thinks she might lose access to them.

By default, scarcity works in a woman’s favor, men chase her, not the other way around. Yet, if you use the principle effectively, you are flipping the dynamic on its head.

Once you’ve established that you represent a source of value to a girl, a simple way to leverage the scarcity principle is to retract that value by letting a lull in the conversation hang. After a conversational thread wraps up, resist the urge to start a new topic, let the silence persist. She will feel an emotional urge to get back the good emotions that your conversation was providing her. She will restart the conversation herself within a few seconds, only now, she will have a sense that you might not be as interested in her as she previously thought.

In fact, a lot of ‘game’ tactics are only effective because they use the scarcity principle. For example, disqualifying yourself by telling a girl something like, “You’re like the sister I never had, it’s so adorable!” will make her doubt if you are sexually available to her. If you had any sexual value in her eyes, this will increase her interest.

To be clear, creating value with scarcity isn’t as easy as using a couple techniques. The above strategies are useful because they help you emotionally understand how scarcity works in
dating, but, ultimately, scarcity is created through the overall impression you make. To get the most from this principle, you’ll have to actually be willing to leave a woman to your interacting with. She will be able to sense this (through your subcommunications) and it will make her doubt whether you’re interested in her.

This will take time to develop. But, if you make a habit of using techniques like those I mentioned above in all your interactions, you will start to get an emotional feel for how scarcity plays out. You’ll start to notice that when you pull back, she starts to feel a need to pursue you (because your value has increased). Over time, you’ll understand on an intuitive level how to make a girl feel a sense of doubt about your interest in her without needing to use specific techniques. This intuitive understanding will dramatically shift the dynamic of your interactions with women— in your favor.
Chapter 9: Liking

"Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around." -Leo Buscaglia

Unsurprisingly, the more someone likes you, the more influence you will have over them. What is surprising, however, is how ineffective most men are at using this principle in their favor. You can make women consistently like you more with simple strategies that take little effort to perfect. If a woman likes you, she will trust your intentions for her are positive and thus be more open to being lead in the direction of your choosing. There is a very easy-to-use strategy to create liking, effective validation.

Effective Validation

Most men are very stubborn when it comes to giving out compliments, yet their power (when done well) is profound. Research has shown that compliments are a powerful force for creating liking and influence (Drachman, deCarufel, & Insko). Just as importantly, studies have found that we tend to believe compliments even when they’re untrue (Byrne, Rasche, and Kelley).
I tend to avoid telling girls how beautiful and attractive they are because this puts a lot of pressure on a girl, and makes me seem too available (remember, scarcity). Instead, I compliment a woman’s personality. Beautiful women get plenty of attention for their looks, and this can lead them to feel that the only value people see in them is that of their good genes. Because of this, compliments about who an attractive woman is as a person are especially effective. To work, your compliment doesn’t have to be elaborate, it can be as simple as, “I like you, you’re actually cool.” In fact, I have a friend who uses this compliment in all of his interactions to great effect.

Of course, the more specific and personal the compliment, the more effective it will be. If you compliment a girl on her intelligence because of a clever reference she made, it will feel more meaningful to her than a generic compliment.

To make your compliments doubly effective, paint a picture. For example, if I told you, “Wow, you’re really charismatic.” That would be validating certainly, but imagine if I said, “Wow, you’re really charismatic, you should consider public speaking as a career. I could definitely imagine you giving Ted Talks.” This would be far more powerful, when I tell you this, you actually imagine yourself as a public speaker, it lets you fantasize about the picture I’ve painted.

You can create a scenario for most compliments, if she’s funny, tell her she could be a standup comedian. If she’s passionate about something and hard-working, tell her she should could be a female Elon Musk. We all love to fantasize, use this human tendency to make your compliments extremely powerful.
Now, you might think you shouldn’t give a compliment to someone unless you like them.

Personally, I know that by giving compliments out generously (and for the most part, honestly), the person will like me more as a result, and then they will become more likeable (this is known as the Pygmalion effect in psychology).

Many men who learn about dating advice avoid giving women compliments like the plague because they don’t want to let girls know they’re attracted to them. This reasoning has some validity, but there’s an important nuance. You shouldn’t be too obvious that you are interested in a girl sexually, but you should be obvious that you like her as a person. Think of someone who doesn’t like you who you really enjoy being around. Can’t think of anyone? Exactly.

Create a sense of positivity (through compliments) in your interactions with women and they will enjoy your company more, they will feel magnetically drawn to you. We all like people who make us feel likeable and interesting. This doesn’t mean you shouldn’t be challenging, but it does mean you shouldn’t always be challenging. The baseline for your interaction should be positive to create a sense of liking and rapport, then, to increase sexual tension, you can be challenging or create a sense of scarcity.
Chapter 10: Commitment and Consistency

“We all fool ourselves from time to time in order to keep our thoughts and beliefs consistent with what we have already done or decided” - Robert Cialdini, *Influence: Science and Practice*

The Commitment and Consistency principle makes us act in accordance with the values we share publicly. The power of this principle was demonstrated in a study in which participants were asked to wear a cancer awareness button for one week. Seems like a totally harmless request, right? Nope, it altered the participants’ behavior totally unbeknownst to their conscious awareness.

Several weeks after the participants had finished wearing the cancer awareness badges, they were asked to make donations to help fight cancer. The participants who had worn the badges donated significantly more money than people who had not. In terms of commitment and consistency, wearing a cancer awareness badge made participants unconsciously feel identified with cancer activism, so when they were asked to donate money to help fight cancer, they acted consistently with this new identity by donating more money to the cause.

In dating, you can leverage commitment and consistency to reduce the chances a girl will flake on your plans. To accomplish this, I tell a girl something like, “What’s a really common personality trait a lot of people have that bothers you?” (Her response is irrelevant) After we’ve finished talking about the trait she mentioned, I follow up by saying, “For me it’s flakiness. So
many people don’t do what they say they’re going to do. Reliability has always been important to me.”

Nine times out of ten, she will agree with this sentiment, and by telling you that she dislikes flakiness, she will be triggering the commitment and consistency principle in your favor. Because of this, when you make plans with her, she will feel an unconscious desire to act in accordance with her state value of being reliable, and therefore she will be less likely to flake on your plans.

(It’s important to mention that you shouldn’t do this right before or after you ask her out. If you did, it could come off as awkward and forced. This is not the frame you want to set. Instead, bring this up during conversation at least a few minutes before you ask her out.

You can also use trigger commitment and consistency simply by making a girl verbally confirm your plans.

In 1989, Angela Lipsitz and her colleagues made an interesting finding about the power of verbal confirmation. They wanted to see what would happen when they ended their blood drive reminder calls with, “We’ll count on seeing you then, okay?” After saying this, they waited for a verbal confirmation. What they found was impressive, to say the least. The simple maneuver of allowing people to verbally confirm they would come to the blood drive increased response rates from 62 to 81 percent.

Whenever you suggest plans with a girl, simply ask, “Does that sound good?” She will verbally agree and because she’s made a verbal commitment to meet you, she will be significantly more likely to follow through with her plans.
The third strategy for using commitment and consistency is also the most devious. It involves pre-seeding an idea that will make her more likely to say yes to your requests later in the interaction.

Researchers wanted to see if simply stating you are adventurous makes you more likely to agree to try something new. Research assistants stopped people who were shopping and asked if they would provide their email address to receive instructions on how to get a free sample of a new soda. Only 33% of people stopped agreed to give their contact information.

Another group of people were also stopped, but they were initially asked, “Do you consider yourself to be somebody who is adventurous and likes to try new things?” Almost everyone agreed that they were, and a total of 75% of people approached gave their email addresses; more than twice the percentage of the first group. (Bolkan and Anderson 2009)

You can trigger commitment and consistency with questions like, “Are you adventurous?” If she says yes, she is significantly more likely to agree to do something adventurous with you if you ask (like go on an instant date).
Chapter 11: Social Proof

“We seem to assume that if a lot of people are doing the same thing, they must know something we don’t.” - Robert Cialdini

The human brain determines what behaviors are appropriate based on what other people in the environment are doing. Over millions of years the human brain evolved an unconscious fear of behaving in a way that is socially inappropriate. If ancient humans acted in a way that wasn’t appropriate, they could easily have been ostracized from their tribe (or killed). So, we have a natural bias to be defensive and look to others for what behaviors are appropriate.

What does this mean for dating? It means that a woman will be careful not to act in ways that her friends will deem inappropriate if she is with them. It also means a woman will have a different set of emotions and behaviors for the different men she interacts with.

For most women, it’s socially inappropriate to be pulled from a club to get fucked by a man she doesn’t know. Even though a particular woman might want to do this, she will feel resistance to the idea if doing so would be risking judgment from her friends. To an extent, this resistance can be counteracted through the other principles of influence. If a girl really likes you and has received value from you, then there’s a good chance she will go home with you despite her fear of being judged.

However, this potential obstacle shouldn’t be ignored, it could easily make the difference between pulling a girl home or not. This is why isolation is so valuable, if you can get a girl to
separate from her friends, she will feel less obligated to act in a way that won’t get her judged by her them. First, you might separate a girl from her group by inviting her to the dance floor. Now you can dance with her, make out with her, etc. Then, you might suggest getting some fresh air in front of the club or lead her to another venue. Now she’s in a different venue from her friends and she is going to be less concerned about being judged by them. Therefore, the likelihood that she will agree to go home with you increase.

Your Own Behavior is Also Social Proof

Within an interaction your behavior is a type of very direct social proof. Your behaviors teach her how she should act around you.

(Sidenote: The more value you have in her eyes, the more your actions will affect her sense of how she should act, so if you have no value, these strategies won’t work- in that case, improve at creating a sense of mutual liking and offer her value in the form of positive emotions).

If you act stifled and formal around a girl, you are indicating that when she’s interacting with you, stifled and formal behavior is appropriate. If you are sexual and fun, then you are sending the message that sexual and fun behavior is appropriate.

This effect can be difficult to notice; most people aren’t consciously aware of how their behavior is affecting the behavior of those around them. In fact, meeting women is difficult for some guys because women act uninterested and asexual when interacting with them. Of
course, they don’t know that these same women act totally differently around a fun, sexual
guy.

I have a friend who is great at offering value to women, he’s confident, positive, and calibrated.
Many women he meets are interested in him. Unfortunately, social proof works against him. He
is terrified of showing his sexual interest, and because of this, women eventually assume he’s
not interested in them, and they move on.

He’s waiting for girls to make it very clear that it’s okay for him to be sexual and fun, and
because many women need men to social proof this behavior before they’ll act that way, he
convinces himself these women aren’t interested in him; even though, from an outsider’s
perspective it’s clear they are.

Some guys just don’t know how to present themselves as a source of value to women. If this is
you, social proofing sexuality won’t accomplish much.

There are many other guys, however, who do offer value to women but they never make
anything happen because they wait for women’s permission to act sexually. If this is you, you
can exponentially increase your results in a short period.

Easier said than done, right? The key is to systematize this. Set a goal to add sexuality to your
interactions one step at a time. Your first goal might be to regularly ask girls to the dance floor
or to increase your physicality. Your next goal might be to flirt more directly or to lean in for the
kiss whenever you think a girl might like you.
So long as you have sexual value to the women you’re interacting with, this process can quickly increase your success rate.
Section 3

The Seductive Mindset
Chapter 12: Play the Numbers Game

“You need to acknowledge and accept that doors are going to be slammed in your face, all the time, if you don’t have the strength in yourself to keep walking, to keep moving to the next door, then you don’t really have a shot.

You need be as enthusiastic on the 51ST door that you knock on as you were on the 1ST door, because yes, door 1 through 50 could shut right in your face but that 51ST door could just be the one that changes your life, but if you give in or you let your energy fade, you know, after a few failures, a couple of negative experiences, you’ll never be able to walk through it and what a tragedy that would be.” -John Paul DeJoria

Recently, I’ve become aware of an archetype of men who regularly hook up with attractive women. Shockingly, these men don’t have ‘game’, they aren’t cool, charismatic, or more physically attractive than most guys. If anything, they are awkward and antimagnetic.

At first, I assumed the success I was seeing these men get was based on luck. However, after seeing the pattern repeat itself time and again, I realized they weren’t lucky, they shared one quality that is disproportionally valuable in dating.

Let’s call this archetype of man the awkward aggressive, he has a couple standout traits. First, he’s socially uncalibrated: he’s not a social butterfly by traditional standards. Second, he’s aggressive with women, he lives and breathes the Glengarry Glen Ross mindset, “Always Be Closing.” If you’re in the same group as him interacting with women, sometimes
you’ll cringe. He’ll invite the girls to an ‘afterparty’ out of the blue, make the women uncomfortable, and keep persisting despite their obvious discomfort.

Before I noticed the results they were getting, I avoided awkward aggressives, and I certainly didn’t think of them as role models or potential mentors in any way. But I kept noticing the same pattern play out, again and again. A pattern that bothered me to my core.

These awkward aggressive guys pulled slept with beautiful women Not only that, they were among the guys who got the most impressive results of any ‘pick up’ guys I had met. I had put years of effort into learning to be more socially intelligent, charismatic, and vulnerable, yet these guys, who were anti-charismatic, were getting similar results as me. Was I going about dating all wrong?

Yes and no. Learning to be more emotionally attractive certainly helps (a lot), not only will women be more attracted to you, but your social interactions will be more enjoyable in general. However, success with women isn’t just about developing a winning personality, it’s about something awkward aggressive guys intuitively understand, and it’s something most guys don’t pay nearly enough attention to.

Dating is a number game, and anyone who says it isn’t, is flat out wrong. Now, the number in question isn’t how many approaches you do. It’s more of a formula involving your attractiveness and how many women you attempt to close, it looks like this A x .03C= R

A= Overall Attractiveness (looks, status, confidence, game, etc) (Rated as a 1-10)

C= Number of attempted closes
R=Results (The numbers are estimations, what they represent is most important)

6 x .03(5) = R

If your attractiveness is below average, say a 6. And you attempt 5 closes in one weekend. The ‘math’ would look like this, 6 x .03(5) = R This becomes: R=.9 meaning you’ll sleep with nine/tenths of a girl (she’s missing a hand, perhaps).

Okay, I was kidding about the hand. Now, obviously, this is far from an exact science, however, these variables are what determine results. Now, to clarify, what I mean by attempted closes, is how many times you try to bring a girl somewhere sex can happen. Getting a number doesn’t count as an attempted close.

There’s a couple valuable takeaways from looking at game this way. One is that, sure, attractiveness matters a lot, but if you’re highly attractive you won’t get any results without real attempts at closing.

And, although that may seem obvious, that’s the mistake I see. I know several highly attractive guys, who just don’t pull the trigger. I have a friend who’s a 6’3 Olympian swimmer, and he gets lots of opportunities, but he doesn’t attempt the close, and women fuck some other guy who’s willing to do so.

Another guy I know is extremely attractive, but he’s terrified of getting rejected. On the rare occasion, he does go out, he ejects from interactions with women who clearly like him because he gets nervous.
On the other hand, an unattractive awkward aggressive will get rejected all the time, and most women won’t like him. But the formula works in his favor, relatively few girls will sleep with him, but he tries to close every girl he has a substantial interaction with, and some of them are up for it.

Awkward aggressive shouldn’t be getting more results than most other guys, but they do. This reveals a truth about guys who try to improve their dating life. Most of them rarely attempt to close a girl, they might get phone numbers or makeouts, etc. But few guys take the necessary steps to lead an interaction towards sex. Because of this, guys who are awkward often get better results than the guys who actually have the qualities most women want.

If you’re socially awkward, and relatively attractive, this means, that even now, if you learn to genuinely attempt to lead interactions towards sex, you can get results. If you are traditionally attractive, this means that the results you could get are incredible, but you must radically change your strategy if you’re not getting those results now.

Women have just as much of an emotional desire for sex as men do, and a good percentage of women are open to having casual sex with some guy they just met at a club. But women, almost always, will only go home with a man who takes the responsibility of the interaction. He has to lead it towards sex, because culturally, women feel ashamed to do so. Often times, the only men who will take the necessary responsibility are men who are fairly awkward, but if she wants dick, oftentimes that’s enough for her.
Chapter 13: How to Mindfuck Yourself to Become More Attractive

“No man is happy without a delusion of some kind. Delusions are as necessary to our happiness as realities.” - Christian Bovee

An important component to becoming a guy who is compelling to women is to change your mindset. Remember, your mindset is the lens through which you see the world. If you’re an extremely positive person your mindset might say that people are friendly and success is readily attainable by anyone if they work for it. If you’re more negative you might think that people are in a constant competition with each other and success only comes to those with unfair advantages.

One mindset isn’t necessarily more objectively accurate than the other. But there is no one right way to view the world, the right way is the way that helps you. Furthermore, mindsets are often self-fulfilling prophecies. In psychology, this is called the Pygmalion effect: people who believe they will be successful are more likely to be successful simply because they believe they will be.

This is because the belief that you will be successful changes your behavior. If you believe you are destined for success you’re more likely to take the risks that you must take to succeed. Take me, for example. I know I’m not the best writer in the world, but I act like I’m destined to succeed. I regularly pitch articles to large websites with a million plus visitors per month. Sure, a
lot of the time I get rejected. But I’ve also gotten published on some large publications and have gotten paid as much as $150 for writing a 1000-word article even though I’ve only been writing professionally for about six months.

I’m not succeeding because I have some unusual talent or skill, I’m succeeding because my mindset entitles me to work hard and take risks.

Similarly, what do you think will happen if your mindset says that women aren’t that attracted to you? Well, you’re not going to want to approach a woman because you don’t think her day is going to be better for it. You’re not going to want to lean in to kiss a girl because you don’t think she really wants to. You’re not going to try to bring her back to her place if you think women aren’t turned on by the sheer sex-appeal of your presence.

I’m not saying objective reality doesn’t exist. Sure, if you’re physically unattractive, that’s a disadvantage. But, by cultivating a positive mindset, your chances with women will improve no matter how objectively attractive you are.

Your positive beliefs will translate into assertive behaviors that will be more attractive to women.

The Seducer’s Positive Delusion
“Every woman wants me.” Delusional, I know. But can you see how this mindset can help you? You see the cashier making strong eye contact and you think, “She wants me.” Or, you see the cashier look away and make poor eye contact and you think, “She’s nervous because of how much she wants me.”

Is it true? Probably not (although, you never know). The point is, when you think she wants you, you’re much more likely to ask her for her number. And the very fact that you are confidently asking for her number is attractive. This doesn’t mean she will find you attractive, but it does increase your odds.

When I was developing this mindset, I would literally walk around and imagine that every woman who came near me was turned on by my presence. As far as I was concerned when a girl heard my voice, she would go home later and finger herself to the memory.

There’s an important nuance that I want to hammer in here. I knew on some level this wasn’t totally true. But I let myself flirt with the idea, it was a fun experiment. What shocked me, was that over time, it actually worked.

Women have started saying things like, “I haven’t felt butterflies like that in years,” or “We shouldn’t be left in a room together.” Why? Because I’ve started to genuinely believe that women are turned on by my presence. That belief helps me to take assertive actions and project a sexual vibe.

Yes, I still get rejected by women, (because they’re too nervous in the presence of the most attractive man in the world.. ;) but I also have a lot more success with women. You should be
skeptical about this. If you haven’t personally experienced it, it might seem absurd. But how do you know for a fact that this doesn’t work? I invite you to give it a try. Be skeptical, but see what happens when you start intentionally mindfucking yourself to believe that women are attracted to you. See if you start to take more risks. If you start to see women being more attracted to you. Maybe mindset is total bullshit, maybe it isn’t. Don’t take my word for it. Try it for yourself.

I’ve found that by practicing assertiveness and intentionally pretending that every woman I meet is attracted to me; I’ve actually become more attractive to women. I’ve found that my self-belief is in itself attractive. It’s strange because it’s very intangible and it’s not something that seems like it should be attractive.

Yet, I used to be that nice guy who went on four dates before a girl finally lost interest, and now I’m on the other side of the spectrum. See what happens when you start to filter your thoughts and experiences through the mindset, “Women find me extremely attractive.” You might make some interesting discoveries.
Chapter 14: Eliminate Shame

“One is never so dangerous as when one has no shame.”- Marquis de Sade

One of the primary contributors to modern men’s dull dating lives is shame. Yet, few men would admit shame affects them, it is a burden they carry unconsciously. Without knowing it, we’ve been influenced by a modern cultural narrative that has vilified masculinity. As a result, we’ve been taught to feel ashamed about the very mindsets and behaviors that turn women on.

Navigating our sexuality in the modern world is difficult because we are taught that being aggressive is creepy, that we need to avoid social discomfort at all costs, and that permission comes first.

Of course, some men are creepy and do step over the line. Most guys, however, are empathetic to women’s needs and respect them as human beings, and these men have a dilemma. For normal guys, it can be difficult to determine the difference between situations in which it is appropriate to be aggressive or to make a sexual move without being offensive or creepy.

We develop an underlying cultural guilt towards masculine behavior throughout our upbringing, and most of us learn to err on the side of caution. We don’t want to make women uncomfortable, so we avoid behaviors that have any chance of making women experience discomfort. Of course, as a result, we also avoid behavior that could sexually excite women.
If a girl has to tell you no, she will respect you more than if you never make your intentions clear. Even if she’s not interested, making a move is, if nothing else, flattering for a woman.

Hanging out with a girl and never making your intentions clear, however, is creepy. Waiting for three months after you’ve known a girl to tell her how you feel will make her feel uncomfortable. You’ve made her feel like you wanted to be her friend and then it turned out you were deceiving her by hiding your real intentions the whole time. Honest rejection is much more respectable than dishonest friendship.

Truthfully, you will make some women uncomfortable while building your dating skillset. Sometimes you’ll ask a girl out in a very nervous way and she’ll feel uncomfortable turning you down. Does that matter? No, human interaction can’t always be entirely pleasant, nor should it be. A moment of negative emotion isn’t the end of the world, and the only way you can prevent every woman you interact with from feeling a moment of discomfort is to avoid interacting with them entirely.

If you have concerns about making women uncomfortable, it’s an indication that you have some shame about your sexuality. This is perfectly natural, we are all affected by our social environment: no one is immune to cultural influence. Understand, though, that some of the beliefs that you’ve picked up, consciously, or unconsciously, aren’t serving you; sometimes the values that serve our culture as a whole are damaging to us as individuals.
Shame about your sexuality will allow you to avoid brief moments of discomfort from potential rejections, but it will also cause you to miss out on many opportunities for pleasurable experiences for you and for the women you interact with. This is especially true because women are literally turned on by dominance.
Section 4

Be Unforgettable
Chapter 15: Be Dominant

“I believe that present day civilized man suffers from insufficient discharge of his aggressive drive.” - Konrad Lorenz

Traits like authoritativeness and aggression are looked at as things to be ashamed of and to avoid at all costs. This isn’t arbitrary, traditionally masculine traits can be damaging in certain contexts. Unfortunately, cultural values don’t appreciate nuance, and while in some contexts authoritativeness and aggression are damaging, in others, they are beneficial, even essential. In male to female sexual interactions, for example, sexual attraction is often sparked through a man’s aggressiveness and assertiveness.

This is problematic, we are taught our entire lives to be people pleasers, to be nice, to be agreeable, and to wait for permission. But this attitude kills sexual attraction. There’s no better way to kill sexual tension then to ask a woman for permission to kiss her or to ask to take off her clothes.

One of women’s biggest turn-ons (in general) is to be swept off their feet, ravished, taken: by a man who loses control of himself because of his desire for her [Meston, Cindy M.; Buss, David Why Women Have Sex: Understanding Sexual Motivations from Adventure to Revenge (and Everything in Between)(pg. 208.)]. This man is, by definition, acting aggressively. He doesn’t wait for permission, he assumes it.

Navigating this can be tricky because it is possible to be a creep. It is totally possible to go over the line by not respecting a woman’s desires.
The best solution to this conundrum is to assume the answer is yes until you get some indication that it is not. If a girl says ‘no’ or shows any sign of discomfort, take a step back and show her that you respect how she feels. But don’t avoid making a move because she might say no, make the move and take a step back if you get a no.

This attitude allows you to act in a dominant way without risking doing anything out of line. It allows you to act dominantly in a way that is a turn-on for women, without being a creep.

Additionally, acknowledging a girl’s discomfort can build attraction. It shows that you are empathetic to her needs and helps her be comfortable with you sexually. Understand that for women, comfort is hugely important in a sexual interaction because men are generally physically stronger: for a woman, sex is dangerous in a way that it isn’t for men. So, while taking a step back when a girl feels uncomfortable might seem like a rejection, it’s often the very thing that helps make her comfortable enough to trust you enough to have sex with you after that ‘rejection’.

Dominance does mean making bold sexual moves, but it also includes several other important components. Dominance in your interactions means you must lead interactions with women on several levels: 1. Conversationally 2. In terms of location and 3. By making the interaction man-to-woman.
Chapter 16: Lead the Conversation

“A leader is one who knows the way, goes the way, and shows the way.” -John Maxwell

“Men especially like women who are receptive to their humor in sexual relationships. Women, in contrast, are attracted to men who produce humor, and that’s true for all types of relationships, from one-night stands to lifelong matings.” [Meston, Cindy M.; Buss, David Why Women Have Sex: Understanding Sexual Motivations from Adventure to Revenge (and Everything in Between) (pg 21.)] This dynamic is reflective of an important and pervasive element to male-female sexual dynamics: the man is (largely) the doer, the woman is the receiver.

This dynamic is apparent in many areas of an interaction: the man approaches the woman, the man generally must lead things forward physically (e.g. initiate the kiss), the man penetrates the woman in sex, and the man generally needs to lead the conversation.

There are exceptions, some women like to be the aggressor in an interaction. However, expecting this to happen, or waiting to meet women who prefer to take this role will severely limit your results. Most women expect the man to take the responsibility in sexual interactions, and this just is what it is.
Leading a conversation doesn’t mean you must be domineering, it just means that it’s your responsibility to make sure the conversation hits the notes you want it to hit.

You must give your conversations with women proper direction. Treat a conversation with a woman like a dance: if you don’t take the initiative and lead it effectively, it won’t go anywhere meaningful.

In interactions with women, it’s your responsibility to build a sense of comfort, to avoid boring topics, to create an emotional charge, and to lead the interaction deeper to create emotional vulnerability. Conversation is an incredibly powerful tool, and with it, you can change how a woman feels about you, you can make her feel a deep connection with you, and you can make her sexually desire you.

If you don’t take the conversational initiative, chances are, the conversation won’t go anywhere interesting or impactful. It will be a normal, surface-level exchange.

Because of this, it is important that you change the topic if she goes down a conversational thread that isn’t useful to your goals. For example, if she starts complaining about her job or her ex-boyfriends, cut her off, change the topic.

Generally, you can do this with a light touch and simply say something like, “Oh yeah, that’s cool. Anyway, (then switch the topic to something more useful).” Just change the topic and move on without paying it any mind.

If a girl is insistent on talking about something that offers no value to a conversation, you may need to be more assertive and say something along the lines of, “I’m sorry, I’m just not interested in talking about work drama. I’m hanging out with you to have fun, and that kind of stuff isn’t fun for me.”
Doing this is not only powerful because it helps set the tone of the interaction in a way that’s useful to you, but also because it’s attractive when a man sets boundaries. As long as you do this without being bitter, it adds to the sexual tension.

Sexual tension is created when people clash with and challenge each other; the sense of conflict adds a charge to an interaction whereas a purely nice and agreeable exchange is pleasant, but boring.

Leading conversationally doesn’t just mean cutting threads that aren’t useful, it also means proactively creating a sense of connection and sexual tension, we’ll go more into depth on how to do that in the chapters, Build Tension, Create Rapport, and Elicit Vulnerability.
Chapter 17: Create Momentum: Always Be Leading

Leading a girl from location to location is powerful because it gives your interactions a certain forward momentum. Even if you have natural chemistry with a girl, if you stand with her in the same spot for too long, it will start to fizzle out. Your window of opportunity will eventually close.

Making a habit of consistently leading will prevent this from happening, and remember, most women want to be swept of their feet, to accomplish this you must be proactive. Despite their simplicity, the strategies in this chapter will help you create the sense of adventure women want to experience.

Your goal here is to lead each interaction, generally within a few minutes of meeting a girl. Take a Glengarry Glen Ross-esque attitude to this: Always Be Leading. This can be simple, say things like, “Let’s go to the dance floor,” “Let’s get some fresh air,” or “Let’s sit down over there.” It doesn’t need to be anything complicated, the point is simply to lead as much as possible. So long as the girl feels you have some value to offer her, she will generally acquiesce to these small requests (If girls don’t feel you have value to offer, refer to the chapters Reciprocation, Scarcity, and Liking).

If you often have interactions with girls that lasts more than a few minutes and you don’t attempt to lead them in this way, you’re shooting yourself in the foot. You can’t expect to have
a 30-minute conversation the same spot where you met a girl, and then to invite her to your place, that would be stilted and awkward. If, however, lead the interaction forward from the beginning, it will feel entirely natural when you invite her to your place.

There’s no need to overcomplicate this with old-school PUA concepts like compliance ladders; doing so requires way too much analytical thinking. Simply make a point to attempt to lead each interaction as much as possible, when you do, you’re rate of success will be much higher when you make a big ask.
Chapter 18: Never Land in The Friend-Zone Again: Be Man to Woman

“Be yourself and be upfront about your expectations and desires.”- Mike Posner

You’re only going to be relegated to the friend zone if you act like a friend. This seems so obvious that it doesn't need to be mentioned. Yet, it does, guys end up in the friend zone all the time. Why? Because it's easier to avoid rejection by acting like a friend than it is to put your ego on the line by making your intentions clear.

The bitter irony is that we present ourselves as friends to avoid the pain of rejection, yet, in the long term, this causes us a lot more pain than an immediate rejection would have. Understand, the more time you spend with a girl, the more you invest in her; and when she ultimately rejects you (or you give up on courting her) you will end up much more hurt than you would have if you simply made your intentions clear from the start.

If you often find yourself having pleasant interactions that don’t lead anywhere sexual, or if you’ve ever had female friends who didn’t know you wanted something more, then you must learn to set the right frame for your interactions from the beginning.

The difference between a man-to-woman interaction and a friend-to-friend interaction can be felt in terms of how much tension is in the interaction.

Tension is created through factors like strong eye contact, physicality, and statements of intent.
Note that too much tension can make a girl uncomfortable, but too little can make her comfortable to the point of boredom (leading to the friend-zone). You’ll want to hit the sweet spot where the interaction is exciting for the girl, but not so tense that it’s uncomfortable.

Some guys do create too much tension, but most don’t create nearly enough, and this is what lands them square in the friend zone.

Eye Contact

“There is no moment that exceeds in beauty that moment when one looks at a woman and finds that she is looking at you in the same way that you are looking at her.”— Eric Kripke

If a guy and girl are just friends, sure, they’ll make eye contact. But it’s going to be polite, friendly, eye contact. A simple way to create tension and avoid the friend zone is to make strong, persistent eye contact.

To make strong eye contact without being creepy, you can look into a girl’s eyes until she looks away. Once she looks away, look away yourself. To be clear, this isn’t a hard rule, for example, if a girl makes nervous, darty, eye contact, it doesn’t mean you should do the same. However, in general, the above strategy a good way to make sure your eye contact isn’t too ‘safe’, and to ensure that you’re creating some tension with your eye contact.
If you notice your eye contact isn’t as strong as you’d like it to be, you can use a simple exercise that helped me improve the consistency of my own eye contact. It may feel awkward to do, but it works.

Get in front of a mirror and stare at yourself for two minutes without pause. I get it, it’s weird, but it’s a great way for you to build your ‘eye contact muscle’. As you practice this, you’ll become increasingly comfortable with holding persistent eye contact.

You can also improve your eye contact in your day-to-day life. Any time you’re in public, practice your eye contact by attempting to meet the gaze of any women in the area. Look towards their eyes until they look back, and hold eye contact with them until they look away. Make sure to do so with a slight smile, and if a woman doesn’t return your gaze after a few seconds, don’t stare at her.

Over the course of a few weeks, you will automatically make notably stronger eye contact with women than before practicing these exercises.

Introduce Physicality

“Sometimes, reaching out and taking someone’s hand is the beginning of a journey.”-Vera Nazarian
Obviously, an interaction with a woman can’t lead to sex without physicality. Unless you know how to have psychic sex, you’re going to have to touch her eventually. Touch creates sexual tension and is something that a guy who’s falsely presenting himself as a friend will be very hesitant with.

Context is important regarding physicality. If you’re in a mall during the day, walking up to a girl and grabbing her to dance with her could be perceived as assault, whereas the same action in a nightclub would be totally normal. You should be able to navigate what’s appropriate using basic common sense.

Generally, your physicality should be relatively mild and non-invasive at first, and overtime it can become increasingly intimate. The best place to touch a girl at first is anywhere between her wrist and shoulder.

Your main goal when initiating physicality shouldn’t be to ‘execute’ it perfectly, but just to be physical at all. Learning specific methods for how to be physical is useless, you can only learn this from real-life feedback. Effective physicality will come naturally to you as you practice it and is based on an intuitive understanding, not logical rules.

You will be able to feel when a girl is uncomfortable with your touch, and you will be able to feel when a girl is receptive to your touch. As you get both of these types of feedback, you will develop a sense of how to touch a girl and when to do so. This is something you will learn over time, and yes, it will probably be awkward at first if you’re not used to initiating physicality with
girls you’ve just met. This awkwardness can’t be avoided, it’s a necessary part of the learning process.

Chances are, you’re playing it too safe with physicality, especially if you ever find yourself in the friend-zone.

Make Statements of Intent

I practiced making statements of intent as training wheels to get comfortable with letting girls know I was interested in them. A fear I had, was that women would make fun of me or tease me for letting them know I was attracted to them.

(This one of those fears guys don’t admit to themselves they have, you can find out whether you’re affected by this by challenging yourself to make some statements of intent. If it’s easy for you, you’re good to go. If not, this is an area that you may need to work on.)

Women have a desire to be desired, and can, in fact, get turned on when a guy shows sexual interest in them. Conversely, when a guy hides the fact that he’s interested, he makes himself uncomfortable because of what’s known as persona fatigue (he’s putting on a friend persona), and thus she becomes uncomfortable too. (Emotions spread between people, psychologists call this emotional contagion).
Statements of intent are a great way to make it clear that you’re sexually interested in a girl. You can use these statements as a training wheel to get comfortable showing sexual intent, which is incredibly important.

Statements of intent are phrases that directly indicate your sexual interest in a woman. They can be as simple as, “You know, you’re really cute.” You can make bolder statements, but the principle is the same with any statement of intent.

Some examples:

“You’re really beautiful.”

“I bet a lot of guys fall in love with you, huh?”

“Sorry, I lost my train of thought. You’re just so attractive.”

These statements can be effective on their own because they create tension and make your intentions clear, but sometimes they can create too much tension. If you notice a girl gets uncomfortable after a statement of intent, that’s fine. Remember, you learn most by going too far. It’s like practicing shooting in basketball. If your shots are consistently long, you take note and adjust appropriately. In dating, if you make girls uncomfortable by pushing too much, you learn to adjust.

Importantly, making a girl a bit uncomfortable doesn’t mean the interaction is over, it just means you need to pull back and reduce the tension. I often do this by literally creating a bit more physical space between me and the girl (I take a step back). This shows her that I’m not a
sociopath with no empathy, and that although I’m interested in her, I can take no for an answer without difficulty.

Use these friend-zone avoiding exercises regularly and you will get rejected more often, but you will also make things happen with more women. Getting rejected by women because you are clear with your intentions is uncomfortable at first, but the results are well worth it.
Chapter 19: Make Her Feel Strong Emotions

“You can do whatever you want with your life, but one day you'll know what love truly is. It's the sour and the sweet. And I know sour, which allows me to appreciate the sweet.” - Vanilla Sky

A lot of guys are good at setting the tone of an interaction at first, but don’t know where to take a conversation after the first few minutes. They hit the same notes repeatedly, essentially waiting for the girl to lead the conversation. Usually this results in an interaction that quickly fizzles out.

To make a conversation impactful for a woman you want to accomplish a few things: first, make her feel strong emotions, second, make her feel connected to you, and thirdly, make that connection vulnerable.

A lot of ‘game’ advice is geared towards making women feel strong emotions. Negs, push-pulls, disqualification, etc., are all techniques that add emotional charge to an interaction.

It’s important to mention that although techniques that create emotional reactions are important, they’re really nothing more than training wheels. Using these techniques will allow you to get a feel for different dynamics in male-to-female interactions, but don’t expect the training wheel to get you powerful results on its own. Instead, use them as tools to get a feel for sexual dynamics.

For example, using negs and push-pulls will help you get a feel for how sexual tension is created. The more you practice push-pulling, the more you will get a feel for the principles (validation and scarcity) that makes push-pulls work. Once you understand the principles on an
instinctive level, you won’t need specific lines to use as training wheels, you will naturally add this dynamic into your interactions.

These training wheels are necessary because there are certain principles that each of us doesn’t effectively utilize in our interactions. Many guys chase women without ever flipping the dynamic on its head by making women chase them. This severely limits their results.

If this is you, once you practice push-pulls you will understand what it’s like to make a woman chase, and thus will be able to add an entirely new dimension to your interactions with women.

We each have different strengths and weaknesses, by practicing different techniques we can fill in the gaps and therefore attract women much more consistently.

Most men don’t evoke strong emotions in their interactions with women. They are nice, agreeable, and safe. Interactions like these can be pleasant enough, but ultimately, they are somewhat fake, and rarely lead in a sexual direction. These conversations are no more impactful than your average interaction with a grocery store cashier:

Cashier: “How are you doing?”

You: “Good, how about you?”

Cashier: “Thanks. Did you find everything okay?”

You: “I did.”

Interactions like these lack any emotional content whatsoever. Although the example is a (slight) exaggeration of the average conversation when a man meets a woman, the reality isn’t much better. To take your game to the next level you must learn how to make your interactions consistently emotionally impactful.
The easiest strategy to build a habit of adding strong emotions into your interactions with women is to use the words, “I hate,” and “I love.” When you meet a girl, throw out these two phrases regularly to spike her emotions and keep the conversation from being too polite and stale.

For example, if a girl says she’s from California, you might say, “California? Ew. I hate California.” Or you can say, “California? I love California!”

It doesn’t matter at all whether the statement is true, the point is simply to learn to get comfortable with being polarizing.

Don’t expect to get dramatic reactions from this, women aren’t going to drop their panties because you injected some emotion into your phrasing. However, adding “I hate” and “I love” is a powerful learning tool. If you say, “You like Twilight? I hate Twilight.” And the girl gets offended or upset, you probably weren’t saying it in a fun way. You were being judgmental or negative.

Injecting strong emotions is important, but they can’t be entirely negative, you don’t want to be purely insulting. Instead, you’re teasing her, challenging her, it’s like a playful poke. If women aren’t responding well to your negative “I hate you” emotional spikes you can use this feedback to adjust your delivery until you start getting good reactions consistently from your use of the phrase.

You can respond to just about anything with, “I love” or, “I hate,” you can use it in respond to her name, her favorite TV shows, her profession, even the color of her shirt.

Expect it to take some time to master the skill of adding emotional spikes to your interactions effectively. This isn’t an exercise you can practice for a couple days and then abandon. It will
take several weeks to make this into a genuine habit, and although this may seem like a lot of effort, the results will be worth it.

There are other methods you can use to practice adding emotional spikes into your interactions. For example, you can make a practice of using takeaways. To use a takeaway, whenever a girl says something you don’t like (you can just pretend you don’t like something), act like you’re done talking to her, say something like, “Oh my god, I can’t believe you just said that! I’m done.” Then, turn around and start walking away. After a couple moments, walk back and say something like, “Eh, I guess I can forgive you.”

(PS: You can do a takeaway on pretty much anything, it doesn’t have to make logical sense. You can takeaway because she says she’s from California, or because her favorite food is pizza.)

If done well, a takeaway will take validation from the girl, and will make her feel an emotional pull to chase you to get the validation she just lost, back.

Remember, techniques like the above are extremely useful as training wheels to help you learn the underlying principles of sexual dynamics. But don’t try to learn them all at once, practice something like emotional spikes until you’ve got it down and then move onto another technique until you’ve got it down and so on.

Not all techniques will resonate with you, but be careful when telling yourself a technique won’t resonate with you before you’ve given it a fair shot. You might think, for example, that using emotional spikes is douchey or dickish, and that you’re just not enough of an asshole to use them.

The harsh truth is that you’re going to have to expand your identity to improve your dating life. You can’t improve your dating skillset without changing or dropping old beliefs about yourself,
and to expand your identity you’re going to have to try new things that may feel incongruent or uncomfortable. This is an integral part of the process of personal change.

Maybe emotional spikes really won’t resonate with you, but the only way to know this is to try them out in the real world. Practicing this will take you outside of your comfort zone and help you improve your self-awareness which will help you understand whether or not you decide a particular technique is useful to you.

If you take the attitude that you shouldn’t try things that are uncomfortable it will be very easy to trap yourself in a limited identity and limited set of behaviors. You may have convincing excuses, but you can only truly learn something like this from experience. It’s similar to the fact that you can’t learn if Jenny from class likes you back until you ask her on a date. You might have a million reasons you’ve mulled over in your head that explain why she does or doesn’t like you, but until you ask her on a date, you don’t really know. You will be surprised how often it turns out that the seemingly accurate logic in your head doesn’t match up with experiential reality.
Chapter 20: Create Rapport

“For most women, the language of conversation is primarily a language of rapport: a way of establishing connections and negotiating relationships.” - Deborah Tannen

Connection happens on two important levels. The first is a general sense of rapport and the second is deeper emotional vulnerability. Generally, you want to create a general rapport before creating deeper emotional vulnerability. This is because, without some rapport, your interactions won’t go very far, and when you have created rapport, you can take an interaction in whatever direction you want.

Rapport is a sense of connection with another person, it can be described as a general feeling of being, ‘in sync’ with someone. When you’re in rapport, pretty much everything other than the person you’re talking to disappears; not just the environment but also your sense of time’s passing. Rapport is extremely powerful, people in rapport build a sense of reciprocal trust and liking, and with that, become susceptible to each other’s influence.

There is a lot of self-help advice that focuses on the external signs of whether someone is in rapport with you. This advice focuses on cues like body-language mirroring and leaning in. Although very practical in nature, this type of advice is largely detrimental. Monitoring people’s body language and looking for signs of interest is very analytical and defensive, and defensiveness won’t help you connect with someone.

This creates a conundrum, because focusing on the signs that someone is in rapport with you in an interaction is detrimental, but the best way to get better at building rapport is to become aware of what you’re doing well and what you need to improve on.
Instead of analyzing each individual interaction as it happens, reflect afterwards and consider whether you were in rapport or not. To do this, you don’t need to think about whether she was mirroring your body language, it’s something you can intuitively understand with your overall emotional impression of whether you and the girl were in sync.

Analyzing your interactions with women after the fact is a powerful tool, analyzing them while they’re happening can be extremely detrimental. (More details on this can be found in the field reports chapter.)

How do you create rapport? The first step is to find commonalities. This doesn’t need to be complicated, if she’s from San Diego you can mention your frequent summer trips to the city and how much you love it there. If she’s a nurse and you were planning to be a doctor at one point, you can talk about the medical professions. By diving into that topic, you will build a sense of connection.

You can create a sense of commonality through a shared interest in anything. If you went to the same high school, that’s great, but you can build a sense of connection over something much more trivial, like your shared interest in *Game of Thrones*.

In general, talking about pop culture is a surprisingly easy way to build a sense of rapport, it shows that you have similar interests and gives you something to connect over.

Finding these interests is as simple as a question like, “What are your favorite shows?” You don’t want to rely too heavily on interview-style questions, but they are useful starting point for further conversation. If she answers with something you’re into, you can dive deeper into the topic by talking about favorite episodes, characters, etc. The point is that by talking about
something you share an interest in, you’re able to start building a sense of connectedness between the two of you.

This isn’t the most powerful way to build a sense of connection, but it is the most universally accessible method to accomplish this. Sure, you would build a much deeper connection if you talked about who you both lost your father to a tragic car accident, but that’s probably not going to be a good starting point for your interactions.

Another important component of rapport building is showing interest. The more you seem engaged with a girl and interested in what she’s saying, the more she will reciprocate that interest with you. This opens the door for a greater sense of connection between the two of you.

A lot of ‘pickup’ guys are very ineffective at this. They’ve learned that they need to get a girl emotionally reacting to them, so they focus entirely on how they can spike her emotions, but they ignore the more human side of the interaction. Both are important.

Everyone (including yourself) is more interested in themselves than they are in anyone else. If you make a girl feel that you’re genuinely interested in her, it will be very validating for her (which will make your emotional spikes that much more powerful because she will chase that validation when you momentarily strip it away).

If you were to analyze your day-to-day conversations, you would notice that you are most engaged when people talk about you, and show interest in you. You would also notice that other people don’t listen to what you say about yourself nearly as intensely as they listen to what you say about them.
So, we are all more interested in ourselves than the person we are talking to. Within this universal truth is a powerful opportunity. If you can make a girl feel like you’re more interested in her than you are in yourself, you will be giving her an unusually validating experience. And, because of the psychological principle of reciprocation, she will want to pay more attention to you as a thank you for the interest you showed in her.

Being interested in a girl starts with intensely listening to what she says, being curious when she speaks, and holding your tongue when you want to interrupt to make the conversation about you.

Importantly, showing interest means asking follow-up questions. If she says, “I’m from California.” You can ask any number of questions to show interest in her, and to get her to invest further in the conversation. Some examples: “You’re from California? Why did you downgrade to Arizona?” or, “Is it true what they say about California girls?” or, “California is known for having the most beautiful women, I’m really surprised you’re from there. Were you adopted?” (Of course, this needs to be said in a teasing way to be effective, if you don’t have the necessary finesse for this yet, it may backfire).

You can ask follow-up questions to anything she talks about, and your goal should be not only to create rapport by showing interest, but to move the conversation into an interesting direction. Don’t just ask interview questions, ask questions that have some emotional content. A simple way to do this is to ask about her feelings. If she says she’s an accountant you can say, “Do you love it?” or “What’s your favorite part of being an accountant?” When someone shares how they feel with someone, they start to form an emotional bond with the other person, it
helps change the conversation from a business exchange, (which is how a lot of guys interact with women) and make it into a human interaction.

If you notice that you aren’t building rapport effectively in your interactions, it’s an indication that you aren’t showing enough interest, or aren’t building a sense of connection. If that’s the case, you may want to focus considerable attention into building the skills outlined above before focusing on anything else. Rapport is a foundation that your interactions are built on, without it, you can’t do much of anything.
Chapter 21: Elicit Vulnerability

“Vulnerability sounds like truth and feels like courage. Truth and courage aren't always comfortable, but they're never weakness.” - Brené Brown

Emotional vulnerability creates deep rapport: a powerful sense of connection that isn’t a regular part of day-to-day life. Many people can create some rapport in their initial meeting with someone, few can elicit real emotional vulnerability.

This strategy is extremely powerful, and if done skillfully enough, can make a girl idealize you and even fantasize about you. Because of this, it’s important to use this material with some caution: someone with bad intentions could really hurt people with this.

Emotional vulnerability is created when people talk about things that are normally off-limits to anyone except your closest friends, family, and therapist.

Interestingly, emotional vulnerability is a major reason that people often fall in love with their therapist. When interacting with their therapist, people bring up topics that are very emotionally charged and uncomfortable: they’re putting their heart on their sleeve with someone and trusting them with deeply personal conversation.

Recent research has reinforced the power of emotional vulnerability. Evolutionary Psychologist David Buss writes, “Another study had strangers first reveal intimate details of their lives to each other for half an hour, and then asked them to stare into each other’s eyes for four minutes— without breaking eye contact or making any conversation. Participants again
reported deep attraction to their study partners. Two of these total strangers even ended up getting married!”

Don’t forget this, it’s important: the combination of strong eye contact and emotional vulnerability is enough to make someone fall in love with you.

To create emotional vulnerability, you must go well beneath surface level conversational topics like talking about your job or where you’re from. Emotionally vulnerable conversation is much more personal. It’s about those things that have real meaning in your life.

Topics that are vulnerable include: your mistakes, your fears, your hopes, your values, your doubts; anything that matters to you and evokes strong emotions.

A simple way to transition into emotionally vulnerable conversation is to ask a question like, “What are you most passionate about?” or, “What wakes you up in the morning?” or, “What’s your biggest fear?” Questions like these give her the opportunity to share with you something she cares about on a deep level.

I’ll share an example of a time when I asked a girl about her passions that lead to an emotionally vulnerable conversation:

When I asked her what she was passionate about, she said she was most passionate about acting, and she had in fact moved to L.A. to become an actor. I asked her how her acting career was working out, and she said, “Pretty well, but I’m not quite where I want to be. I’ve actually been focusing on standup comedy lately.”

I asked her if she was making money with standup and she said no. Then, I asked her if she had ever practiced standup by going to an open mic night and she said she hadn’t.
In response, I told her, with a smile on my face, “You’re kinda fucking up aren’t you? How do you expect to succeed as an artist if you’re not putting yourself in front of an audience? How many acting auditions have you gone to since you moved to L.A.”?

She said, “None.”

I replied, “Why not? What are you afraid of?”

At this point, the conversation was becoming emotionally vulnerable for her.

Getting to this point required some conversational risk taking; asking her if she had made money yet could seem offensive, and telling her she was fucking up could seem like a dick move, but without being challenging or controversial you can’t have a truly emotionally vulnerable conversation. Vulnerability isn’t nice, it’s real, and it’s emotional.

This particular conversation lead us to talk about our fears and hopes and mistakes. Talking about these topics cemented a real connection between us.

Simple emotional questions like those I mentioned above help lead a conversation in an emotionally vulnerable direction. These might seem uncomfortable or even ‘cringey’ but this is only the case if you are uncomfortable asking them. If you can ask personal questions with composure, she’ll almost always feel normal talking about vulnerable subjects. At first, this may be awkward for you, but in that case, you’ll just have to fake it ‘till you make it. Being emotionally vulnerable might be difficult at first, but if you practice it, it will become totally normal.

Another powerful way to make a conversation emotionally vulnerable is to be emotionally vulnerable first. If she asks what you do for a living, you might say, “I work in sales. Honestly, I’m really good at it, but it’s not what I’m passionate about. I made the mistake of dropping out
of college to start an online business, but I didn’t put enough effort into my business to get it to take off, and now I’m stuck selling cellphones until I get my shit together.”

By being emotionally vulnerable yourself, you’re making it easy for her to reciprocate with her own vulnerability.

An important nuance here is to avoid bitterness or negativity. You can talk about seemingly negative topics with a positive outlook any they won’t seem negative. You can even laugh at yourself when talking about your mistakes or your fears. Doing so is a powerful way to make a girl feel comfortable with being vulnerable around you. Be lighthearted in attitude even when you’re heavy in subject matter. You don’t want the conversation to feel too heavy, there needs to be an element of fun.
Chapter 22: Develop A Killer Instinct (Overcome Objections)

Objections usually imply that you either haven’t shown a woman that you can offer her value, or that you haven’t made her comfortable enough with you.

So, to overcome objections, you must understand why she’s ‘rejecting you’ so that you can take the necessary steps to change her current impression of you.

Attempting to overcome objections is an important skill work on, it’s the most effective way to develop what’s known as a ‘killer instinct’. Having a killer instinct means being unphased by turbulence so that you never reject yourself.

A killer instinct is one of the big differentiators between guys who get occasional results with women, and those who can consistently make things happen, because although we all get rejected by women, we also reject ourselves far more often than we’d like to think about. Guys with a ‘killer instinct’ will do everything they can to achieve their desired outcome, and so, if a girl likes them, chances are, these guys will make something happen.

The following section will not only help you overcome the specific objections mentioned, but it will also help you develop a general ‘killer instinct’ so that you make the most of your interactions with women in general.

(note: some of these don't apply to daygame, use common sense.)
If a girl rejects your attempt to escalate (lead her to the dance floor, make out, etc.) it is because she isn’t sexually attracted to you yet/comfortable with you yet.

Brush the rejection off and continue the conversation where you left off. After a minute or so, disqualify her, you can say something like, “It’s so rare I meet a girl I feel like I can actually just talk to and be friends with.”

A disqualifier is especially powerful after a girl has rejected you, because it’s extremely unexpected, it shows a lot of confidence, and a lack of neediness on your part, which are both attractive qualities.

Make sure the conversation has a flirtatious vibe by making strong eye contact and by creating emotional tension.

Create a sense of connectedness with her by finding commonalities you share and by showing interest in how she feels.

If you implement these steps effectively, you should be able to move things forward after a bit more conversation with her. If you get rejected again, there’s a good chance she’s simply unavailable or doesn’t have natural chemistry with you, if this is the case, it’s best to move on.
She says she needs to use the bathroom

Usually, when a girl says she needs to use the bathroom, she doesn’t actually have to go to the bathroom, she’s saying this because she’s labeled you as another loser guy at the club.

You’re going to have to change her impression of you, fast. Your best bet is to say something like, “Sorry, give me a second chance, like in the movies when the guy doesn’t make a good first impression, but he makes up for it by being vulnerable and real afterwards. Just give me one minute, then you can go to the bathroom.”

This serves a few purposes. Firstly, you are using a cultural norm to your advantage, we’ve all been taught that we should give people second chances and by calling this to her attention, she will likely comply because that’s what she’s learned she’s supposed to do.

Secondly, by asking for just a minute, you’re showing her that you’re willing to leave, that you’re not a stalker, and this gives her more reason to agree to your request.

Thirdly, you are being vulnerable in a confident way, which is attractive to women. If you can make her feel that you’re being a human and not just a guy trying to bang her, she will see that you’re not just another club douchebag.
To build on this effect, after she agrees to stay for a minute, you can ask her what it’s like being a girl in a club dealing with creepy guys all night. This shows that you care about her perspective and that you are socially intelligent. Beyond that, it gives her incentive to talk in a way that is real, thus she can drop the superficial club mask and build a real connection with you.

She says she has a boyfriend

If a girl says she has a boyfriend, there’s a good chance she’s lying. Your goal here is to find out the truth as quickly as possible. As soon as she mentions that she has a boyfriend say, “Does he let you have friends?”

She will, almost assuredly, say yes. Now you can banter with her for a bit. From here you want to make strong eye contact, disqualify her, create some emotional tension, and show interest in her.

If you are on point, she will likely start to become attracted to you.

Your next step, then, is to lead the interaction forward. Now that you’ve overcome her initial resistance, you can find out if she really has a boyfriend by attempting to lead the interaction.
For example, you can ask her to dance. Since she likes you now, if she doesn’t have a boyfriend, she’s unlikely to object, if she still objects, she probably has a real boyfriend, and there’s not much cause to press the issue any further. Move on to the next girl.

She disqualifies you

Example disqualifiers: “You’re too old.” “You’re too fat.” “You’re not my type.” Whenever a woman disqualifies you, it’s easy to get discouraged, but if you respond effectively, the disqualifier will lose its power and meaning, and even help you build attraction.

The adage, “Change her mood, not her mind” applies here, she might logically think you’re not her type for X reason, but if you respond to her disqualifier like a champ, that logical reason won’t matter, her emotional attraction will take precedence.

There are two effective ways to respond to disqualifiers: 1. Exaggerate it 2. Reverse it on her

By exaggerating a disqualifier, you are showing her that you don’t care, and that you have high self-esteem; which is in itself, attractive.

If she says you’re too fat say something like, “Yeah, I eat McDonald’s every day, I’m such a slob.” If she says you’re not her type you can say, “Yeah, I’m actually no one’s type, that’s why I’m an involuntary celibate. It’s okay though, I’ve learned to accept my condition.”
I want to point out an important caveat, you must say these things in a humorous tone. If you actually sound like you’re an involuntary celibate, you will seem self-pitying instead of charming.

You can also reverse a disqualifier onto her to turn it into flirting. If she says you’re too fat, tell her, “You’re too skinny. I like a girl with some real meat on her bones.” If she says you’re too old say, “You’re too young, barely even an adult. Do your parents still pay for your bills?”

If you sound serious, you’ll just start an argument. However, if you say these lines humorously, you are flipping the disqualifier back on her, and thus have turned it into a flirtation.

When a woman says a disqualifier, she often means it. Fortunately, her logical disinterest in you doesn’t matter, because as you know, attraction isn’t a choice. If you are playful with her disqualifier, it can actually help you as opposed to being an obstacle.

She says she needs to meet her friends

Usually when a girl says she has to meet her friends, it means you haven’t hooked her yet, and she wants to leave the interaction

You need to change the frame of the interaction, if you show you’re willing to ‘fight for her’ in a confident, non-needy, way, you can easily change how she feels about you.
To accomplish this, first, misinterpret the meaning of her statement by saying, “Okay, yeah, let’s go find them, what area of the club are they in?” Nine times out of ten, she will tell you where they are, now lead her to that area of the club.

This serves multiple purposes, by leading her to her friends instead of reacting to her, she is now reacting to you (in your frame).

Also, by doing this, when she finds her friends it will look like she must like you, why else would she go with you to meet them? This helps make the group dynamics work in your favor. Now, when you meet her friends, don’t be flirtatious, just be positive and fun with the entire group.

When the group starts to like you, the girl you like will change her mind and be glad she met you, and see you as a source of value. After a few minutes of interacting, turn your attention back to her, and the dynamic will be different, with her wanting to keep you with her, as opposed to wanting you to leave.

She says she is lesbian

One night at Surrender in Vegas, I wanted to see what would happen if opened with, “Hey, wanna get out of here?” Some girls, of course, said no. But one girl said, “Sorry, I’m a Lesbian.”

Here’s how I responded, I said, “That’s okay, I’m basically a woman myself.”
She said, “You’re not really though.”

I went on to say, “Well, I have a tiny dick, and I am very in touch with my feminine side. I love chick flicks and stuff. I’m technically a guy, but I have so many feminine qualities that meeting me could be an opportunity to try something new.”

She said that I had a good point and started aggressively flirting with me. (All I'll say is that it turned out she wasn’t as much a lesbian as she had implied.)

Instead of giving up or arguing with her if she says you’re a lesbian, pitch yourself in a way that creates a narrative in which it makes sense that you should be there, even though she’s a lesbian.

You can say you’re very feminine (it doesn’t have to be true) and make up a ridiculous story about why that’s the case, and she will more often than not totally change her opinion of you, and she’ll want to get to know you more.

Sometimes a girl who says she is a lesbian really is one, sometimes they just say that to get rid of lame guys who approach them, sometimes they’re bi. But a lot of times, this objection can be overcome.

She doesn’t give you anything to work with
If a girl is responding to you, but she’s very, ”meh” (gives short responses, acts unengaged), her initial impression of you is that you don’t have much value to offer. Physically attractive women do this especially often, because if they didn’t, they would be spending their whole night at a club dealing with desperate, lame, club douchebags.

To get past this, you can give her a real mindfuck. Say in a humorous tone, “Here he is, another desperate club douchebag. How do I get rid of him?” She might say, “Wait, what?” Say, “nothing, anyway…” and continue your conversation normally, you’ll likely have piqued her interest, and she should open up to having a real interaction with you now.

If not, you can say, “He’s still here? I wonder if I can get him to buy me a drink. Wait, is he trying to voice my internal thoughts?”

If she asks what you’re doing, just act like you have no idea what’s she’s talking about, now you’ve turned this interaction into a game, and you’re almost certainly going to throw her off balance, giving you the opportunity to set the pace of the interaction in a way that is beneficial to you.

After you’ve got her to react to you, be fun and flirtatious and you will be able to move the interaction forward however you prefer to.

You ask for her number and she says no
This has only happened to me when I try to get a number too quickly, before a girl has a real impression of who I am. This is feedback that you need to take a step back and have a real interaction with her.

Act like the rejection never happened and continue your conversation. Let her get to know you more as a person because, up to this point, she still thinks of you as some random guy she just met. Show interest in who she is as a person beyond a surface level, talk about her passions and beliefs, connect with her on topics she really cares about, and she will start to care about you.

Again, it would be good to disqualify her at some point, because this changes the dynamic of the interaction in your favor. Whenever a girl rejects you it’s good to make it clear that you are perfectly comfortable with rejecting her as well.

After you have connected on a human level, say, “You’re fun to talk to, we should be friends, let’s get coffee sometime.”

She will most likely agree to this request now that she knows you better.

She says, “I’m not going to have sex with you”
Last time I got this objection, the girl who said it mentioned this three times during our interaction. But, later, on my couch, she said, “Please fuck me already.”

Why? Because when a girl says she isn’t going to have sex with you, this almost always means that emotionally, she wants to, but that to do so would make her feel like she’s too ‘easy’. By saying she won’t sleep with you, she can reinforce the narrative that she’s a classy girl who doesn’t have one night stands (because she’s let herself believe that how long you take to have sex with someone is important due to cultural norms).

When she says she isn’t going to have sex with you, say something like the following, “Aww, what made you think I want to?” Even if she does try to come up with a logical reason, you can easily disprove it, for example, if she says, “Well, we were making out on the dance floor.” You can say, “Do you sleep with everyone you make out with?”

Obviously, she will have to say no. As soon as she does, change the topic, and go back to vibing with her. There you go, done. Now you’ve flipped the dynamic so that she is no longer confident she can sleep with you. The fact that she thinks she has to win you over will make her emotional desire to sleep with you even stronger, thus increasing the chances it’s going to happen if you lead the interaction forward.

Conclusion

Objections can’t be overcome 100% of the time, but if you approach them with the right mindset and strategy, they can be overcome often enough that you’d be shooting yourself in the foot not to try.
Besides, learning to face objections head on is one of the best ways to improve your game, it forces you to learn to handle social pressure well, to be unreactive, and to create your own positive emotions. Either you overcome her objection, or you learn a valuable lesson.
Chapter 23: Use Strategic Analysis

“Who looks outside, dreams; who looks inside, awakes.” – Carl Jung

One of the biggest differentiators between those who achieve success with women and those who don’t is the effective use of field reports. Men who write effective field reports consistently make significantly faster progress than those who don’t.

Interestingly, few men involved with the seduction community write field reports at all. There are two major reasons for this: 1. It’s not clear why field reports are so powerful and 2. It’s not clear how to write a good field report.

Why Field Reports Are So Powerful

Field reports provide you with the opportunity to analyze your days or nights out from a perspective that’s normally unavailable to you. When you go out and get rejected in the moment, your emotions can be overwhelming, and those emotions will cloud your sense of judgment, causing you to rationalize your mistakes.

While you’re out standing with your group of friends who aren’t approaching (sometimes called the chode circle), you’ll come up with reasons not to approach. You might see a girl and tell
yourself, “She’s too attractive,” “She’s not attractive enough,” “She’s too busy,” “She’s with a
guy who must be her boyfriend,” “She looks too slutty,” etc.

These rationalizations give you a logical excuse to avoid approaching women and to stay inert in
your chode circle. Rationalizations are very difficult to step out of, and none of us are immune
to them. Rationalizations might cause you trouble with approaching, getting a girl's number,
being physical, inviting girls to your place, or anything else.

We make countless decisions when we go out, and many of these decisions aren’t the decisions
that, in retrospect, we know we should make. Hindsight is 20/20, and this fact has a lot to do
with the power of field reports.

Most of your decision-making power resides in your unconscious mind, which you normally
don’t have access to. Your unconscious mind is biased towards conserving energy and avoiding
risks because, in the environment we evolved in, those needs were far more important than
our ability to leave our comfort zones for personal growth.

Our brain evolved in a dangerous environment in which any risk could easily lead to our death,
and thus, your unconscious mind is strongly biased to prevent you from taking any risks. Your
unconscious mind creates negative emotions that get rationalized to accomplish that mission.

But when you write a good field report, you are able to change this dynamic for two reasons: 1.
You have access to your logical brain; while writing you’re no longer being flooded with strong
emotions (so you can show yourself that your rationalizations were untrue) and 2. You can
build awareness and make the unconscious, conscious.
Once you’re at home on your computer, the part of your brain that wants to make positive change will be predominant again, your rationalizations and negative emotions won’t have so much influence over you anymore. Now, you’ll be able to go over the decisions you made throughout the night much more objectively. When you write about why you didn’t approach that girl you’ll be able to analyze what happened and realize you were making an excuse, falling prey to a rationalization, and that you should have just approached her.

While writing your field report, you have a bird eye’s view of your decisions making and you can realize how silly and unnecessary the mistakes you made were.

Additionally, we’re all the protagonists of our own story. When you’re writing a field report, you gain the power to edit that story, to interpret the meaning of what’s happened so far. You can realize that the rejection that hurt in the moment and lead you to leave the club early was actually a moment of learning and that you gained a lot from that rejection. You can realize that you were taking yourself far too seriously and you can see your ego for what it is.

By bringing awareness to all of your rationalizations and negative thinking through your field reports, thoughts and emotions that normally hinder you (without your conscious awareness of them) become much more conscious. Now that you’ve labeled them for what they are, the next time you start feeling nervous and rationalizations run through your head that say things like, “She’s too busy,” you’ll know what’s really going on. You’ll still get hit with emotional turbulence, and you’ll start to make excuses, but now you’ll be able to identify them for what they are, and as a result, you’ll be freed to make a better decision.
As you continuously write field reports, you will become aware of more and more self-defeating thoughts, more and more of your ego, more and more of the mistakes you’re making; and you will be able to make increasingly better decisions.

If you don’t write field reports, it’s extremely easy, and even natural, to keep repeating the same patterns; to continuously make the same mistakes again and again despite your conscious intention to make progress.

The template I’ve found to be most effective for field reports is fairly straightforward, it looks something like this:

Date:

Summary of the night:

Three things I did well:

1.

2.

3.

Three things to improve on:

1.
This structure is effective because it forces you to focus on two important things, what you did well and what you need to improve on.

Focusing on what you did well is useful because a lot of guys have difficulty seeing the positive in their nights out. They see everything through a negative lens, and because of this, they lose motivation over time. It’s valuable to acknowledge what you’re doing right, even if it seems insubstantial. This will help shape your attitude to appreciate the positives and to notice progress you’ve made which will help motivate you to stick to the process over time.

Focusing on what you need to improve on is important because it allows you to call yourself out on your mistakes and, as I mentioned earlier, build awareness of your rationalizations so that you can overcome them.

The summary is useful because while writing it you can relive your night out and analyze what happened from an emotionally distant perspective.

The more you focus on why you’re making specific mistakes, the more value you’ll get out of your field reports. Just writing what you did wrong isn’t particularly useful, your field reports will be much more effective if you focus on why you made the mistakes you made.

Below is an example field report you can use as a guide for what to include in your own field reports.
Example Field Report:

Date: 5/20/15

Summary:

Two wings and I went to Light, a hip-hop club in Vegas. As I walked in, I didn’t waste any time. I immediately approached the first girls I saw. I did this because I’ve learned the longer I wait to take action, the easier it is to start making excuses. The interaction didn’t go well, I wasn’t in a good mood and I noticed she felt uncomfortable talking to me. She was giving me one word responses, so I left.

If I’m being totally honest, I felt somewhat bitter about this interaction after it happened. I felt like I deserved good reactions from girls and when I didn’t get a good reaction, I got upset. This is a sign that I was trying to take something in the interaction, I wasn’t offering value. In the future, I should remember that if I get upset by a bad reaction it’s not the girls fault, but my own for trying too hard to get validation from the interaction.

After this rejection, I felt hesitant to approach more women. I walked through the club and made excuses to avoid taking action. After a few minutes, I caught myself, and approached a girl on the dance floor. She was an attractive Asian girl, and although I wasn’t in the best mood, she responded well to my approach. I instinctively brought myself closer to her and started dancing with her, within a few minutes we were grinding. A few minutes later we were making out. This was going well, but I noticed one of her friends was dancing alone and looked a bit left
out. I saw one of my friends and told him to go dance with the girl who was alone. He did so, and for the next 15 minutes or so we had fun on the dance floor.

At this point, I said we should go to the main area of the club to talk, the four of us walked over. This was a good move on my part, there are so many times I’ve missed opportunities in the past because I just didn’t lead the interaction forward.

We talked for a bit at the main area of the club, we joked around and had a good time. I suggested we get drinks at my hotel. When I said this, the girls whispered something to each other and said they had to go to the bathroom.

My friend and I waited for them to come back, but unsurprisingly, they never did. Looking back, I realize I jumped the gun and was too direct too soon in a way the girls couldn’t relate to. It wasn’t a huge mistake to go for the pull, but I should have calibrated after the fact and said something like, “You know what, nevermind, let’s go to (another area in the club).”

These girls saw us as random fun emotions in the club and felt no connection with us which they needed in order to go home with us. I could have taken a step back, built a connection, and then moved things forward again later.

As the night continued I approached quite a few women, most of these approaches didn’t go anywhere. For the most part, I introduced myself, made some chit-chat, then moved on to the next girl. I gave up on my interactions easily because the girls were mostly indifferent to my approaches, they weren’t rejecting me, but they also weren’t giving me any indication that they
were into me either. Again, the fact that I gave up so easily implies that I was taking value, I was talking to girls to get a good reaction more than I was talking to girls to express my personality.

At about 1:30 AM I was starting to feel tired and I had a strong desire to leave the club. I told myself I had done enough approaches and I needed rest so I could be at 100% the next day. Even though I felt this way, I was aware that these were all just excuses, so I persisted despite how I felt.

I ran into my friends and they said they were heading back to the hotel. I wanted to go back with them, but surprisingly I told them I was going to stay. I stayed because I knew that I wanted to push myself harder and recently, I’ve been catching myself on my frequent excuses to leave the clubs before they close.

I made a couple rounds through the club without approaching. Excuses were running through my head to avoid taking action again, “She’s with guys,” “She’s not my type,” etc.

Eventually, I saw a girl who caught my eye: a tall, athletic, olive skinned girl talking with a guy who it looked like she just met (because he was standing a few feet away from her and didn’t look totally comfortable).

I stood, frozen, for a few seconds deciding whether to approach or not. I eventually told myself, “Fuck it,” and walked in.

I introduced myself and correctly guessed that she was Brazilian. She asked me how I knew and I joked that I was psychic. She asked me to tell more about her so I made up some ridiculous
facts about how she wanted to be an actor but decided to pursue a more realistic career so she started raising cats for a living instead.

Surprisingly, my mood quickly shifted talking to this girl. We had natural chemistry and immediately got along. I never introduced myself to the guy she was talking to, I just kept talking to her, after a few minutes, he stumbled away. This is a good reminder that a lot of the time, other guys are just randoms who just met the girl you want to talk to.

We vibed for a while and danced for a few minutes. I asked who she was with and it turned out she was with one female friend who was talking to a guy. I thought this was perfect and said we should all go back to my hotel to get a drink. She agreed and told her friend who was also down. As we left the club, the other guy tried to pull his girl to his hotel but she refused. He pleaded, but she denied him again and so he left on his own. This was a good example of what not to do: argue and try to logically convince a girl to change her mind.

While we walked through the casino, I texted my friends to leave the hotel. This was an important step because with my friends in the hotel things could have easily turned awkward.

My girl’s friend drove us to my hotel. Once we arrived, my girl changed her mind, as I left the car she said, “Good night. I have to stay with my friend.”

In the past, I would have given up at this point, but I had learned from my mistakes. I told her, “No, come with me, just for a minute, we’ll have one quick shot. I’ll take you back to your hotel right after.”
She hesitated, but I said, “Come on, it’ll be fun. Your friend can take a picture of my ID to make sure you’re safe.” With that, she agreed to come.

This had a few important lessons, it really is important for a girl to feel safe to go home with you, she doesn’t know you and for all she knows you could be a murderer. Offering a picture of your ID shows that you’re trustworthy and empathetic to her concerns.

Beyond that, there’s value in persistence. I could have easily seen this as a rejection, but I knew this girl was attracted to me so I persisted, and as a result, she came home with me.

We got into the hotel, did a couple shots, and from that point things progressed naturally.

Three things I did well:

1. There were several instances in which I wanted to give up, but I persisted. I wanted to leave the club early, but I decided to stay. When my friends left, I wanted to leave with them, but I decided not to. When I saw the Brazilian girl, I didn’t want to approach her, but I did. When the girl said she needed to leave with her friends I convinced her to come to my hotel room. I made these good decisions because I’ve been making the mistake of giving up too easily again and again. Tonight, I finally said, “Fuck it,” and pushed through my mental barriers.

2. I approached at least 20 girls even though I wasn’t ‘in state’. It would have been easy to spend most of the night hesitating because I wasn’t in a good mood, but I managed to approach
quite a few girls because I knew that I would get more out of my night out for each approach I did, and that I would learn even more because I wasn’t in a good mood.

3. I was confident with physicality throughout the night. I wasn’t hesitant to escalate physically (with the Asian girl on the dance floor and with the Brazilian girl). This has been a sticking point for a long time, and last night I didn’t have to use any conscious effort to be physical, it happened automatically. This is probably because I’ve been focusing on improving this lately and because momentum is working in my favor.

Three things to improve on:

1. I want to get better at offering value. I was expecting too much from the women I interacted with last night. As a result, when I didn’t get good reactions, it got to me. This happened because I still have a big ego, one of my biggest drives to doing game is a competitive drive. I want to prove myself as capable and ‘successful’ by getting success with women. Because of this, when girls don’t react well to me, it hits my ego and I get frustrated.

   It’s not that I want to get rid of my ego, but I do want to learn to think about how I can make a girl’s night better by talking her more than I focus on how she can make my night better by giving me validation.

2. I ejected from many interactions prematurely. There were a number of girls I talked to and had decent conversations with, but I told them I had to go a few minutes into the interaction because I wasn’t doing ‘well enough’.
I was telling myself that a girl had to show me very obvious signs of interest to keep interacting with her. This shows that my criteria for success were too high. It’s fine to have an interaction that is relatively neutral, I don’t need to ‘put on a show’ and make a girl laugh hysterically to have a good interaction with her.

3. I spent a lot of time walking around the club between interactions. I wasn’t in a great mood for most of the night and I made a lot of rationalizations to avoid approaching girls. At some points, I went for a good 10 minutes without talking to anyone. This means I was letting my emotions dictate my actions and that I wasn’t aware that I could act in spite of my resistance. Of course, I could have acted, there were several other instances last night in which I felt resistance, but acted anyway, and I could have done so more consistently.

Your field reports will look a lot different, but the underlying principles of an effective field report will be the same. You’ll notice that throughout the field report I was analyzing why I made the decisions I did, good or bad. Through this, I was able to become more aware of my rationalizations so that I would be less likely to make the same mistakes the next night I went out.

Your particular sticking points could be any variety of things, keep an open mind towards the possibility that you have sticking points you’re not aware of, and you’ll discover which sticking points are holding you back most.
Keep in mind that no matter how good you get, you can always get better. If you can’t think of any mistakes you made throughout the night, you’re not being totally honest with yourself, and this is a sign that you urgently need to work on your self-awareness with field reports.

As you write field reports you will become increasingly effective at calling yourself out on your own B.S. and you’ll overcome one sticking point after the other. Few guys consistently write effective field reports, but those who do make rapid progress.
Chapter 24: Systematize Growth

Field reports are the driver for long term progress. By consistently writing focused field reports, you will be able to overcome your sticking points one by one. Here, I’m going to share with you the strategy I used to accelerate this process. The first step is to recall the sticking points you identified in your self-diagnostic.

This strategy is simple, yet powerful. You’re going to add a section to your field reports based on the sticking point that is currently the most important for you to work on. Focus on whatever you think is preventing you from getting the results you want with women the most. For example, if you’re great at getting girls’ numbers, but you only approach about five women a week on average, then the sticking point you want to address will probably be the total amount of approaches you do when you go out.

Another example, if you’re great at having a good time and making new friends, but you have trouble making interactions with women sexual, then you’ll probably want to focus on making interactions sexual.

This section is included in the field report template that you can download (here). It looks like this:

Date:

Summary:

Three things I did well:
Three things to improve on:

1.

2.

3.

Sticking point-

Under this section, you will write a summary of how you did in terms of the sticking point you’re working out. I found it useful to rate myself out of ten because this gives me a sense of progress, and creates a competition with myself.

Here’s an example of what this section might look like:

Sticking point- Approach more women: 7/10

I approached about 8 women last night, which is more than I usually approach. There were a few times when I hesitated to approach but decided to do it because I wanted to improve at this. Even though I improved, I could have done a lot more.

It would be one thing if I met a girl I really liked and wanted to keep interacting with her, but I didn’t, I spent a lot of time hesitating. I don’t always need to approach more women, but I should definitely spend less time hesitating to approach when I know I want to.
Another example:

Be man to woman: 6/10

I made notably stronger eye contact last night, and in a couple of interactions I could feel the sexual tension building as the girl and I locked eyes.

On the other hand, there were several interactions with women in which I had polite, surface level conversations and then walked away because I didn’t feel the girl was attracted to me. In the future, I should make a point to create more tension by disqualifying the girl or teasing her.

Effectiveness of the Method

I’ve noticed when I use this strategy, I make rapid progress with the sticking point I focus on. If at first, I rate myself as a 3/10, within a week or two, I’m giving myself an honest rating of 8/10 or 9/10 consistently. After a short time, the sticking point is no longer a problem, at all. The differences are dramatic. This is because focusing on a particular sticking point and rating yourself keeps you focused on a specific, measurable goal.

Once you overcome your first sticking point using this method, you can then move on to the next most important, then the third, and so on.

Follow this process for several months consecutively, and you will shock yourself with how much you’ve changed in such a short period of time.
Overcome Any Sticking Point

If you don’t know how to overcome your particular sticking point, you have a couple options. For most sticking points, there is a relevant section in this book that will provide you with strategies to overcome that obstacle. You can also search the internet for advice for your problem and start implementing the best ideas you find. Thirdly, if you find yourself stuck, you can always try text or skype coaching.
Conclusion

Success with women didn’t come easy for me. I’ve failed more times than I can count, and frankly, some of my failures were totally embarrassing. Some of yours probably will be too. But it’s worth it if you persist through the bullshit, through your insecurities, through your excuses, and take the attitude that you’re going to get this area of your life handled no matter what.

I can’t promise you that you’ll get results tomorrow, or even next month. But I can promise that if you persistently take action, learn from your mistakes, and implement what you’ve learned in this book, you will eventually get the results you want. Maybe it’ll take eight weeks, maybe it will take two years.

There will be times when you want to quit, when you start to think that ‘pickup doesn’t work’, or that there must be an easier way, or that you’re just not cut out for this. Don’t listen to that voice, it added years to my learning curve. I’ve learned that when I feel the most doubt is when I’m closest to making a breakthrough. Whenever you hear a voice in your head telling yourself to quit, you’re about to reach a turning point for the better.

All the best, Avery
Avery Hayden is the author of *Zero Fucks Given, The Trial: Transform Your Dating Life in Eight Weeks*, among others. He lives in Arizona where he studied psychology and creative writing at the University of Arizona.

Because of his struggles with anxiety, he has been obsessed with psychology and self-improvement for many years. He believes there is a need for more self-improvement with a solid scientific foundation.

You can find free articles by Avery at: [https://redpilltheory.com/](https://redpilltheory.com/)
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