

# COMPLETE SYSTEM



## fb Seduction System

**fb Seduction System**

1000 likes — 100 talking about this — 10 were here

Company

How To Find & Filter Fuckbuddies on Facebook!

About



Photos



App 1



App 2

# FACEBOOK ESCALATION FORMULA

Like · Comment · Share

15 hours ago

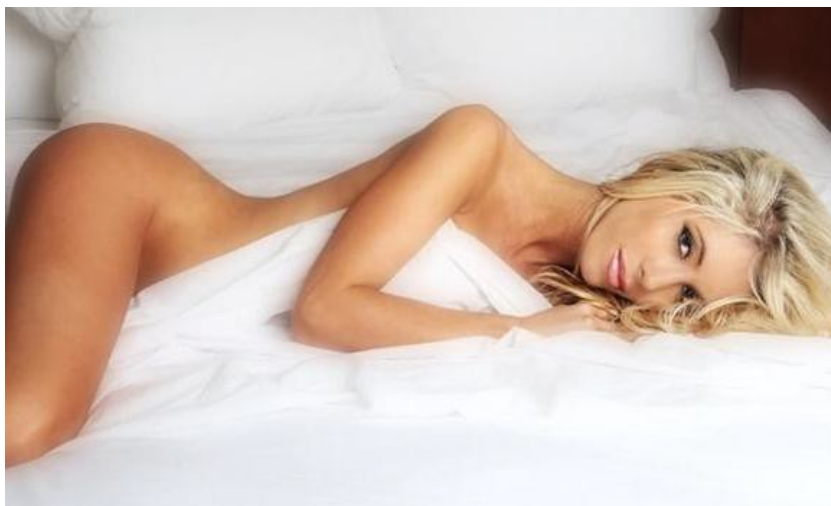
BY DEAN CORTEZ

## **LEGAL NOTICES:**

The author, publisher, resellers, agents or distributors assume no liability or responsibility to any person or entity with respect to any errors, omissions, contradictory interpretations of the subject matter herein to be caused directly or indirectly by the use of and the advice given in this publication.

To the fullest extent permitted by applicable laws, in no event shall the authors, agents or suppliers of this book be liable for damages of any kind or character, including without limitation any compensatory, incidental, direct, indirect, special, punitive, or consequential damages, loss of use, loss of data, loss of income or profit, loss of or damage to property, claims of third parties, arising out of or in connection with the use of "The One Night Stand Playbook" or any website which it is linked to.

***Now that we've got the legal stuff out of the way, let's get down to BUSINESS...***





## Special Thanks

Before we get started I want to give a special shout-out to Nick Rogue, creator of [SameNightSeductions.com](http://SameNightSeductions.com), for inspiring some of the concepts and tactics in this book.

Nick is a pioneer in the study of Same Night Lays.

For additional techniques and strategies, I suggest you download his free —How To Get Laid Tonightll report.

In it, you'll learn:

- The **5 Prerequisites to Sex** (do each of these and you'll be taking her home tonight)
- A different tactic to instantly accomplish each of the Prereqs to Sex in real interactions with real women—and they're so simple you can use these on her in the bar *tonight*.
- **How to get laid** without needing to say all the perfect lines or do things perfectly while having fun talking to the type of woman you crave!
- **How To Start Driving All Of Your Interactions Towards Sex** (instead of just having another casual conversation that goes nowhere...or worse, you end up "Just Friends...")

[Click Here To Grab Your FREE Copy Of Nick Rogue's "How To Get Laid Report."](#)





## Chapter 1: FB Escalation Formula

### INTRODUCTION

FACEBOOK ESCALATION  
FORMULA

## Chapter 1: Introduction

This guide will help you to get laid FAST.

You'll notice that some parts of this manual also educate you on things to do and say when picking up women in nightlife environments (such as bars, nightclubs and parties), but these strategies and techniques. The reason why we included these tips in the Facebook Escalation Formula is to ensure that you have a complete arsenal at your disposal, so not only can you meet up with women that you contacted through Facebook, but you'll have the confidence to go ANYWHERE and get laid the same night.

The principles of “escalating” with women (verbally and physically) are the same no matter how you meet them initially—whether it's online, or in a “real world” environment.

And of course, this guide will be extremely handy for you when you do go out to meet women away from Facebook!

When you purchased this program about FB Seduction, you probably imagined using this information to smoothly pick up women from Facebook. And if that's your goal, don't worry—I'm going to show you exactly how to make that happen!

But before we begin, I want to emphasize that learning the art of FB Escalation will give you benefits way beyond one night of sexual gratification. Possessing this closely-guarded knowledge can be beneficial to your dating and sex life in many different ways.

Above all else, this book is designed to teach you one thing: **ESCALATION**.

This means you're going to learn how to shift gears during your interactions with women and move things forward in two ways: verbally and physically. Instead of merely making small talk, you'll know how to maneuver the conversation into flirtatious, sexual territory—which, when done properly, will get her excited about hooking up with you tonight.

Having the skills and the confidence to escalate with women will transform your game on every level. Instead of fumbling around in the -friend zonell with the girls you want to date, you'll know how to make them feel sexually attracted to you—even if you're not the type of guy they normally go for. She will have *no choice* but to feel attracted to you when you know how to push the right buttons.

And when you escalate properly with a girl you just met, to the point where she's massively sexually aroused, she'll want to go home with you—even if her friends (or some other guy) are trying to cock-block you!

Just imagine knowing how to -closell any girl (have sex with her) the first night you meet her, or on the first date, by using an easy-to-learn, step-by-step escalation method that I'll teach you in this book—so that instead of hesitating and wussing out at the critical moments, you will smoothly move forward with her, never hesitating or stressing out over what do next.

Your opening line flows into a conversation. The conversation flows into flirtatious banter and teasing. The flirting flows into sexual touching. Everything feels like a natural progression to her, as if it was meant to be.

Instead of taking women out on dates and hoping to get lucky at the end of the night, you'll have a plan for escalating with them romantically and physically. First dates will no longer feel like an audition, where you're under pressure to make the right impression on a girl and make her feel that you're worthy of seeing her again.

Rather, the first date will be her chance to make a positive impression on you...to prove why she deserves to be a part of your fun, exciting world. This all becomes possible once you understand Escalation, which is a big part of what you're about to learn.

Without Escalation, there's no Facebook sex—because it's up to you to lead women down the path to sex. And once you're having sex on a consistent basis with the women of your choice, you'll have the freedom and power to choose which ones you want to spend more time with—to explore a possible relationship, or just to have more great sex!

## Frame Control

One of the techniques you'll use to accomplish these goals is Framing, which we'll be talking about later in more detail. Basically, this means you set the tone for the interaction.

**Whenever you interact with a woman you want to hook up with, it's critical for YOU to control the frame.**

This is a very important concept to understand. It's something that all naturals (guys who are naturally skilled with women) do.

Unlike naturals, the average guy allows the *woman* to control the frame. He buys her a drink and tries to make small talk with her, asking her the usual, predictable questions, trying to find something he has in common with her. (So where are you from? Where do you work? Where did you go to college? Etc.)

He then tries to agree with her as much as possible, because he's trying to *earn her approval*. He does nothing to test her, tease her, or challenge her; he's giving her total control of the frame.

The vibe he gives off says, I really like you and hopefully I can make you feel the same way about me.

As you can imagine, to a beautiful girl who gets approached by guys constantly, this is BORING. She's been through this a million times at bars and clubs, with a million different guys, and it puts her in the uncomfortable position of having to fake being polite until she can come up with an excuse to get away. (I need to go find my friend, is the classic excuse that girls give.)

In addition to being boring, it's NOT ATTRACTIVE. Nothing about what this guy is doing, or saying, is making her feel attraction. He's trying to connect with her on a friendly level, but a girl who spent two hours getting ready to go out on a Saturday night isn't really looking to make a new *friend*. She's out to have fun and hopefully meet a guy who can put her in a fun, sexy, excited mood.

If there's one thing that turns off a hot girl, it's sensing that the guy trying to talk to her is of lower value than she is. And when I talk about a guy's value, it has nothing to do with how much money he has. It's about whether the girl feels her evening (and in a larger sense, her lifestyle) is going to improve by hanging out with him, or whether he has little value to offer—in which case, she won't want to waste her time with him.

Hot girls, who get approached and hit on by guys more than you can imagine, have a finely-tuned radar when it comes to assessing a guy's value. Is she going to sense that you're anxious, and hoping she'll want to stick around and talk to her? Or do your words and actions suggest to her that you could be talking to *any girl in the place*, but you're giving her a chance to prove that she's fun enough to be —on your team?

When you control the frame—as this book will show you how to do—you are the one

who dictates the flow of the conversation, the tempo, and the topics. You control the energy level. Instead of playing defense and trying to give the right answers to her questions, you *deflect* her questions in a playful way and ask *her* questions that tease her, test her, and make her want to earn your approval.

Then you'll move the interaction into sexual territory by *escalating*, both verbally and physically. During this stage, you'll really pushing her attraction buttons and getting her into the idea of having sex with you tonight. At no point in the conversation do you ever seem fazed by her beauty, even if every other guy in the club is drooling over her. You always frame yourself as a prize that women must compete for.



These FB Seduction tactics are especially powerful after you meet a girl from Facebook. Once you learn these skills, you won't limit your goals to getting a phone number and *hopefully* taking her out on a date in the future. You'll have the skills and confidence to accelerate the seduction and take it all the way TONIGHT.

(If she's attracted to you, this is what she's hoping for, too—but it's up to YOU to lead it there. This is one of the most important themes that runs through this book: **YOU MUST CONTROL THE FRAME AND LEAD THE INTERACTION.**)

*Follow the steps laid out in this book, and your nights will end with you having sex with women, instead of just going home with a phone number and worrying about when to call her!*



## Where You Take It Is Up To You...

As long as the sex is a fun, pleasurable experience for both of you, she'll now feel bonded to you physically. Her barriers and resistance towards you are gone. She'll feel a deep sense of comfort with you. If this is a girl you want to see again, or pursue a relationship with, you can do so without any fear or anxiety. Now that you've banged her, the "hard part" is out of the way!

You never know who you're going to meet when you go out and use these techniques; women who may have seemed -out of your league will suddenly seem much more receptive to you. After sleeping with a spectacular hottie, you might want to see her again...for more sex, or perhaps to explore the possibility of dating her.

The bottom line is, rather than taking women out on dates and hoping that if you spend enough time and money on them they'll give you sex at some point, with these tactics you'll get the sex *up front* and do the "dating stuff" later—if that's what you want.

Once you master Facebook Escalation, the choice will be up to you.

## The Art Of Closing



I wrote this book because a lot of the guys I know have a serious sticking point when it comes to closing the deal when it comes to meeting girls online.

But when it comes to *closing*, these same guys fumble and fail miserably. If you watch American football, it's the equivalent of a football team that has the offensive firepower to slice through the opponent's defense and run and pass its way down the field...but when it's fourth-and-goal, they get stuffed. They can't get into the end zone!

(Actually, the average guy is even worse than that. He doesn't even *go* for the end zone; when it's fourth-and-goal and the game is on the line, he hands the ball to the referee and walks back to the locker room. This is the equivalent of settling for a girl's phone number and going home alone, when you *could* have taken her with you and banged her!)

**Ask yourself, do any of these things happen to you?**

- ✓ You meet women when you go out to socialize, and you get phone numbers—but those numbers rarely lead to sex in the future. When you call the girl to try to see her again, she acts evasive. Or, you might wind up taking her out once or twice—but there isn't any sexual chemistry during these dates and they end with nothing more than a handshake, a hug, or an awkward kiss on the cheek.
- ✓ You've been in situations where you had a girl *at your place*, but you weren't sure how to escalate. You weren't sure what to talk about with her, or how (and when) to touch her, kiss her, get things moving towards sex. So, she wound up leaving your place *without* the deal being closed—and afterwards, you sat there thinking damn, I fucked that up...
- ✓ It seems like the women you meet are only interested in having a serious relationship. They tell you about their ex-boyfriends or the long-term relationship they recently got out of. They indicate that they want to take things very slowly, or that they're —not ready to date someone new. You don't make any moves because you don't want to scare them away...but when you do take things slow, things just fizzle out and you wind up getting nothing.
- ✓ When you go out to bars and clubs, it seems like the really hot girls are only there to dance with their friends and accept free drinks from guys who they have *no intention* of sleeping with. They all seem like a bunch of -cock teases.

This book will provide you with the answers to all of these frustrating situations. I'm going to destroy some myths, too—especially the one about girls who want to -take things slowll because they just got out of a relationship. (Often, these girls are totally ready to jump in the sack with you *tonight*—IF you use the right seduction process.)

All of these problems are solved when you have solid closing game. And like I said before, knowing how to seduce women into your bed *on the first night* not only gets you as much sex as you want—it's also your roadmap to being able to pick and choose which women you want to date, or enter into a committed relationship with.

*Because here's the harsh truth, my friend...*

**When you don't sleep with a woman within 30 days of meeting her for the first time, you probably never will.**

Think about that for a moment. Reflect on your past experiences with women that you took on dates and were hoping to score with, but it never worked out.

30 days sounds about right, doesn't it? Remember those times when you took a girl on two, or three, or five dates...and even though it seemed like the two of you were getting

along well, you never slept with her. You didn't make a move, because you were afraid of messing things up.

*Maybe you even slept in the same bed with her and didn't make a move—because you figured that if you took it slow and proved to her that you weren't like the other guys, she'd eventually feel comfortable enough to give you sex.*

But you never got any sex. After a while, things just sort of...fizzled out. She started taking longer to return your calls and text messages. When you tried to make plans with her, she suddenly seemed a lot busier than she was before.

And then, she stopped responding to you completely. Or, you got the speech that feels like getting hit in the gut with a baseball bat: You're such a great guy, but I like you as a *friend*...

The truth is, if you had escalated with that girl using the techniques in this book, and given her great sex—at the end of the first date, or even the first night that you met her—you never would have had to go through that whole awkward dating process.

And you could have fucked her. The only thing holding you back was your fear. Even the girls who say they want to take things slow will go out and meet some bad boy at a bar who screws them on the first night. It happens to all of them.

Let me relate some of my own personal experience here, since I used to be a guy who was fairly confident, had a good sense of humor, and was able to meet women without much of a problem, yet I had a really hard time getting into the end zone.

I used to go out to bars and nightclubs all the time; during my years living in Las Vegas, I would go out four or five nights a week! I had enough social contacts, and I was funny and personable enough, to always *meet* women (especially after I'd consumed a few drinks and was buzzing with liquid courage).

But very rarely did I sleep with a girl the same night that I met her. In fact, even though I met girls every time I went out—and got phone numbers—those numbers rarely resulted in **SEX**.

The reason for my failure was that I wasn't really trying to get girls to come home with me. I didn't have the closer mindset. Instead, I'd talk to them, buy some drinks, maybe dance with them...but instead of aiming to bang them that night, I was imagining seeing them again for a date and trying to take things to the next level when I saw them again.

I didn't want women to think that I was only after one thing. I thought that by being a laidback nice guy who didn't seem to have any expectations, I would earn their trust and they would want to hang out with me again.



So I'd get the girl's phone number, call her a day or two later, and try to arrange something. These phone chats (if I managed to *get* them on the phone) were usually weird and awkward. She would seem like she didn't remember exactly who I was, or she'd sound distracted. Then when I tried to suggest meeting up, I'd hear excuses about how Busy she was, or she'd tell me she would call me back, or she'd say we could hang out the week after next...but it never happened.

Instead of getting flat-out rejected at the bars and clubs, this was more like a form of *slow-motion humiliation*.

This puzzled and frustrated me, because *when we met* it seemed like she was into me. We drank, we danced, we laughed, we told each other about our lives, our pets, our goals and plans...so how come when I contacted her a day or two later, she acted like she barely knew who I was?

The reason, as I learned, is that your opportunity to close the deal is when the two of you are in the **"romantic bubble ."** This is when the two of you are bonding during that first conversation, connecting with each other...having fun, soaking up the energy of the place, maybe buzzing a from the alcohol...it feels like no one else in the room matters. *It's just you and her.*

This is your moment...your golden opportunity to see this through to the conclusion that both of you want deep-down: **sex**. It may very well be your *only* opportunity. Because by the time she gets home, that bubble has dissolved. By the next day, it's usually nothing more than a hazy memory. She has returned to her daily routine—dealing with the stresses of her job, hanging out with her friends, maybe caught up in dealing with other guys. She might have a boyfriend she didn't tell you about, or an ex who is trying to get back with her and occupying her thoughts.

In her mind, I'm no longer Dean, the writer with the fun personality who she met at the bar last night. I have been reduced in her mind to, some guy she met at a bar. (That doesn't sound too appealing, does it?)

This book is designed to help you do two things:

1 – Create the romantic bubble with women that makes fast sex possible. (Women are always talking about chemistry they want to feel like they're supposed to be with the guy who winds up taking them home, as if it was meant to be. I'll show you how to create this chemistry by combining the right ingredients.) This requires you to start the interaction the right way, converse with her the right way, and say and do things to make her feel *sexually attracted* to you and up for sex tonight.

During this process, you're also going to make sure that you **Gather Intel** so that you determine whether she's a good candidate for fast escalation. This means finding out the answers to several key questions. You don't want you to waste your time

using these techniques on girls who, for whatever reason, *cannot* hook up with you tonight.

(And if she mentions that she has a boyfriend, this should not faze you. Later on, I'll explain why girls who say they have boyfriends can be easy to seduce...)

2 – Next, you're going to learn how to escalate and get her into your bed—in a way that feels comfortable and natural to her. You will overcome the **Four Concerns** that are hard-wired into the female brain...because no matter how smooth your tactics are, if she still has suspicions and fears about going home with you, she will come up with a reason *not* to be with you tonight.

In the next chapter, I'll tell you an embarrassing story from my own experience that you might be able to relate to. We've all got at least one story about the one that got away. My goal, with this book, is to arm you with the confidence and strategies you'll need to avoid these situations in the future and never let another opportunity pass you by!



## The Brazilian Bombshell Incident a.k.a. The worst night of my (sex) life



*I'll never forget one disastrous night I had in Las Vegas.* I still beat myself up about blowing that opportunity, and it was one of the reasons why I decided to start studying pickup and to eventually design this One Night Stand system. It's painful just *writing* this, but I have to tell the story...because it proves my point.

I was at a nightclub on the Las Vegas Strip, celebrating a bachelor party weekend for my friend Seth who was getting married. Seth and a bunch of my other friends had flown in from New York. They'd brought along a guy named Len who Seth worked with.

Len was short, scrawny, and incredibly annoying. He kept running his mouth and telling stories about all the chicks he banged whenever he came to Vegas. I thought the guy was a clown, but I figured he might provide some amusement tonight—it would be funny to watch him try to work his magic on the ladies and get shot down.

That night at the club, I wound up meeting a girl when we were standing in line to use the bathrooms. This girl was a perfect -10. She was a college student and part-time model from Brazil. (Just knowing that a girl is *Brazilian* makes my dick hard—it's so hot and exotic.) She explained in her broken English that she was in Las Vegas for a week to work as a model at a convention; some Brazilian fashion company had flown her over. It was obviously true, because this girl was absolutely *smoking hot*.

She was super sweet and friendly, too. Within 30 seconds of meeting her, I was imagining us falling in love, getting married on some white-sand beach in Brazil, and having a brood of adorable half-Brazilian babies. Seriously, she was that hot.

We spent the next hour dancing, drinking, and sitting down and getting to know each other. She was totally into me. I wanted to pinch myself to make sure this wasn't a dream.

Then she told me that she was feeling tired and wanted to go back to her hotel room. Her room was upstairs. This was a Vegas resort; the nightclub, hotel and casino were all connected.

But did I offer to walk her to her room? No. Being a dumb-ass, I figured this girl is *so hot and amazing and special* that I had to play it super-cool. I had to act like I didn't expect anything to happen tonight, right?

So, I got her phone number and made plans to see her the next day for dinner. Behaving like a perfect gentleman (i.e. a pussy), I took her by the hand and walked her to the front of the nightclub. We said goodnight...and then she leaned in and we started making out!

When the kiss ended, I wished her a good night and then went back into the club (trying to conceal my raging hard-on) to brag to my buddies: *Guys, I have a date tomorrow with the hottest chick EVER!!*

Len, the annoying idiot, had already left the club to go gamble out in the casino. The next day I met up with my buddies at the hotel swimming pool. Len was there, blabbing about some hot slut he'd met last night when he was walking through the casino. He said he hung out her for a while at the casino bar and then went up to her hotel room and banged her until the sun came up.

I imagined that Len's -conquestll must have been some grotesque middle-aged whale...but then he pulled out his cell phone and showed some X-Rated video of the event on his cell phone...

And there she was—my lovely Brazilian wife-to-be, performing porno-star sex acts on the most annoying douche bag I'd ever met.

The saddest part of all? I tried to call her the next day to have dinner with her. She ignored my calls. She was probably busy banging Len.

## The Beliefs That Hold Us Back

Fast Facebook sex is not always possible. Sure, you might meet a girl on Facebook, get her phone number, and wind up banging her (or dating her) in the future. But there's *nothing more powerful* than charming her into your bed the same night (and as I said before, in many cases it's the only chance you will ever get!)

Had I know how to pull off fast escalation back in those days, I would have been sleeping with three or four girls per week. Instead, I constantly blew opportunities...and like most guys, this failure caused me to form negative beliefs such as:

- ✓ The really hot girls who go to bars and clubs aren't worth going for anyway, because they're superficial and stuck-up.
- ✓ Hot women go to bars and clubs to hang out with their friends, and get free drinks from guys they'll never sleep with. They don't go to these places to hook up.
- ✓ Women aren't horny the same way men are. They're interested in having a relationship, not straight up sex.
- ✓ I'm just not the type of guy who can get fast sex with hot women. I don't have that vibe that makes women want to have sex. In order for me to get sex, I have to put in the time, take women out on dates, and hope it works out.

**All of these beliefs are false**, and every time a guy goes out to get laid and fails, these beliefs become more deeply ingrained in his mind. Eventually, he decides that being single is just way too frustrating and depressing and he latches on to the first girl who will have him.

I'd say this situation accounts for a lot of marriages. Seriously! Think about your married buddies. If they'd had wicked pickup skills and had the ability to sleep with and date lots of different beautiful women, do you think they'd have ended up with the woman they married? It may sound a little harsh, but in many cases this is the truth.

I'm going to show you how to shatter these negative beliefs and re-program yourself for massive success.







## Chapter 2: FB Escalation Formula

### TRUTH ABOUT FAST ESCALATION

FACEBOOK ESCALATION  
FORMULA

## Chapter 2: The Truth About Fast Escalation



The term Fast Escalation implies that your sexual relationship with this girl will be finished as soon as she leaves your place in the morning. Sometimes this will be the case. (Often, I *want* it to be the case—I'm ready to move on to the next.) But it doesn't have to be this way. In fact, several times I've slept with a girl the first night I met her, and she became my girlfriend. As long as you show her a fun time, treat her well, and give her great sex, why *wouldn't* she want to date you or hang out with you again?

When you get good at this, the option will be yours. You can have fast sex with as many girls as you want, or you can use these techniques to close a girl fast and then make her your girlfriend after meeting her on Facebook. Or, as I often do, a fast sex girl turns into a booty call relationship. When either one of us are horny, we can call each other for some no-strings-attached pleasure.

I never think less of a girl because she went home with me the first night. I don't disqualify her as a possible girlfriend because she was too easy or slutty. This is because I understand that women want sex as much as we do (maybe even more so). I also understand that when I use these techniques to flip a girl's —attraction switches,

she can't help herself! I can't blame her for wanting to have sex with me—and it might as well happen tonight.

Plus, the best -first datell is when you've already slept with the girl. You've gotten the sex out of the way and now you can completely relax with her and not worry about the outcome. And there's no better way to make a girl feel bonded to you, and attracted to you, than to give her an orgasm (or several). So, sleep with her the night that you meet her—and if you decide you want to see her again, you can look forward to a fun, low-pressure date (which will probably end up in your bed again!)

While this is true for some women, I've found that the vast majority of girls I meet on Facebook are up for a fast sex and it doesn't need to take more than three or four hours to get them home with you. They won't feel any shame or regret as long as you show them a good time, treat them right, and eliminate any concerns they might have about moving too fast.

It's all about knowing how to plant the right seeds during the Facebook conversation to highlight your attractive qualities, get them in a sexual mind-frame, and overcome the *objections* that women feel about having sex with a guy they just met. (I'll show you how to do this in a moment.)

I have banged women within two hours of meeting them, and we both had a great time and hooked up again in the future. I have a friend who prides himself on being able to speed close I've witnessed him walk into the club, start dancing with some girl on the dance floor, and then invite her to come outside with him. Within thirty minutes he's hooking up with the girl in his car, or they're back at his apartment. (And these are hot girls—I'm not talking about skanks!)

This is possible because of the dirty little secretll that women don't want you to know...

## Women Want Sex Even MORE Than We Do!

Here's something you need to realize. Women think about sex constantly, in the sense that they're constantly doing things in order to make themselves more attractive to men, in order to get more sex. They fuss over their hair and makeup, obsessively shop for new clothes and shoes, try out new diets, and even undergo expensive and dangerous cosmetic surgeries.

Why do they do all of this? To be more appealing to men, and *get more sex*.

For a woman, her evolutionary purpose—*her reason for existing*—is to mate with the right guy.

And let's not forget the *pleasure* aspect. Women, not men, have an organ that is designed solely for sexual pleasure: the clitoris, which has twice as many nerve endings as a man's entire penis! A guy's orgasm only lasts a few seconds, and he can climax just once before he loses his erection. But a woman's orgasm can last minutes or even longer, and she can have orgasm after orgasm! (Women even have different *types* of orgasms.)

The intense pleasure that women derive from sex is an evolutionary mechanism, designed to make them *want* sex and therefore have children and carry on the human species. Good sex feels even better for women than it does for us. So wouldn't it make sense that they crave it more?

The fact is, women are biologically programmed to love the feeling of a dick inside them, because this means she's fulfilling her evolutionary duty on this planet. In modern times we've got birth control, but even if you're wearing a condom her animal brain is anticipating that load of semen. (Yeah, it sounds crude, but it's the biological truth. None of us can deny the way we've been programmed by nature; basically, we're the same animals we were 10,000 years ago.)

Our animal brains are easily fooled. When you see a cute girl who obviously has breast implants, you are *consciously* aware that they're fake—but your animal brain gets aroused by those tits because large, firm breasts are a sign of youthfulness and fertility. We're wired to go for that in a big way.

That's why women get breast implants—they know that men are drawn to them like moths to a flame. Let's face it, we're always going to stare at the girl with an average face and incredible tits more so than the girl with the pretty face and flat chest. (And in my case, the one with big tits is the one I'm going for like a heat-seeking missile!)

## Women Are Also “Social Climbers.”

In addition to their need for sex, women are also looking to advance themselves socially, by hooking up with a guy who can raise their social status. In some ways, women never outgrow the high school mentality—back when there was the cool crowd and then everyone else. The girls who weren't members of that clique wished they were in it, and those who *were* in it were always concerned with maintaining their image.

This is something that is ingrained into the minds of women that you need to be aware of. If you seem like a cool, socially savvy guy who can get women access to other cool people and places that will elevate their social life, they'll want to hang out with you. They'll *have sex with you* in order to keep hanging out with you!

Think of it this way: you've got the backstage pass that allows women to enter into a new world of fun, exciting experiences and cool people. If you send out this vibe when you talk to women, they'll flock to you—and they'll even tell their friends how awesome you are.

This is why you should always project the image that you've got your finger on the pulse of your social scene. No one did this better than my buddy The Negotiator. He's the guy I wrote my first book, [Mack Tactics](#), with. He was a real-life Hostage Negotiator who used his mastery of language and psychology to incredible effect with women...and on top of that, he was a very cool, charismatic guy who seemed to know EVERYONE in our local nightlife scene, from the bouncers to the club owners. This combination of qualities made him irresistible to women.

For example, the average guy might say to a couple of girls at the bar, So what's a good club to go to tonight?

The Negotiator would never ask such a question. He'd take the lead and say something like, —I can tell you girls are out to have some fun tonight. I might have to bring you with me to Club Mixx...my friend Jeff is DJ'ing, so it's going to be off the hook.

I *never* saw a girl turn down one of his invitations to bounce to the next location, because he radiated enthusiasm, confidence, fun, and social savvy. On any given night of the week, he could tell you about three or four different bars, clubs or parties that had something cool going on. He was a guy you naturally wanted to follow. And women did—all the way back to his bed at the end of the night.

On the other hand, if you look to women to clue *you* in about the cool hangout spots, or ask *them* where they're in the mood to go later tonight, you will receive lukewarm responses.

Always being the man with the plan is a big part of conveying *value* to women, which is crucial for getting fast sex (and succeeding with women in general).

It's also about giving women the sense that you are popular, well-liked figure within your social scene. People know you. Never stop cultivating new connections!

The Negotiator was a genius at this, too; whenever we went out on the town, he spent a good chunk of his time socializing with *the people who worked in the venues*. This meant that whenever we rolled into a club together, we were greeted like heroes by the doormen, the bartender, the hottest waitress and even the manager of the whole place. Women would notice and want to know us, before we even sat down for our first drink!

The Negotiator didn't have a lot of value in the financial sense; he worked in law enforcement and made a modest salary. But he was a true superstar within his social scene, because he enjoyed interacting with *all* people and sending out positive energy.

Why do bartenders get laid a lot? Because inside the bar, they have high social value and women are drawn towards that. It's the same reason why nightclub DJs bang the girls who work there, strip club bouncers get laid by the strippers, and so on.

So now that you understand how this works, you might be asking yourself this question...

## **If Women Crave Sex, How Come They Play “ Hard To Get?”**

If women are hard-wired to want sex even more than us horndog guys, how come they play –hard to get and are often so *cold* when we approach them or try to date them?

This can be for a number of different reasons, but there are two main ones—and they're based on the fact that sex carries *risks* that men don't have to worry about:



**Getting impregnated by the *wrong* dude.** This could mean nine months of pregnancy and then having to raise a child alone. If this happens, her market value will be severely depreciated. Single mothers are not as desirable (as mates) as women who haven't had children yet. In theory, a guy could sleep with a new girl every night and never suffer any consequences, but all a woman has to do is sleep with *one wrong guy* and her whole evolutionary purpose will be screwed up. *A little voice in the back of her brain is telling her, she must choose the dick wisely.*

She also needs to be concerned about...

**Lowering of her social status.** If she sleeps with men who are of lower value than she is, she will be judged negatively by her friends and peers and lose status. She will also lose value with other men if she gets a reputation as a slut. Men, on the other hand, are considered studs (or Macks) if they sleep with as many girls as possible.

This is why women will screen you in various ways to determine your level of social value. She wants to find out, is your status higher than hers, or lower? This is the

reason why you will never see hot women sleeping with nervous, socially awkward guys (unless the guy is very rich or famous, in which case he automatically has high value).

It's also one of the reasons why you see women lusting after bad boys. Even though the guy might have a crappy job (or no job at all), and a reputation as a lying asshole who can't keep his dick in his pants, the bad boy often has high status *within his social scene*. In the places where he hangs out, he is known and respected. That makes him compelling to the women within this scene.

**Social value is all relative.** If you live in a small town, the drummer for the band that plays on All You Can Drink Thursdays at the local pub might get laid like a rock star—because within that little social universe, he's a big deal.

On the other hand, if you're hanging out in the VIP room at a nightclub in Los Angeles or Las Vegas, you might be competing against *true* rock stars, famous actors and professional athletes—so you'll need to work harder to convey value to women. (It can be done; I've seen ordinary-looking friends of mine who have *awesome game* score with well-known actresses, models and porn stars, even though they didn't have enough money in their pocket to buy drinks!)

I'm going to give you techniques for building up your own social value in the eyes of women, so that you have the same effect on them.

As I said, women will subtly test you to determine your level of social value, so I'm also going to give you techniques for passing those tests. You'll make women *always* view you as a high-value guy. You don't need to be wealthy, or a celebrity. It's all about knowing how to send the right signals, plant the right seeds in her mind, and -framel the interaction so that she feels a *sequence of emotions* that lead to your bed.

Also keep this in mind the next time you see those *really hot girls* at the bars and clubs, the ones who seem like untouchable goddesses...

## **All Those Girls Are Having Sex With SOMEONE.**

Even though the hottest girls you see at the bars and clubs might act like they're -too goodll to go home with anyone, or will only hook up with rich guys or dudes who look like they spend five hours a day in the gym, I can assure you they *are* having sex with guys you wouldn't suspect.

Often it's with guys who don't have any more money than you do. These guys aren't ridiculously good-looking. They're simply guys that convey *value* and display dominant behavior when they're around women.

So here's another thought to keep in mind: when you see a girl in a nightclub or bar who's not already with a guy, assume she 's there to meet a guy tonight to have sex with. She might say she's there to hang out with her friends. But if that's all she wanted

to do, she could hang out with her friends at home (and not have to spend any money, or get all dressed up!)

The reason she spent two hours perfecting her hair, makeup, and outfit is that she wants to have sex with someone *new*. If she wanted to have sex with *anyone*, she could scroll through her phone and call any number of guys. If all she wanted was a dick, she knows plenty of guys who would come over for a booty call in a heartbeat, or take her on a date and spend money on her.

But she's *not* with any of them. She's here tonight looking to get seduced by someone new. So now let me give you the steps for achieving consistent Fast Sex.





## Chapter 3: FB Escalation Formula

### STEP 1 - PROPER PREPARATION

FACEBOOK ESCALATION  
FORMULA

#### Chapter 3- Step 1: Proper Preparation

Before you get a girl from Facebook back to your place, make sure you have a pad that's set up to host female company. It's about much more than impressing them with your interior design skills, or having comfortable furniture; your home, when set up properly, will be an attractive reflection of you and your personality. (A woman can take a look around my place and quickly get a sense of my talents, passions and my level of sophistication—from the pictures on my walls, to the books on my shelf and the liquor in my mini-bar.)

We're not going to rehash all of that here, so let me just give you a few important pointers when you're preparing for a big night out. Make sure your place is ready to host female company later.

Assume that you'll be bringing a girl home tonight, and plan accordingly. If there is anything about your living situation that could cause a woman to feel uncomfortable—whether you live with your parents, a slob roommate, or next to a bunch of crackheads—make the necessary changes in your lifestyle. Your sex life might depend on it!

Your place doesn't need to be immaculate or convey that you've got money. But it must be clean and hygienic. Women are much more sensitive to this than men are. Your bathroom, especially, must be absolutely spotless—they're going to use it, and if it makes them feel gross they won't be spending the night.

Make sure your bed sheets are clean, too. Men are notorious for leaving the same sheets on their bed for weeks (or months) at a time. You don't notice the stains and



funky odors; she will.

Once you're pulling off Fast Sex on a regular basis, be sure to remove any telltale signs of previous female company. Check your sink and shower drain for any female hair. I have a preference for dark-haired Asian and Latin women, and they're always leaving little clumps of black hair in my drain.

This is not something you want to have to explain. As I'll explain later, it's okay to make women *think* you're a player—but it just looks sleazy when they find the evidence.

One time I had a girl come home with me, and when she went to use my bathroom, she saw enough used rubbers in the wastepaper basket to start a balloon factory. (That led to a pretty awkward conversation...)

Later on, when I talk about Closing tactics (methods you'll use to get her back to your place), I'll explain the importance of having a *reason* to invite her home with you. This is something you want to show her, or share with her: a DVD, a great bottle of wine, a new song you learned on the guitar, your new puppy (oh, that's a good one!)..

We'll cover this stuff later, but you'll want to make sure that you've got it set up and ready to go. You don't want to spend twenty minutes digging through your computer files to find that song you want to play for her, or trying to set up your speakers, or have to run out to buy a bottle of wine because she doesn't drink liquor or beer.

The more prepared you are, the more confident you will be when it's time to close the deal later on tonight. Plan for success you leave home. You should always have a few "props" lying around the house to serve as conversation starters. For example, I keep a guitar on a stand in my living room, near the couch. Women always ask about it; it's a perfect conversation starter. I'll pick it up and play a tune for them while we relax on the couch.

The framed photographs hanging on my walls, and the books and magazines on my coffee table, are also designed to be conversation starters.

***Be sure before your girl comes to your house you have:***

- **Enough cash.** Don't rely on trying to find an ATM later on, or using credit cards that can get declined unexpectedly. Have enough cash on hand for anything that comes up.
- **Condoms.** You will get laid, so prepare for it unless you are looking for a STD.
- **Breath mints.** When I'm deep into a conversation with a girl and the escalation & sexual tension is building, I like to pop a breath mint and then offer her one. Then I'll say something playful like, "now that we've both got fresh breath, I know our first kiss is going to be absolutely incredible." This always gets a giggle and a smile. The breath mints aren't just for you; giving one to a woman will make her feel more comfortable kissing you, because she won't feel insecure about how her mouth tastes.



## Chapter 4: FB Escalation Formula

### STEP 2 - NEUTRALIZE OBJECTIONS

FACEBOOK ESCALATION  
FORMULA

## Chapter 4 - Step 2: Neutralize Objections

### Female Screening

Be aware that during the conversation, she may ask questions to test or “screen” you. In fact, any time a woman asks you a question during that first conversation, you can assume that she’s trying to screen you in some way. In other words, she’s trying to figure out whether you’re a guy she should continue talking to.

Do you stand up for yourself? Do you let people push you around? Women are always going to test you. It’s always going to happen. It’s a good thing. In fact, my whole same night lay game is built on constructing and then passing a series of sexual congruence tests. When I tell a girl I’m trying to get in her pants and she says “It’s not going to work” and I say “We’ll see.” and keep talking I gain value. If I don’t leave or get shaken at all I gain attraction.

There are different types of screening questions, and women ask them for different reasons. For example, maybe she was hurt by a guy who was a “player” and she wants to figure out if you’re only trying to get laid. Or, she might want to test you to find out whether you’re actually as cool and cocky as you seem, or if you’re just faking it.

(With a single question, a woman can totally derail a guy who is faking his confidence and turn him into a stuttering chump who doesn't know what to say next.)

A screening question could be as simple as asking what you do for a living. Don't assume she's asking you this question because she wants to find out what kind of money you make; really, this is powerful screening question because it can expose a guy's true level of self-confidence and security in who he is.

You can tell a lot about a person by the way they answer the "job" question. People who are truly confident and successful tend to downplay their accomplishments, and don't care to share a lot of details. It's the "wanna bes" who try to brag about their success (or lie about it).

So when a girl asks you about your job, the correct response is to keep your answer vague, communicate some passion, and then put the spotlight back on her. You're out tonight to get laid, not to talk about work. But it will definitely earn you points and help "build the bond" with her if you get on the subject of passion.

So, a solid answer to the job question would be, "I didn't come out tonight to talk about work, but I can tell you that I'm very good at what I do, and most importantly I'm passionate it. You can't succeed at anything if you don't have passion for it. So what about you, tell me something you're passionate about."

Another classic screening question: "So how come you're still single?" Or, "Why did you and your ex-girlfriend break up?"

It can be tricky to give explanations to these questions and *not* look bad. That's why your answer should be brief, vague, and frame it in a positive way.

**Bad answer:** "She was a psycho, she was way too jealous." (This only makes the girl you're talking to wonder, "what did you do to make her turn into a jealous psycho?" Your ex-girlfriend must have had her reasons...right?)

**Better answer:** "She was a great girl and we had some awesome times together, but in the end we both decided it wasn't meant to be." (Now ask her a question and change the subject.)

Normally, the guy sits there answering her questions as if he's a game show contestant, trying to come up with the right responses. He doesn't realize that by merely *submitting* to the test, he is losing. He's behaving just like all the other guys who took a shot with this girl and struck out, accepting a *passive* role in the interaction instead of taking charge and leading her down the path to seduction.

**You want to flip the script.** Turn the tables. *You* want to be the one asking the questions and making her feel, at times, that she's in the "hot seat" and needs to come up with good answers. Give her the sense that she needs to measure up to your standards, not the other way around. You can tease her and make her think she's not up to your usual "girlfriend standards"...and then say something to compliment her

and give her some validation, which encourages her to keep trying to “win” you.

Push her away with a tease, “then pull her back in by complimenting the way she answers one of your questions. Bait, hook, release & repeat. All of this should be done in a playful way; you don’t want to sound rude or critical. But you do want to send the message that you’re a guy with options...and no matter how good she looks, you judge women by other, more important qualities. (Is she fun? Has she had some cool life experiences? Does she have a “hidden talent?” Is she open and spontaneous? Etc.)

Attractive women like the *validation* they get from all the guys who are interested in them based on their looks, but ultimately they find this type of attention boring. For a hot girl who is constantly being hit on and getting her ass kissed, it’s an unusual *thrill* for her when she’s put in the position of having to work for a guy’s attention.

So instead of fielding her questions and trying to give the right answers, you’ll ask *her* the “screening questions.” In the following chapters, I’m going to give you a bunch of different methods and tactics that you can use for this.

You can say things to her on Facebook...

- (To a hot girl) “I’m sure most guys assume you’re a certain way because of your looks. But I get the sense there’s more to you...so tell me something that the other guys in this place would never suspect about you.”
- “I get the feeling that your job doesn’t completely fulfill you creatively. What are you really into doing when you’re not working?”
- “What’s the most adventurous thing you’ve done lately?”
- “So what do you want to be when you grow up?”
- “What would you say are your three most interesting qualities?”
- “You’re cute, but I really hope you’re not boring. Tell me something about yourself that is going to surprise me.”

When she gives her answer, don’t just nod your head and say “wow, that’s cool.” *Inquire deeper*. Don’t act impressed by *everything* she says; give her validation when she gives a unique, interesting answer that you didn’t see coming. (You can say, “Wow, when I first met you I had no idea you were this interesting.”)

This process is also known as Qualification—the idea being, you’re encouraging her to tell you *why she qualifies* to hang out with you (or later, to sleep with you). This is a very powerful on a psychological level. Attractive women aren’t used to feeling these emotions with a man—the need to prove themselves. It’s so powerful that even if she isn’t interested in you at first, if you can make her qualify herself she *will* develop interest in you.

As she finds herself answering your questions and trying to qualify herself, she’ll have to rationalize this in her mind. It means she *must* like you. Otherwise, why would she let herself be screened?

## Teach Her Something

Here's another technique for building up your value in the eyes of a woman: teach her something (or tell her you're going to teach her something).

Teachers automatically have higher value than the student. Jump on the Internet and learn about palm reading. Or Astrology. (Women tend to be much more superstitious than men and are fascinated by this type of stuff.)

You can also frame yourself as her "teacher" if you mention something you're into (writing, snowboarding, skydiving, playing guitar, whatever) and she expresses interest in trying it, or learning about it. Tell her she's going to be your student from now on.

You can have fun with this "teacher/student" role when the conversation starts to get flirty and sexual: "I can't believe you're trying to seduce your teacher! You're a very naughty student, I'm going to have to keep you after class..." etc.

## Neutralize Her Objections

It's important that when you get a girl to your house, you want her to feel relaxed, comfortable with you, and up for some fun tonight. (As my friend Jon Sinn likes to say, "fun is the ultimate attraction switch.")

I explained in the FB Seduction System that you want to "plant seeds" in a woman's mind about your own attractive qualities. This is a subtle way of letting her know about your positive characteristics, without ever sounding like you're bragging.

When the goal is sex, you'll need to take it a step further and plant some seeds that eliminate her OBJECTIONS. Women naturally have five main objections, programmed into their brains, that tell them why they shouldn't go home with a guy they just met.

Some girls hardly worry about this stuff at all. Other girls only have one out of the four concerns, but this concern is big enough to make her turn down 99% of the guys who try to bang her. I've found that with most girls, it's a good policy for you to plant seeds that overcome all four. It's not hard to do, as I'll explain, and this way you're covering your bases. You're minimizing the chances of running into —last minute resistance later on when you're at a critical juncture, such as when you're trying to get her to leave the bar with you, or when you've got her in your bed.

These are not times when you want her to suddenly voice one of her concerns, because it stops the momentum dead in its tracks.

And there's no way of knowing whether any of these concerns, or all of them, are important to her. That's why I try to eliminate all four during the course of the conversation.

## The Four Female Concerns To Neutralize

- 1) Sexual consequences
- 2) Social consequences
- 3) You'll act weird afterwards
- 4) She's interested in a relationship with you, and worries that if she "gives it up" too soon, you won't want to date her.

Now I'll explain these concerns, and give you some ways to stealthily neutralize them. This can be accomplished by telling short stories which communicate that you are not a guy she needs to be worried about hooking up with, for any of the above reasons.

You want to paint the picture in her mind that you are a normal, healthy, discreet guy who she can feel safe around, and who she can relax and have fun with. Nothing about you should seem weird or suspicious. You shouldn't make her have to guess whether you're a guy she can trust in these four areas.

As you gain more experience using these tactics with women, you'll start coming up with your own stories. Sometimes, the best stories are about friends of yours. By sharing a story about a friend you can say pretty much anything, and plant any seed, in a neutral way.

For example, if you tell a story about how you got drunk at a bar and brought home a girl and she turned out to be a stalker like the chick in the movie *Fatal Attraction* the girl you're talking to might not find it amusing. After all, you're admitting that you're the type of guy who gets wasted and bangs random crazy women that you meet in bars.

But, if the story is about —your buddy Charliell and you tell the story in a humorous way, nothing about the story reflects negatively on you.

Consider these two stories. They communicate the same idea, but they're phrased in a different way that will get a different response from the girl.

### Story Version #1:

One time I'd been seeing this girl for about two weeks, and she got mad at me because my Facebook status still said "single" and she wanted me to change it to "in a relationship." I thought she was being crazy so I broke up with her.

(She might interpret this story to mean that you're insensitive and you don't take relationships seriously, OR that you have a tendency to date needy, neurotic. Not cool either way.)

### Story Version #2:

My friend Jessica has been dating this guy for about two weeks, and now he's bugging her because her Facebook status still says "single" and he thinks it should say "in a relationship." So Jessica asked me, "what's the rule as far as changing your Facebook

relationship status? How long do you need to be dating the guy?"

This always sparks a fun conversation. We'll both agree that the guy in the story is acting way too clingy after only two weeks, and this allows me to plant the seed that I'm a normal, well-adjusted guy who doesn't act needy or clingy with women.

Keeping phrasing in mind, here are a few stories that I like to use to plant seeds that will specifically neutralize the Four Female Concerns.

### **Neutralizing Concern #1: Sexual Consequences**

This one covers two fears she might have about fast sex: catching a sexually transmitted disease, or getting knocked up. Personally, I use condoms 100% of the time when I'm having a sex with a stranger, and I suggest that you do the same. However, I realize that a lot of guys won't heed this advice. What's more surprising to me is how many women are okay with unprotected sex (or even insist on it!)

You'd think that women would be more insistent on using condoms, since they're risking much more than the guy is. One quick sexual encounter can lead to nine months of pregnancy, and her being a single mother for many years to come! And yet I've found that in the heat of the moment, if the guy doesn't offer to use protection, a lot of women won't insist on it.

(I know guys who constantly pick up women and refuse to wear condoms, and it never seems to prevent them from getting laid. The girls are ok with it—and these aren't skanks, in many cases these are attractive, intelligent women who just aren't that concerned about safe sex! Personally, I think this type of behavior is crazy and irresponsible... but it doesn't stop me from —wrapping it up, even in situations where the girl requests that I don't wear a condom because she doesn't like the way they feel.)

I'm not trying to give a lecture on safe sex here. But I can tell you this much: is she is concerned about safe sex (and hopefully she is), it's going to make her feel a lot more comfortable if she knows you feel the same way. If you don't make her aware of this, she may be reluctant to go home with you because she doesn't want to deal with having the —safe sex talk later on. (Or she might just assume that you're a dirty dog who doesn't use condoms at all!)

So, you can put her mind at ease by slipping this into the conversation. There actually are smooth ways for you to let her know you practice safe sex, without having to come out and talk about it (i.e. Just so you know, Samantha, I'm STD-free and I use condoms. So can I buy you that drink?!!)

### **The Phone Tactic**

A tactic that allows you to introduce any subject into the conversation is to take your phone out of your pocket, as if you just received a text message, and check your phone screen. Then use the imaginary text message to start a new topic. I can say,

My friend Ben texted me. He just left here with a girl he met on the dance floor. I'm just going to text him and tell him to be safe..."hey, you gotta use protection. I always do."

## The Sex Story Tactic

Nick Rogue from SameNightSeduction.com likes to use a story like this one: “The other night I hooked up with this girl, and just as we started doing it, she tried to pull the condom off. I actually had to stop because she didn’t want to use protection. Isn’t that crazy”

You get the idea. Slip into the conversation the fact that you always practice safe sex. Then you can switch the conversation onto something else. The seed has been planted in her mind.

### Neutralizing Concern #2: Social Consequences

Many women are concerned that if they have sex with a guy (especially a guy they just met), they’re going to lose social status. Earlier, I told you how important this is to females. They’re worried about being judged by their peer group, and screwing a guy they just met will hold them up to being judged as a slut or a whore.

Also, she might have a boyfriend (or husband) she hasn’t told you about. There could be terrible consequences for her, if her man finds out she had sex with a stranger on Facebook. Even if she already told you she’s in a relationship, but is up for having sex with you anyway, she won’t want her guy finding out.

This is why regardless of whether she’s single, or cheating on someone else to be with you, it’s very important to plant the —discretion seed. This means communicating to her that you’re a discreet guy who doesn’t kiss and tell. It’s not your style to do that. No one else is going to find out about what happens tonight.

If you work with her, or go to school with her, this can be an especially important seed to plant—she won’t want you blabbing out it to people who know her. But even if she is a complete stranger to you, women still hate the idea of guys talking about them behind their backs and bragging about having fucked them.

So the I Don’t Kiss And Tell seed is one you must plant. To do this, I can pretend to check a text message on my phone, or glance across the room at some guy, and say something like:

“My friend Mike is pissed. Last night he went out for drinks with his co-workers, and the tequila shots got out of control and he ended up sharing a taxi with this girl from the accounting department who’s had a huge crush on him forever...and they made out in the backseat of the taxi. Just a stupid, drunken moment. But today at the office, everyone was cracking jokes about it and busting Mike’s balls. It turns out the girl told everyone! Mike feels terrible about it because he’s got a serious girlfriend and he wishes the girl would have kept her mouth shut. I think it’s so uncool when people kiss and tell, don’t you?”

And here’s another great seed-planting story inspired by the teachings of Nick Rogue:

“I did something the other night I probably shouldn’t have...I hooked up with one of my



sister's friends. It was just a casual, one-time thing. But then, the weirdest thing happened...the next night another one of her friends called me to hang out. Apparently she'd talked to the girl I slept with, and now SHE wanted to be with me. And then another one of my sister's friends called me. I was kind of flattered...but I don't get why women have to tell everyone they know about something private that happened between two people. I've got some good stories (smile) but I always keep them to myself..."

This story communicates several things:

1 – I'm a mature guy who has a healthy sex life and I know how it's supposed to go when two people hook up. I don't stalk women or get hung up on them. She doesn't need to worry about any problems later if we hook up tonight.

2 – I value discretion. I think it's very uncool when people share details with their friends about their intimate encounters. This stuff should be kept between the two people. She doesn't need to worry about me blabbing about what went down between us.

3 – I'm a stud in bed. Obviously, all these girls who wanted to hang out with me heard some good things about my skills...

The cool thing is, I can communicate these three points—all of which say very positive things about me—without ever sounding like I'm trying to bring them up, or trying to impress my target. At the same time, I'm overcoming her objections. If we wind up having sex tonight, she knows I'm not the type of guy who is going to call her five times a day and annoy the hell out of her. And I'm not going to tell anyone about what happened.

### Neutralizing Concern #3: You'll Act Weird Afterwards

Most guys who've hooked up with a fair number of women have stories about things getting "weird" afterwards. The girl starts acting clingy or jealous...she thinks she now has some type of relationship with the guy, even though he was only interested in a night of fun. Maybe she started calling and texting his phone 20 times a day, or even showed up at his house unannounced. (This can really turn into a nightmare if the guy is already in a relationship!)

But women aren't the only ones who are known to behave inappropriately after having sex with a guy from Facebook. Guys are guilty of this, too, and beautiful women have good reason to be concerned: if she takes a guy home and sleeps with him, is he going to be cool about it and respect her boundaries? Or is he going to act like a jackass, pestering her to see him again or acting like she "belongs" to him?

It's false to assume that —guys are into casual sex, and women are into relationships. Plenty of women are up for casual sex—that's why they put on their hottest outfits and go to bars and nightclubs! And when these women choose to spend the night with a guy, they don't want to have to deal with him —getting weird the next day: falling in love with her immediately, trying to lock her into a relationship, getting jealous if they see her at the club with another dude, etc.

This is why you should plant the seed in her mind that you've got a normal, healthy attitude towards casual sex. Here's a story you can use (credit for this idea goes to the

pickup mastermind Jon Sinn):

“My friend Cindy told me this funny story today. She’s a fairly promiscuous girl and last night she hooked up with this guy at the bar who seemed totally normal...but this morning, the guy wakes her up by bringing her breakfast in bed along with a dozen red roses and he says to her, I can tell you’re going to be an amazing girlfriend.’ Then he asks her if she’s free for lunch so he can introduce her to his parents. Cindy jumped out of bed, threw on her clothes, and ran out of there!”

This story will make her laugh. Then I’ll follow up by saying something like, —Some people just don’t understand the ‘casual’ part of casual sex. Relationships are great, but it has to develop naturally over time...ll

So now we’re sharing our views on casual sex and relationships, and probably agreeing on some things, and I’ve planted the seed in her mind that I’m not . (This will also further ease any concerns she has about Social Consequences, because it shows I’m not the type of guy who falls in love with women after one night and turns into some weirdo stalker dude who will embarrass them.)

Note, the reason why I love that story is that it’s about a female friend of mine. It wouldn’t be as funny if the story was about my friend Jeff and some chick he picked up at a bar and got weird on him the next day, because then it might seem like Jeff and I are just a couple of players who sleep with girls and then blow them off. But because the story is about Cindy, I can plant the seed without sounding bad.

As you come up with your own stories to tell about friends of yours, think about whether your story would work better with a male protagonist, or a female protagonist. Sometimes by flipping the gender around, you can make the story funnier and plant a stronger seed.

#### **Neutralizing Concern #4: She’s interested in a relationship with you, and worries that if she “gives it up” too soon, you won’t want to date her.**

You can neutralize this objection by mentioning how the two of you will be hanging out in the future. She may be up for a no-strings-attached sex the same as you, but it’s still a good idea to neutralize this objection because it can still make her feel more comfortable—knowing that it isn’t your intention to bang her and then never see her again.

Mention how the two of you are doing to do something together in the future. Don’t try to make any specific plans (e.g., “Next Friday night you and I are going out to dinner.”) Instead, make vague suggestions that sound awesome. If you find out you both like the same band, say something like “I heard they’re coming here next month to do a show—you and me are totally going, I’m getting us tickets”

Or if you find out you both love a certain party destination, tell her “we’re totally going there together one of these days. We’ll have a blast, just promise me you won’t get us into too much trouble.”

If you find out she’s into working out, you tell her “you need to be my personal trainer.

I'm not satisfied with my six-pack abs...I'm working on an eight-pack. Im coming to your gym sometime so you can show me your routine."

Or, you tell her that you're going to show her something: how to play guitar, how to surf, how to build a website, whatever you're into that she expresses interest in learning. The point is, you're making it SOUND like the two of you are going to hang out in the future.

You can also plan a "road trip" with her: "I'm looking to do a road trip soon. Have you ever done that—packed up your car with a cooler full of food and beer, and hit the road with your friends to go someplace totally new and have an adventure?" When she says it sounds like fun, I tell her, "You and I are going on a road trip one of these days. Are you in?"

Note: Getting her excited about going on an adventure, going to see an amazing concert, etc. also creates the perfect opportunity for you to start building physical contact with her. Give her a high-five. Or thumb-wrestle her to decide who drives and who gets to ride shotgun. Or make her "pinky swear" that you're going to do this thing together. We'll talk more about Physical Escalation in a moment.

Of course, this plan will probably never happen. That's why you can make it totally crazy and ridiculous: "Julia, what's a place you've always dreamed of visiting? And don't give me a boring answer...seriously, if we could teleport anywhere in the world right now, where would you want to go?"

She says, "Paris."

"OK, Paris sounds cool. I like that answer, you just earned some points with me. I see us spending a few years in Paris living the glamorous life and then moving to a cool little chateau in the south of France. That'll be a better place for us to raise our little French babies, Jacques and Dominique...but Paris isn't cheap, so here's the plan. You and I are going to rob some banks. I go in and hold em up, and you drive the getaway car. Once we've saved up a few million bucks, and the cops are closing in, we jump on the next plane to France and live happily ever after."

True story: I met a HOT girl recently who worked as an art teacher. I got her talking about it, and she revealed to me that her ultimate dream was to move to Italy to be a painter. So I said to her...

"OK, done. You and me are going to sell all of our possessions and move to Venice . I'll support us by getting a job working as a gondolier, paddling tourists up and down the canal. You'll work on your paintings, and eventually you'll be hailed as the next Picasso and start making millions of dollars...but then some smooth-talking guy named Pierre comes along and charms you with his French accent, and I'll still be working the canal, paddling tourists around...are you going to stick with me? I don't know if this is going to work out after all..."

The more outlandish these "plans" sound, the better they work—because she'll be more likely to play along and say "sure, why not! Sounds great!"

On a conscious level, she knows it will never actually happen—but on a subconscious

level, she's enjoying the fantasy. It's a way of building the idea in her mind that the two of you have a "relationship" that will go beyond tonight—even if you only met a half-hour ago.

When it comes to romance, women live in the realm of fantasy. Have you ever watched a soap opera on television or read a romance novel? To guys, this stuff seems like corny, unrealistic crap. But to women, it sparks sexual fantasies—the idea of leaving their boring lives and being swept away by some mysterious, romantic stranger.

What you're also doing here is injecting fun into the conversation in a huge way. The guy who makes her feel the most fun is usually the guy who has the best chance of taking her home.

## Creating Your Own "Concerns"

Here's a sneaky tactic to use. Instead of telling stories like the ones above, I might flip it around and come up with my own —concerns. In other words, I pretend like I have the concerns...and now it's her job to convince me there won't be any problems if we hook up tonight!

"Amanda, just promise me that if we hook up you're not going to fall in love with me too fast. I do have effect on women..."

(She laughs and assures me that she's not that type of girl. At the same time, I've planted a seed that overcomes her concern that I might be the type of guy who gets attached too fast.)

Or...

"I don't know, Jennifer...you're cute, but you seem like one of those girls who uses guys for sex and then tosses them aside like used Kleenex. Usually I expect dinner and a movie first."

"Just promise me you're not going to seduce me tonight and use me for your own sexual gratification, and then not return my phone calls."

"Promise me that if we wind up back at your place tonight, you won't have any hidden cameras rolling. I know the whole 'sex tape thing' is how people get famous nowadays, but I'm old-fashioned when it comes to that stuff..."

Here's another way to plant the same seed (that you are discreet), using fewer words. You point out a guy and a girl who are making out in the venue. Say to your target, "Promise me you're not going to try to make out with me here in front of everyone. That's totally not my style."

To neutralize the concern about —acting weird afterwards, I can tell this story: "My friend Eddie hooked up with a girl at this bar once. She was this six-foot-tall bombshell, graduated from Harvard and spoke five languages. Eddie was already planning a wedding date in his head...but then the next day she called him sixteen times to try to see him again and started sending him all these crazy texts like something out of the movie

Fatal Attraction! He had to change his number. So just pinky-swear right now that if you're going to fall madly in love with me, wait at least a month."

To neutralize the concern about you banging her and not wanting to see her again, you can say "Promise me that if you wind up seducing me tonight, you'll still respect me in the morning." (You can add, "And that we'll still go on that road trip together." Or whatever "vague plans" you made with her earlier.)

You've made your point: you are the opposite of that concern.

Labeling is also part of this process. Like I said earlier, this means that you apply a "label" to her and reinforce to her that she is a certain way. You can label her as being "naughty" or a "bad girl." Or you can label her as a fun, spontaneous rebel who is always up for new things.

Talk to her about travel, make some vague plan with her, and then tell her she's awesome because she's a cool, spontaneous person and she's not like most people who are afraid to try new experiences—and wind up missing out on all the fun.

In Robert Cialdini's book "Influence: The Science Of Persuasion," he writes about a psychological principle called Commitment & Consistency. This means that when we label someone a certain way and get them to agree (commit) to it, they will want to behave in a way that is consistent with that label.

So, when you talk about how cool she is for being spontaneous, she won't want to act in a way that contradicts that label. This makes it a whole lot easier to persuade her to do "spontaneous" things with you:

"We both know you're a spontaneous girl and there's this awesome bar nearby...we should go and grab a drink there because my friend Joe makes the best margaritas you have EVER tasted in your life. Let's do it."

"It's good that you're always up for having fun, because on Friday night my friend is throwing a party and it will be your type of scene. I'll pick you up at eight o'clock and we'll have an incredible time."

Normally, with a guy she just met, inviting her to these places might cause her to pause and think about reasons not to go along. But when you "label" her as fun, or adventurous, or free-spirited...and reference this from time to time during the conversation...she'll be much more likely to act in a way that matches that label.

You can label her in all sorts of other ways. For example, if you like going to the beach, and she expresses how much she loves the beach, then you can tell her "I can't remember the last time I met a girl who loves the beach as much as I do. That's so cool. We're totally going to the beach one of these weekends."

Notice, you said "one of these weekends." You didn't specifically say "next Saturday." Since this sounds totally harmless and vague, she's bound to say "sure, that sounds like fun."

Although this plan may never happen in reality, remember, these language tactics strengthen your bond with her and neutralize objections. It feels to her like a relationship is developing. This isn't just ordinary small talk between two strangers at a bar; the two of you have plans to do cool things together.

All you need to do is find out an interest you've got in common. Then label her. Play up how cool it is that she loves the same thing that you do. Then tell her (don't ask her) that the two of you are going to hang out and enjoy that activity together.

## Keeping The Conversation Flowing: The "Hooks & Ladders" Technique

While you're building comfort with her and chatting to her on Facebook—and planting seeds that neutralize Objections and highlight your attractive qualities—you'll want to keep the conversation flowing smoothly without any awkward silences (or even worse, letting her take control of the conversation and start screening you).

The key to never running out of conversational material is understanding how to use "hooks." A "hook" is anything a girl mentions that you can turn into a topic of conversation—right now, or later on.

A "ladder" is an opportunity in the conversation for you to plant a positive seed in her mind and boost yourself up a notch. So, you want to look out for hooks that you can turn into ladders.

For example, you might want to talk to her about music. I like to bring up music, because it's a subject I know a lot about, and I'm passionate about the bands and artists that I love. I won't ask her a standard question like "What kind of music are you into?"

Instead, I'll put an interesting spin on it and say something like, "I bet you've got good taste in music, Sarah. So who do you think is the hottest new artist out right now?"

She answers, "Lady Gaga. My sister and I saw her play in Vegas a couple of months ago, it was awesome." She has just provided me with several possible hooks—springboards to new topics that allow me to build myself up (without ever sounding like I'm bragging). Just in that one brief answer, she threw out three hooks I might want to use:

- A) Lady Gaga. While I'm not a big fan, I do respect how original Lady Gaga is. She's got her own unique style and is a trendsetter. I'll mention how I respect that about her, and how it's cool when a person is willing to take risks and do their own thing—since most people have a "follow the herd" mentality. Now I can mention how I love being an entrepreneur and taking risks to pursue my own goals, no matter what anyone else may think, and then I'll get her to talk about her own pursuits and passions. Great stuff. A definite ladder.
- B) The fact that she has a sister. I can ask if her sister is older or younger, and relate a funny little story about a concert I went to with my little sister years ago. (She begged me to bring her to an N Sync concert...which I thought was going to be sheer torture, but by the end of the show I was actually singing along because their songs are so damn catchy!)

C) The fact that she went to Vegas. Tons of conversational material there. I've spent lots of time in Vegas and can talk to her about my favorite clubs, or tell her a story about the time I got ridiculously lucky at the blackjack tables and the casino wound up comping me and my friends a high roller suite. (I'll throw in some "plans" for us to visit Vegas together: "Sarah, you and I are going to Vegas one of these days. You'll be my good luck charm, I'll win us a bundle at blackjack, and we'll have a quickie wedding at the Elvis Chapel and then get it annulled the next day. It'll be a fun story we can tell our grandkids...")

As I wrote that paragraph above, I was reminded of the hilarious movie "The Hangover." (Remember how one of the characters, during his drug-induced blackout, married a stripper in some cheesy Vegas chapel and had to get it annulled?) So, if I wanted to, I could say to her "We'll have a quickie wedding at the Elvis Chapel and then get it annulled the next day. It'll be like that movie, "The Hangover." Wasn't that one of the funniest movies ever?" (And now we're talking about our favorite funny movies.)

I'm just giving you some quick examples. I could give a million others. During any conversation, opportunities to grab onto hooks will arise constantly. When you identify these hooks, you'll never have to struggle to figure out what to say next. Being a great conversationalist means being able to recognize hooks, grab onto the most interesting ones, and use them to keep the conversation flowing in new directions. When you do it right, it will be seamless.

**Average Guy:** So what do you do for work?

**Girl:** I'm a teacher.

**Average Guy:** Really? That's cool. So, um...have you been to this bar before?

**Girl:** Yeah. It's nice to meet you but I need to go find my friends...

(Average guy retreats, sucks down nine more beers, goes home and masturbates to internet porn.)

Now let's look at how a Mack like yourself might handle it...

**You:** You have so much positive energy, Cindi. I really like that. You must be working on saving the world right now, or doing something else that's really interesting...

**Her:** Haha. Not really, I'm just a teacher.

**You:** I have a lot of respect for teachers. There's no way I would be where I am today if it wasn't for Mr. Barnes, my high school English teacher. He was the first person to really inspire me to become a writer. So for you to get into teaching, there must have been someone who inspired you...

*(The conversation flows and goes deeper...you start talking about passions, goals, the fact that you're working on a book, the fact that she wants to start an after-school program*

*to help inner-city kids...you're bonding so quickly that getting her number and seeing her again is guaranteed, and taking her home tonight is a definite possibility.)*

The more you talk to girls and practice your “flow,” the easier it becomes for you to riff on virtually any topic—and plant seeds in her mind about your own diverse interests, range of knowledge, and talents, passions and goals.

If she happens to mention something about California, I'll mention my old college buddy John who lives in California and left his corporate job to be a full-time surfer. Some people might call him a slacker; I love how he went against the grain and did what would make him happy, because life is too short to live any other way.

Now I can talk to her about college and find out where she went to school, whether she was a party girl or a serious student, etc. I can relate some of my own college experiences, and talk about how it was an amazing time in my life that shaped who I am today. I can keep the conversation light and funny and tell some funny stories about my days in the fraternity, or take it a little bit deeper.

Pay attention and watch for the hooks. She'll supply them. By using them and controlling the flow of the conversation, she won't pause to think “well this guy is kinda fun to talk to, but he's not really my type so I should go find my friends...”

Instead, she'll be swept up in your enthusiasm and energy and go with your flow. Where you take it is up to you.

## Using Advanced Cold Reads To Strengthen The Bond

During the conversation, **Cold Reads** are a great technique for building your bond with her. (These are also helpful if you ever feel the conversation is running out of steam. Just use a Cold Read, and you'll get it back on track.)

The Cold Read is a way of —playing psychicll and telling a girl things about herself. Psychics, fortune tellers and palm readers use these same techniques. An effective Cold Read applies to virtually anyone, yet when you use them it seems like you've got special powers of perception.

Ian Rowland defines cold reading as:

*".....a deceptive psychological strategy. Amongst other things it can be used by someone who is not a psychic to give what seems to be a very convincing psychic reading."*

The classic cold read was compiled as part of an academic study. I'll shrink it down to a paragraph here. Imagine someone saying this to you:

“You have a need for other people to like and admire you, and yet you tend to be critical of yourself. While you have some personality weaknesses, you are generally able to compensate for them. You have considerable unused capacity that you have not turned to your advantage. Disciplined and self-controlled on the outside, you tend to



be worrisome and insecure on the inside. At times you have serious doubts as to whether you have made the right decision or done the right thing. You prefer a certain amount of change and variety and become dissatisfied when hemmed in by restrictions and limitations. You also pride yourself as an independent thinker, and do not accept others' statements without satisfactory proof. But you have found it unwise to be too frank in revealing yourself to others. At times you are extroverted, affable, and sociable, while at other times you are introverted, wary, and reserved. Some of your aspirations tend to be rather unrealistic."

Even though I warned you that it's a Cold Read, you probably found yourself agreeing with most of those statements—because they apply to virtually everyone.

All of these Cold Reads can be tailored for you to use them in your conversations with women. You can label women with Cold Reads, too.

("Joanne, I get the sense that you're a little bored with your life right now...something's missing...and you wish you could be more spontaneous and go on an adventure...")

You can also use Cold Reads to bond with women, by telling them you share the same qualities.

## 11 Killer Cold Reads

Here is a list of the 11 cold reads most commonly used by psychics. You won't want to say these cold reads word-for-word; customize them so that it really sounds like you're making a personal observation about the girl. You can preface the Cold Read with something like,

*"You know, Cindy, I get the sense that..."*

*"Just by talking to you, I can tell that..."*

*"Just by observing your body language, it's obvious to me that..."*

It's easy to develop your Cold Reading skills, because women give you instant feedback. When you tell a woman about herself, she'll react and give cues as to how well your description fits. Over time, you'll get better at finding good universal cold reads. You will also get better at calibrating your cold reads to take educated guesses about a woman's personality based on her clothes, looks, mannerisms, and friends.

## 11 “Killer Cold Reads” For You To Customize:

- 1) You have a strong need for others to like and admire you.
- 2) You have a tendency to be critical of yourself.
- 3) You have a great deal of unused capacity which you have not turned to your advantage.
- 4) Your past relationships have presented problems for you.
- 5) You can be disciplined and controlled on the outside, and worrisome and insecure on the inside.
- 6) You sometimes doubt your own decisions.
- 7) You like change and variety and don't like to be hemmed in by restrictions and limitations.
- 8) You are independent minded and need proof before accepting others opinions.
- 9) You have found it unwise to be too frank in revealing yourself to others.
- 10) At times you are extroverted and sociable, while at others you are introverted and reserved.
- 11) Some of your aspirations tend to be pretty unrealistic.

And here's a bonus Cold Read that I personally use all the time: -I can tell something's on your mind. You're on the verge of making some type of decision, aren't you. ll

Everyone, especially women, has some sort of -decision ll looming in their mind at pretty much any given time. Draw this information out of her, and when she shares it with you, you'll be connecting with her on a deeper level.

## Even More Kick-Ass Cold Reads...

Let me give you some additional Cold Reads from my friend Bobby Rio, creator of the awesome program [Conversation Escalation: Make Small Talk Sexy](#).

“You’re a good problem solver, and your friends seem to pick up on this. I bet that your friends bring their problems to you for help all the time. Sometimes it’s almost too much, though. It’s like, you have your own problems too, but everyone just cares about their own.”

“You’re adventurous, and when you’re in the middle of an adventure, you really feel alive. As that excitement builds, you become focused on what you are doing, and you get totally wrapped up in what is happening.”

“I can tell just by the way that you’re standing there that you’re the kind of girl who goes on a lot of dates, but has trouble finding someone you’re actually interested in. Then when you find that person, you usually lose interest very quickly.”

## Communicate Passion & Purpose

Before I end this chapter, I want to talk about the importance of communicating to women that you have passion and a purpose. These are core elements of who you are. You should be able to talk about something you are passionate about, and an important personal goal that you are working towards (your purpose). I suggest that you always slip these details into the conversation.

You might wonder, is it necessary to talk about these things when your goal is a quick sex? I would say, it’s not absolutely necessary, but it *will* improve your success rate. Even in the span of a five-minute conversation, you can give a person a sense of your identity—what you’re all about, what you’re working towards, and what you really love about the path you’ve chosen.

Put it this way. If you *don’t* wind up banging this girl tonight, and you call her two days from now to see her, how will she remember you?

In her mind, will you be —that guy she chatted with on Facebook?

Or, will she instantly remember you as, “Eric the writer” Or, “Jason the musician” Or, “Mike, who is planning to open his own restaurant someday”

Attach a PASSION to yourself. Maybe you hate your job right now. So don’t talk about it! Instead, talk about something you *are* passionate about.

*Passion* has to be one of the sexiest words in the English language. Women will agree with me here. The mere MENTION of the word “passion” can cause a woman’s heart to flutter. To me, it implies an amazing sexual experience with a girl that I’m crazy

about...and it also describes the way I feel towards my work, and my personal goals. I am passionate about the people I love. I am passionate about my work as well.

Women are powerfully attracted to men who have a sense of purpose. They want to be the swirling emotional sea around your rock of strength.

The killer mistake that most guys make when they get into a relationship is that they don't really have any sense of purpose. Their girlfriend becomes their purpose. They allow their world to revolve around her. They look to her to make the decisions, because they don't want to upset her. But this backfires, because women do not want to play this role. They want to be with a leader. (This is not the case with *all* women—some of them really do want to lead and “wear the pants” in the relationship—but in the vast majority of cases, deep-down they crave a MAN who will





## Chapter 5: FB Escalation Formula

### STEP 3 - TEASE & BUILD SEXUAL TENSION

FACEBOOK ESCALATION  
FORMULA

## Chapter 5 - Step 3: Tease & Build Sexual Tension

You **MUST** shift gears and go to this next step. The previous step is a comfortable place to be...you're bonding, sharing, talking about cool stuff you've got in common. But in order to make her feel *sexual attraction*, and for you to wind up banging her silly at the end of the night, you need to demonstrate that you're a high-value guy who isn't sure if she's up to *your* standards.

**Women want what they can't have .** They love a guy who is a *challenge*. Therefore, Step Three is about displaying some "cocky confidence" and making her feel she's going to have to *work* to get a guy like you. *You're not easy...*

This step is also about injecting some sexual energy into the interaction. Linger too long in the "comfort building" stage, and you could wind up in the Friend Zone—she thinks you're a nice guy, but she doesn't feel any desire to have sex with you. You must build sexual tension.

Remember in the FB Seduction System we talked about how to make sure powerful pipped out so that girls perceive you to be THE MAN.

Now as "THE MAN" you need to make her sexually lust for you. You need to do this by making getting with you a challenge for her.

For guys, horniness is like an on/off switch, and it's mostly based on how the girl looks. If she's got curves in the right places, our switch gets flipped. Women, however, want to experience a buildup of emotions. The more anticipation you can create, the more she will want you. By making her want to *win* you (and not making it easy on her), you stir up powerful emotions. Once you become a master of building sexual tension, you can make a woman crave you even if she was totally uninterested the first time she laid eyes on you!

Here are some tactics I use to frame myself as a challenge, and build sexual tension:

**Use backhanded compliments.** These are statements that sound like compliments initially, but then you slip in a "jab." (These should sound like *playful teases*, not insults.) This technique is also known as Push/Pull.

"You're the funnest girl I've met...in the last five minutes."

(If she's dressed sexy) "That's a cute outfit...you remind me of a stripper I met in Vegas who stole my wallet. Did you used to dance at the Crazy Horse by any chance?"

"You're funny, but I detect a bitchy high-maintenance vibe from you. I bet all your ex-boyfriends say you're a handful."

When she protests and playfully slaps you on the arm, you say "only kidding. Actually, not really...but it's okay, you seem fun. Are you?"

**Mention how you two shouldn't date, or aren't compatible.** This technique always catches women by surprise...and makes them feel *curious* to know more about you, because you're doing the *exact opposite* of what most guys do!

Most guys, during this first conversation, are trying to say all the "right things" and demonstrate to her why they deserve to be with her.

With this technique, you suggest that you *aren't really interested* in being with her. And yet you continue to talk to her, build the bond, and flirt with her. You're sending her mixed signals. This is the basis of creating sexual tension...which basically means you're dangling a prize in front of her (you), but she's going to have to work to get it!

## You say things like...

"You I could *never* be boyfriend and girlfriend. We're way too much alike. We'd probably clash all the time, and then have crazy, wild make-up sex and wake up all the neighbors...and then we'd break up again the next day and you'd throw my clothes out in the front yard...it would be hot, but a whole lot of drama."

"It's too bad I swore off dating girls like you..." (change the subject and don't explain)

Tell a story that mentions your girlfriend. (You can always surmount this later by mentioning how it was your ex-girlfriend; this story took place a long time ago.)

I love women who are tall/short/blonde/Asian/etc. (something she is not)

"I'm all wrong for you. You're probably used to dating boring, nice guys who kiss your butt and bring you flowers on the first date."

"You're such a nice girl—maybe you shouldn't be hanging out with a guy like me. I could get you in all kinds of trouble."

"You're really sweet...but seriously, you should probably be talking to a nice boy like the one over there (*point to some dorky-looking dude*). I'm more like the guy your mom warned you about."

**Put her in the Friend Zone.** This tactic is also very powerful because it reverses the normal roles—usually it's *women* who put guys in the Friend Zone, right? But you can do it to her...

"You're like the little sister I never had." (Or, "You remind me so much of one of my little sister's friends.")

"It's good we met, I don't know if we're right for each other but we can be friends for sure."

"I can tell you would make a great friend. You're so nice."

**Blame All The Flirting On Her.** This is another fun way to —turn the tables and show confidence. Play around with her and get her to start feeling some attraction, and then blame her for what’s happening:

“Here I am trying to have a serious conversation with you, and you keep giving me those flirty looks. Cut it out, would you? It’s distracting.”

“If you don’t stop being so cute, you’re going to force me to start hitting on you.”

“Your boyfriend had better not be here, because if you keep doing that cute thing with your nose I’m going to have to hit on you.”

(Notice, you’re not telling her you are hitting on her/flirting with you right now. You’re saying that it might happen soon, and it’s going to be —her fault.)

“I should get home because I have work tomorrow, but if you keep flirting me like this you’re going to force me to have another drink with you.”

“You’re making me think such naughty thoughts. Do you have voodoo powers or something? Stop it, I’m trying to concentrate on what you’re saying.”

“You are totally trying to seduce me right now. Stop looking at me that way. I promised myself I’d be celibate for the next 30 days and you’re messing everything up.”

“I came out tonight to just have a couple of beers with my friends, and then you come along and force me to start flirting with you. This is all your fault, for wearing that dress...”

**Accuse her of hitting on you.** If it’s time to get her a drink—or she offers to buy you one—say, “Okay, one drink, but promise you won’t try to take advantage of me.”

Or, “It’s going to take more than a drink to get me into bed. I expect dinner and a movie at least.”

If she touches you, you can say “Hey, hands off the merchandise. Next time you touch me, you owe me twenty dollars.”

**Employ her/fire her:** “I’m hiring you as my personal assistant.” Or, “I’ve always thought that my life would make a great book. I’m hiring you as my personal biographer. Start taking notes.” (If she knows how to build websites, make her your website developer. If photography is one of her hobbies, she’s now your personal photographer. Or your chef. Or personal trainer...)

Then, when she does something dorky or gives a lame answer to one of your questions, you “fire” her: “That’s it—you’re fired. Tell the hottie over there in the red dress she can submit her resume.”



**Use the point system.** “Okay, I’m going to ask you something but be careful how you answer, because this answer is worth ten points....”

If she answers “correctly,” tell her she has earned ten points and if she gets up to fifty points she wins a bonus. This can now be a theme that runs through the conversation. Deduct points for lame answers. Award points for good ones. You’re building compliance and sending a message: it’s *her* job to impress *you*, not the other way around. You’re making her want to earn your approval.

The best way to create this tension is to give a woman -mixed signals— you give her a sign that you’re sexually interested in her, but then you pull back a little and make her wonder whether you’re really interested. You give her your approval, then take it away and make her want to earn it back. You say something flirty and sexual, then you give a playful reason why you CAN’T date each other. You touch her in an intimate way—reaching over and gently brushing the hair from her eyes—then you stop touching her completely for a few minutes and make *her* want to reach out and touch you.



## Building Compliance

The techniques I just explained are also a powerful way to build **compliance**. You’re framing yourself as the one leading this interaction and possessing the power—namely, the power to decide whether *she*’s cool enough to keep hanging with *you*.

There are other compliance tactics you can use to strengthen your frame:

*For example, you’re talking to a girl at a bar or club. Then you say...*

“Stay here for a minute, don’t move. I need to go say hello to someone real quick.”

“Hold my drink for a minute, I need to step outside and make a quick phone call.”

These requests don't sound like a big deal, and they're really not—but you're still building compliance. You're "programming" her to grant your requests and follow your lead. Most guys behave in an opposite manner; they're trying to comply with whatever the *girl* wants. (Asking her, "Do you want to sit down?" "Do you need a drink?" "Do you want to go somewhere else?" "Are you feeling okay?" etc.)

Women feel comfortable around men who take charge and lead. This is classic Alpha Male behavior. It has nothing to do with acting macho or aggressive. One of the best compliance-building tactics is to simply take her by the hand and lead her to another area of the bar or club.



## Chapter 6: FB Escalation Formula

### STEP 4 - CLOSE THE DEAL

FACEBOOK ESCALATION  
FORMULA

#### Step 4: Close The Deal

So you've identified the ideal candidate for a Facebook fuck buddy. The sparks are flying, the sexual tension is about to explode, and all signs are pointing towards S-E-X in your very near future.

Now it's time for you to "pull" her—get her off Facebook and back to your crib. This process shouldn't be complicated; you simply need to provide a reason for her to come with you back to your place.

**Here's the #1 rule for this stage of the game: never ask if she wants to go back to your place.**

This only forces her to think about the situation and imagine what might happen. What are you asking her, exactly? Are you asking her to have sex with you? Are you asking her to go to your place just to hang out? And where do you live, anyway? What if she agrees to go there and she winds up driving around lost for two hours?

There are many reasons for a woman to say —no thanks, maybe next time. It's up to you to provide a scenario which she can easily say -yes!! to.

**It' s your job to lay out a gameplan which she can agree to.**

You've got to give her a **reason** to come back to your place. This "reason" could be any

number of things. Just be sure to *oversell* it.

You don't say, "Would you like to go to my place and have some wine?"

Instead, you say, "I have the most amazing bottle of wine that I brought back from my trip to Europe. My place is really close. Let's go have a glass—you're not going to believe how good it is."

(Really, she won't be able to tell the difference between a fancy bottle you supposedly bought in Europe, and a \$10 bottle from your local supermarket.)

Instead of wine, you can mention some unusual type of alcoholic beverage which you want her to try. Absinthe is a good one, since it has a mysterious reputation and few women have tasted it. You can look up any "exotic" liquor on the Internet and do some research. Make it sound like you're offering her a rare opportunity.

*Or, the reason could be...*

- Some music or a DVD concert of a band you both like—or that you've already told her she needs to check out. "You've got to listen to this new band my friend Jennifer turned me onto—she used to be a DJ in London and she has amazing taste in music. This band will seriously change your life." (Nice—you're building Social Proof at the same time by mentioning your pal "Jennifer the DJ.")
- Something awesome on your computer—a hilarious YouTube video, your photos from a recent trip, your website, etc. If you're going to show her something on your computer, you sit down at the computer and then move her onto your lap so you can watch together. This makes it easy to keep escalating. You can caress her legs, massage her back and neck, and kiss/nibble her ear...I love having a girl on my lap because it's easy to progress into making out with her.
- The reason could be a video game you want to show her. Forget about violent shoot-em-up games or sports games. It should be a game that women find cute and requires some physical activity and interaction. The Nintendo Wii is great for this ("Dance Revolution" where you perform dance steps to music on a pad on the floor, is very entertaining and girls totally get into it.)

I actually got laid a few times with an assist from the game "Guitar Hero." I teach the girl how to play, and while she's messing around with the guitar controller I stand behind her and put my hands over hers to help her with the controls. It's an awesome way to keep the physical contact building while having fun and listening to tunes!

If you're going to suggest going to your place to play a game, play it up as being "totally nerdy but awesome." Tell her something like, "This is going to make me sound like a total *dork*, but I have this new video game called Dance Revolution that you have to try out on my big-screen TV. It's so awesome. I suck at it but I bet you'd be really good."

I spend quite a bit of time in Asia and often wind up back at my place with Asian girls, which is why I have a “videoke” (karaoke) machine ready to go at all times. But I have found that this tactic works with all women; I just happened to discover it in Asia, where videoke is practically the national pastime. Having drinks back at my place and singing a few tunes (especially cheesy ballads from the 1980s and 1990s) is always a great way to relax with a girl, show my funny & corny side, and complete the seduction. If you are self-conscious about your singing voice, all you need to do is practice one or two easy songs that are within your vocal range.

**Bonus Tip:** Imply that you can only hang out for a limited amount of time, because you have something important to do in the morning (e.g. “Let’s go to my place and I’ll show you that amazing video I told you about. Then I need to get some sleep I’ve got a meeting at 8 a.m.”)

This can make her feel more comfortable with the invite. It sounds like you’re not expecting her to sleep at your place or hang out for hours; you’re going to show her this cool thing, and then you need to go to sleep. Of course, once she gets back to your place and things proceed according to plan, you’ll have her stay as long as you want. (Or, if you want to boot her out right after the sex, you simply need to mention your 8 a.m. meeting!)

## Give Her The Tour

If you live in a fairly large place (not a one-bedroom apartment), you can fix her a drink and then give her “the grand tour.” Girls are like cats; they like to poke around and see where everything is. Allowing her to check out your place is way to make her feel more comfortable and safe in a new environment.

The tour should always end in your bedroom. Sit down on your bed and have her sit next to you. Then show her something. This could be the “reason” why you suggested that she come home with you. Play a DVD on your bedroom television (you should always have a screen in your bedroom), show her a book, a photo album, etc. Personally, I usually grab my guitar (which I keep near my bed) and play a little for her, then have her try to play with me sitting behind her and helping her finger the chords. Great way to physically escalate. Or, I’ll grab my laptop (which I also keep next to my bed) and have her lie down next to me while I show her a funny website, some YouTube videos, etc. I build body contact, give her the kiss, and close.

**Bonus Tip:** If you have roommates that are hanging out in another room, don’t immediately close the door to your bedroom once the two of you are inside. (As a rule of thumb, even if the two are you are alone, *leave your bedroom door open.*) Shutting it can make her feel unsafe and uncomfortable. Leave the door open so that she doesn’t get the feeling that she’s “trapped.” Remember, she needs to feel safe and comfortable in order for her to want sex.

## Bonus Tips On “Getting Physical” Back At Your Place

1. When you get back to your place, you can say, “I have to get up early, but we can hang out for a few minutes...” Then take her on a quick tour and sit down on a bed or the couch with her.
2. Use the “kiss test” (credit: David D’Angelo). Start stroking the bottom of her hair while you are talking to her and holding eye contact. If she enjoys it, she’s ready to be kissed.
3. Lean in and lightly smell her shoulders... then pull back... then do it again. Slowly work your way up to smelling her neck and ears. This is a very powerful way to spike her arousal and prep her for the kiss.
4. Once you start kissing, move your lips away from hers and crank up the heat by breathing in her ears, lightly smelling and kissing her shoulders and neck. If you notice her breathing getting faster, and she starts making low, moaning sounds, you’ll want to keep kissing her/arousing her for a few more minutes and then it’s time to take her by the hand and lead her to the bed. (If you’re already on the bed, even better!)

### “Plausible Deniability”

You’re not giving her this reason to try to *trick* her into coming home with you. **She knows the deal.** Women don’t go home with guys they met from Facebook in the middle of the night just to play Nintendo or watch a movie.

She is going to your place with the expectation of hooking up, and if she goes home *without* having sex with you it probably means you made mistakes and her -buying temperaturell cooled down. Maybe you tried to physically escalate too fast, or maybe you didn’t escalate *enough* and she grew tired. Perhaps one of her Objections came back up and you weren’t sure how to overcome it.

I used to get girls back to my place and I thought it was normal for us to kiss and fool around a little, and then she’d say she had to get home. I figured that was about as much as I could hope for on the first night. Now, after practicing these techniques and gaining a lot of experience, I think *having sex* on the first night is normal. Anything else is weird!

If you ever fail to “seal the deal” back at your place and she leaves and goes home, it’s counter-productive for you to think “oh, she was just being a prude.” Or, —she probably has a rule about never having sex on the first night. ll

Any “rules” in a woman’s head are the same as Objections; she’ll forget all about them if you seduce her properly. It doesn’t matter whether she’s a porn star or a shy girl who’s only had sex twice in her life. If she’s back at your place to —hang outll after the

bar or club, you know what she's really there for. Lead her down the path to what she wants.

Once the kissing and touching gets heavy, she wants you to take the lead. She'll let you know if she isn't comfortable, or if things are moving too fast. (If she gives you these signals, slow down—and if she clearly tells you to stop, then STOP.)

However, if you've followed these steps and laid the proper groundwork, chances are she'll be just as psyched for the sex as you are.

## Straight To Your Place, Or Take Her Somewhere Else?



Rather than inviting her to come back to your place straight away after chatting the her on Facebook, the other option is to “bounce” with her somewhere else.

You may feel that if you invite her to your place right now, it may seem too soon. This is why a lot of guys will ask the girl to go get something to eat, and bring her to a late- night diner. Or, they'll try to bring her to another bar...and keep trying to hang out and drink with her until the bars are shutting down and they're forced to make an awkward attempt to close the deal. These types of situations usually fall apart.

If you're in an area where there are lots of bars within walking distance of each other, I do like bringing the girl to another spot before taking her home because it creates the “time distortion” effect that I talked about earlier. (New York City, where I lived for years, was the perfect environment to do this.) Moving her around the venue helps you to build comfort and compliance; moving her to a bar down the street works the same way.

But don't bring her to go eat. It's only going to make her lose her buzz and feel tired. You want to *maintain the energy level* until it's time to take her home. If you want to bring her to another venue that requires you to drive, have her ride in your car. Trying to coordinate a plan to have her take her own car and meet you somewhere carries risks. Every moment that she's in her car, separated from you, the “romantic bubble” is disintegrating and at any moment she could change her mind and decide against hooking up with you. (Especially since she's probably talking to her friends on the phone while she's driving, and who knows what *they're* telling her.)

By the way, on first dates I highly recommend using “multiple bounces” so that in the course of the date, you spend time with her in three or four different locations. For example, you might start by meeting her for drinks at a bar, then take a stroll with her through the park (or by the beach), then grab a slice of pizza, then go to another bar. Having several different “experiences” with her in one evening gives her the sense that

she's known you for longer than she actually has. And again, you're building compliance by leading her from Point A, to Point B, to Point C, and so on. She feels safe following your lead.

When going for fast sex, however, keeping her in an energized state is important. Taking her around to several different bars or clubs may exhaust her. I recommend you bounce with her to only one other location, and this location needs to be as much fun (or more fun) than the place where you met her. Taking her out of a loud, crazy nightclub and bringing her to a quiet late-night coffee shop is only going to kill the energy level and turn her thoughts towards sleep, and all the things she needs to get done tomorrow.

So my rule is, unless there is a cool, comfortable bar or lounge within walking distance, you should always try to bring her straight from the venue where you met her, back to your place. Don't lose your confidence and tell yourself it's "too soon" to invite her. If you followed the steps that I explained, and the Logistics are in your favor...and you give her a *reason* to come home with you, one that makes sense to her...you may be surprised how easy it is to get women to agree. And once I've got a girl back at my place, my "closing rate" is nearly 100 percent.

### During The Car Ride...

Like I said before, whenever possible *you* want to be the one doing the driving for both of you. You don't want her to be apart from you physically. If she's in her car following you, she has time alone with her thoughts to think *logically* about what she's about to do. This is when her Objections can come up again and cause her to change her mind. Or, she might just start feeling sleepy. By being in the car with her, you can maintain the energy level and keep her smiling and mentally engaged. You can also keep the physical contact going. You're in control of the music, too, so have some appropriate tunes ready—the music you play in the car should be upbeat, nothing slow or melancholy.

If you do a "bounce" back to your place and then head out with her to go to the late-night club/party, you want to have her leave her car at your place. This means she has to go back to your home at the end of the night (to get her car).

Even better, have her leave her purse inside your place! Tell her she doesn't need to bring her purse because she won't need to spend any money. You've got tonight covered. If she does this, then at the end of the night she has to go back inside with you.

*True story: I once pulled a girl from a club in Vegas and she agreed to follow me in her car back to my place. When we got to my place, she was crying and didn't want to get out of her car. It turned out that during the drive, she'd popped in a mix CD that her ex-boyfriend made her, and hearing one of the songs sent her into an emotional meltdown. This simply illustrates the fact that when seducing a target, you want to control the frame and the logistics as much as possible, every step of the way! The ten minutes she spent alone in her car, during the drive to my place, wrecked everything. (I never saw her again, which is probably a good thing...the crazy bitch.)*



Another tactic I've used is to ask her to drive me home because I'm a little drunk and I don't want to get a DUI. The key is to tell her you live "really close." This may not exactly be true, but hey, distance is relative; if you live 30 minutes away, that *is* close compared to driving to the other end of the state. And if you do live rather far from the venue, it can actually work to your advantage since she'll want to make the trip worth her while. (She may need to use your bathroom, too.)

Yes, this means that you'll need to leave your car at the venue. If you wind up getting laid, who cares? You can go and pick it up the next day, or after the sex you can tell her you've sobered up and ask her to bring you back to get it.

Just don't get lazy and think the game is "won" once you drive away from the venue with her. During that car ride, whether you're driving or she is, you must keep spiking her emotions and building attraction. It's during the *silences* that her logical brain will take over and she'll start thinking of reasons why maybe this isn't a good idea.

## Buying Temperature

In the world of sales, there is an expression called "buying temperature." A car salesman, for example, will try to read a customer's buying temperature—by asking questions, and looking for verbal and non-verbal signals—that indicate whether the customer is "hot" or "cold" about buying a vehicle. He will then try to *raise* that temperature so that the customer gets more and more excited about making a purchase.

When the buying temperature is high, the salesman isn't going to say "why don't you go outside and think it over. Call your wife, see what she thinks, and get back to me."

Hell no. The salesman is going to keep pushing ahead, neutralize any last-minute objections, and try to close the deal right then. Expert seducers are the same way with women. *Keep moving forward. Keep her enthusiasm level high. Avoid any situation that can possibly "cool down" her temperature.*

**Bonus Tip:** If she follows you in her car to your place, call her phone and talk to her while you make the drive. This is way to keep her buying temperature up. It also lessens the chance of her getting second thoughts about going to your place, since you're keeping her thoughts occupied.

## "I'm Not Going To Sleep With You"

Sometimes a girl says this as she leaves the bar/club with you, or after she agrees to go back to your place. Don't let this faze you. By saying this, you know that she is, in fact, thinking about sleeping with you—and will, as long as you keep guiding her down this path. This is one of the ways that women create plausible deniability for themselves. They can tell themselves the next day, I told him I wasn't going to sleep with him, but

then things just happened. In a woman's mind, this makes her *not responsible* for the sex.

If she says this, just smile and play it off: "Whatever happens, happens." Or, "We're just having fun tonight, no worries." Don't say that you're not going to try to sleep with her. Just imply that whatever does happen tonight is no big deal—you're both just having fun and going with the flow.

I once used a funny line on a girl. We were leaving the nightclub and walking to my car, and she said, "I'll come to your place for a little while, but just so you know, we're not sleeping together."

I replied, "Who said anything about *sleeping?*"

She laughed. And I wound up getting laid.



## Chapter 7: FB Escalation Formula

### STEP 5 - ESCALATE

FACEBOOK ESCALATION  
FORMULA

## Chapter 7- Step 5: Escalate

### Verbal Escalation

When it comes to Verbal Escalation, think in terms of gradual steps...and remember, it's all about continually moving forward.

**Step 1:** Frame yourself as the leader in the interaction. The opener leads directly into a topic that allows you to plant positive seeds about yourself, and ask questions that make her want to earn your approval. You are the one controlling the flow of the conversation.

I'll use the Hooks & Ladders technique to keep things rolling, and during the conversation I'll pick the right moments to tell quick stories that neutralize her Four Concerns.

Already, this is Verbal Escalation in action. I am moving things forward instead of standing there and talking to her about work, politics, or any of the other boring crap that every other guy in the room would try to talk to her about. *I am making things happen*  
Next, as we're talking, I'll Gather Intel. I'll find out who she's here with (and how she knows them); how she got here; and what she has going on tomorrow.

Step 2: Make her **prove herself** to you. Here, you're asking questions and making statements that prompt her to tell you *why she deserves to hang out with you*. The message you're sending to her is, you can take your pick of beautiful women tonight. What's so special about her? (Again, these lines should be delivered with a playful smile. You don't want to sound arrogant.)

### Examples:

"I hope you know how to cook and give a good massage, because those are two of my requirements."

"So besides the fact that you're kind of cute, what else do you have going on for yourself? Tell me something about you that I would never guess."

"You're kind of cute, but are you fun? I can't stand boring people."

"You seem like the kind of girl who gets easily bored. I'm the same way. So tell me something interesting about yourself."

**Step 2:** Use cold reads. Tell her things about herself that she can easily agree with and tell you more about. Get her to open up and share. This builds comfort. You are learning things about her that she wouldn't normally share with a guy she just met.

Example: "I can tell that you're the type of person who doesn't trust people easily. You only have a few people in your inner circle who know all of your secrets. But when you do trust someone, you're totally loyal to them."

**Step 3:** Tease and challenge her. At the same time, flirt but blame the flirtations on her.

My friend **Jon Sinn** doesn't waste any time (and he gets sex constantly). He'll bring up sex early in the conversation, in a way that is funny and demonstrates confidence. *And he blames the flirtation on her.*

Examples of blaming her ...

"If you keep looking at me that way, I'm going to totally start hitting on you."

"If you keep flirting with me, I may not be able to resist having sex with you tonight."

"I didn't come here to have sex, but you're obviously trying to seduce me...and it's kinda starting to work."

"Why did you have to wear that perfume? I promised myself I'd stay celibate for 30 days, but you're making it really difficult. If I break my promise it's all your fault."

“You’re so bad. Whoever your last boyfriend was didn’t spank you enough.”

“You look so naughty when you smile like that. Cut it out, you’re making me have weird feelings towards you.”

“I keep thinking about taking you shopping at Victoria’s Secret and buying you some really sexy lingerie...stop looking at me that way, I’m trying to concentrate on our conversation.”

If she smiles and laughs and things continue, you know she’s interested. (If she playfully punches you on the arm, you know it’s on!)

She’s accepting this frame—the idea that this interaction is getting sexual, and that it’s partly *her* responsibility.

This isn’t just a polite, neutral conversation between two strangers sitting next to each other on an airplane. You’re a guy, and she’s a girl, and there is a *sexual chemistry* developing between you and her.

When you make these playful sexual comments and she goes along with it, she’s accepting there is a possibility the two of you could wind up in bed. *Now it’s your job to guide it there.*

## Don’t Be Sexually Neutral

Don’t be shy about the fact that you are a MAN, and you are attracted to her in a SEXUAL WAY.

You’re not going to bars and clubs to make new *friends*. And neither is she!

The average guy makes the mistake of being “sexually neutral.” He doesn’t want to do anything that suggests he’s sexually attracted to her, and won’t bring up any sexual topics, because he doesn’t want her to think he’s creepy or only trying to get in her pants.

He tries to come off as “nice guy” who has no sexual intentions whatsoever...and so he never builds any momentum, never flips her -attraction switches, and eventually she gets bored and wants to move on to another prospect.

**Bonus Tactic:** Tell her “We’re going on a five minute date. C’mon, I want to show you something.” Then take her by the hand and lead her somewhere else.

I use this technique when I’m in a club or a bar that has another environment to show her, such as a balcony or patio, or a room with a different type of music.

From then on, I can jokingly refer to our “date.” I can say, “so how’d you like our first date?” Or when I catch her doing something flirty, I can say “Wow, we’ve only been on one date and you’re already trying to get in my pants.”

This plants the seed in her mind that we’ve known each other longer than we actually have. I’m not some random stranger she met at the club 30 minutes ago. We’ve been “on a date!”

## Physical Escalation

While escalating verbally, you should also escalate in a physical sense. Most guys don’t do nearly enough touching.

Every girl has a different “comfort zone” when it comes to being touched. There are “party girls” who will hug you right away, grab your hand and take you onto the dance floor. With other girls, it might take 20 minutes of very slow escalation before they’ll feel comfortable having you touch their hips.

But here’s the big rule to remember: you should always be the one who “takes the touching away.” Think of it as pushing a “reset” button. You want to make her comfortable with your touch, and then make her *miss* your touch.

When you touch her the next time, you’ll do it in a slightly more intimate way. Then you’ll withdraw your touch again. Her “comfort threshold” with you keeps rising, while her physical arousal is building.

Just remember to keep escalating. The wrong way to do this is to touch her on the elbow 10 times in a row. That just seems weird.

I like to initiate the physical contact right away. I establish right off the bat that I’m a “touchy” guy. If I approach a group of girls and successfully break the ice by using a funny question, I’ll then introduce myself by name and touch each of the girls. This could mean shaking their hand, while touching them on their opposite shoulder. If one of the girls gave a great answer to my opening question, I’ll tell her she had the best answer and I’ll give her a high-five, intertwine my fingers with hers, and then release.

Now, when you’re talking to your target, you find ways to escalate physically. When she says something you totally agree with, say “Oh my God, you need to give me a hug.” Challenging her to a thumb-wrestling match is another tactic. (You should let her win.)

Here's a fun tactic I learned from Jon Sinn: when she hugs you, release her and say "that was a terrible hug, you had your ass out..." (taking away your touch)

Touch her at first in small, subtle ways that allow her to get comfortable with your physical presence. As the interaction progresses and her comfort threshold rises, light touching will turn into more personal forms of touching.

Just remember, you should be the one who takes away the touch. A few nights ago, I met a hottie at a bar, used these escalation tactics, and she took me by the hand and led me onto the dance floor. I released her hand when we started dancing. As we danced, I placed my hands on her hips, which she liked—but then I took my hands away. When the song finished, she grabbed my hand and started walking with me back to the area where we'd been sitting. I moved her hand away and told her I'd be back in a few minutes; I had to step out and make a phone call. I came back ten minutes later, sat down with her, and she immediately started making out with me. It was as if that ten-minute physical break made her *crave* my touch.

When the "makeout" starts, that's when you've got to be even more disciplined. In a moment, I'll explain how to handle this situation to create even *more* sexual tension!

The bottom line is, you can't ignore the importance of physical escalation. A woman is *not* likely to go home with you if you haven't so much as touched her all night. But if you've been playfully touching each other, and this leads to her holding your hand, and sitting on your lap while you give her a neck massage...now, having sex with her back at your place won't feel like such a big "leap." Instead, it will feel like part of a natural progression.

### **Examples Of Touching:**

**Introductory handshake** (but don't shake her hand the same way you'd shake hands at a business meeting. Make it a "warm" handshake. Put your other hand on top of the handshake for added physical contact.

When you're seated with her, touch her (briefly) on the leg while you're saying something. But not on the upper or inner thigh.

### **Fixing her hair**

Extended touching of her hands (not "holding hands," but rather the sort of hand touching you'd do if you were reading her palm. In fact, you *should* read her palm because it creates a perfect opportunity for contact).

Holding hands by using an excuse ("Come with me, I want to show you something.")

Hugs or "French-style" cheek kisses (You can do this to "reward" her when she says something you totally agree with)

Dancing (but don't get caught up in "dirty dancing"—remember, you want to touch release, and then escalate a little bit more. The touching should not be constant).

## Rules Of Physical Escalation

**Start early!** If you've already been interacting with her for 20 minutes and *then* start touching her, it can seem awkward and weird. You can start right away, during the opener; ask her a question and when she gives her answer, high-five her to express your approval. Or while you're telling the story about your friend and his girlfriend drama, give your target a gentle touch on the forearm as you're speaking. (Or on the knee, if you're sitting down with her.) If you're standing in a crowded room (such as a bar or nightclub), you can gently put a hand on her waist and maneuver her to the side so that people don't bump into her. (This is a protective gesture that women instinctively appreciate.)

You can do these things while you're talking so that she doesn't even consciously notice it. But her *subconscious* mind picks it up...and her comfort level with you grows.

Don't look at physical escalation as a big "step" or a hurdle you need to overcome. View it part of the overall process, and start early. Studies have shown that people feel better about the person they are talking to if they are occasionally being touched as part of the conversation.

Touching her, and seeing how she responds, is also a way to gauge how comfortable (or attracted) she is feeling. When you high-five her, does she just slap your hand? Or does she curl her fingers around yours?

**Create opportunities to touch her.** You can make up a "secret handshake" and teach it to her. You can do a "palm read" and show her what the lines on her palm mean. (Look this stuff up on the Internet, or just make it up and be funny!)

You can also develop stories or routines that are designed to *allow* you to touch her. For example, I've got a funny story about the time I was invited to a birthday party for some guy I knew from work. The party was at a bar, and I showed up early...not realizing that he was gay, and the party was being held at a gay biker bar. I had no idea my co-worker was into that whole scene. At one point in the story, I mention to the girl how some giant gay biker wearing a pair of leather chaps came up behind me...and I felt a hand on my arm...and as I'm telling this story to my target, I demonstrate what was happening. I take my target's hand and put it on my arm. I continue with the story without pausing or drawing attention to what I'm doing. She's so into what I'm saying that she doesn't consciously notice that her hand is now resting on my arm.

I'm also waiting to see how long it will take her to remove her hand, whether she gives my forearm a little squeeze, etc. Not only am I building physical comfort, it's also a way to measure her level of attraction.

These subtle, innocent touches will progress to more personal forms of touching: her hand on your arm (or leg), holding hands, your arm around her, her sitting on your lap, some light kissing, etc. You're the one guiding this process, and at some point if she's feeling enough attraction, *she'll* be the one initiating the touch.



**Also, make her miss your touch.** Once the touching has grown more personal—e.g. holding hands—don't try to hang onto her all night! You should be the one who breaks physical contact first. This has the psychological effect of making *you* the one who is setting the barriers, not her.

Let go of her hand. Move her off your lap and make a playful comment like, –You're trying to seduce me, aren't you. Slow down, let's go grab a drink. She'll feel a loss of comfort when you break off contact, and if she's really starting to feel attraction, she'll look for ways to try to re-initiate (and intensify) the contact.

It's better to put her hand on your arm or leg than you put your own hand on hers. If I'm sitting next to a girl, I might do a palm-read on her and then place her hand on my knee while I continue talking, without drawing any attention to what I did. If her hand stays there, it's a good sign.

Again, getting good at physical escalation comes with practice. When you're able to carry on a fun, interesting, flirtatious conversation that totally engages her attention, sparks her imagination, and makes her want to qualify herself, it becomes easy for you to subtly touch her in various ways. With practice, you'll also know which stories, questions and moments give you opportunities to touch her or to make her touch you.

Make your own touches more powerful by *not being static*. If you have your arm around her, use your hand to touch, rub, or play with her neck or shoulders. If you're holding her hand, don't be limp and clammy. Run your fingers lightly over her palm or the back of her hand.

I mentioned before that another aspect of physical escalation is moving her. Yes, you're going to physically move her to two or three different areas of the venue. This just means you're going to suggest going to a different area, and then bring her there either by leading her by the hand, or guiding her along with your hand around her waist. These are protective gestures and signal to her that she is with an Alpha Male.)

This demonstrates dominant male behavior and gets her used to complying with you. Also, spending with a girl in different places—even if it's only a few different areas of a bar or nightclub—creates a –time distortion effect in her mind. She'll feel like she has known you longer than she actually has. You can meet her by the bar, then take her onto the dance floor, then sit down with her in a quieter area off to the side...this allows you to make faster progress than if you spent the whole time standing next to the bar with her.

Moving a girl around is also a good test to see how attracted she is. If she won't go with you, you're going to need to put in some more work before trying to move her somewhere. If she moves with you without any hesitation, it means she feels comfortable with you and is into this interaction.

When you successfully move a girl to a few different areas, moving her back to your place won't seem like a big stretch. You will have conditioned her to go along with you and follow your lead.

## Getting The First Kiss

Kissing is a big deal. It's usually the first point in an interaction between you and a woman that is totally clear-cut. Anything you say to her can be rationalized as "flirting" or "teasing." And touching her in a non-sexual way can be interpreted as being "playful" or "friendly." But once you kiss each other, there's no mistaking what is going on. The two of you have crossed the line from "friendliness" to "romance."

I always find a way to get at least one kiss from the girl before I try to bring her back to my place. *I never make out with her in the venue*, but I get that first kiss because it removes a big physical barrier between us.

I use a few simple but effective tactics to make the sure this move goes smoothly.

#1 Say to her, "I'm not sure if we're ready for a kiss yet, but I think we're ready for an almost kiss." But I want you to be good, OK? Just hold still, sit on your hands, and you can get close...but we can't kiss."

Now bring yourself very close to her lips, but *don't kiss her or make her think that you are trying to kiss her*. Let some tension build for a couple of seconds and then move back.

A few minutes later, after some more playful banter, you can say "I think we're ready for another almost kiss." Then play the same little game again. This time, she's likely to try to kiss you. If so, kiss her—but you should be the one to gently pull back and break off the kiss. Then you can tease her: "You're so bad, that was supposed to be an almost kiss."

#2 After a period of escalation, when we're standing close together, I'll glance at her lips...look back into her eyes...look back at her lips...and say "your lips look so soft. I'm going to give you a quick kiss."

This is a powerful move because the glancing-back-and-forth from her lips, to eyes, to lips has a bit of a hypnotic effect. Usually, they don't put up any resistance. They stand there and let me kiss them. Just make it a *quick* kiss, and then compliment her and go back to whatever you were talking about. Treat the first kiss like it's no big deal. (This way, it won't be a big deal when you move into the hot-and-heavy kissing back at your place later on.)

After you give her that first quick kiss, compliment her: "I was right, your lips are really soft."

Notice, you didn't ask permission for the kiss. Don't ever do that. You tell her you're going to give her a quick kiss because her lips look soft, and then you do it. This demonstrates that you're a confident, masculine guy. (You think James Bond ever *asked* a woman if he could give her a kiss?)

Another tactic I use: when I'm up close with the girl, I say "you totally want to kiss me, don't you." She smiles and plays it off. I say "Well, we just met, so we should only kiss on the cheek. I'll give you one, then you can give me one."

I'll gently put my hands on either side of her face, tilt it to the side, and plant a soft kiss on her cheek. Then I gently tilt her head to the other side and kiss her other cheek. Then I lean in and allow her to kiss *my* cheek. This is an intimate little exchange (and kissing her on both cheeks feels okay, since it's the "European way" of greeting someone).

After some more playful conversation and escalation, I'll use Tactic #2 to give her the kiss on the lips. It's amazing how much more comfortable she'll feel with you after you successfully pull off this first kiss. (You'll probably feel a lot more comfortable, too.) From this point, the escalation can start moving faster—and often, she'll be the one initiating the touching.

You can also use these tactics when you're dancing with a girl. Personally, I'm not into dancing, so I don't normally go on the dance floor. If I'm standing with her somewhere in the venue, I'll gently put my hands on her waist and start moving to the music with her. Then, I'll use one of the tactics above to get the kiss.

## Getting The Kiss At Your Place

Ideally, you kissed her back at the venue. (Use the -first kiss techniques I explained earlier.) If not, you can get it now.

Whatever reason you gave for bringing her back to your place, it should allow you to position yourself right next to her and touch her. Have her sit on your lap while you show her something on the computer. Lie down with her on your couch to watch a movie. (I like to hold her from behind while we're lying down, so that I can gently smell and kiss her neck and ears. This drives them wild.) Sit next to her to show her a book or magazine and put it across both of your laps. You get the idea. Get up close with her. It's up to you to suggest where the two of you will relax; you don't want her to choose a chair five feet away from you.

Lightly touching her *lips* or her *hair*, and making a comment on it, is a great way to set up the kiss. Gently touch her lips with your finger and say –Your lips are so soft. Then move your hand away. If she smiles, touch them again and give them a soft caress. While doing this, glance at her lips, and then look into her eyes. Then look back down at her lips. If she doesn't move away, you know she's ready for you to kiss her.

You can do the same thing with her hair. Lean over and touch the tips of her hair while you're talking to her. Make a comment on how her hair looks or feels –so soft. Then move your hand away.

If she smiles and seems to like it, reach over again and stroke her hair. While doing

this, glance at her lips and back to her eyes few times. If she doesn't try to move away, you know she's ready for the kiss. This is your moment. *Go for it.*

For specific techniques to blow her mind in bed, refer to the bonus materials that came with this program. I'm not going to get into those details here, so I'll just say that when things start getting hot and heavy, take her by the hand and lead her to your bed. Remember that you must *lead* her through this; she doesn't want to feel responsible, she wants to feel as if she's being swept away and seduced. Then make sure you give her an experience in the sack that she won't soon forget!

## Seducing Girls With Boyfriends

For most guys, one of their biggest fears when they're talking to a girl is that she'll mention the dreaded "B" word.

It's happened to all of us. You're chatting with a girl, things seem to be going great, and then she casually mentions the fact that she has a **boyfriend**.

For example, I'm telling her a quick story about the trip I took to Las Vegas, and she says "I love Las Vegas! I went there with my boyfriend and he won \$500 on a slot machine."

When most dudes hear the "B" word, they deflate like a popped balloon. But here's the deal. A lot of times, girls mention their boyfriends not to shut you down, but because she wants to hook up with you—and she's giving herself **plausible deniability**. (We talked about this concept earlier, when I explained why you must give a reason for her to come back your place.)

In this situation, "plausible deniability" means that she knows she's going to do something bad tonight (cheat on her boyfriend with you), but because she mentioned him, she can tell herself tomorrow that —it wasn't really cheating."

Since she told you she has a boyfriend, she can tell herself later, "I wasn't REALLY cheating. I told him I had a boyfriend, but he kept flirting with me anyway, and then things just sort of happened..."

Is this logical? Not really. It's what I call "chick logic." One of the keys to seducing women is making them feel that things are just sort of happening naturally, and they're being swept along. This way, they don't think of themselves of being "easy" or "slutty."

Women also mention their boyfriends to see how you will react. Are you going to act disappointed—which indicates that you're an insecure, low-value guy—or do you act totally unfazed by it? I've had success with a lot of women who say they have boyfriends, because I act like it makes absolutely no difference. She's got a boyfriend? No worries. I keep the conversation flowing onto something else. Her "boyfriend" is irrelevant to the seduction that is occurring.

Now, if she mentions her boyfriend right off the bat "as in, you try to introduce yourself

and she says “No thanks, I have a boyfriend” —then she’s either totally not interested for some reason, or she really does have a boyfriend and this conversation isn’t going anywhere. Move on.

But if she mentions her boyfriend later on in the conversation—and does it in a casual way—she could very well be dropping you a hint that she is open to hooking up with you tonight.

In this case, there is no need for you to try to convince her to cheat. She has already made up her mind about that. She’s up for it—now it’s up to you to build the sexual attraction and lead her down the path towards that she wants (sex).

If the fact that she has a boyfriend seems like it might *prevent* her from fucking you, here’s a sneaky technique you can use to DESTROY the poor bastard without saying a single negative thing about him.

(This technique is underhanded and sort of evil, and will probably wreck her relationship with him...but it has gotten me laid many times.)

How about a girl saying — “I have a boyfriend”.

You want to demonstrate some indifference here by saying something like “Cool, that’s great, we can just be friends.”

Here’s how it works. You build up her “boyfriend” (who is not present) as if he’s the greatest, most perfect Prince Charming ever—and then you let *her* tell you about his flaws. There *will* be flaws for her to tell you about! I have yet to meet a woman who is ever 100% satisfied with her boyfriend.

**ME:** “I had the most insane time in Vegas at my buddy’s bachelor party, it made the movie ‘The Hangover’ look like the Disney Channel. But we got him to the wedding on time, so it was all good...”

**HER:** “Oh, I love Las Vegas. My boyfriend took me there, we had a great time...”

**ME:** “Wow, your boyfriend must be treat you like an absolute princess. I bet he’s one of those super-romantic guys who does whatever it takes to make you feel happy all the time.”

Or, “I’ll bet you’re like his little princess and he spoils you all the time. I can picture you dating a guy who’s super romantic and thoughtful, and is always putting you first...”

What you’re doing is, you’re creating a *totally unrealistic expectation*. No boyfriend is that way (at least as far as their girlfriend is concerned—girls always complain.) Nine times out of ten, this will cause her to frown and tell me how he’s not quite the -perfect guyll I’m playing him up to be. She’ll tell me how he prefers getting drunk with his stupid

friends over being with her, or how he forgot their anniversary the other day, or how he's jealous and possessive, or how he can't find a job...

If she doesn't talk about his shortcomings, and instead says that he's a "really nice guy," then I know that he doesn't stand a chance against an Alpha Male like me. This means she's secretly *sick and tired* of him. When a girl truly loves and respects a guy, she won't describe him in those terms. Saying he's a "nice guy" or a "sweet guy" is chick-speak for saying he's *boring*...and I know she'd much rather be with an Alpha Male like myself. This is human biology.

It can also work to your advantage when a girl mentions she's got a boyfriend, because when you don't let it faze you, and you keep flirting with her, you're naturally overcoming several of the 5 Objections.

Obviously, you're cool about the fact that she is in a relationship. You know the deal. She can assume that after having sex with her, you're not going the type of guy who is going to bother her or try to mess up her relationship. If you know she's already dating someone, it's going to be especially important for you to plant the seeds about you being a discreet guy. She'll have sex with you tonight, but only if she feels there won't be any consequences.

When she mentions her boyfriend and you continue to flirt with her, you're also neutralizing Objection #5—that you might bang her and then never want to see her again. She's already told you she's in a relationship. It will be up to her to contact *you* if she wants to hook up again in the future. So, this objection isn't going to enter her mind.

It's often easier to seduce women who tell you they're already in a relationship. Very few of them are completely satisfied with their current boyfriend. (If she was completely happy and satisfied with her boyfriend, she would have already married him—and that's usually when the misery and boredom *really* start.)

But you should only continue with this conversation if you feel that she's up for sex tonight. Otherwise, get her number, consider it bad logistics, and move on to the next possibility. If she wants sex, she's going to contact you.

## What If You Are “In A Relationship?”

Here’s a technique I use that may seem totally counter-intuitive...but I’m telling you, *it works*. I casually mention that I’m dating another girl. I’ll mention my “other girl” the same way that women mention their boyfriends.

Let’s say I’m flirting with a girl who seems to be a solid fast sex candidate. She mentions that she went to some cool bar the other night. I’ll say “This girl I’m dating keeps asking me to bring her there. Is it fun?”

I don’t say that I have a girlfriend, or that I’m in a serious relationship. I just mention some “girl that I’m dating.”

This catches women by surprise because most guys are so eager to advertise the fact that they are completely single. They want women to know that they are totally single, unattached, and available for a possible relationship.

Often, this prompts the girl to blurt out “*You have a girlfriend?*” (This means her female competitive instincts are kicking in, and it’s a great sign.)

I’ll respond in a very laidback way: “I wouldn’t call her a girlfriend, exactly. We’re hanging out, seeing where it goes...she’s really beautiful and fun to be with, but I don’t want to rush into anything.”

This technique is powerful for creating attraction AND overcoming her Objections. She now knows:

- You are a high-value guy who is already dating an extremely beautiful, fun girl. (Maybe it’s not true, but hey, it’s a tactic.) The girl you’re talking to is now going to feel a bit insecure, and jealous, and competitive. Women want what they feel they can’t have. The fact that you’re dating someone makes you more sexually attractive.
- She knows she doesn’t need to worry about you falling for her too quickly and turning into an annoyance. You’ve already got this awesome “other girl.”
- She knows you’re going to keep your mouth shut about having sex with her, because you’re dating someone else.
- She doesn’t need to worry that if she sleeps with you too soon, there won’t be a relationship—because you’re already in one.

You might be amazed at the response you get from women when you casually mention that you’re “dating someone.” Women are extremely jealous by nature, and competitive with each other—especially when it comes to getting men. Plus, the fact that you’re in a relationship gives you automatic “social proof.” Obviously you have desirable qualities that make that beautiful, fun girl want to be with you (even if she doesn’t actually exist!)

Have you ever watched any of those cheesy dating TV shows, such as “Eliminate”, “The Bachelor”, or “Rock Of Love?” Women will go to astounding lengths—humiliating

themselves on national television—just to win the contest by impressing the guy (who in many cases is a complete tool). It's not that the guy is so desirable. It's that women hate the idea of losing a guy to another woman. *Use this to your advantage.*

## More Sexual Framing Techniques

“Sexual framing” means putting women in a state of mind where they're open to having sex tonight, and want to have sex with YOU.

Framing the conversation also means being the one in control. You are the one guiding this conversation towards where it needs to go (sex). You're not wasting time chatting about a lot of unrelated topics, or answering her questions. You're following the steps laid out in this book and moving towards the One Night Stand.

Nice guys want to frame the conversation as being totally harmless and neutral. They're trying to “make friends” with the girl, in the hopes that she'll give him sex in the future.

This is not how you're playing it. You're accelerating the conversation into flirtatious, sexual territory. She'll know that this interaction isn't about -making friends. It's about having some wild, crazy fun tonight and having great sex. And if you use these techniques properly, she'll be loving every minute—from your clever opening approach, all the way to the bedroom at the end of the night.

As I've said before, women are highly sexual creatures—but most girls keep this side of their personality locked away, because they don't want to be thought of as “sluts.” You need to give them permission to express their sexual, “bad girl” side and encourage this behavior.

These are some of the ways in which Nick Rogue likes to “frame” women. In other words, you make them *think of themselves* this way, and you'll encourage them to *be this way with you*:

- *She's sexually aggressive when she is with someone she is attracted to*
- *Spontaneous & adventurous*
- *Goes for what she wants/Does what she feels like doing*
- *Great in bed*
- *Knows how to keep a secret*
- *Has a naughty side she wishes she could act on more often*
- *Does crazy stuff when she knows she won't be judged for it*
- *Frequently horny*
- *Open to new experiences*
- *Loves the romance and excitement of things happening quickly/ Wants to be swept off her feet*
- *Uninhibited*
- *Craves new sexual experiences—and it's okay to have one tonight, because it*



*“doesn’t count”*

You're going to create these "frames" by using the right tactics. You want to let her know that you're not judgmental, and she's free to express herself in these ways when she's with you. As we discussed earlier, you're also going to "plant seeds" to overcome her objections. You'll make her feel that if she does express herself in all these spontaneous, naughty, adventurous ways tonight, there won't be any negative consequences. Only good times.

## "Tonight Doesn't Count"

While guys will exaggerate the number of girls they've hooked up with, girls always *downplay* the number of guys they've been with. Again, they don't want to think of themselves as being slutty...and women think of themselves as losing *value* with every new guy they sleep with.

This is why women often tell themselves that certain sexual encounters "didn't count" towards their total...

*"I was drunk that night, so it didn't count."*

*"It was in a foreign country / it was spring break, so that one didn't count."*

*"He was married, so that one didn't count."*

*"It was in Vegas, so that gang-bang doesn't count."*

*"I had just broken up with my ex and I was on the rebound, so when I sucked that guy's dick in the bathroom it didn't count."*

And so on. A lot of women only "count" the sex they've had with the guys they dated. They conveniently forget their one-night stands, booty calls and random hook-ups.

You can save her the trouble of worrying about losing value if you suggest that whatever happens tonight "doesn't count." The reason why it doesn't count doesn't matter; it can actually be ridiculous. It still helps to remove that objection from her mind.

*"You said you have a boyfriend, so if we hook up tonight it won't count."*

*"We're in Vegas, so whatever happens tonight between us doesn't count."*

*"If we do another shot and hook up later, it totally doesn't count."*



## Seduction Story: Putting Rosie In “Chase Mode”



I met this really sexy Latina girl named Rosie at a club a few weeks ago. I'd spent about ten minutes chatting with her, building comfort, and doing some light teasing. I could tell she was into me. So I took it up a notch. I said to her, "you have amazing lips. Our first kiss is going to be incredible."

One of the most effective ways to compliment a woman is to refer to *her lips*. I actually read a study recently that showed women are more flattered by this type of compliment than any other compliment regarding their appearance. Drawing attention to her lips, and talking about the first kiss, is also great for getting women in a sensual mind frame and building sexual tension. It also shows confidence—you're not asking her for a kiss, you're *telling* her that the first kiss is going to be incredible.

Sure enough, Rosie smiled and said, "wow, you're pretty confident." "Absolutely," I said. "If you like confident guys you're going to love me."

Then I asked her about her favorite body part. She giggled and told me it was her ass. I take her by the hand, spin her around to check, and give her ass a light squeeze. (She wasn't kidding—this was like a replica of Jennifer Lopez' ass when she was in her 25-year-old prime.)

But instead of giving her *validation* (and telling her she has a great ass), I say, "It's nice—but not quite as nice as mine. Mine's world-class."

This makes her laugh. I lean in and sniff her neck, whispering how she smells delicious. I nibble her neck a little. I feel her body go limp against mine.

Then I pop our little "romantic bubble" and say "let's grab a drink." I take her hand and we stand up. I could have easily kissed her, but I held back. By building sexual tension and escalating, and then easing away, I'm increasing her attraction. I'll repeat this process several more times as the evening goes on, until her panties are soaked and she's practically begging for me to ravage her.

That's when I suggest we bounce over to my place to have a glass of wine and watch a DVD. She's working on her second orgasm before the opening credits are finished!

A woman has to feel like she is chasing *you* for a seduction to go properly: She does NOT want to be chased.

In the example above, I started escalating and then stopped. There are all kinds of ways to “spike” a woman’s desire, and put her in “chase mode,” by *not* giving her what she wants or is expecting.

In the middle of the conversation you can leave to go “talk to your friends” or go to the bathroom. You can ask her to hold your drink for a minute while you step outside to make a phone call. Even better, you can excuse yourself to go talk to some other girl you know. (Maybe she’s one of the prospects you met earlier, who lacked the right Logistics.)

Regular guys would never do these things out of fear that they’ll lose the girl’s interest (or lose her to another guy). Macks understand that you’ve got to use Push-Pull to *drive up* a woman’s interest.

## The Ring Routine

Here’s a routine you can use on girls to start escalating physically and drive up the sexual tension. After you’ve built some comfort with her, you grab her hand, look at it curiously, and say “Hmmm...that’s really interesting.” And then you let go of her hand.

Naturally, she’ll say “What? What’s interesting?”

Then go into this Ring Routine:

*“Oh, nothing...it’s just that you can just tell a lot about a person by what fingers they wear their rings on.”*

Then I’ll pause and take a sip of my drink, like I’m ready to talk about something else. But of course, she’s going to pester me to tell her what her rings “say about her.”

The idea here is to build physical contact and get her comfortable with your touch, and also to get her in the right mind frame for sex later. Part of what makes this routine work is that you’re using *suggestive language* to frame yourself as the right partner for her.

It doesn’t matter which fingers she is wearing rings on. I keep my routine simple:

- The pinky finger is for “keeping secrets”
- Finger #2 is the “sexually aggressive when you’re with someone you like finger”
- Finger #3 is the “you’re open-minded and adventurous finger”

So first, I take her hands in mine (again) and look at her pinky. If she’s wearing a ring on that finger, I say “this is a really good sign. A pinky ring means you know how to keep secrets. This is why people ‘pinky swear’ with each other, and why guys in the Mafia wear pinky rings.”

If she's not wearing a pinky ring, I'll act doubtful: "Please tell me you can keep a secret, because I think that's important." Then I'll explain the significance of pinky rings and say, "I'm really big on trust. We'll have to pinky swear before we share any deep, dark secrets..." Then I'll lock pinkies with her. She smiles, I smile, and we've got physical contact—and at the same time, I'm killing her Objection about hooking up with a non-discreet guy.

Next, I'll look for any other rings. If she's wearing one on another finger (it doesn't matter which one), you say "Wearing a ring on this finger means that when you meet someone you're really attracted to (*subtly point at yourself with your thumb or index finger*), you feel totally comfortable getting sexually aggressive with that person (*again, point to yourself*)."

If she has another ring, I'll use the third part of the routine. This ring means that she's open-minded and adventurous, and has a wild or naughty side.

So you see, we're making physical contact and playing a fun little game together—and I'm also accomplishing other things at the same time.

To make this sound more believable, I'll mention a celebrity who wears a ring on that finger. (I'm totally making this stuff up, by the way.) I use Angelina Jolie because she has the right combination of glamour and "bad girl" sexuality (plus, she's rumored to be freaky in her private sex life). Women admire her for all of those reasons.

I'll say, "Look at any picture of Angelina Jolie—she's always wearing a ring on that finger. It means she's sexually aggressive with her lovers."

I sometimes wear a pinkie ring myself. This way, I can mention how good I am at keeping secrets...and further neutralize that objection of hers about discretion.



## The “One Wild Night” Strategy – Getting Her In A Spontaneous Mood

I used to use this strategy all the time in Vegas, where girls come from all over the country to experience a wild Vegas weekend. They all want to go home with a memorable story to tell their friends. And, all girls like to think that they’ve got the ability to be fun and spontaneous. So, you play into this by talking about the importance of being spontaneous and making great memories.

“Whenever I take a vacation in a new city, I always want to have one wild, crazy, amazing night that I’ll never forget as long as I live. It’s all about being spontaneous and seeing where the night takes you. I can tell you’ve got a spontaneous, fun-loving side...”

To this, women always agree. (The alternative would be to say, “No, I don’t. I’m boring and I don’t know how to have fun.” No girl, especially in a Vegas nightclub, is going to say this.)

So, you get the girl to agree that she’s fun and spontaneous, and then you play this up: “I knew it. I bet your family and your co-workers don’t even realize how wild and naughty you can get sometimes...”

This is an example of Labeling, which I explained earlier. Remember: when you label a girl a certain way (naughty, flirty, wild, fun, spontaneous, etc) and get her to agree to it, she’s going to want to act in a way that is consistent with this label. This is a quirk of human nature.

You can use this to move her down the path towards the One Night Stand. If you want to bounce with her to a different bar, you could say, “OK Jen, since you’re so spontaneous and you want to always remember this night, I’m going to take you to a very cool spot that you’re going to love.”

At this point, she’s not going to want to seem boring or uptight. She’s into this whole idea of being spontaneous and having a big night in Vegas, with me as her guide. Usually, she’s with some friends. (Tourist girls in Vegas are always going to be with friends.) I bring them all to some other venue—usually it’s an “off the radar” local bar that most tourists don’t know about, but it’s a place with a cool vibe and a bartender I’m friends with.

I used Las Vegas as an example, since it where I used to live, but this strategy can be applied anywhere. Get her to agree that she is fun, spontaneous and adventurous. This is the mindset you want her to stay in, all the way to your bedroom.

Women are jealous creatures, and can get competitive (and even downright bitchy) when they sense they're going to lose a guy they like to another woman. A surefire way to raise the sexual tension is to bring girls that are interested in you *into the conversation* with your target.

Remember the example I gave you earlier, about dating shows such as "Eliminate." If you've got two or three girls vying for your attention at the same time, you're in the perfect position.

Let's say I strike up a conversation with a girl sitting at the bar. Her name is Sharon. She's very attractive, but the Logistics are wrong (she is sipping water for two reasons; she's the designated driver tonight for her friends, and she needs to be at work bright and early tomorrow—she works at a law firm). I chat with her for a few minutes, and then turn my attention to another group of girls nearby. I ask them a Question opener involving a buddy of mine and his jealous girlfriend. This sparks a lively discussion. I say to them, —I know my friend Sharon is going to have an interesting opinion on this, then I wave Sharon over, introduce her to the girls, and pose the question to her.

Note: When bringing a girl into a conversation you're having with other girls, introduce her the same way you would introduce your best Wingman. In other words, play her up and make her sound awesome: "Hey girls, this is my friend Sharon. In addition to being gorgeous, she works at a law firm so she's super intelligent. Let's get her expert opinion on this matter..."

Sharon's presence is giving me big Social Proof. The girls don't know that I only met her twenty minutes ago. They assume I'm the type of guy who knows all kinds of hot, intelligent women. For all they know, Sharon is my fuck buddy. My point is, as you meet women in the venue and then move on to others due to poor Logistics, you can always *use those women later* to make it seem like you've got a big social circle of female friends.

During my conversation with the group of girls, I could have also said “Excuse me for a minute—I’m going to go check in on my friend Sharon.” Then I leave the group, go talk to Sharon again for five minutes, and return to the group. They don’t know what the nature of my relationship with Sharon is. They just know that I know other attractive women in my social network. Sometimes that’s all it takes to make women feel attracted (or at least curious) to you, even if they weren’t that way at first.

If you can make them feel a bit jealous, even better. But a woman isn’t going to feel jealousy until she feels attracted to you. She won’t fear losing you until she feels “invested” in you. A woman will feel invested in you once you’ve screened her, made her Qualify herself, and given her some validation. At that point, if you walk off and start talking to another girl...or bring some hot girl into your conversation...your target will feel jealous, and as long as you don’t *piss her off* you’ll likely to be able to seduce her. (You want your target to feel slight pangs of jealousy; you don’t want to turn her off by hanging all over some other chick.)

You can also induce jealousy by simply mentioning other girls you hang out with (but again, only if your target is already feeling attraction). Just don’t overdo it. Let her imagination do the work and fill in the blanks.

**Wack Move:** “There’s this really hot girl from my work who likes me. She wants to go out with me, but she’s only 22 years old so maybe it’s not a good idea.”

**Mack Move:** “I just remembered, tomorrow after work I need to pick up a bottle of wine and cook some pasta. I have a friend coming over for dinner. Are you into cooking?”

(Now the girl is wondering, if this friend of yours *female*? You didn’t say. Let your target *imagine* you preparing a romantic dinner for some other girl.)

The Wack Move makes you look insecure and full of shit. The Mack Move communicates that you have value. When you create jealousy, it should always *seem* accidental.





## What If She Accuses You Of Being A “Player?”



Here’s another situation you need to know how to handle. When you tease women, act cocky, and provoke a little jealousy, they might tell you that you’re a “player”, “a jerk”, an asshole etc. When women call you these things, it basically means they’re feeling attraction towards you...and they’re testing you to see if you’re actually as cool as you seem.

How will you respond? Will you apologize for your behavior and try to explain that you’re *not* those things? Or will you maintain the cocky confidence that’s making her feel sexual tension and attraction?

(By the way, if a woman calls you an “asshole” in an angry way, then you’ve gone too far and offended her somehow. I’m referring to when women say these things with a smile.)

The correct move is to not only agree with her comment, but *exaggerate* it. Don’t disagree with her. Agree and exaggerate. My friend Jon Sinn has a couple of clever responses he uses: “Actually, I only have eight girlfriends, but if you’re really interested and your application checks out I’m willing to add you as the ninth” or “Actually, you know, I’ve cut down to having sex with girls only on days that end with Y.”

The key is to make your response funny. If it sounds like you’re actually trying to impress her with how many girls you’ve got, then you fail the test, because it seems like you’re trying to prove yourself to her.

In response to these types of comments, the nice guy will backpedal and say, “No, I’m not a player...” This makes him look weak and eager to please. The correct response is to agree and exaggerate. You’re the prize. *Act like it!*

## Getting Phone Numbers

Send the girl you are chatting to a link to a great venue, such as a bar or night club, then write to her:

“Let me know your number, there’s this really fun place I’m going to invite you and your friends to sometime. My buddy is the bar tender and we can go visit him”

That’s it. Unless she is totally not attracted to you for some reason, she’ll give you her digits.

Then, to minimize the chances of her ignoring your call, you ask her “where’s your phone right now?” Have her take her phone out. Send her a short, playful text message (e.g. “Hey it’s Dean, the cutest guy you from Facebook EVER”) and have her save your phone number right there. This way you know that your number won’t come up as “unknown” when you text or call her next time.

The cool thing is you never need to take her to that venue, it was just a ploy to get her number!

Here’s another phone number close for you to use. Notice you’re using playful, dominant behavior instead of asking permission to get her number.

**Me:** “Normally I don’t like taking phone numbers on Facebook, because you’re probably chatting to 10 other guys. But I’ll make an exception and get your number IF you make me a promise.”

**Her:** “Okay...”

**Me:** “Promise when I call you tomorrow, you’re not going to be like ‘um, who’s this...’

**You:** have to say ‘Hey, Dean! I’m so glad you called, we’re going to go out and have an awesome time.’”

**Her:** “Okay.”

**Me:** “Also, you have to answer by the second ring.”

**Her:** “What if I’m not near my phone?”

**Me:** “Well, what time will you be near your phone tomorrow?”

**Her:** “After my work. I get off at six.”                      **Me:** “I’ll call at seven. Pinky swear.”

This routine sets up the call for tomorrow and you’ve made her feel she earned the right to have her number programmed into your phone. (You said that normally you don’t take phone numbers from Facebook girls.) She knows that if she doesn’t answer your call at 7pm, it will make her look like a flake (and that she went back on her

word). And women don't want to be thought of that way.

This routine also makes it very likely that she will remember exactly who you are when you contact her again. If you get her phone number without using that routine, it's a good idea to send her a text 30 minutes after you end the conversation. Jon Sinn came up with this clever "first text" to send:

**Sinn's Text:** "Do you speak text?"

**Her Text:** "Of course."

**Sinn's Text:** "Well, then you are on text probation. I text a lot, and I expect prompt, witty, and fun responses that will make me remember how awesome you are. Sweet Dreams."

### **Another tip from Sinn:**

If a girl gives you her number and says "you'd better call me" or "don't forget to call me," you say "I really want to have sex with you so of course I'm going to call you. But even if we don't, you're awesome, and I want us to be friends."

Sinn's style of game is to be extremely flirtatious and direct about the fact that he wants (and is expecting) to have sex. Of course, he delivers these statements in a playful and confident way, and he doesn't get too sexual until he's built a sufficient amount of comfort and done a lot of screening.

As long as you've laid the groundwork with her and gotten her into a flirty, playful mood, women are likely to find these statements exciting. It also makes you look like one seriously confident motherfucker.

This routine sets up the call for tomorrow and you've made her feel she *earned* the right to have her number programmed into your phone. (You said that normally you don't take phone numbers at bars.) She knows that if she doesn't answer your call at 7pm, it will make her look like a flake (and that she went back on her word). And women don't want to be thought of that way.

This routine also makes it very likely that she will remember exactly who you are when you contact her again. If you get her phone number *without* using that routine, it's a good idea to send her a text 30 minutes after you end the conversation. Jon Sinn came up with this clever -first textll to send:

**Sinn's Text:** "Do you speak text?"

**Her Text:** "Of course."

**Sinn's Text:** "Well, then you are on text probation. I text a lot, and I expect prompt, witty, and fun responses that will make me remember how awesome you are. Sweet Dreams."

**Another tip from Sinn:**

*If a girl gives you her number and says “you’d better call me” or “don’t forget to call me,” you say “I really want to have sex with you so of course I’m going to call you. But even if we don’t, you’re awesome, and I want us to be friends.”*

Sinn’s style of game is to be extremely flirtatious and direct about the fact that he wants (and is expecting) to have sex. Of course, he delivers these statements in a playful and confident way, and he doesn’t get *too* sexual until he’s built a sufficient amount of comfort and done a lot of screening.

As long as you’ve laid the groundwork with her and gotten her into a flirty, playful mood, women are likely to find these statements exciting. It also makes you look like one seriously confident Alpha Male.

## In Conclusion...

You've learned a ton of killer tactics and techniques in this book— more than you'll be able to cram into a single conversation or evening. The idea is to arm you with an entire arsenal of weapons which you can use out there on the battlefield. You'll find that some openers and strategies work better for you than others; in some cases it depends on where you are using them.

But you now have the tools to achieve fast escalation wherever you seek them. It may take some trial and error to figure out which techniques work best on the girls you are going for, but now you know the steps—and with a bit of practice, you'll get this down to a science.

Also note, all of the examples I gave in this book are meant to inspire you to come up with our own personalized routines. Sure, you can repeat some of the examples in this book word-for-word. That's okay (as long as women don't *sense* that you're repeating something you read in a book).

It's the *ideas* behind these routines and techniques that are most important for you to digest. If you understand the *reasons* why they work—and the —switchesll they flip in the female mind—you can invent your own variations on them, based on your own location, personal interests, and attractive qualities.

Most importantly, have fun with this stuff. If you're single and looking for the right girl, never feel discouraged—*celebrate* the fact that you're available to meet hot women *today*, and you have the knowledge to enjoy good times with as many beautiful women as you choose. Most men never experience anything close to that.

Mack Tactics was launched in the United States, but our reach is global. If you have anything to tell us about women in your area or country—and how you've come up with effective tactics of your own—please email me at: [deancortez@macktactics.com](mailto:deancortez@macktactics.com).

Whenever we update our books, you will receive the new versions totally free as long as you're on our VIP mailing list. I hope you enjoy tremendous success with hot women by using this program, and I look forward to hearing YOUR success stories soon.

Your Wingman,



**P.S. Scroll down! *You don't want to miss what's on the next page...***

## Recommended Resources

First off, take a quick look at my **M.A.C.K. Tactics Seduction System**. This mega-package has been downloaded by tens of thousands of guys around the world. If you're ready to handle your dating life once and for all...and take your game & confidence to a "rock star" level...[click here to watch a quick video and learn the "secret words" that make women feel automatic attraction.](#)



**M.A.C.K. TACTICS VOLUMES I & II**  
(UPDATED & EXPANDED VERSIONS)

## Or, For Learning How To Approach Women In Any Situation, Start Conversations & Create Attraction...

Are you curious to know my favorite, *rejection-free* openers & lines to use on women—whether you're starting a chat with them on Facebook, or you're looking to pull off a "Same Night Lay" with some hot girl you see at a bar or nightclub?

How'd you like to know EXACTLY what you have to do to approach and meet women and start conversations *without* ever getting blown off—or having to struggle as you figure out what to say next?

Approaching women and getting exactly what you want is simple, once you learn ["The Approach Formula."](#) Watch this quick video that explains how it works (this video will give you BULLETPROOF confidence when you talk to girls, because you'll know how to "break the ice" every time):



## [Shocking Video Reveals 3 “Weird” Secrets About Approaching Girls](#)

You'll learn specific, field-tested openers and word-for-word routines that you can use anywhere (*bars, clubs, gyms, cafes, coffee shops, shopping malls, etc*)...and also, how to control the conversation so that you can get the results you want...FAST.

### **For Dating Hot YOUNGER Women...**

If you're in your 30s, 40s or beyond, and you're close to “giving up” on the idea of dating women younger than you, now is the time to destroy the MYTH that you can only get women close to your own age. There are, in fact, proven ways for you to use your maturity, sophistication, knowledge and life experience as huge tactical *advantages!*

The truth is, there are also specific techniques and strategies for you to use the “age gap” as your own unique ‘weapon’ to get younger women! I'm talking about being able to approach, flirt with, and seduce ANY hot younger woman, at ANY time. No more hesitation, no more guess-work.

You can get all of the details by clicking here:

[Secrets Of Dating Younger Women](#)

### **Or, If You'd Prefer To Be Dating Sexy ASIAN Women...**

A lot of guys share a preference for Asian women. And we can't blame them—we agree that Asian women are some of the most exotic, graceful and beautiful females on the planet. Plus, because of their culture and upbringing, Asian women can make excellent partners for Western men.



The *challenge* is that Asian women can be difficult to meet, talk to & connect with if you don't understand their cultural differences and what makes them feel attraction. (Attraction, seduction & dating works a *lot* differently with these

women, which is why so many guys think they're "hard to get.")

Whether you're interested in meeting & seducing beautiful Asian women in your area, or you're chatting with them on the Internet, or you plan on taking a trip to Asia, you will enjoy a *much* higher rate of success (and you won't waste your time interacting with the *wrong* women) if you're armed with the right tools, tactics and information.

We've got some quick tips for you right here:

## [Secrets Of Dating Asian Women](#)

### **If You Want To Score With Sexy, Exotic STRIPPERS (Without Having To Spend Money...)**

If you enjoy visiting strip clubs, I'm sure you've thought about how awesome it would be to bang one of those scorching-hot, hard-bodied stunners. But if you're like most guys, the strippers are treating you only as a *customer*. You blow a bunch of money on lap-dances and drinks, and go home alone and sexually frustrated...

But what if I told you some of the world's top pickup artists have figured out a SYSTEM for picking up strippers and getting all the sex you want—for free? I'm talking about being able to push a stripper's "attraction buttons" and connect with them on an *authentic sexual level*—so that instead of viewing you as a customer, they want to hang out with you after their shift and have wild sex.

(Or even *date* you, if you think you can handle having a hot stripper girlfriend!)

**"Secrets Of Strip Club Seduction"** is JAM-PACKED with the best techniques on how to read a stripper's body language, how to flirt, create unstoppable confidence, "dominate" strip clubs and the attention of the hottest



women, and especially how to CLOSE super-hot dancers!

If you're serious about wanting to become a guy who bangs "Perfect 10s" every night of the week (and not just strippers, but hot girls from all backgrounds who are downright *untouchable* for most men)... you've got to check out this highly controversial (but very amazing) program.

This is the ultimate resource for developing ADVANCED game and seducing the most stunningly beautiful, sexually adventurous women. Click here and check it out:

[Strip Club Seduction Secrets](#)

