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Presents:

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# **The Dating Black Book**

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*THE DATING BLACK BOOK*

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*For Shirley ...*

***See Things As They Are, Not As You Wish Them To Be ...***

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# PREFACE: The Scorpion and the Frog



One of the great stories in Eastern Philosophy concerns two animals: a scorpion and a frog. The tale goes that one day a scorpion was trapped on the shore of a river, and he needed to get to the other side. He asked a frog he saw swimming out in the water to come get him and take him across. The frog refused. “You are a scorpion,” the frog said. “If I take you on my back, you’ll sting me.” The scorpion said that was foolish, of course he wouldn’t sting him because then he would drown in the river and die, too. The frog thought about it, and agreed that it wouldn’t make sense. He let the scorpion on his back, and then started paddling across the river. When the frog was halfway out, the scorpion stung him. As the frog was dying and they both began to slip under the water, he asked the scorpion why he did it. “It’s my nature. I am a scorpion,” he said. “And scorpions *sting*.”

The essential interpretation of the story is that every creature has a nature, and you cannot argue against it, or expect it to change. You must accept it for what it is. For example, the nature of my dog is that he will only bark; he will never talk to me in English. To expect otherwise would not only be slightly crazy, but it would leave me disappointed for the rest of my life. I would expect something he could *never* do.

The same is true of our expectations of women. They have a nature, which we are about to analyze and discuss. To argue against these things – to argue against ***the way things are*** – is to cause certain frustration, anxiety, and anger. There are certain traits that people have, and you cannot wish or hope them to be different; they can only be accepted. If someone’s behavior makes you angry or tense, then it is **your** fault, not theirs. You are the one reacting to them.

Remember to see things as they **are**, not as you **wish them to be**. Be brave enough to face the Principle of Truth.

# Introduction

You're probably eager to dive into the content, but there is a lot of information in this section that you will want to know. Such as:

- What will you learn?
- How is the book going to help?
- Why should you listen to this guy?
- Where did this information come from?



The Victorious army wins first and then seeks battle.  
The Defeated army battles first and then seeks victory.

- Sun Tzu

I'm going to assume you're a winner. You must be. How do I know? Because you are doing what most men will **not** do: You are seeking to better your understanding of women and relationships. Think about it, women are given all the advantages over men in the area of relationships. They're brought up on a diet of gossip and socialization with their peers to learn how it all works. Women share information freely, and they help each other out.

Men? We're all alone out here, a part of our stoic nature, I suppose. When was the last time you asked a male friend how to handle a relationship situation? And if you have, which is rare, I'll bet the information you got was about as useful as a porno movie featuring Rosie O'Donnell. Men are socialized as individuals, relying on our own wits and wiles.

Here's what we're going to do: We are going to use our male strengths, the way women have used theirs for countless centuries, and we're going to play their game by our rules. I'm going to blend in some Eastern Philosophy, some sales and techniques of persuasion, some psychology, and anything else I can find to give you the edge. I'm going to give you tips, pointers, specific things to say, situations, tricks and traps, mental attitude adjusters, inspiration, wisdom from the best, and role models to emulate. This is coming from the **real** world, not another fluffy book in the self-help section of Borders that tells you the way to a woman's affections is through Prince Charming your way into her heart. You don't need to be *feminized*; you need information to make the right decisions and give women what they're really looking for.

I'm going to give you this information you need to make better decisions about the dating relationships you enter. This program will help you understand women, get more dates, and have more success in your dating. You see, **your goal is to date enough women that you will gain more experience, determine what you're looking for, and have the self-confidence to get it.** It's not about treating every dating experience as if you have to find someone to keep forever. (It's okay to date with no purpose other than dating.)



When you date only a few women, as most men do, you fall prey to misconceptions and bitter, downward spirals of attitude, which then crimp your ability to meet more women. When you meet and date many women, you have the ability to learn more about what does and doesn't work, find those traits you desire versus the ones that drive you insane – to take control of your dating experience rather than it taking control of you.

I've tried it all. The good and the bad. I've joined dating services, done the singles bars, online dating, placed personals, and attended speed-dating. I'm here to give you knowledge from experience – 20+ years of dating. I've made many mistakes, and I've had a lot of success. The truth is, I learned more from the failures, so I wrote this to save you some of that pain and give you all of the gain. I feel I have a gift of perception, to see the dynamics that evolve between men and women, and I want to spread this word so that men and women will benefit.

Take what I give you and **own it**. Make it personal and authentic, memorize it, re-write it, and then get to work. Consider this the dojo – the training room for the arena you're about to enter. This book will give you the finest martial arts moves on the block. Your Kung Fu will be the best.

When we're done, you're going to have knowledge that most men will glimpse but never understand. Remember the words of Goethe:

**"Knowledge is not enough, we must apply.  
Willing is not enough, we must do."**

And the advice I offer to you,

**If you keep doing what you've been doing, you'll keep getting what you've been getting.**

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## How is this book different than The Rules, or other "systems" with women?

Other purported "systems" for dating women are usually based on a faulty premise – that there is a single rule for all circumstances, and that the man and woman can interact independently of the other. There is no single rule, and male-female interactions are always a ***Dynamic***. However, there are many common themes, and these can be understood. I seek to give you the fundamental understanding of the situations you are most likely to find yourself in, and why you are in it. You need to consider the pathology – the deviation from a normal condition – of your circumstances. Once you understand these basics, you can often figure out what to do on your own, using a little critical thinking. Often times, you'll still need an example, and this program provides those as well.

I do not endorse these methods to be used in a blind, religious way. You take the psychology and circumstances of your situation, couple your new understanding with motivation, and you will take better actions. Not perfect, but *better*. Dating Dynamics is a system that understands that men and women do not exist in a vacuum. The second you put them together, a very complicated dynamic is created.

### WARNING:

I'm not a doctor, nor have I been a therapist or relationship professional. Read this book at your own risk. If you need a degree or certification from an Authority for you to believe what I'm about to tell you, then please save us both the grief and return this book now. I'll refund your money and we won't have to waste any more time. However, if you can understand that the best advice you get is often from a non-professional, someone who doesn't have to follow an institution (which I will add has *never* been able to help men until they reach a mental breakdown, but still has no problem publishing The Rules for women), then please read every word. I promise you this will be an unbelievably insightful and invaluable journey into the world of women, dating, and sex.

Let me be clear, there is nothing wrong with therapists and what I lovingly refer to as the Pundits. They try really hard, but their profession often impairs them. You see, they feel they have to tell you the way it *should* be, rather than the way it **really** is. Oh, sure, we could argue about what Truth is until we join Socrates and Plato for a discussion in the afterlife, but you need tools **now**. Once you fully understand and accept the Principle of Truth, you will be ready to make unbelievable strides in your success with women.



What is known to everyone is not called "wisdom."

- Wang Xi (on The Art of War)

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### Another WARNING:

You are fighting a battle for control of your thoughts. We live in a decidedly female-centric society. I know, you're all slapping your foreheads and saying, "But men are the violent ones! Men are the cause of all the problems. They beat their wives! They start wars! And women still earn less money!"

Truth check: Statistics and studies (dating back to at least 1978 – See Dr. Suzanne Steinmetz) indicate that men are abused at least as much as women. Perhaps more, since men are afraid of the emasculation of reporting these incidents. Very few of these abusive incidents involve women acting in self-defense.

Truth check: Women control media and markets through their buying power. Who buys most of the books, fiction and non-fiction? Why are there so many chick flicks? Ever wonder how a book with a title like "How to Dump That Jerk Man" can be printed, but if a book titled "How to Understand Female Mood Swings" were to hit the shelves, there would be protests and rioting? Because the book companies are in the business of making money, not publishing

information and Great Truths. They do what they're paid to do, by their customers. Women buy most of the books published each year. Consider books on romance. Romance generated \$1.52 billion in sales in 2001, romance fiction comprising 18% of all books sold and 54% of all popular paperback fiction sold in America. Of these readers, 93% were women, and half of them were married. (\*Source: [www.rwanational.org](http://www.rwanational.org) Industry Statistics.)

There has been a distinct shift in American culture, a more feminized approach, if you will. Not all of this is bad, but the parts that delude men into believing that what women want is a man with female sensitivity are complete hogwash. We'll discuss what a Nice Guy is, and why he will not survive for a swim in the next gene pool.

I can't tell you how many looks of astonishment I get from people when they find out I'm in the dating advice field – from both women and men. They laugh, they test me, and they try to challenge my conviction about why advice for dating is necessary. When I ask them how their dating life is, I hear that familiar silence that screams the obvious: **They're not dating anyone, and/or they desperately want to know how to do better.** Of course most often they rationalize their situation away, as if their current dry spell is on purpose. Yeah, they *want* to be single and sleeping alone. I nod and smile, laughing to myself.

I am on a mission ...

**I want to change your life.**

That's right. I want to change your life – for the *better*. That's why I'm here, and that's why I sweat this stuff every day. I've been there. I've been on countless dates from hell. I've had lonely nights, sitting at home, choking down imported beers and watching "Predator" for the umpteenth time and wondering why I'm not sleeping with a woman this year. I've sat there in teary-eyed frustration, tearing my hair out by the roots as I ask myself "Why? **Why?** Why is she doing this to me?" I've had the extraordinary pain, as well as the extraordinary success, and I'm here to tell you that **success is better**. That alone is worth the price of change, and I aim to provide you with understanding and tools to make it possible. I want you to become a Dynamic Man.

I've read the books, every one I could get hold of from the Pundits. From John Gray to Barbara DeAngelis. I learned what I could, but they never really told me the Truth.

Then, it came to me, like Moses stumbling on the burning bush, and it was as profound a religious experience. The revelation was simple, and it was to change everything I thought about dating and women.

*Stop deluding myself by what should be, and do what WORKS. **Results** are all that matters.*

There is no consolation prize that feels as good as winning. (And, yes, you **can** accomplish this all with integrity, character, and honor.)

So, I went on to more dates, more good and bad relationships, but now something had changed. I was more in control of what I did, and my self-confidence shot through the roof. Women were no longer intimidating to me. I started to share advice with family and friends, and

I've been writing on the topic for several years, including articles for web sites, moderating a dating advice forum, and advising other learners through online and email advice.

I started as a student of human motivation and success principles, studying Dennis Waitley, Earl Nightingale, Napoleon Hill, Tony Robbins, and others. I've studied persuasion and psychology, using it for sales. I am also a student of Eastern philosophy – Zen, Buddhism, Taoism, the martial arts, and I've taken a very centered approach that I think you'll find refreshingly clear. No weird crystals, chanting, or meditation mantras. Just the Truth, friends. Dating is an indirect art, and you'd be amazed how well Eastern wisdom addresses this.

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Let me tell you what this book is **not**:

This is not a get-laid-quick strategy, like other speed seduction programs offer. I'm not here to tell you how to get fast sex through hypnosis. (Oh, but don't worry. You'll get laid sooner and more frequently than your old way!) This isn't a con, a fad, a hustle, or a manipulation game. I'm not going to show you how to manipulate or harm women.

I'm here to show you how to win the relationship game for you **and** the women in your life for that critical first few months of dating. I'm here to show you how to reclaim your masculinity and self-esteem, and in the process improve not just your dating, but also your life.

Dating is a *dynamic*. It's not just one man and one woman acting in isolation; it's a dance and interaction of two separate personalities, and when this happens it becomes infinitely more complex than most people are aware. Every situation becomes unique, and every inter-relation is an opportunity to learn. Once you assimilate the concepts that I will pass on in the Dating Dynamics program, you will gain the foundation for life-long success with women. I can't give you the answer to every situation, but I can give you the critical success factors and an understanding of the fundamentals.

This book does not paint women in a bad light, as evil, or as an adversary. In truth, women are your allies, or you wouldn't be out there in this game. Women are a blessing, and a wonderful *addition* to our world, if you can understand that they are not a cure for everything wrong in your life, including your loneliness. Nor are they the center of your life.

Women are wonderful, and they are fallible. They are no better or worse than men. They are human, just like us, and they are also different than men, both physically and mentally. Through the concepts covered in this book, I believe you will find them much less intimidating than before, and you'll see that those differences can also work to your benefit.

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## How To Use This Book

This book is a reference manual, and you should treat it as such. When you go on a meeting or a date, you read the sections that help you keep your goals in mind. When things aren't working, you come back here to find out what you may have done wrong.

Read this book at least four or five times to become familiar with the content. I repeat critical concepts several times, but you should still go through it several times over. Print it. Read it actively, which means to have a highlighter and a pencil in your hand the whole time.

Use those sticky flags for areas of importance. Scribble notes in the margin. I'll tell you this several times: Be sure to keep a journal of your experiences going so that you can learn along the way. You'll find your own valuable insights as you start to use your noggin and critically think about how you interact with women.

Most men date women with brute force, meaning that they do what they want, never really thinking about if it works or the affects of their actions. The Dynamic Man will always use what he knows, observe the results, and **think** about his next step.

---

You need to embrace and seek out change in your life, or you will not achieve the things you are capable of. This material works, no exceptions – **if you learn it and use it**. It's worked for me, it's worked for countless others, and there's only one more thing you have to do to get it to work for you:

**Get a little bit pissed off.**

Most changes in your life didn't occur until you got disgusted enough to do something about it. That's where real change happens in your life, when you finally say enough is enough. I'm sick and tired of this, and it's got to change. That's a life-changing moment, when you put your foot down and get just angry enough to do something to get what you want. Anger, frustration, and all the other passionate, energizing emotions are the fuel for change. Use it for your advantage.

Let me give you one bit of advice that will stand the test of time:

**Take no advice from anyone who isn't doing the things you want to do, or living the life you want to lead.**

A previous manager of mine in the financial services business once said, "You know, whenever I go to get advice on how to make money or invest, I go looking for the guy with the big pile of money. And I listen to *him*. Not the bankrupt discount broker in debt up to his ears. I *listen to the guy who has what I want*."

Think about it: If you want to learn Martial Arts, you go to a dojo and learn from a black belt. If you want to learn how to drive an eighteen-wheel truck, you go to a school where they teach it. So you need to go talk to men who get women, then you need to do the things they're doing and behave like a man who gets women. I've got that experience, and I'll share what I have, and you should look to find others, too.

You may not be able to change the world, but **you can change yourself**. Don't confuse getting what you want from life as a betrayal or insincerity to your character. Remember, without a plan, you're really saying: "I'd rather keep screwing up than take the risk of changing."

## How alive are you willing to be?

# Getting Started – Understanding Relationships

Let me begin by saying that I believe that Darwin had a lot on the ball. Even if evolution isn't the **primary** determinant in the progress of a species, it sure as hell makes sense to me that *those who adapt and learn how to thrive in an environment will survive and get to influence the next generation*. There's no heresy there. Those who win the wars get to write the history. Those who live on, get to leave their legacy, in many different ways.

Women and men are different, but not so different that we can't understand each other. Our physical forms haven't had to evolve much over the years to accommodate survival (last I checked, I didn't have claws or night vision), but we have had to evolve our way of *thinking*. Our brains developed to facilitate reasoning on many levels, and the teaching we passed on would have to evolve as well. What we think about ourselves, our world, everything, evolved from previous ignorant assumptions. In short, society as well as parents taught our children the skills/beliefs they needed to survive. What works (i.e., gets results) is used.

I believe women are who they are and behave the way they do because of both biological and societal evolution. It's emotionally based, in many cases, and it's irrational. But, it **can** be understood, and that means that it's really an *irrational* logic. It makes sense in its own context. It's not guy logic; it's girl logic.

Women are not like men in their thinking about sex and relationships. You need to accept this Truth. Too many men spend their entire lives trying to "figure out" women, or understand them. You don't need to understand, only accept them as they are and take it from there. Once you observe female behavior and stop trying to put it into **your** terms can you move beyond the behaviors that have held you back.

The things I'm about to tell you will give structure to a concept that was once foreign to you: women, dating, and relationships. I will do this by teaching you techniques and styles of handling yourself that will enable you to develop your skills.

In the first stage of dating, the most unstable time, between meeting a woman and your tenth date, you are in an extremely hazardous region. You need structure and method to navigate these treacherous waters. Later, however, if you find you do want to evolve a relationship with a woman, you will have to give up some of the artifice, and progress to a more intimate bond. Some of what I will teach, though, must be used for as long as you stay with a woman, beyond marriage to the end of your days with her.

---

## It's All Sales ...

To participate in life, you must be a salesman. Not the slimy kind you see skulking around a used-car lot, but the icons of the trade that know that the only way people will buy what's good for them is to be **sold** on it. The best salesmen know that they have to **believe** in their product and know it inside and out.

Everything you do in life is sales.



The product? **You**.

When you pitch an idea at work, you're selling yourself. When you go to a job interview, you're selling yourself. When you try to make friends with a dog or a cat, you're selling yourself. And when you go into the singles world and find women to date, you are selling yourself in the most extreme manner. (Take a look at anybody who's married, and just try and tell me one of them didn't sell the other one.)

So remember that human persuasion is nothing more than a very complicated sales pitch. Dating requires you to believe in your product **absolutely**, or your sincerity will not be enough to carry the day.

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## THE PRINCIPLE OF TRUTH

In the introduction I hinted at something I call the Principle of Truth. Simply stated, the Truth is the bottom line of **results are all that matters** and **don't argue with reality**. Nothing else really matters, in the end. If you want a date with Fantastic Redhead, and you fail to get it, you didn't get it. End of story. You can tell yourself clever fictions about why she didn't go out with you, like her childhood had been traumatic and that led to her shyness and inability to commit. But in the end, you have to deal with the results you got. Some guys will sit there for days trying to argue their way through her thoughts and never get anywhere, driving themselves crazy and obsessed the whole time. You'll be tempted, my brothers, to find exceptions to what I tell you, or find some reason why this girl is *The One*, if only you could find a way to *make* her see it.

Don't go there.

You do what you can with what you've got, and face the reality of the results you get. Use these results to improve, adjust your course slightly, and you **will** get what you want. Guaranteed. If your conviction is strong enough, you'll be able to stand up to the constant barrage of negativity that the world gives you. **Believe in something**. I believe in the information I'm going to pass along to you, and I'm willing to evangelize for this cause. I'm not a fanatic, blind to other information or opinion, but I put a stake in the ground and decided this is where I'd start.

In Buddhism – as well as a great many other religions and philosophies – self-illusion is seen as the basis of all man's suffering. All pain can be defined as wanting things to be different than they really are. The answer to this anguish? **Acceptance**. You must face *what is*, not *what you want*. (Or what *should be*, as the Pundits will mislead you.)

An example:

Joe goes out to a bar. He walks up to Janet and starts talking with her. He proceeds to tell her all about his car, his house, his salary, himself, yadda yadda yadda, for the next ten minutes. When he's ready to go, he asks her for her phone number. Janet smiles and says, give me your card and I'll call you. Joe obliges, all too happy to give out his new fancy business card, and goes home. Joe never hears from Janet ever again. He thinks, huh, she must be a lesbian/cold-fish/weirdo. Joe goes out the next night, same results. Again and again.

Joe will suffer like this until he stops, pauses, confronts the Truth that he's got to **change his behavior** and start listening to improve his situation, and makes those changes. But if your ego is too easily bruised, or your self-esteem is down in the crapper, it will always be easier to think like Joe, that the world is against you, rather than face the fact that you need to learn a new skill.

At the risk of sounding like one of the Pundits, I propose that the first place you should start working be on your own self-esteem. This will be the topic of the first section. The reason this is so important is that ultimately *your happiness is **not** dependent on having a woman in your life*. It's not her, really; it's how she makes you feel about yourself. The reverse is also true, as we'll explore in female psychology review. The more you feel good about yourself before you start meeting and dating women, the more success you'll have, and the better prepared you'll be for when things get difficult.

There's the joke about the drunken guy who calls up his ex-girlfriend at 2:00 AM and tells her how he hates her, she's a bitch, an evil soul-stealer ... *but* there's still a chance if she wants to try again.

Don't be him.

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## The Vicious Cycle of Male Sex Desire

Why do men give up all their power to women for sex? If you can understand the vicious cycle that unravels men's posture and confidence, you can overcome this limiting belief and have enduring success with women.

**The hungry never get fed ... yet, those who do not want always have plenty.**

Think about your patterns with women for a moment. If a man has been experiencing a lot of pain and little success, his thoughts are only that he wants dates and sex with women, and the more he desires it, the more it eludes him. The reason is simply because the more men want and obsess over getting women, the less they get.

The reverse situation is where you want to be, where you almost never think about when you'll get a date or have sex next, and **that's** when you'll be able to get it more. You only want sex so badly *because you aren't getting it*. This begins the vicious cycle of desire, moving in too fast and too strong, and subsequently not getting any, and the desire bumps up a notch.

And so on.

Let me give you an idea of what it's like from the other side. The man who is getting regular dates without all the front-loading of expectations and desires relaxes enough to appear desirable to women. As a result, more women are interested and give him a chance. He gets more relationship and sex needs satisfied, and he never ends up having to **need** sex. It already wants him. He isn't hungry, so he gets fed.

What's the trick here? How does a man get from one side of this cycle (desire-need-frustration-more desire) to the other?

You have to break the cycle and jump over. You have to make what is known as a cognitive leap, where you delay your gratification (not bury it or deny it, just store it away for a



while) and give up your need for any kind of satiation. Some men do this by satisfying their passions somewhere else, like playing music or writing, or even working on cars, and they let their need for women almost disappear. Once they get to this state, they can then go out and just **be** with women without projecting their need. Women lower their guards around this kind of guy because he's washed the stink of desperation off.

Part of this gratification delay can be accomplished by understanding enough about the rules of the game you're in to give up the need for results. If you've ever been fishing, you know that you don't always reel in a fish with every line you cast. In fact, you rarely do. It's when you can cast the line and pull it in, time after time, not really caring if the line comes up empty, that you can then start to refine your bait, your intuition about where to cast and when, and know what to do when you do get one on the hook.

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## The Comfort Factor and the Novelty Syndrome

Why do we delude ourselves, cover up Truth with a lie? Primarily because humans seek comfort as a natural part of our existence. Life doesn't offer many comforts, physical or psychological. We're forced to find these ourselves, and if we can't find them, we make them. It's easier to make ourselves feel better than risk feeling worse.

So, what is so unique about the first couple weeks or months of dating that makes it such a volatile time in a relationship? Consider this: The early stages of meeting someone, determining if that chemistry is there and pursuing it with the right energy, is mostly art, not science. It is addressed with the most primal of human emotions and psychological processes. This is a zone where the Pundits like to think they know what's going on. But, if you take notice, almost none of the books out there address the reality of finding someone to date. They all cover the late stages, where the couple has gotten past those awkward first couple months of lust and good times and is discovering that they have to work to keep it together. Too often, people stay together at this point only because they remember just how hard it was to get past the tough early stages.

The early time, the first sixty days or so, is also subject to what I call the *Novelty Syndrome*. The newness, the exciting thrill of this fresh possibility in your life, leads you to cover your eyes and tell yourself some very fancy lies. You'll refuse to recognize the warning signals as they come up, and if you do, you can only prepare yourself for pain.

Remember that **everything** new eventually becomes old. Every car you've ever owned lost its shine and luster. Every relationship you've ever had eventually wound down in one way or another. Why? Because your interest and attraction level in her lowered once you could take her for granted. Long-term relationships require a certain level of reinvestment to keep them going, and we'll talk more about that later.

The early stages (first sight through the first ten dates) are the trickiest part, and it's an area that I propose can be addressed with a little science. When you can break it down, analyze it, and define the process in concrete steps, you'll be less likely to fall into that "better than nothing" trap. There are always mistakes you will have to make to learn and succeed, but I aim to get you through them quicker, and with more of your dignity intact afterwards.

Have you ever wondered why "Sex and the City" is such a big hit? It's a very funny, insightful show, yes, but it also addresses the very real fact that this is the most unstable (and

exciting) time for dating couples, and the least understood. Now it's time to strip away some of that camouflage and show you what's going on underneath.

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## **The Big Trap**

The biggest psychological hurdle for you to overcome with yourself is the desire to jump into a steady, consistent relationship. As men, our nervous systems are tuned slightly different from women's. Women derive enjoyment from the rollercoaster ride of their emotions. They feel fully engaged and alive when they are experiencing ecstatic highs and lows in their emotional spectrum. Men, on the other hand, enjoy smooth waters. We derive our satisfaction when we're on a very level course, with little turbulence.

What this means to you is that while you are in a hurry to find a decent woman you can have a smooth ride with, she's not looking at the same picture. She sees the potential for pain in risking her heart to you. True, she wants monogamy – one man – but she'll go at her own pace.

**Men and women are on two different timetables with respect to relationships.**

The Big Trap that I'm referring to is that you are in a hurry to get into a steady relationship and out of the dating cycle for the wrong reasons. This trap presents itself most often to the guys that date infrequently or tend toward monogamous behavior. (Women are subject to this trap, also.) Those that are comfortable playing the field and dating many women – as I preach to you to do – do not suffer from this syndrome.

You want to get out of the wild turbulence of the dating 'scene' so that you can establish one woman in your life. There are many reasons men slide into immediate monogamy roles, and an incorrect understanding of female expectations is one of them. Another reason men move too fast is that guys don't like the ambiguity and having to wonder every day if they're going to get any sex. If they really understood how much opportunity there is out there in the singles world, they wouldn't be in such a hurry to lock in their options.

Here's what happens when you fall into the trap: Your mind is conditioned to consistency, as I discussed. As you date, you find yourself excited by meeting new women, but with a lack of understanding, your misses are much more frequent than your hits. This leads to discouragement. You start really doubting yourself, and your self-esteem takes a hit. LoserBoy starts talking to you more frequently, telling you how beating your head against the wall is good only so you can feel better when you stop. Then you feel more negative about the process. You stop being able to improve your technique because all you see is failures. You swear off dating for a while, often with a hidden animosity toward women. After all, the singles scene is vicious, isn't it?

Or, you date for a short while, and you settle for someone who doesn't thrill you, but at least isn't running away. Over time, your discontent grows subconsciously as you realize that you've settled for less than you desire or deserve. She gets needy and clingy, and you pull further and further away.

This is another of those downward spirals, and it usually runs in cycles. You go through the cycle, and try again, almost always with a mindset of "I can't wait to get out of this scene." This attitude sabotages you, since you are programming yourself with a desire to avoid the very

process that will improve your skills and ensure the widest selection of possible mates. And it may not come from a genuine desire to be in a relationship but rather a desire to **not** be in the dating scene.

**You must learn to love being single.**

Only with this attitude will you ensure that you do not fall into this trap. You've got to have such a compelling life that a woman is a fine addition, not the lone pitiful reason for your existence. The way to cultivate this attitude is to understand your situation (get knowledge), do enough of the right things based on this knowledge (take action), and experience success. You need to reward your nervous system for learning these new habits, and you will be the man you always wanted to be.

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## **What is your Goal?**

You need to determine your current dating goal before you go any further. What is it that you want from your interaction with women?

- Friendship? Someone to talk to or do things with?
- Romance? The thrill of the chase?
- Sex?
- A short-term or long-term relationship?
- Casual dating with many girlfriends?
- Marriage?

You need to know what you want up front so that you do not mislead either yourself or the women you date. If you only want casual dating, you have to be cognizant of your goal and do only the things that a man would do for a woman he was interested in dating – not marrying – such as resisting the urge to send poetry and flowers every week. Your goal will also affect your planning and strategies as you get phone numbers and set your dates each week. (We'll cover this in more detail in the planning section.) Your goal keeps you on track, like a homing mechanism.

Be careful of using others' goals as your own. You might think you want to be like a rock star, sleeping with a porn star, but really think that through. There is a proverb that the worst curse you can place on a man is to give him what he thinks he wishes for most.

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## **Shades of Gray, Not Black-and-White**

Please keep in mind that while I categorize and break things down into fundamentals, the whole is really much more than a sum of its parts. The only way to understand something is to find some fundamental essence that can be understood and is generally accepted as true. From there you can build more sophisticated understanding as you see the various parts at work, inter-relating. This is especially the case with women and dating.

The information that is given here is divulged with the understanding that nothing is black-and-white. Real life women are three-dimensional, with various shades of gray. You have to understand what is black and what is white before you can see the different variations of gray within. That is where these principles start.

Another part of this understanding is that there will be circumstances that will be difficult for you to overcome to make radical changes in your approach to women. Sometimes these are social limitations, like your peer group. Sometimes they are family issues, such as how you were brought up and the expectations placed upon you there. I would be ignorant to tell you to “just change” if there are factors underlying your current situation that you have difficulty changing. What I will give you is the understanding you need to begin working towards your goal and start the process of change from the inside as well as the outside.

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## The Myth of Game Playing

Here's the big question I hear all the time at this point:

**“But, isn't this game playing? Manipulation? Do I have to be fake? Why can't I leave love to chance? Doesn't this take all the romance and fun out of dating?”**

Funny enough, it's usually women who say these things. Men are usually all too eager to hear about ways to take some control of this speeding wreck called dating and not give up all control to the woman. But, even after hearing these strategies, and seeing it as the Truth, their inner voice starts to second guess them, and men start to ask the same questions. They're just scared that women will think of them as fake, manipulative, or insincere. At the core of this, they're really afraid of hurting women. Ultimately, men only wish they knew **what to do** when it comes to dating and women.

So why are women so hung up on the fear of dating strategies? First, women are emotionally attached to the fairytale romance part of the process, and they thrive on the drama of dating. Women know on an intuitive level that they are more in command of the dating process since these strategies are already built into their psychology. They don't understand that *they are already using strategies and tactics on men every day*, whether as defenses or as a method to achieve control.

Men, who are already expected to take on the brunt of the risks and initiation in dating, **want** some kind of game plan to work with. They're tired of making the same mistakes and wondering why women have all the power in the dating world.

To answer the question, *Is this game playing?* I offer you the following:

- As I said before, women are using strategies on you every step of the way. Men need the same kind of advantages. Women started out as little girls in slumber parties talking about boys and what they did on dates, collaborating and learning. They read “Teen” and “Cosmopolitan” with relationship quizzes and advice. Women exchange information more freely on the topic of relationships than guys ever do. If something was or wasn't working, they would talk about it. Boys never did, due to pride, ego, whatever. With that kind of schooling, you didn't stand a chance,

especially when you spent your high school years throwing a football around and sneaking peeks at Penthouse. That is, you didn't stand a chance ... until now.

- Any effort you take to improve the situation is a win for **both** of you. You're seeking to improve the chances that both of you can get what you want and need. *Everyone* comes out ahead.
- Both men and women are on their best behavior in the early stages. You have to present your best self so that you can have the chance to gradually reveal yourself to the other person. This book will teach you how to do this in the least destructive way. And in the end, you'll never be able to hide the **real** you from her, anyways. It will come through.
- Remember that the Three S's – Self-confidence, Self-discipline, and a Sense of Humor – are behaviors. Exhibiting them may feel uncomfortable at times, but that does not make them fake or false to *who you are*. Only **you** can control the presentation of your personality. And it's up to you to present yourself in the best possible way so that she gets the right idea of who you are.

Everybody uses psychological tactics and strategies every day, whether we're aware of them or not. The concepts I'm about to tell you about have been going on since the beginning of male-female socialization. Nothing I show you will hurt or de-value women in any way. The question isn't about using manipulation; it's about whether you will recognize it when it is used on you ... and *will you know how to handle it?*

**As long as there is no intentional harm, all that really matters in the end is the results. The ends do justify the means, as long as the means are not mean.**

Pop quiz, hot shot. Review these two situations:

- You meet Ms. Right and turn her on to you, showing her your best and giving her the chance to feel attracted and interested enough to get to know you better, sleep with you, whatever. Ms. Right is yours.
- You meet Ms. Right and completely screw it up because you came on too strong, or never demonstrated a backbone, or any of a hundred other mistakes. Ms. Right never returns your calls again.

Now, which result do you prefer?  
I thought so.

**No one will ensure your happiness but *you*.**

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Another part of the Principle of Truth is that what you really want to happen is what **actually** happens.

Think about it: Whatever you **really** wanted in life, you **got**. Remember that bike you wanted as a kid? You couldn't stop thinking about it, and you bugged your parents non-stop, and when you didn't get it for Christmas, you saved your money and sold your blood plasma until you could afford it, and then you went out and bought it.

When you **really** wanted something, you made it happen. If you don't get what it is you say you want, then you didn't **really** want it. You were just wishing. You didn't allow the desire to motivate you enough.

When you tell yourself that you want to get more dates, and perhaps even a steady girlfriend, and then see *no* dates and *no* girlfriend, the only reason you don't get it is that **you don't want it badly enough yet**. You are where you want to be in your life right now, and you're doing exactly what you want to be doing. We almost always mistake wanting something for wishful thinking, especially when it comes time to do what it takes to get it.

Knowledge will help you understand the situation, and then coupling the understanding with motivation (wanting it enough), leads to *action*, and this will give you **success**.

So recognize that you are where you want to be, and are who you want. Accept your current reality. Don't tell yourself lies that it's others holding you back, or a million other "if only's." With the information here, you will know how to make that wish of making women and dating work for you come true.

**Everyone is self-made, but only the successful will admit it.**

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Aggressive guys get the girls. Passive guys get the scraps from their table – if anything at all. That's the Truth, friends and neighbors. I don't care if that last sentence caused you to burst into sobbing tears – it's what you need to know. So you can whine about not wanting to change, but you have to realize that the areas you need to change to be an Alpha Male are not going to jeopardize your humanity, they will only improve you in ways you cannot imagine. Don't get depressed – get angry! Use this as motivation for positive change.

In all species, the dominant male gets to reproduce. If you aren't willing to get out there and take a few risks (risks that will never really *hurt* you, by the way), you're telling the world that you aren't fit to get your DNA into the next round. *"You! Out of the gene pool, right now!"*

In Truth, you will be like the **real you** if you juice up your confidence and take charge of your love life. Absolutely, positively, without a doubt. You are not being true to yourself if you are not demonstrating your inherently male traits and characteristics, or hiding behind fear and excuses.

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## Sexual Power

There are a lot of men with strong subverted anger over the seemingly endless string of hoops guys must jump through to get sex. This essentially comes from anger over women's authority and power – the ultimate say-so or say-no. If you find you have a lot of this anger, or extreme bitterness about the process of dating to pursue sex, you'll have to find a way to let it go if you expect to make any long-term success in the field of meeting and dating women. This anger is rooted in a deep-seated belief that since women control the supply, and you have the demand, they somehow own or control you.

Nothing is further from the truth.



Women have a demand, too. It's for self-confident, self-disciplined men with a sense of humor. If you can understand that we also have a supply for them, and that this is what you'll need to cultivate to become desirable on the market, you'll never want for female affection.

However, if there is a part of you that has a very difficult time getting over the acceptance that women ultimately can and do say "No" to men, you may wish to seek some counseling of some kind. The techniques and strategies covered here are for men with very little (if any) emotional baggage about women.

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**WARNING:** When it comes to the use of the strategies given here, you should never, **ever** reveal to a woman that you are using techniques or strategies on her at any point. You do not discuss this with her because no matter how positive the effects will be of using them, her romantic illusion is fragile. She needs to think that everything you did was without a plan, that it was entirely spontaneous. She'll want to believe this came about because the stars were in alignment, your two hearts beat as one, and you two were meant to be. Happily ever after.

Whatever.

Just remember that she will **not** understand a rational approach on your part to keeping your heart from getting stomped in the dirt. Rational approaches appear to be controlling and manipulative to many people. From personal experience, I know that they often react defensively when confronted with a man who knows what's going on in the Dating Dynamic. Women have always had the upper edge in this game, and they don't take kindly to having this control taken away. The knowledge in The Dating Black Book is your insurance, and I'm your smiling agent.

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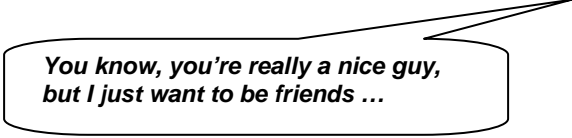
## How is this material organized?

I'll cover theories in detail, starting with getting your game together through self-improvement right at the top of the list. From there we'll cover the relationship continuum, female psychology (yes, they can be understood), dysfunction and traps to watch out for, sexual practices, and some actual plans you can use to make your goals real. I'll add some wisdom from the great thinkers and strategists along the way, as well as highlighting the important principles for you with lists and visual examples. I'll spell out the goals you're aiming for, and I'll even give you the word-for-word phrasings you can use. I'll give you examples of male-female interactions to make these concepts work.

You hear it all the time, that dating is a numbers game, the same way sales is. It's true, if you could meet enough women, even the most inept, unattractive social misfit would get laid more often than a porn star. But we know that going through those kinds of numbers is exhausting and nerve-wracking. You could go out and introduce yourself to a hundred women today, and get a bunch of numbers, but you'd blow yourself right out of the water from the sheer effort. **Too much pain.** Saying that it's a numbers game is true, but it's also a bit of a cop-out.

So what this program will do is show you how to maximize your opportunities, so you can work *smart* and not work quite as hard. You want maximum return on your investments, and I want to show you the best way to handle your portfolio of ladies.

One last **WARNING**: You know you have to do the work to become a Dynamic Man. Part of this work is the customization and personalization of any examples I give you. You can use them as they are, but ultimately you have to practice them enough to own them. When you do, you won't be caught tongue tied when Ms. Hot Blonde says to you:



*You know, you're really a nice guy,  
but I just want to be friends ...*

**Yeah, right, babe.**

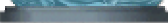
Do the work and learn this stuff cold. All great victories require a little pain. But in the end, the sweet taste of success is ***always*** worth it. I can testify to that.

**Insanity is doing the same things over and over and expecting different results.**




## Key To The Symbols

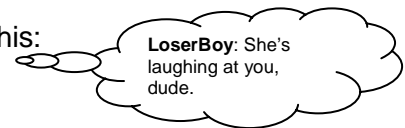


When you see the Buddha:  You'll know there's an important lesson to learn, one that transcends the world of dating, more than likely.



When you see the Info-Icon:  there's an explicit tactic or phrase that you can use.

Along the way, you'll also hear from LoserBoy, which will look like this:  
I want to keep you aware of his evil influence.



And I'll be giving you examples of communication with men and women that will show you how it really works.

**Samantha:** "When can we get together again?"  
**Nick:** "I might be able to meet you for lunch on Thursday...."

# Now, let's *get busy!*

# Internal Game: Get Your Game Together!

I know you're itching to jump forward and start reading about some of the examples and the cool psychology detailed here, but if there's one place I urge you to focus your attention (or at least come back to if you do lose your self-discipline and skip forward) it's **this** chapter. Of all the things you can do to make yourself a stud and a man to be reckoned with, a guy who gets women calling **him** too much, it's to cultivate the thinking and behaviors that women find attractive.

Before we go on, I need to point out a disturbing trend in thinking that's pervasive in society today, and you should be aware of it:

**How people *feel* is considered more important than *what they do*.**

This mindset has been created by the propensity to hash out our normal emotions and feelings in a therapeutic environment. Moods are no longer understood (I will explain them in a later chapter) and we are expected to all "feel good," all the time. If you aren't happy all the time, you need medication, or a therapist, or a new credit card. Some of this distortion is a symptom of our overworked, over-privileged society, but much of it is a trend toward respecting emotions more than action.

Now, before you think I'm going off on some anti-societal rant here, please understand that I understand a great deal about psychological illness, trauma, and dysfunction, and I do not mean to propose that we are all meant to exist in isolation, and that everyone should just "deal with" their problems. However, I am suggesting that action can *precede* and *affect* your feelings. If you take action towards something, you are always forgetting all the worry and angst over it and you are moving toward solving the problem. Too often, people sit around and try to "think through" their problems, not realizing that thinking isn't always what's necessary. We know more than we think we do, and we're confused by conflicting messages in the media and from others with good intentions – but get little in the way of results.

Every man needs to understand that whatever you may be feeling about women and dating – anger, frustration, self-pity, anxiety, fear – these emotions are **only** present when you are not acting to realize your worthy goals. These feelings come up as a result of our post-facto analysis, but they are rarely grounded in reality. To progress and become a Dynamic Man, one who is attractive to women, you will have to value your actions more than your negative emotions. There is a reason that calling someone a "man of action" is considered a compliment.

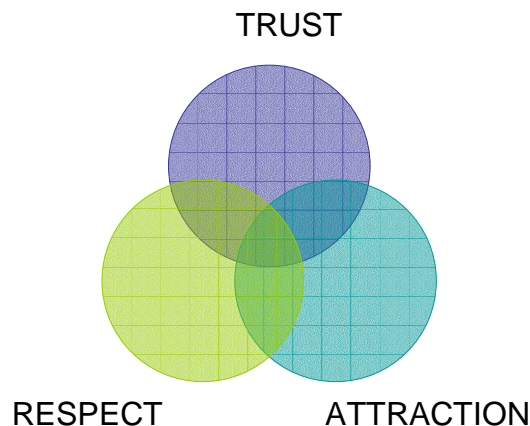
You see, there **is** a definite list of traits that women consistently find interesting and attractive, and they override such shortcomings as thinning hair, an old car, and a bad suit.

**Women are attracted more by the way you make them feel than to your appearance!**

Sure, if you looked like Tom Cruise, you'd get many women interested – *initially*. But that's not what makes them jump in the sack, or even sit there and listen to you drone on and on about the Lakers game, or how Steven Spielberg has bad breath. The Truth is that you would get more success than Tom if you emulate the qualities he demonstrates on the screen.

**That** is what the women are attracted to.

Everything you do will either increase or decrease a woman's attraction for you during the early stages of dating. This is the result you are looking to influence, and the ultimate bottom line. From here on out, I will point out what works for and against this so that we can stay focused on the results you want to achieve.



There are two primary desire factors a woman must have for you to be successful:  
She has to **trust you**, and be **attracted to you**.

At the same time, you must be ever vigilant that she **respects you**.

**Trust** is mostly under her control, because it's established by her criteria in advance. It's up to you in the early stages to establish a base of trust with her so that she will allow you to progress from stage to stage in the Dating Continuum. Trust is her overall level of comfort being with you. Lust (super-high attraction) will often override Trust, but Trust cannot be overlooked. We'll cover this in more detail later.

**Attraction** is not a logical or rational process, because it's established by factors women were born and socialized into. If you behave in accordance with the principles and strategies of Dynamic Dating, you will automatically increase her attraction for you. There are many forms of attraction – physical, intellectual, spiritual, emotional – but we will mostly address the elements that comprise “chemistry” between two people: *physical* and *emotional* attraction.

Women are not just attracted to a man's physical appearance, even if they do help spark initial interest. Good looking men actually have a tougher time than average looking men because women have a heightened guard against the "players." They have to overcome a lot of the trust safeguards of a woman, since they do judge a book by its cover.

On the other hand, average looking guys can sneak in under their radar. If she starts out with a large attraction for you, you have a buffer zone for screw-ups along the way. If she starts out with just a little, she has a lot less forgiveness for lapses in your ability to communicate your security and manhood. It's a sliding scale in between, and it's up to you to help cultivate it.

***A woman's attraction for you is summed up in one behavior:  
Showing how little you are intimidated, by her or anyone.***

**Respect** is something she desires from you. A woman never wants to feel subverted or tricked, and they don't want to be treated as prostitutes, or made to feel as if they are bad in any way. It's your job to treat her with respect. However, respect is also critical for you, too. Respect is what you achieve through the effective presentation of yourself, and it's the primary reason that we'll spend so much time on your inner game. You must establish the rules and the limits here. If you develop and maintain the Three S's that I will teach you, you will be able to keep her respect. Without her respect, any relationship you have will be built on a cheap and shaky foundation, and you will be *miserable*. She will also test you along the way, to see if you are respect-able, and if you do not pass her tests, you will lose her respect. Once lost, respect can almost never be regained. You must start out with a strict code that women must adhere to. If she violates your rules, she **loses**. She's out of the playoffs and out of your life. You do not need a woman (or any person, for that matter) in your life that does not give you a proper amount of respect. If you've ever observed a relationship where the woman is constantly putting the man down or belittling him, you've seen the horrible situation I am trying to save you from. The thing about respect is that **you must behave like the man who deserves it**. You are not entitled to respect.

Remember: **Women do not care how much you're attracted to them.** The only thing that matters to them is how attracted *they are to you*. You can't make a woman want you by wanting **her** badly and then letting her know about it. It may be initially flattering to her, but it does nothing to make her attraction mechanism kick in for you.

Don't fall into this trap! It's your job to behave in ways that women find attractive, **not** to make them believe that you love them so much that they *must* date you. You cannot coerce a woman into feeling attraction for you, no matter how many poems you write or stuffed animals you give her. This is one of the big fallacies of romance that movies and television shove down our throats.

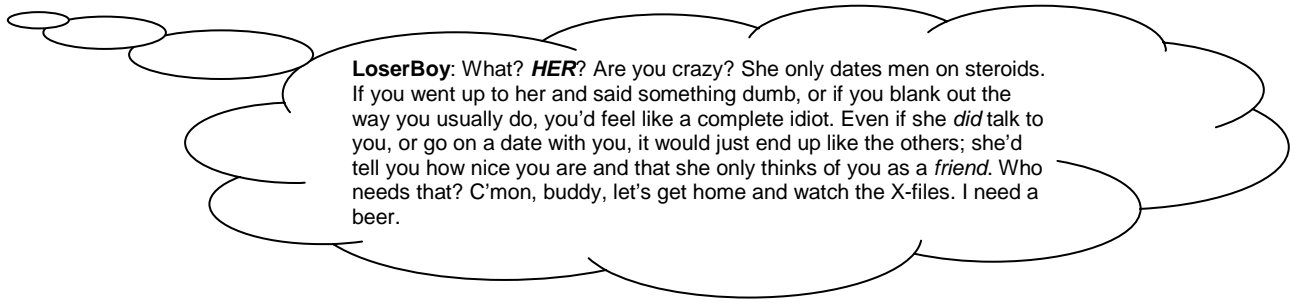
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## Behaviors That Reduce Attraction

You should be aware up front of the behaviors that men exhibit which turn off a woman's attraction mechanism. As we progress, you will be given alternatives to these behaviors and ways to avoid demonstrating them.

- **Clingy/Needy behavior:** The root cause of this is insecurity. Any actions that tell a woman that you are going to smother her or be an insecure wimp are sure to turn her off. Things like calling her several times a day, or calling several days in a row, or acting jealous of her friends. If you threaten her freedom, she'll run from you.
- **Trying too hard:** If you're over-eager or too zealous, she gets suspicious.
- **Bragging/loud mouthing:** What makes you think she will be attracted to you when you brag? If you let her find out what you've accomplished a bit at a time, she'll want to know more. Don't give away all your mystery.
- **Angry or violent temper:** You must have self-discipline over your emotions. A woman can't trust a man with a short fuse; she can only live in fear and intimidation from him.
- **Insensitivity:** Meaning your inability to tell when you're teasing and playful with her as opposed to mean and insulting.
- **Boring:** This really translates into being unable to show women your personality, most often because of shyness.
- **Pushy:** Getting your way by coercion. Some men whine and push their way into getting a woman to have sex with them, and then they wonder why it's not fulfilling or lasting.
- **Passive and indecisive:** You have to be able to demonstrate some leadership qualities. Decisive, dominant behavior shows you are an Alpha Man, and can provide when the time comes.
- **Inability to listen:** I'm sorry ... what were you saying? To keep a woman's interest, you must demonstrate the ability to pay attention and not stare at her nipples.
- **Acting like a pig:** There are men out there that think if they behave as coarse as possible, a woman will just jump at the chance to rehabilitate him. Guess again.
- **Being obvious about sex:** Yes, we all want sex. Even women. But if you come across with this agenda written on your forehead, you'll strike out before ever getting to bat. You must learn how to be subtle and let her wonder.
- **Impatience:** If you are too eager, you will come across as having no self-discipline. Relax.
- **Defensiveness:** Guys tend to get pissy and defensive in response to a woman's moods and negative behaviors. What she will respond to is your self-discipline and your ability to keep your reactions under control. (More of this in the section on "Arguments.")
- **Negativity:** A bad attitude is a turn-off for all women.
- **Not Providing:** This covers stinginess, being cheap, etc. You don't have to be giving up money to her on every date, but if you plan a meeting at a restaurant, you better be prepared to pay. This is why you plan meetings that are out of the traditional stereotype of "dating."

First, let me introduce one of our Dating Dynamics characters to you. His name is LoserBoy. LoserBoy is the part of your thoughts that is intent on keeping you a failure with women. He has a pretty convincing arsenal of negative things to say to keep you in line, and to keep you afraid of your own success. He's the one talking to you when you find yourself admiring a girl at the gym, but you don't know how to go meet her.



Watch out! LoserBoy is well connected in your head, and if you start talking to him, he'll convincingly argue you out of your dreams and ambitions, and before you know it, LoserBoy will **be** you. Most of the time, you don't even hear his words, you just feel his hypnotic paralysis set in. I'll help you avoid LoserBoy's influence as much as possible.

## Myths

### The Myth of “Destiny”

Others (men and women) will make you feel weird about your use of strategies and tactics because they mistakenly believe that random is better than planned. What they are saying is that they do not have the emotional or mental self-discipline to improve themselves or circumstances. You **do** have this self-discipline. And there is **nothing** to be ashamed of.

A lot of people you ask will tell you that you should “just be yourself.” What does this mean? Well, first, it’s a LoserBoy excuse for you to not do anything, to not change.



Wake up. This is the fairy tale illusion that leaves 50% of all marriages ending in divorce. This is the fantasy that inaction will reap you rewards. It never does. This is the same illusion that puts two people together out of insecurity rather than a genuine fiery passion to be together. I can tell you in a second why those fantastic marriages you see (occasionally) are still vibrant and last for fifty years: **Neither person settled**. They strove to be more than they were, and you can damn well bet they grew quite a bit along the way. There is also commitment, which is a natural by-product of finding someone you know is a challenge – and worth it.

Instead of coming together out of convenient complacency, you are choosing to find who *you want*. You must stay committed to yourself, and realize that you need to always be growing. That’s not being “fake,” that’s being **more** real than the people who tell you that learning about dating is “game playing.” I hate to tell you, but the game is already being played. You need to step back and read the rulebook before you become emotionally bankrupt.

**Understanding a journey is not the same as *taking* it.**

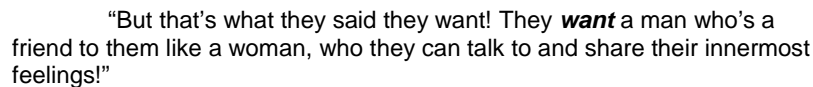
### The Myth of the “Nice Guy”

The nice guy listened to women’s complaining about men’s behavior and his mother’s admonishments, and decided that he didn’t want to cause women pain. Ever. He was going to be *different*. He was going to be caring and sweet and make friends with all the women, and then he would get all the relationships and sex that those bad “players” were messing up for the other guys. Then, he turned into a supplicating jellyfish, not realizing that he made the granddaddy of all mistakes: He listened to what women *said* instead of observing what they actually *respond to*. Chances are that his mother often told him, “Honey, someone will come along. A great guy like you deserves the best. You have **so much** to offer a woman.”

The Nice Guy wants women to feel comfortable with him, and this is his fatal preoccupation. He's so concerned that he'll be perceived as one of those "jerks" or "players," those lowly **men**, that he ends up appearing indecisive and weak. Or, even worse, he'll take on a *woman's* personality, thinking that this is what they want in a romantic partner. He starts to overly sympathize with women's struggles (the "glass ceiling," sexual harassment, etc.) and then he starts to believe that men really are evil and the source of all violence on the planet. He tones down his personality to avoid any kind of implication that he's a danger.

The Truth is you don't want a woman to feel **too** comfortable or at ease. You want her to feel *safe*, but you also need her to feel **excited**. It's this excitement that puts the passion and romantic drive into your interactions. And Nice Guys are about as exciting as bird-watching. Give her the right kind of danger and she'll respond. Give her a watered-down female wannabe and she'll run to the hills.

I can hear some of you out there starting to weep and beat your chest.



"But that's what they said they want! They **want** a man who's a friend to them like a woman, who they can talk to and share their innermost feelings!"

No, they don't.

They **do** want to talk to you and share some feelings, but your mistake is believing you need to **be** a woman to make that work. Drop it. I know it sucks that they led you down this road, misleading you, but that's life. Sue Hollywood, but let's get past it.

Let's get one thing very clear:

Dating, is just like life – ***it's not fair***.

Drop all your emotional baggage, your complaining, and your negativity at the door now. If there's one thing women (and men) hate it's a whiner. Accept the Truth and make it work for you.

You have to understand that you have *nothing* to be ashamed of. The Nice Guy is ashamed of his nasty sexual urges and his desire for female accompaniment. He thinks he's doing something bad or wrong by seeking women to date and go to bed with. He feels like he's committing something dirty and shameful, and underneath he probably feels like he *deserves* punishment. I'd be willing to bet it all stems back to pleasing his mommy, and I'm pretty sure it eventually leads to kinky S&M with a dominatrix and a whip, but I'm not here to play Dr. Freud with you. However, I am here to tell you –

**It's absolutely normal to want to have sex with women.**

You don't have to marry a woman if you sleep with her. You don't have to worry that you're becoming a pervert. Women want sex **just as much as men**; they just have more requirements before they do it with you, and that's just part of the game, gentlemen. If you think that sucks or it's not fair... go grab a tissue and review what I said a few paragraphs ago.



You should *never use women for sex*. You should also **never** feel bad about wanting to do some consensual groin rubbing. Get rid of your shame. It's totally unnecessary, damaging, and women think it's downright pitiful.

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### The Myth of the “Jerk”

Let's talk about the other end of the spectrum. Why do women respond to and stay with Jerks? Even when they protest how much they mistreat them? Because:

**Jerks emulate the qualities of  
high self-confidence without *understanding* it.**

Think about it. How does a Jerk behave?

- He puts himself and his pleasure ahead of everyone else in his life
- He can (and often does) dump women who cause him grief
- He doesn't care what others think of him – he doesn't need anyone's approval
- He doesn't suck up to women or put them on pedestals
- He doesn't let people disrespect him
- He gets angry and shows it
- He isn't afraid of hurting a woman emotionally

The reason they have this success is that they have all the qualities that women respond to. But what makes a Jerk *too much* is that they go to the extreme end of these behaviors, in essence appearing too abrasive, self-serving, and self-centered. There is a middle ground to be had, but it is important for you to understand why these guys are so successful with women. Often times what women describe as a “jerk” sounds so horrible when you hear them talk about it (and where most Nice Guys get the wrong idea, thinking that they need to seek the *opposite* kind of behavior.)

The Truth is, the complaining you hear is actually a mixture of:

- A woman's frustration at not being able to control the relationship the same way they have in the past, and
- His truly jerk-ish qualities.

Face it, guys, if it was a clear cut case of him being a genuine *jerk*, i.e., some asshole no one wants to be around, ***she wouldn't be with him***. But he has qualities that are un-tame-able *and* attractive *and* addicting, so she *stays*.

\*By the way, Post-facto Jerks (the men who are labeled Jerks **after** the woman has broken up with him) do not necessarily count. In this case, the women are only justifying their decision after the fact. What I term Jerks are the men that women love to date **and** complain about.

A true man is always a gentleman, and the negative qualities of Jerks should be avoided. These are:

- Unnecessary anger (demonstrating a lack of Self-discipline)
  - Disrespect or insulting behavior
  - Abuse (of any kind)
  - Overtly arrogant behavior
  - Intentionally inflicting emotional hurt
- 

### **The Myth of the “Player”**

Another category of Jerk is the “Player.” Women use the term so liberally that you would be hard pressed to get any kind of common definition from them. I have personally asked dozens of women and never been able to get them to describe in any concrete terms, but luckily for me, I can read between the lines and this is what I see as the Truth:

Women use the term Player to denote men they think might be dating many women and who are looking for quick sexual relationships to fulfill their own needs. He's a man that women are afraid to feel attraction for because he doesn't give them **Trust**. When women label these men “players,” it also serves to further instill guilt in other men, to make us think we should only seek and date one woman at a time. Women rely on the vague definition of the term to scare us into thinking this is a Bad Man, and we willingly go along with it.

Men often shy away from this term, too, thinking that it means a man of poor moral character who beds women indiscriminately. The Truth is that men admire the Player for his abilities with women, but instead of learning from what he is doing right to increase women's attraction, they write him off as a gigolo, another greasy Euro-trash type who just has the “knack” with women.

The moral of this lesson is to beware the term “player” in all its forms. It's misleading, and often downright deceptive, relying on connotation rather than definition.

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### **The Myth of the “Natural”**

Men define a Natural as a guy who just has all the right moves when it comes to women. He seems to know exactly what to say and when, and is always comfortable around them. He's respected by his fellow men, and he gets laid by women.

What does he have that you don't?

**Nothing.** The Natural is only demonstrating the attractive parts of his personality more effectively than you are. He's also going out there and getting experience. To get that experience, he's also getting more rejection. Hang around a “natural” long enough, and you'll see that while he exudes a lot of the qualities that we'll explore here, he goes to bat enough that his occasional strikeouts do not ruffle his feathers. Then, once he's got the experience, he feels an ongoing self-confidence that permeates the air like incense.

Think about it: Do you have a subject that you know well enough that you have no trouble talking about in groups with persuasive confidence? One that comes to mind for most guys is football. You memorize the statistics, watch the players in action, and learn enough

about the rules of the game, and suddenly you're knowledgeable. You feel some confidence playing in the office pool and Monday-morning quarterbacking. Once you knew enough information and acquired enough experience, it felt **natural** to you. Heck, you'd even go out and play a game of touch football for fun.

Now, imagine taking that kind of cocky self-confidence and applying it to dating. You learn the essentials – the rules. You observe the players – your wingmen and other couples. You try out a few plays of your own. You fumble a few times at first, but eventually it becomes *just as natural*. The only difference is that the experience has lost the intimidation it once had because you now have understanding that bred **self-confidence**.

By the way, you actually have an advantage over the Natural. While he's out there without the intimidation or a lot of the fear, he doesn't have the schooling you're about to get in this program, which means he's working based on trial and error. You'll have more information to start, and as you get more experience, you'll gain the same sense of self-confidence.

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### The Myth of "Compatibility"

What is compatibility, anyway? Women and men usually think of compatibility as being the requirement of long-term common interests and behaviors that keep a couple together. This is really only partly true.

*Compatibility is a logical perception of the reasons you stay with one person instead of another over a period of time.*

It's like a person who's bought on impulse, and now wants to avoid the feelings of buyer's remorse. What do they do? They find a way to **justify their purchase**.

Let's be clear about this: No one stays with another person because their rational mind says, "Hey! We should work and keep this relationship because we're *compatible*! I'm staying!" Couples stay together for one of two reasons:

- 1) They are attracted to each other on a deep level that neither person can walk away from. (The primary cause of many unhealthy relationships, too.)

Or

- 2) They settle and get comfortable with someone who gives them enough reason to stick around without annoying them enough to want to leave.

Look at all the couples out there, married or otherwise, that you know and see each day. How many times have you asked, "*What the **hell** do they see in each other?*" You see tall women and short men, smokers and non-smokers, vegetarians and carnivores, high-strung and laid-back. All kinds of people come together, and not for the overly simplistic reason that "opposites attract." They are together because their attraction is strong (almost always because of the qualities and traits I will coach here), **and** because they meet the other person's needs.

Keep in mind, opposites do attract, but only temporarily. For true opposites to stay together, they must have enough similarities to keep them bonded. There is also another fable, that you should be looking for someone *exactly* like you to be compatible. This will also fail, since a relationship needs a dynamic of differences to keep it from stagnating.

*Idealistically*, you want someone that meets a list of required criteria (such as the one I will instruct you to build) as well as attracts you on a gut level. **Realistically**, most people find

themselves throwing out or ignoring what they think they're looking for when they find someone that gets them hot and bothered. What I'm helping you to have in the early stages is self-discipline, the will to stay detached enough to recognize when a woman has the traits (the "compatibilities") you want. The alternative is to jump headlong into dating or relationships without regard, then finding you've become hopelessly entrenched with someone who is incompatible in unhealthy or even poisonous ways to you.

The Truth is, compatibility over the long-term is a perception of your attraction for each other, along with a complimentary interlocking of each person's needs with the other's ability to meet them. We stay together over the long haul to the extent that we "fit" together, much like pieces of a jigsaw puzzle. Compatibility cares little about "differences," only differences that compliment and work or differences that clash and don't work.

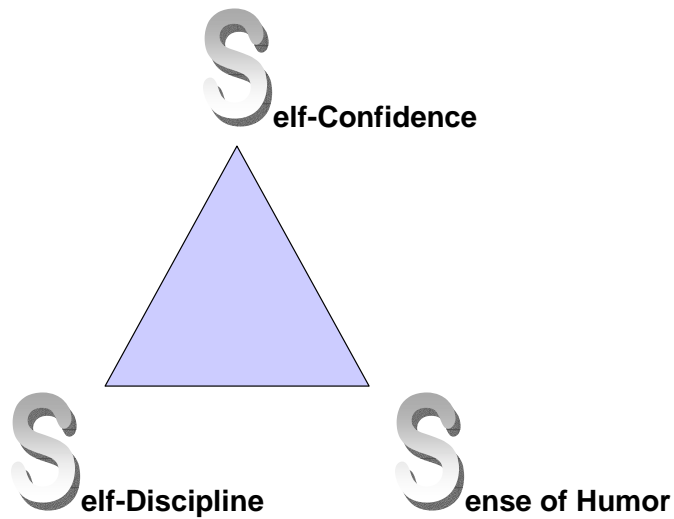
I realize this flies in the face of all the Pundits out there that tell you that you should be seeking out your *soul-mate*, your one True Love. Women fall for this particular illusion the most, since it is highly romanticized that there is a single person out there to "complete them." There is no such person as just "The One." There are **many** women who would be extremely attractive to you and meet your personality requirements. It's a romantic illusion (**delusion**) to think that there is only one person in the world that would be a great match for you. Your objective is to figure out your requirements *in advance*, and then start screening for the best candidate women. You should understand that this first list I will ask you to create is merely a screening tool. The true compatibility issues won't surface until much later, if and when you decide to enter into a long-term relationship with someone. That's when you figure out if your soul really wants to mate.

My feeling is that we have the healthiest relationships when we find the people who have the faults and imperfections that we learn to appreciate as much as their good traits.

## The Three S's – The Key to Your Inner Game

Your internal game relies on your adherence to what I've termed the Three S's. These three traits, when internally developed and externally demonstrated, will yield you power and charisma with women.

Here they are:



### Trait 1: Self-Confidence

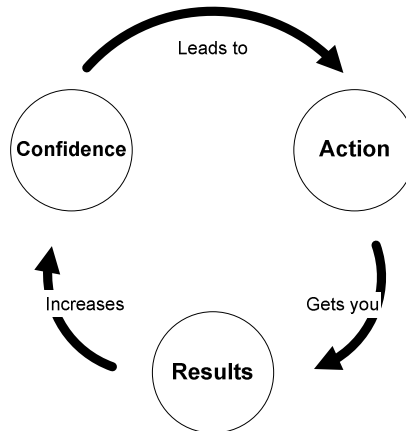
**The way you feel about yourself will ultimately determine the quality of your relationships.**

Self-confidence is your projection of yourself and your security. When you have self-confidence, you are projecting that:

- You're happy with yourself
- You're not afraid of life or what is coming in the future
- You have a positive attitude
- You know where you're going
- You're independent, not dependent and needy

It all begins and ends here. Self-esteem is a large part of the self-confidence you project, and it's how proud you are to be **you**. It's beyond the scope of this book to attempt to tell you how to repair severely damaged self-esteem, however, you should know that everyone, and I do mean *everyone* but insane egomaniacs, has areas of low self-esteem. This knowledge should reassure you and empower you. After all, most of the women you meet are just as shaky and insecure as **you** feel on the first coffee date.

As you improve with the techniques and strategies you will learn, you will feel your self-esteem rise, and this will fuel your progress as you continue.



### The Cycle of Self-Confidence

**No one can make you feel inferior without your permission.**

### Suit of armor

The Truth is that no one can make you feel **anything** without your permission. What someone says about you is not always true. We almost always react to what people say as if their accusations and arguments are valid, as if they *could* be true.

Think of it this way: If a woman called you uptight, you'd get a bit angry, even defensive.

*"I beg your pardon! I am no such thing! Why ... I ..."*

Protests and arguments follow. It's an attack on your castle. Quick, justify yourself!

What if a woman used the same serious tone and called you a green-blooded Vulcan? You'd look at her and laugh hysterically. Why? Because you **know** it's not true. It doesn't even *vaguely* describe you. No attack on your castle. It doesn't even warrant a justification.

So what's the difference between these two situations? Even if the first accusation (you're uptight) is just as false as the second one (you're a green-blooded Vulcan), you secretly fear that she sees something – that she *might* be right. You believe that because it *could* be true, it really **might** be true.

The Truth is that we only feel a bit hurt or aggravated because of ourselves, not by what a woman says to you. Those are *just words* coming out of her mouth, and they might just as

well be in Swahili. We are all defensive by nature, and we are always a bit afraid someone will spot the rust or chinks in our armor.

Have you looked over your armor?

Your armor is the completeness and security of your sense of self. When you have high self-esteem, your self-confidence is obvious. Your armor is polished, with no gaps or missing parts. You don't feel as though everyone is jabbing you with swords when they talk, and when they do, they never penetrate your armor. You carry yourself like someone who knows they are well protected and don't have to interpret other's words as attacks. A relationship is nothing more than the place where two people's self-esteem meet. The bristly areas of one will irritate the other where they are weak. You need to inspect your armor so you know where your vulnerabilities lie.

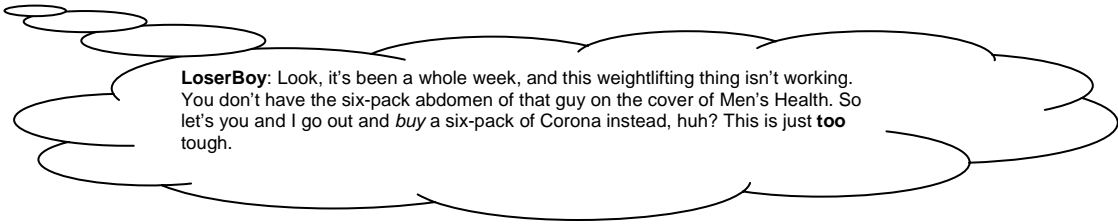
Sticks and stones won't break your bones, because you know those names can never really hurt you.

## Trait 2: Self-discipline

There are several parts to self-discipline, which is really just the other side of the coin with Self-Confidence. The two are actually very closely linked.

The first part of self-discipline is your willingness to pay a price, to do what you need to in order to reach your goal. Will you lose a few pounds? Will you get at least a *little* in-shape? Will you curb your need to fart in public? Will you take the time and energy to go out on Friday to a ballroom dance class instead of watching wrestling?

Another part of this price is your persistence. Can you keep doing the right things long enough to see them pay off? Are you the kind of person who will throw a flowerpot of soil out when you don't see the leaves growing right away, or can you wait and have faith that if you keep watering it, you **will** get flowers?



**LoserBoy:** Look, it's been a whole week, and this weightlifting thing isn't working. You don't have the six-pack abdomen of that guy on the cover of Men's Health. So let's you and I go out and *buy* a six-pack of Corona instead, huh? This is just **too** tough.

You'll hear a lot from LoserBoy when you first start making these changes in your life. He really wants you to fear change, and old habits of thinking are very easy to fall back into. Here's a very important Truth you need to know:

**If you consistently do the things that winners do, you will get the same results.**

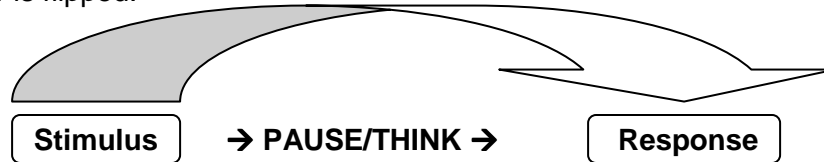
If you start eating right and exercising the way an athlete does, you'll get those results. If you start approaching women the way I will explain, you will get more dates and more women in your life. If you start to take control of your thoughts and plan for your goals, you'll get them.

It's not really complicated, is it?

The flip side is that if you do the things that LoserBoys do, you will get those results, too. If you eat donuts like Chris Farley did, you're going to end up looking like him ... or even **ending** like him.

**Whether you think you can or think you can't, you're right.**

The other part of self-discipline is keeping a level of control over your thoughts and actions when you're with a woman. There are certain behaviors and patterns that are easy to fall into if you aren't trained to recognize them, and before you know it, your game will be over before the quarter is flipped.



Reacting to a woman's actions or words is the biggest of these mistakes. When you react, you go straight from Stimulus (something she said or did) to Response (freaking out, yelling, inappropriate comment). As human beings, we're gifted with the ability to do something that animals are not capable of: We can insert a pause between the stimulus and response. In that pause, you also have the ability to **think**.

When you can demonstrate the ability to stop and reason, you not only make better decisions for yourself, you show a consistency and rationality that women find attractive. This pause will also give you the chance to avoid her testing you and evoking your anger. From time to time, a woman *will* do things to get you to react. It's a control mechanism, and once you fall prey to it, she will know how to manipulate your anger if she wants to. Your ability to avoid this reaction is a **challenge** to women, and it increases their attraction.

The key here is to NOT react to her disposition or behavior. Act independent of it. If she snaps at you as if she has no time for your antics, smile at her and wink, saying, "You know how to charm a guy, I'll give you that." If she persists in bitchiness, you walk away, with a polite, "Gotta go. Have a better night."

Some women hold up a cold exterior to see how you'll react to it. It's a test. It's intimidating, and they KNOW it. It establishes early on if you're the type who needs a woman's approval to be comfortable. It's a subtly coercive maneuver that many men fall into reacting to rather than acting independent from.

### Trait 3: Sense of Humor

The ability to make a woman laugh is probably your number one asset. I've gotten girlfriends – and laid – more just by using this one simple trait alone, and it's amazing just how far you can go with it. We all want to laugh, and stable, sane women **love** to laugh.

If you don't have a well-developed funny bone, now is the time to work on it. Consider this: Not very many people are funny. I've gone to stand-up routines where I sat there feeling horribly embarrassed for this guy and his feeble attempt at comedy. I realized that true comedy, on the level of Eddie Murphy or Robin Williams, is pretty rare. So don't feel bad at all if you don't



think you're a one-man laugh machine. *You don't have to be a great comedian to get women to laugh.* The interesting thing is that most women will laugh with you out of sheer nervousness; all they need is a gentle poke in the ribs.

Humor conveys many different things. It shows a certain level of self-confidence all its own. You can't demonstrate a sense of humor without displaying a little confidence at the same time. It also shows you don't take life too seriously, and that you're not so intense that you can't crack a joke about the silly parts of life around you. It lets a woman know she can breathe a little and not be so intense and on-stage.

The best kind of humor to use is **teasing**. You have to be judicious about its use, but a good tease gets a woman's attraction started, and it also demonstrates a great deal of challenge to her. Teasing can be done as lighthearted fun, or used as what some refer to as a "negative hit." Here's an example of a light tease:

**Renee:** "So I thought maybe I'd go to art school next year."  
**Jake:** "Just don't tell me you're going to do one of those art pieces where you sit naked in a room and throw wet bread at people."  
**Renee:** (smiling) "Oh, be quiet! Not like that! I like to draw still life pictures."  
**Jake:** (eyes wide) "You mean ... like ... dead people? Do you see dead people?" (slight smirk)  
**Renee:** "Stop!" (laughing) "I like to draw some nudes. Things like that." (smiling because she knows what's coming, or *thinks* she does)  
**Jake:** "Well, I sat for a nude once, but they needed a really loooooong canvas." (rolls his eyes and a big smirk to show he's being a clown.)  
**Renee:** (again, laughing) "You're so bad!"  
**Jake:** "Well, you're pretty perverted, too. Drawing naked people. Tell you what, I'll keep your secret if you buy me a beer. Deal?"  
**Renee:** "Maybe ... what's in it for me?"  
**Jake:** "You get the pleasure of my company for a little while longer. Just don't make any passes at me, I'm not that easy." (wink)

You see how Jake didn't let her off the hook? He kept up the banter, just making some funny comments, and teasing Renee in the process. He was just a little bit cocky, too ("You get the pleasure of my company...") This is just like grade-school banter at the playground, and it still works, friends. Do you think Jake gets that beer? I'll bet he does.

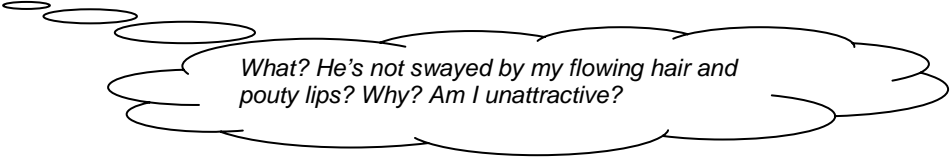
Women have been conditioned since they were little girls to respond to the male challenge, and we helped with the conditioning. Name calling in the sandbox ("Sandy-Pandy, eats the dirty candy!"), running away from their "cooties," making them "It". We were flirting maniacs in our youth. The problem began when we stopped using this skill and started to get wimpy, sending flowers and love poems. Women like the use of humor and teasing together, as long as it's not mean spirited. Teasing says you're not intimidated.

And if a woman doesn't respond to humor, yours or others' – if she's really dry and unwilling to laugh – get the hell away from her. Can you imagine the next two hours, much less a **life** with someone like that? Please, shoot me now.

The other kind of humor to use is a mixture of comedy and self-confidence. It's called a negative hit (or "neg-hit" for short) and it's a way of knocking a woman off her pedestal when she needs it. This works best for women who start out very full of themselves. When you're with a woman who is a nine or a ten on the babe scale, she usually knows it, and she'll try to out-posture you by treating you like the supplicating wimp she suspects you might be. Here's another interaction, this time Jake encounters Helena, a stunner with long blonde hair:

**Helena:** "So I thought maybe I'd go be a model in Europe this summer. My last boyfriend said I have the body for it."  
**Jake:** "Oh, really." (bored expression, does not look at her body the way she obviously wants him to.) "I'm not sure you're all that talented. Have you thought about the rodeo instead?"  
**Helena:** (look of shock) "Rodeo?"  
**Jake:** (slight smirk) "Oh, yeah. It's not as glamorous as modeling, but you'll tour a lot, and I hear there are a lot of openings."  
**Helena:** "You don't think I have a nice body?"  
**Jake:** "It's *okay*. You're just a bit skinny for my tastes. Do you want to go get a burger or something? I won't think any less of you." (Small smirk, so she knows he's busting her chops)  
**Helena:** "You jerk!" (laughing, punches him, tries to act mad, but is now showing her insecurity) "C'mon, you don't think I could model?"  
**Jake:** (still smirking) "I guess it depends on what you model. A bear suit, maybe? No, wait, how about hospital uniforms?" (holds his nose to sound like an intercom) "*Calling Nurse Helena, you're wanted in the O.R. for a photo shoot...*"  
**Helena:** "You idiot! You're not funny!" (pouting with a little smile.)  
**Jake:** "Tell you what, I'll give this whole modeling thing some more thought over a drink. Your treat, since I can't get that picture of you in the rodeo out of my head. Deal?"

Women don't need to be idolized or otherwise put on a pedestal. In fact, the ones that believe they ought to be are the ones that need to be knocked down the most. Underneath their bravado, in fact, the best looking women are the most insecure, knowing that they are appreciated mostly for their looks. Beautiful women often have the most fragile of egos, and they are most susceptible to doubts and challenge. These women believe in their power over men and respond most to men that they *cannot easily conquer*, the same way you respond to unavailable women. You have to realize, gorgeous women are fawned over and salivated on all day long. They're used to it. And every man that gives the same dull compliments as the last guy is dismissed as quickly. To get through to the attraction mechanisms of the pretty girls, you have to do something that will show them **challenge**, and give them an opportunity to prove themselves. That's what Jake did with Helena, and that kind of playful jabbing *works*. Beautiful women respond most to the **withdrawal** of attention, since it puts their fragile image most into turmoil.



What? He's not swayed by my flowing hair and pouty lips? Why? Am I unattractive?

Women have a tremendous need to prove themselves to men. They want to prove they can live up to the image of their mothers for their man. Their self-esteem is highly comparative, and it relies on you for the feedback. They know other women aren't going to tell them the Truth (you've seen women cut each other down when the other isn't around, haven't you?), so **you** are their mirror.

**Challenge** is what you convey overall when you combine these **Three S's** to women in a planned, intelligent pattern of attack.

1. You're **self-confident** enough to know that you don't *need* any woman
2. You're **self-disciplined** enough to show it to her with your actions
3. You use your **sense of humor** to keep things at a level where you don't have to offend or intimidate her overtly (act like a Jerk)

You challenge her all the time, and let her prove her ability to make you happy along the way. You've got some obligations here, too, but they're much easier to meet if you go into it with the Three S's under your belt. From here on, all the tactics and strategies will use the Three S's as a foundation to raise her attraction and interest in you, and keep you from crashing and burning.

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## Trust

This is the big Whammy as far as you're concerned. A woman cannot be more attracted to you than she feels trust for you. Your sole job in the initial stages of getting to know a woman is to demonstrate that you are a trustable man.

What is Trust? Trust is her caution mechanism. It's her overall ability to feel safe and comfortable in your presence. Trust is:

- Her knowledge that you aren't *physically* abusive or violent
- Her knowledge that you aren't *emotionally* abusive or violent
- Her willingness to risk that you won't hurt her like other guys have

It's a little bit of psychological tug-of-war. On the other side of her mis-Trust is Desire, pulling at her, telling her all about the great things you could give her, like validation, happiness, fun, sex, etc. Desire won't win until mis-Trust is thrown in the dirt.

The easiest way to make a woman trust you is to **be trustable**. Don't lie. Don't mislead or misdirect her. Follow through on your word. Be consistent. And don't just do these things to get more women – do them because they are the honorable things that **real men** do. Build real character. If you try to fake your trustworthiness, you'll never succeed. She'll sniff it out right away.

## Resistance

Women have a hard candy shell on the outside, and they're soft on the inside. Just like M&Ms. If you've ever tried to dissolve the outside of an M&M just by rolling it around your mouth, you also know that waiting to get through can be pretty time consuming and frustrating. You need to be trust that you can bite down and get to the soft part a lot quicker, and without shattering your teeth in the process.

Women put up a defensive shell around them to protect them from hurt, and it's your duty to find a way in. The best way to this is to confront any resistant behavior from her and stop any excessive bitchy behavior as early as you can. If a woman is being aggressively resistant to

any advances you make, you may decide you're better off moving on and finding someone a bit more approachable. Before you do, you should try to break into her defenses with one final dignified ploy:

"Jackie, I've been nothing but nice to you for the last two weeks, going out with you and you're not very open. Before I decide to call this quits, I wanted to tell you that I see your tough act on the outside, and I know that's a façade. I can see through your smoke screen. Deep inside, you want to reach out and be appreciated, but you're afraid to trust. I'd hate for you to miss out on the wonderful opportunities in life, but we might have to stop seeing each other if we can't get past this."

Call women on their behavior with direct language, and you will be amazed at how powerful the results are, especially if you are able to describe their emotional reaction in a way they have not been able to. Fussy, bitchy women will probably start a fight, in which case you can walk away, but I think you'll find that many will call you back after they've cooled their jets and realize they've heard the Truth.

## Supplemental Traits

These additional traits, while not part of the primary Three S's, are still a critical part of your internal game. They also need to be understood and developed thoroughly to fully develop yourself as a Dynamic Man.

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### Attitude

Attitude is another of the massively important concepts to understand if you want to be successful in the game of love. Attitude is the way you project your self-esteem to the world around you. Attitude is the all-powerful determinant of how successful you are at anything.

**What happens to you is not nearly as important as what you do with it.**

Those who have achieved great success in the world have learned this one fact: With few exceptions, you must not care too much about what other people think about you. The problem arises when you take this to an extreme, and your attitude blinds you to the negative effects you have on other people. At this point, you are technically known as an “asshole.” If you're aware and conscientious, you should not have any problems going overboard, since it's my experience that people err to the side of caring far too much about what people think than too little.

There's something else you should know about women that will have an enduring affect on your attitude:

**She's not better than you.**

This is probably the most commonly held misperception that men and women have about each other, reflecting back on our self-esteem and perceptions of ourselves. One of the ways I overcame this in my life was when I realized that, intrinsically, there is not one human being who is truly more valuable or 'better' than any one else. We all sleep, eat, fart, belch, and a host of other natural body functions. No one is intimidating when they're sitting on the toilet.

What ultimately ends up raising our status in life is what we **do** with our lives. Not lamenting over the things we can't change – our traumatic childhoods, wishing we were taller, etc. More often than not, the source of your fears when faced with a situation where you must initiate something with a woman is that you secretly believe that she is of higher status – that she's better than you in some way, and that her judgment of you will reflect on you. Once you dispel this damaging belief, you will see that it is a distortion and a limiting delusion.

There are many techniques to overcome this mindset. The first is one I hinted at earlier: take a moment before you engage in discussion with a woman to picture her with her underwear around her ankles on the toilet. Another visualization would be to imagine what your 9-out-of-10 Hottie will look like when she's seventy-three-years-old. Or, if she packed on thirty pounds when she's pregnant.

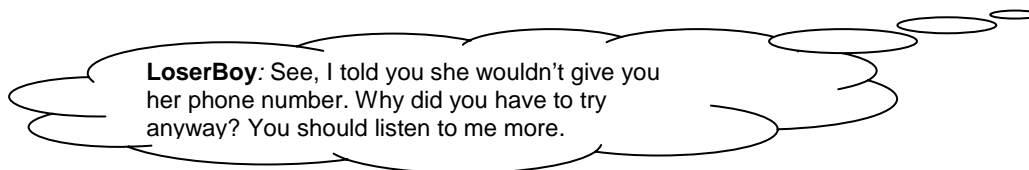
Scary? Harsh? Perhaps. These are not the most romantic of images, but that's not what you need right now. Romantic illusions abound in the first few months of dating, and anything you can do to keep your head together will help keep you from fooling yourself and creating more attraction-lowering problems. You'll have plenty of time to indulge in starry-eyed-dreaming along the way, but your dreaming should be about repeating the thrill of success you felt on your last date, not a fantasy of what might be.

**She's not better than you.** Doesn't knowing this suddenly make it a piece of cake to walk over and get her phone number?

A positive outlook is a major portion of your overall attitude. It's an overall health indicator of a person, since it reflects their predominant life philosophy. It's a bit corny to use the old "glass is half empty/full" analogy anymore (probably because we're all so cynical that even the best sayings are rejected if they're heard more than once.) I may not be able to convince you that a positive attitude is more realistic than a negative one, but I do have a very overwhelming reason why you cannot indulge in negative attitudes or pessimism:

**You don't know enough to be pessimistic.**

Pessimism is based largely on the false assumption that you know enough about the future to make a judgment about it. We all want to feel like we're superior, and one of the ways we do that is to make deductive leaps so that we can say, "I told you so" later on. Pessimism is like that. You assume the worst, and when someone tells you it didn't work out the way they'd expected (even if they learned something in the process), the negative guy starts in with how he "knew it all along."



In reality, **no one** knows the future. We all want to base our expectations of the future on the past, but – just like the prospectus for a mutual fund says – “past performance is not an indicator of future performance.” Performance could be great; or it might really suck. The point is that *there is no more probability that it will suck than not*. All things being equal, you can always choose the outlook that life will do its best for you, **or** its worst.

I choose the best.

Your attitude will determine your success, and not just in relationships and dating. Attitude ultimately charts your course for the destinations you choose in life. Don't underestimate the value and importance of this trait.

## Scarcity versus Abundance

Do you see limitless options in the world?

Do you see enough success in the world for everyone? Or do you find yourself jealous when a friend or co-worker achieves something worthwhile?

Do you believe that Success is like a pie, and you have to get your slice or someone else might get it instead? Do you think that when someone gets a girl, that leaves one less for you?

Are you afraid of losing a chance for sex with a woman?

These questions highlight whether you have a scarcity or an abundance mentality. When you are motivated by scarcity, you are motivated by the fear of loss. You act only when you feel you **must**, because something in your life may be taken away if you don't. You don't seize opportunity; you fight to keep what you've got.

When you have an abundance mentality, you see that there are more options in the world than you have time to explore. There are more women in the world than you have time to meet, much less waste your time on the ones who aren't interested in you. The universe is filled with infinite possibilities, and you have no time to wallow in despair over failures (perceived or real).

**NEVER forget you were born without her. And that there are hundreds more like her and thousands more that are even better than her. Don't waste your time!**

Here is a concept I learned while in sales, and it is extremely valid in the world of dating. It is a great motivator to combat the sneaky voice of LoserBoy, and to do the things you know you must in order to be successful.

**The more you do the things that unsuccessful people won't do, the more successful you will be.**

The more you do the things that would deter or discourage others, the greater a success you will be. And if you can find a way to actually *like* doing those things, you'll win even bigger.

When I was working in financial services, I noticed that there were so many people in our business who absolutely refused to do any cold calling. You'd think they would have to dip their heads in gasoline with all the resistance they gave. So I went out and got a Criss-Cross directory (also known as a reverse telephone directory, which lists people by address as well as name) and called everyone within my county. I came up with a script and I set a goal of getting four appointments a night. Initially, it was painful (if you think dating is fraught with rejection, try cold sales, my friends.) But after a while, it got to be easy, because I accepted that the worst thing that could happen was that they would say no, and I kept going. And I even started to get good at it after a while, and I got sales. I did what others would not, and achieved success as a result.

What almost all of our fears boil down to, in essence, is a fear of displeasing others. At the root of our fears in life, we learned from an early age that we don't want to get anyone angry with us. It started with our parents, and ever since then, we've been a slave to the approval of



others. Today, there's little in the way of *real* physical threats to us that we need to be afraid of, like famine, or plague, or being attacked by animals. In dating, what's the worst that could happen? She says "no?" I'll take that over the plague any day. And the Truth is that even the **worst** approach won't get rejected more than nine out of ten times.

Set your mind on this new path. You will accept that the worst thing that could happen to you in meeting a woman is that she says "No," and that her "No" has *nothing* to do with who you are as a man. And when you get a "No," you're also getting an opportunity to learn from your approach and improve it. So you see, in reality, you never lose. (Rewrite the rules!)

When you understand this, when you **own** it, you might even find yourself hoping a few women say "No" just to get a little more experience.

**What does not kill us, makes us stronger.**

## Integrity

A man's character is all he really has. Your integrity of character will guide you as you as you enter the dating arena. A firm sense of who you are and what you stand for serve as an invaluable guide when times are tough. Will you be able to weather those difficult times, stand tall and proud of what you believe in? Or will you crumble, an emotional mess? It is said that if you don't stand for something, you'll fall for anything.

Before you start meeting women and putting yourself out on the market, you should have a good list of your positive attributes and strengths. Who would seriously consider selling a product without knowing what its benefits and advantages are over the competition? And that's exactly what you're doing – selling your product (yourself) to your target market (women.)

I made a list for myself that I keep in my wallet as a reminder, and I'm including it here for you to review. These are the Power Points that remind me that I have the choice to stay or go, and any woman who can't recognize these qualities is the loser, not me.

INTELLIGENT/PERCEPTIVE	A LEADER	GOOD LISTENER
CONFIDENT/COCKY	HUMOROUS	SELF-DISCIPLINED
CREATIVE	GROWING	SPONTANEOUS/ADVENTUROUS
EMOTIONALLY MATURE	PHYSICALLY FIT/HEALTHY	CHIVALROUS/ROMANTIC
CARING/GIVING	GREAT DRESSER	FLEXIBLE
HIGH INTEGRITY	CLEAN	GOOD PROVIDER/SUCCESSFUL
BALANCED	UPBEAT/POSITIVE	KNOW WOMEN/THEIR BODIES
LOYAL	RESPONSIBLE	SOPHISTICATED

There are a whole host of visualization and affirmation methods out there that can help if you've got some self-esteem issues (and everyone – including me – could stand some improvement.) See the References at the end of the book for more materials that can help you in this area.





**You are what you think about all day long.**

I once read somewhere that we should all act as if we are the host of a huge party. Life itself **is** our party, after all. Have you ever noticed that when you're hosting a party, you feel this self-assured role, able to start and mix into any conversation you desire? It's easy because it's *your* party. Well, there's nothing stopping you from doing this every single day, and at every real party or gathering you take part in. Pretend that the world *is* your party.

Act as if **you are the host**. Because, in reality, no one else is any more than you.

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## Create a Code for Yourself, and a Mission

Every man needs to draw a line in the sand and determine what he will and will not accept from other people. You have to have a code, a level of respectable treatment that you can hold firm to. You start with a firm stance, and then you can soften the boundaries as you go. On the other hand, if you start with a weak or flaccid stance, you're never taken seriously when you try to take a stand later on, and you end up taking a lot more crap from people over the duration.

Establish your code of behavior, and hold people up to it. Most people are too afraid of rejection to call their "friends" on the carpet for mistreating them. Once you can establish what you want from the men and women in your life, you will have a barometer that keeps you from falling into martyrdom for your relationships. When a woman mistreats you, you let her know that this is **unacceptable**, and she either cleans up that behavior or she hits the road. She will respect you, no matter what she says or does.

Your mission is what your life is about. Think about the great leaders on the planet and what they set out to do. They never had a problem with women because these men were creating a life worth becoming a part of, and that attracts all people.

Sit down sometime and take a long look at what your life means to you, and what you want to accomplish. You don't have to lead a revolution or comfort lepers to make the difference you want to make. Sometimes it's as simple as creating a family, or leaving behind a legacy of abuse. Whatever it is, though, is up to you to determine.

Women can detect a man with a purpose, and it's the most powerful of aphrodisiacs. Show her you've got a mission, and you'll find that women aren't really a problem anymore.

**Dream no small dreams, for they have no power to move men.**

## The Confidence Treadmill

We (men, in general) hunger for more self-assurance in our ourselves and our relationships with women. Ironically, the one factor that everyone agrees is the primary foundation for this is – you guessed it – your **self-confidence**.

Self-confidence isn't a state you achieve, although it can occasionally feel this way. Confidence is a cycle, a treadmill, if you will, that you need to learn how to initiate for yourself. You see, confidence feeds back on itself, and this in turn (like a nuclear reactor with its control rods pulled out) creates a chain reaction of energy that only serves to elevate you to the next level. Nothing succeeds like success. If you're confident in yourself, there's no way she can bring you down.

So how do you get that self-confidence? The simple advice is to **just do it**.

I really hate re-treading slogans, but that one nails it on the head, friends. The only cure to all your problems is to feel the fear, the insecurity, the angst – whatever – but **do it anyway**.

Feel insecure? Great. Go ask for her number.

Feel unhappy? Didn't get a raise? Great. Go call her and ask her out.

No, really, do it. **NOW**. Act in spite of it all.

It's all about posture. Women don't know that you're feeling the way you are unless you A) Tell them, or B) Don't do anything. You see, the Truth is that if you don't do it, your situation doesn't get one bit better. If you do *something*, you'll always reap rewards. And action breeds more positive energy along the way. You're only depressed when you're **thinking** and not **doing**.

Even if you don't get the results you want, you'll still feel better having done **something**. Waiting is just a clever way to making it acceptable to keep losing.

**It's better to regret the things you did than the things you didn't.**

Sure, your mood will interfere and tell you that you're not the stud you think you are. Doubts, those evil hobgoblins of us all, creep in and tell you that you're just another dweeb that doesn't deserve her love or attention. Insecurity.

*Don't you believe it.*

What you need are your own personal rituals you can create that get you into the right frame of mind and keep your confidence treadmill oiled and running strong. Here are a few of the things I do keep myself confident and motivated:

- Write on the mirror. I have a dry erase marker in my bathroom that I write messages on my mirror with. Whatever you can tell yourself that gets your day started off right. Inspiration and wisdom.
- Keep a list of your strengths. I have a list of my top twenty-five traits that make me a blessing to any woman lucky enough to get my time, my energy. This is your power to leave, if it comes to that. Posture.
- Review your list of *her* desired traits. What do you want your magical woman to be like? It's really not about who we date and marry, but how we **avoid the**

**ones we shouldn't be with.** Think about it: If you're single, be glad you've got opportunity instead of crying in your beer that you're alone. Have you ever seen (been) a guy in a crappy relationship? Everything is relative, my man.

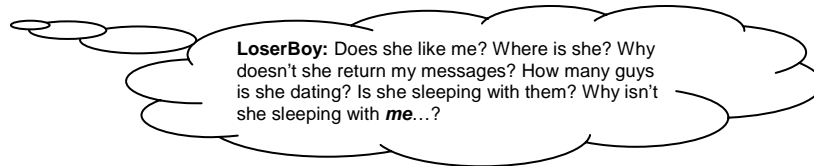
- Make a list of her faults. This is perspective medicine. If you can stop thinking of a woman as perfect, chances are you will be better able to handle your moments of insecurity with her.
- Keep a journal and/or a collection of notes. I do both, journalizing my day-to-day experiences (much cheaper than a therapist, and more effective), as well as keeping a document on my computer at home and work with motivational insights and advice. Keep your perspective. Review these notes as much as you need, and especially when you're feeling the slide into insecurity.

Especially important is to find the strength to avoid your bad moods. Not that they won't come to haunt you, mind you, but you can't let them take over and force you to dial up Betty at 3:30 AM some Saturday when you're drunk.

Remember that every insecure mood you've ever had has passed by. **Every one of them.** Don't take action when you're in a bad or insecure mood. By this, I mean do not take an insecure action that could jeopardize an already unsure situation, like calling her three times in a row when you get her answering machine. Resist the urge. Wait it out. It sucks, and you'll be **so** tempted to do something. It will seem so *urgent*. (See "**Moods**.")

Don't do it! Breathe. Hang loose. If it's a good decision, you'll *still* feel like doing it when you're feeling secure and confident again. You'll find that your decision-making ability is much better when it isn't blinded by desperation or obsession.

Men also have the uncontrollable habit of wanting to get inside the woman's head. You know, one minute you're wondering if she's thinking about you, the next you're imagining scenarios that have your ulcers boiling and your temples throbbing.



Stop obsessing. **Stay - out - of - her - head.** If you cross over from thinking about your personal space, your life, your confidence, whatever is immediately NOW to you and your happiness, you're in the wrong part of the field, my friend. This is a Downward Spiral of madness that will spell your doom. Control your thoughts, or your confidence will vaporize. (This is where the best advice I can offer is to not place all your hopes on one woman.)

**What would you dare to do if you knew you could not fail?**

Something else to know about confidence is that you can kick-start it by faking it initially. Usually that's all you need to get rid of the anxious jitters and summon the real confidence you keep locked away under a veneer of imagined fear. Once you're on the treadmill, you'll feel the upward spiral take hold.

Throughout this program, what I will help you do is to take action, because once you take action, you build your self-confidence by stepping on the treadmill and starting. Once you move from a shuffle, you'll find that the treadmill helps you push it to a walk, then to a trot, and before you know it, you're running. That's the nature of the Confidence Treadmill.

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## Just say No! (Men)

Every so often, you need to tell a woman "No." This could be in response to her tests, or just a refusal to eat where she wants. You have to demonstrate that you will not be walked on or controlled. The vast majority of men is often too compliant with women, fearing that if they say "No" to her, she'll stop giving them sex or she'll disapprove in some way. They're afraid of risking her anger. Anger is necessary! It shows there is some passion between you.

**If you can't get a woman angry with you, you don't have her emotionally attracted to you, either.**

Be sure to exert your demands and interest in your dates or relationship – judiciously. She will respect you for this, even if she may seem initially unhappy with your "inflexible" behavior. You have to be comfortable with not having her acceptance from time to time in order to have acceptance and respect over the long haul. A woman cannot love a man more than she respects him.

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## Do What You Know You Must

Here's a syndrome I've noticed many times. See if it this fits you:

"Gee, I *really* like this girl. She's the ONE, man. But I know what I have to do to not lose this one; I need to **not** call her tonight. I'll be a challenge just like they say.

I won't call her. I'll wait."

(5 minutes pass by)

"But... gee, I can't help myself! I REALLY LIKE this one! She's different!

But ... I have to ... show ... discipline..."

(30 seconds pass.)

"ARRRRRRGGGGGGHHHHHHH..."

Sound of fingers dialing the phone... Answering machine kicks in: "Hi! This is Sheila! I'm home monitoring my calls, making you wonder where I am, but you can leave a loser message at the beep! Bye!"

"Sheila?" (Desperation apparent in voice) "I just wanted to call you and tell you I love you and I know *you* know it, so I won't try to hide it anymore. I know this will make you fall in love with me, so please call me back."

(Hours pass. No return call.

Sound of head pounding wall in bathroom. Weeping ensues.)

What's wrong with this scene? Or, should I ask, what's terribly familiar?

We **know** what we have to do, but we lack the DISCIPLINE to DO IT!

To every guy who struggles with practicing the strategies we will discuss, find the strength within yourself to **do** the things you know you **must do**. There is no easy way around it. No simple fix. **Just do it** is all that can be said, many times.

The trick of our low self-esteem is that we convince ourselves that doing what we think we want to do is okay if we just think about it enough and rationalize it so that it sounds good. No, it's not! Cultivate the strength to do what you know you need to, and if you do, you'll win. Bottom line.

Most people don't change their behavior until they reach a breaking point, and usually a rebound from anger or despair. Stop the illusions from ruining your love life.

Break these limiting beliefs and behaviors.

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## Delayed Gratification – Go SLOW

You can't go into dating with an expectancy of getting, or especially getting *quickly*. It's a lot like an investment plan: You put a little faith money into a few stocks that you think look good (after researching those stocks adequately, of course.) You check in from time to time to see what the return is. Some are losers, and you promptly drop those from your portfolio. Some will appreciate and give you a little return, and those are the ones you invest more in when you see the action. Put your faith money where you can, and remember to never invest more than you can afford to lose. Doing this builds a pipeline of dating potential that you have available to explore.

People avoid commitments. This is why most salespeople are not good, because they rush for a commitment from their customer before they're ready. If you try to get a commitment from a woman too soon, you will raise subconscious defense mechanisms in her. She'll start to feel closed-in and smothered. **Do not threaten her freedom.**

As long as you are initiating the next step (from getting the phone number to getting the date to getting a kiss, etc.) you can't go too slow for her. If you can go even slower than she does without losing her attraction and trust, you have won 90% of the game. She'll be pursuing **you**.

**Remember: It's better to go too slow than too fast.**

## Role Models

I've been asked many times in the past to point out role models that would help men understand by example what they should emulate when it comes to behavior. There are a few that have stood the test of time, and when you watch them in action, you understand why. Real men are timeless, even if they sometimes appear chauvinistic in their context.

The first is the ultimate example: **James Bond**. A fictional character, true, but the various actors who have portrayed him over the years have found that essence of his allure and brought it to life. Sean Connery was perhaps the best example. Some of James Bond's defining male characteristics are:

- Confidence – Can you think of anyone exuding more confidence? He never looks uncertain, and even when he isn't sure, he projects an aura of confidence.
- Humor – When he screws up or fails, he always has a clever comment to pull a smile out, even when tied to a slab with a laser slicing towards his crotch.
- Sophistication – James knows his stuff when it comes to food, perfume, wine, foreign languages, technology, you name it. He doesn't jump in bragging, either. He waits until the time is right to let you know you're not getting one past him.
- Anger – I've said it before: Anger is a good quality to demonstrate from time to time. I'm not talking about physical violence, but the ability to call a woman on her childish or disrespectful behavior when it's needed. You never hear James saying, "Yes, dear." You must be able to demonstrate appropriate anger. There must be a penalty for violating your rules. Get mad when appropriate! Women respect controlled and justifiable anger.

Another good example of male behavior is **Indiana Jones**. Again, he's another fictional character, but this one is rooted firmly in Harrison Ford's presentation. Some of Dr. Jones' attraction qualities are:

- Confidence: As with James Bond, he's willing to just jump in the game and do something when the time comes, not wait around to be told what to do. When he's got no idea, he grabs a horse and his whip and *hee-ya's* right into the thick of it.
- Humor: Another of Indiana's abilities was to find and enjoy the humor in a situation.
- Anger: Just like Mr. Bond, when a woman acts like a princess or pisses him off, he'll let her know. Remember the second movie, when he walked out on Willie (Kate Capshaw) when she was throwing herself at him? He had the balls to turn *her* down.

If you've seen any of the old movies (Pre-1965), you'll notice how differently men are portrayed there. They can be very two-dimensional at times, but they always derive their characters from the essence of masculinity. When you hear **James Dean**, **James Cagney**, **Humphrey Bogart**, you don't think wussy; you think strong, confident men. Of the older role models, none stands out as being better developed than **Cary Grant**. If you've seen him at work, you've seen a master.

- Confidence: Again, the hallmark of male attractiveness. Cary never looked like he was going to give up or fall back on crying on a woman's shoulder. See him in "North

by Northwest” as he runs across country to discover why his life is in danger. And he still finds the time to hook up with Eva Marie Saint on a train.

- Humor: Cary has some of the best banter with his leading ladies, and he’s sharp and on the ball. He knows how to keep conversation crackling with fun and wit. And you sense that he’s not just reciting a script – this guy *owns* it.

There are others, to be sure. Clint Eastwood in most of his man-with-no-name westerns comes to mind. Judd Nelson in “The Breakfast Club” shows just how calling a woman on her behavior works. Tom Cruise in “Top Gun” is another excellent example, with his cocky attitude. “Back to the Future” is another good case, almost deceptively simple in its message.

The traits in common for these role models are fairly obvious, and they will be explained in complete detail through this program. Of course, these role models should not be imitated; they should be **emulated**. What this means is that you do not start ordering vodka martinis (shaken or stirred), carry a Walther PPK sidearm, and wear tuxedos when you go bar-hopping. You should seek to recognize the behaviors that these men exhibit, understand why they work, and then use this essence for yourself. **Own it**. Use these traits to enhance your approach and strengthen your foundation. Emulate the masters: James Dean, Sean Connery, Cary Grant, John Wayne, Clint Eastwood, Harrison Ford, etc. Yes, they were a bit sexist in their day, but they displayed the stoic example of male posture: Their personas said they didn’t give a damn if the woman they were with wanted them or not, and that is why they were admired by men and women alike.

The traits that run contrary to the self-confident male qualities I’ve noted stand out in stark comparison. I won’t cover them in detail, since we’re here to focus on what *to do*, not on what not to do. Suffice to say that you should watch out for any actions that undermine a presentation of cool calm confidence. The examples of anti-male role models are out there in droves today. While I enjoy the television show “Scrubs” as a funny diversion, the men on that show are a pitiful example of masculinity, openly backing down from any kind of confrontation with a woman as if she owns their balls. They all act as though the scariest thing in their lives is to stand up to disrespectful and demeaning behavior from the women in their lives. Any entertainment that addresses women as superior by virtue of sexual power is a bad choice.

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## The Big Rule: **DOW!** (Date Other Women!)

I choose to highlight this concept to you as being a priority in your dating adventures because it is the single most important attitude influence you will encounter, and one that you can totally control, if you so choose.

There seems to be a dynamic of expectations out there that has been driven by women, and I want to clear this myth from our understanding. Stated simply: We believe that women disapprove of men dating more than one person.

I can’t tell you how many times I’ve heard a man say something along the lines of:

- I *really* like this one ...
- I *know* she’s the one for me ...



- I don't want to screw this one up ...
- I want to focus *all* my attention on her ...

And the list goes on and on. Men frequently find a very attractive and enticing woman, and then proceed to ruin all chances with her by focusing every bit of attention on her, making her the center of their world.

**Wrong, wrong, wrong.**

This kind of obsession is a guaranteed attraction-killer for her. Let's discuss the reasons you need to continue to meet and date other women – especially when you meet a girl you really do like.

1) Attitude and confidence

When you train your sights on one woman, you have no buffer to protect your attitude and confidence. When she rejects you or turns you down for a date, you fall into the trap of wondering what you did wrong, or what you should do next. You cannot keep a healthy, balanced attitude when you've got all your eggs in one basket.

We all have a fear of loss, and that fear comes from a fundamental belief that we lack choices. When you understand that you have more choices than you need, your confidence skyrockets. Your fear of loss will dissipate and you'll relax because you know this one is not the last one. You will dilute your rejection and pain.

2) Perspective and comparison

When you date more than one woman, you will have a frame of reference to compare and contrast their personalities, behavior, integrity, etc. You need to have a Truth check to keep perspective while you are dating. It's too easy to start rationalizing her behaviors and red flags when you have nothing to compare against.

3) Perceived value

Women want what other women want. A man in demand is a man that a woman will watch and wonder, what's he all about?

Diamonds are a girl's best friend not just because they are rare, and expensive, but because all the other women want them, too. Demand. What is common is not valued, and what is easily obtained is common.

4) The Obsessive Self-destruct – The Downward Spiral

See if this sounds familiar: Dave finds Stacy, a gal he really likes. He calls her and sets up a coffee appointment. They meet, and they get along well. Still high from his coffee date, Dave goes home and leaves a message on Stacy's answering machine, telling her how he thinks she's great and wants to go to dinner sometime. She returns his call and they set up a date for later in the week. They go to dinner, and Dave is totally focused on Stacy, and she feels it, causing her to be on her guard. She becomes aloof and distant, feeling the pressure. The date ends and things are a bit awkward. Dave worries and calls her at home over the next three days. He panics and tries to reel Stacy back in. Stacy responds by further avoiding Dave, desperately trying to find air to breathe. And the spiral goes on...



Obsession causes you to make unhealthy decisions. When you date many women, you have options. Options protect you from obsession. When you date one woman, you have no options. The moral of this story is to date many women, until you can make a decision that the one that shows the most promise deserves to be “the one.” Or not. The point is that it’s now *your* choice instead of hers.

5) You trigger her “exclusive” mechanism too early: Women don’t want to be exclusive with any man right off the bat, and by focusing your attention on one woman, you will get them believing this is your intention, even if you’re only thinking of them as temporary. By focusing all on her, she intuits this to mean that you want a monogamous, long term relationship, and this is *never* your objective until you’ve known her for several months.

Remember: Date other women, never just one. If you find one that you really like, it’s even more important that you find other women to date so that you don’t smother her with over-attention.

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Women don’t want needy men. Period. End of story. If you focus your attention on one woman, you’ll be like a skier coming down the mountain with nothing but a pair of cardboard tubes to look through – you’ll be a nervous wreck trying to keep perspective and avoid the trees, and sooner or later you **will** lose it.

If you have a religious or other belief that tells you that you need to date only one woman, I urge you to re-evaluate that belief. I’ve seen too many men fall into a miserable relationship because he thought this woman was his be-all, end-all, and he discovers that she isn’t what he expected. He consigns himself to a life of misery, telling himself that it’s really not **that** bad. He asks permission to do everything and calls her “The Boss.” He signed on for the program that said when he found a woman that would give him regular sex, she was the one to marry and sign over any remaining dignity he had. Now he has to ‘check in’ with her for the rest of his life. Some men get married just so they can slip into a complacent role, and they don’t mind being dominated one bit. If that’s what you want, this material isn’t for you. I’ve seen them at the end of their existence in these relationships, and it’s pitiful and degrading. Life is too short to spend it in servitude. I believe in equal give and take in long-term relationships, always.

One more gruesome end result comes when men haven’t dated enough women overall, much less at one time. I call these men the Serial Daters. He spends a lot of time focusing on one woman, and usually has some success in finding a gal who is also a serial dater. He never dates that many women to get comfortable with the process, usually because he doesn’t understand enough about the dynamics to keep him active in the field. With each relationship he agonizes over, he holds back a little more on the next. He lowers his effort and starts to spiral into a slightly bitter, disillusioned state. His experience is that each cycle he goes through only justifies his worst conceptions about dating:

- It’s painful, there’s just too much rejection
- When you find someone promising, it takes a long time to get anywhere
- There are so many **games**

- The woman is never who he wants (if he *knows* what he wants)
- He'll have to break up and go through the whole process again, and again, and again ...

You avoid being a part of this gruesome tale by deciding your own fate. You keep your inner game strong, and never stop learning from the experience. Keep dating other women until you find one that warrants your complete attention.

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## Send Mixed Signals

Women don't feel attraction to men who are too consistent. If you are consistent all the time, you're demonstrating your intention to prove yourself as a good mate and husband, a possible father to her children. To stir up her passion and lust, you must learn how to be inconsistent at the right times and send her mixed signals so that she is not entirely sure of your intentions. A predictable man is boring, and boring does **not** make her attracted to you. (I hope this isn't news to you.)

Some deliberate mixed signals:

- Acting aloof from time to time on a date. Go silent and ignore her occasionally.
- Show up unexpectedly after telling her you are busy and can't see her
- Kiss her or hug her, then push her away to do something else.
- Tell her you like what she's wearing, then change your mind on it later.
- Memorize her phone number, and make sure she knows you have. Then complain to have forgotten it and ask for it again later.
- Occasionally do things that are out of character, such as choosing a chick flick to go see, or go to an offbeat restaurant. Defy her expectations.

Contradictions like this show that you have an unpredictable side, and that while she may have thought she had you figured out, she doesn't. Be careful not to do this too frequently or too radically, or else you'll start to look a little crazy. Just every so often is enough to give things a healthy uncertainty.

Creating attraction is a blend of opposites, acting firm and flexible, attracted and aloof, interested and disengaged. The best analogy of the way to treat your dating relationship with a woman is the way you would carry a full mug of hot coffee. You can either walk very slowly and very carefully, trying not to jostle the contents too much (which takes forever), **or** you can walk at a normal pace, only you must *walk with irregular footsteps* so that you don't set up a sloshing motion that spills the hot coffee down your arm. If you've ever tried to carry an open container with a lot of fluid in it, you know that walking at a regular pace will start a feedback pattern where each step gets the liquid splashing back and forth until it spills. Your irregularity will work the same way, keeping the cup of attraction full, and her engaged.

# External Game

There are some basics here that I need to cover with you to make sure that you are sending the right message to the women you bring into your life. While there may have been a boyish charm in the behaviors you exhibited in grade school, the Truth is that no woman wants a guy who behaves like an adolescent or irresponsible. (And the women who **do** want this, **you** don't want.) We'll walk through the three critical elements of your style:

- 1) ***Your appearance and presentation***
  - 2) ***Your car***
  - 3) ***Your home***
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## 1. Your Appearance and Presentation

The areas of personal attention are:

- Hair
- Nails
- Mouth
- Skin
- Sounds and Smells (hygiene)
- Fashion: Clothes, shoes, etc.
- Overall Fitness
- Posture (physical and mental) – projection of inner game, and Mannerisms – grace/suave, poetry in motion

Your appearance speaks volumes about you, so much so that you need to be very concerned with this single area the most when it comes to your external game. Do not misunderstand this to mean that women will evaluate you solely on your appearance. However, you will put yourself far ahead of the competition if you attend to the basics of your appearance. Understand: Your objective isn't about trying to **turn them on** with your looks as much as it is about **not turning them off**. You want to avoid giving her the wrong impression before you get a foot in the door.

Not only this, but you will also raise your own level of self-confidence when you are looking and feeling your best. What you are looking to accomplish is to give yourself the edge over any of the guys who think that their best outfit is a 49'ers sweatshirt, baseball cap, and jeans.

Studies have been done to show that when people in the workforce wear dress attire (suits, ties, dresses, etc.) they have a higher productivity. This also ties in greatly to your self-esteem. For example, is it possible to feel bad when you're dressed in a tuxedo? Not usually. We feel significantly better about ourselves when we're able to look our best. It sends a message to your subconscious – and *hers* – that you are worthwhile and noteworthy.

I will add a caveat here: Women are less concerned with your appearance than how you make them **feel**. You could look like a slob, but still have a personality that draws women in like

flies. The reality, though, is that people do often make judgments based on initial appearances, and to get a chance at the starting line, your appearance should give you that initial opportunity. A Shelby Mustang may outrun any vehicle on the street, but I bet if you had one you'd wash and wax it with exacting care. You should demand no different for yourself.

Let me define a term I'll use in this section: Affectations. Affectations are those things we wear or do that are a bit on the extreme side, and can sometimes come across with a certain amount of pretentiousness. They seem exaggerated in the overall makeup of a person. For example, I live in San Francisco, CA, and there are many people who live in the Bay Area that have the counter-culture look: body piercings, tattoos, pink hair, and every other imaginable adornment. Most of the time, these people tend to come across with a "Hey! Look at me!" appearance. While I'm not judging or condemning them in any way, I feel it's necessary to point out that if you are going to reflect your personality in your appearance this strongly, you will risk limiting your options. The grooming and personal hygiene that I'm proposing here supposes that you are not of the radical appearance variety, and that you want to make yourself as presentable as possible. I'm asking that you think over your style and make it your own, whatever it may be, and make your choices based on your goals – *not* on a need to make a statement.

### Hair

This covers all areas where you have hair – and *shouldn't* have hair. Starting with your melon, the hair on your head should be cut neatly. If you choose to have long hair, so be it, however, you should understand that when you make certain choices for yourself, you are also making choices about who will be attracted to you. If your goal is to leave your options open, you should accept a certain flexibility in your personal grooming standards. This means that your green hair, pony tail, or Mohawk will likely reduce the available group of women who will be interested in you. For maximum flexibility, you should consider a reasonably short cut, trimmed neatly over the ears. If your hair is thinning, you might decide to go with the super-short or even completely bald look.

To address baldness, many men have hair loss as they get older, and it is a source of some concern, since this can impact a man's self-confidence when he feels that he may appear older than he actually is. The negative associations with baldness are numerous, including the concept that women are not attracted to bald men. The Truth of the matter is that women are attracted to **any** man who can make them feel good about themselves. Baldness is even an asset for many women who are looking for a sign of maturity in their men, not boy-toys. Remember how Patrick Stewart (Jean-Luc Picard on Star Trek) was the hot ticket for women for years? He is bald, but he carried himself with such self-confidence and sophistication that he earned raves from women who watched the show just for him.

Your overall hairstyle should simply make you look your best, long or short. The best haircut is one that doesn't look like you tried too hard. To find out what look would be best for you, go to a woman hairstylist and get her advice, then let her try it out on you. Use a good shampoo and conditioner to keep it soft, and watch for dandruff.

Mustaches and beards are stylish, and I've seen just as many polls that say women like them as don't like them. My personal feeling is that facial hair can be irritating to a woman when you're kissing her, so I stay clean-shaven most of the time. Whatever you choose, be sure to keep it neat and trimmed, whether it's a soul-patch or a goatee. I do know for a fact that women

do not like unkempt and shaggy facial hair, especially when it makes you look like a lunatic vagrant.

Hair on the rest of your body should be severely scrutinized. You should not have excessive hair on your back or neck, even if it requires waxing from time to time. When it comes to your nose and ears, you should trim away **all** unnecessary hair. Also, your eyebrows should not meet in the middle, if you can possibly avoid it. Most women do appreciate chest hair, more often than not, so don't be too concerned about that area. As for your nether-regions, you should trim your pubic hair to a manageable level as well. Not only for good hygiene, but it can actually make your plumbing look a bit longer if it's not obscured.

### **Nails**

Your nails play a significant part in the overall appearance of your hands, and they do reflect your personality to some degree. For maximum flexibility, nails should be kept trimmed neatly to within 1/16 of an inch or shorter. Any longer than this and you tend to raise more questions than you answer. If you are a chronic nail-biter, you may want to look into breaking this habit, as it tends to make your fingers look ragged and not very soothing to touch. Keep all nails free of dirt. You may even consider a manicure – just be sure to skip the nail polish. Your toenails should be kept trimmed and neat at all times.

### **Mouth**

Your mouth should be as appealing as you can make it, after all, you want her lips spending a great deal of time here, don't you?

Your lips should never be dry or chapped. There are plenty of lip balms out there to help keep them moist. As for the inside, you want to be sure to keep your teeth and gums clean (yes, brush after each meal, just like the toothpaste tubes say.) Don't forget to brush your tongue, as this is where a great deal of bacteria develops. Flossing is also a *necessity*, not an option. Use mouthwash regularly, and if you have a problem with bad-breath, you may want to discuss it with a dentist. There is nothing more unattractive to a woman than having to tolerate foul breath. Make sure you visit a dentist every six months for a cleaning.

If you are a coffee or tea drinker, you should be sure to make sure your teeth are not discolored or stained. There are plenty of off-the-shelf bleaching products available that work very well, as well as treatments available from your dentist.

### **Skin**

Your skin is the largest organ in your body, and is the part you're most concerned about getting her in contact with. Be sure to do a once-over on your body to ensure that you aren't too rugged for her. You don't have to make your skin like velvet, but hard, cracked, callused skin is not attractive to a woman. You want her to want to get close to you, and that means taking care of areas you may not have considered before. Use lotion on your hands and any other areas to get your skin soft enough to handle. If you have any blemishes or acne, there are many products on the market that will help you keep the breakouts to a minimum, and help you make them a little less noticeable.

Remember that women are keenly sensitive to touch, and look forward to touching men they're interested in.

### **Sounds and Smells**

I didn't want to have to make a point of this area of hygiene, but it's very important that you be aware of more than just the visual and tactile parts of your appearance. Here are just a few of the more unattractive sounds men make that decrease a woman's attraction to them:

- *Snorting and other assorted throat noises.* Keep these to a minimum, since they are easily controlled. Phlegm noises of any kind are repulsive to women.
- *Burping.* Do not burp, not even at the most laid back party. If you have a need to release the pressure, excuse yourself and do it somewhere out of earshot.
- *Farting.* Gosh, I wish I didn't have to say this, but please don't fart, guys. If you have a problem with gas, review your diet and consider a medicinal supplement to help you with your digestion.
- *Foot Odor.* Change your socks frequently, and use the shoe deodorizers available.
- *Breath:* As above, please do check your breath on occasion. If you lick your skin and smell your saliva, you've got a good idea as to whether your breath is good or bad. Carry breath mints (not gum) to use when needed.

The other nasty turn-off for women is the big B.O. Body odor is unattractive to all but the women you might date in the underdeveloped countries of the world. Some men just don't shower enough, and some men *can't* shower enough. Deodorant is a requirement for your armpits. You should use antiperspirants if sweating is an issue for you. Do not try to cover up your lack of cleanliness with a "gypsy bath," meaning that you don't use cologne or after-shave to cover up your stinky body or clothes. I once worked with a guy who applied Brut to his clothes each morning and smelled like he'd fallen out of a rotting pig carcass. I gently brought his hygiene situation to his attention, but it is often a rare event that someone will tell you about it. The topic is so uncomfortable, in fact, that many people would never tell you when your body odor is strong, so you'll have to monitor this closely yourself.

If you are going to use cologne or after-shave, be sure to use a high-quality scent. Try to find something that suits you and is different enough to stand out. Most men use some variety of the Calvin Klein brand, but there are many that are unique and appealing. Apply just enough to give off a slight scent. This may take some trial and error. You want her to have to get nice and close to you to smell your cologne, not running to get away from it.

### **Shoes and Clothes**

Women pay attention to shoes. Let me repeat that: *Women will notice your shoes.* They notice their own, and they notice yours. You don't have to spend a fortune to get good shoes, but you will have to pay more than \$15 at the local Payless. Go to a discount store that sells many of the brand names on sale. You can get a long-lasting pair of shoes for around \$50 or so, and they will do more to enhance your image than those ragged Hush Puppies you've had since you were a kid. Keep your shoes shined and in good condition and you'll avoid raising any red flags with her. Keep your socks in good shape (no holes or tears) and matching. Memorize the golden rules: Socks match your pant color, not the shoes, and the belt matches the shoes.

When it comes to clothes, keep it simple – especially if you don't have any understanding of fashion. You don't have to be Mr. Armani to look decent, especially if you stick to the basics. Remember: black is always good, just not too much or you'll look like Johnny Cash. Black makes you look slim, it's always in, it's hard to stain, and it goes with most



everything. Go with subdued colors until you know which ones work for you. Again, the best thing you can do is to find a woman to go shopping with you and help you pick out some clothes, or get the sales gal to help you find a good look. (And don't forget to get her phone number, while you're at it.)

Another part of your overall fashion appearance is to keep your lines clean. This means that, aside from choosing a good fit from your clothes, you should keep the creases and contours of your clothes smooth so that they look as if they fit well. Don't carry large objects (anything noticeable) in your pockets, like your cell phone, a pager, a Palm Pilot, whatever geek toys you usually keep. Also, watch out for the Batman Syndrome, where you end up carrying all this junk on your utility belt. Keep it all out of sight whenever possible. Women are **not** impressed with or attracted to geeky-ness as much as you might think.

Take a good long look at that lumpy wallet you've been carrying around since the eighth grade – you know, the one with the worn circle from where you keep that condom stowed away. Traditional wallets, I must inform you, are for old married guys. Most men are carrying around pictures, business cards, credit cards, driver's license, fortunes from Chinese meals gone-by, change, a few George Washingtons, and that worn out backup rubber. This amounts to about three inches of lump in your ass pocket. Not attractive. My recommendation is to ditch your beat-up lambskin tri-fold for a sleek billfold that holds **only** the essentials, and keep it in a front jacket pocket where possible. I now carry one that holds my license in a see-through window, a few credit cards, and a clip for money.

If you can afford to, use a dry cleaner where possible to handle your nicer clothes. An added bonus is that when they launder your shirts, they'll press them. I know how much guys (and gals) hate to iron, and you can't afford to run around looking like you fished that shirt from the bottom of your laundry basket. Dry cleaners also provide repair services, so use them to re-attach buttons, fix seams, etc.

Another tip for clothing care is to use only a small amount of detergent when you wash. The smell of too much soap can be overwhelming. Also, the over-use of soaps will fade and wear your clothes out early.

I have an easy formula for clothes that should help you build a simple, versatile, and effective wardrobe:

Buy one pair of pants in navy blue, olive, tan, charcoal, and black. (5 Total)

Buy one black, one light or medium blue, and one shirt of a color that works for you. Buy two white, long-sleeve dress shirts (Oxford pinpoint, button-down collar). (5 Total) Increase your shirts as needed. These colors should give you a great deal of combining options. When you can afford it, a sport coat or two should be added in to the mix, but in the meantime, a simple black jacket will suffice.

### **Physical Fitness**

You don't have to have a muscle-bound body off of the latest issue of "Muscle-Boy" to be appealing to a woman. (In fact, more women are turned off by heavily muscled physiques than are turned on.) They prefer sleek and fit men, not Arnold-wannabes.

Every man should exercise regularly each week and demonstrate some care as to his eating habits. I recommend a subscription to Men's Health or a similar fitness magazine that addresses *all* areas of health, from exercise to diet. A man with a "spare tire" around his middle is not going to impress a woman. If you're severely overweight, you will not only be limiting your successes with women, but limiting your lifespan as well.

I'm not here to preach good health to you. However, your physical fitness level is a very obvious indicator of your attitude toward life and yourself, and women look to this to figure out how you'll treat **them**.

### **Smoking**

This is one that I left off the appearance list, but should be reflected upon. We live in a time where most everyone within reach of a newspaper is now aware of the detrimental affects of smoking. If you decide to smoke, that's your choice, but keep in mind that our social attitude is shifting with respect to where and when you smoke. In California, for instance, you are no longer able to smoke indoors in public places, and New York is planning a ban on smoking in restaurants. Others are sure to follow.

The Truth of the matter is that if you do smoke, you will be effectively limiting your pool of available women drastically. A non-smoking man will appeal to almost any woman, whereas a smoking man will be mostly attractive to smoking women. It's your decision in the long run, both for your health and your dating flexibility.

### **Posture and Presentation**

There are many behavioral cues you can use to demonstrate self-confidence, style, and sophistication. One of the examples we cited previously is James Bond. Watch Sean Connery as he walks and moves in the older movies, or Pierce Brosnan most recently. They demonstrate how a self-confident and self-disciplined man looks and moves.

- **Speak slowly and insert deliberate pauses:** Don't hurry your sentences along, inserting uhms and uhs everywhere. Take your time. You won't seem stupid; you'll seem thoughtful and mysterious. Pause between things you want to carry more emphasis. It's not always what you say that's important; it's **how you say it**.
- **Walk with swagger and style:** The way you move is a direct reflection of your personality. If you walk hunched over, avoiding people's eyes, you appear unsure and insecure. You want to stand up straight, chest out, and with a quick but sure pace. Look like you've got someplace to be.
- **Use your hands and body as poetry:** The way you gesture and move your body in general should be very loose and circular. Don't move in jerky motions, like a nervous squirrel. When you reach for things, you move carefully and deliberately. Imagine that you have to act out a poem with your motions. Don't overdo this and become a ballet dancer for her, just make your movements fluid and relaxed.
- **Stand Proud:** Many men don't have a very secure looking pose when they're just standing. They tend to cross their arms most of the time, which everyone knows is closed body language. You should find a way to stand that suits you, yet feels attractive. As corny as they seem, the poses many men make on the covers of catalogs or GQ magazine are actually very confident and statuesque. Your ability to look calm and confident when standing still is important.
- **SMILE:** Practice your smile in front of a mirror if you have to, but develop your ability to show a good smile. This one behavior says that you have a core of happiness more than anything else, and it will rub off on her. Smiling also says you're secure with yourself, and you have a sense of humor.



## 2. Your Car

Ah, your automobile. I can think of no better way to screw up a date than running out of gas or having your car break down as you're driving back to your place for drinks. Your car is like a small microcosm of your home and your lifestyle, and it should be functioning, clean, and ready for any of your plans.

You don't have to drive a Ferrari to attract women. There are plenty of guys out there with hot cars that think this is all they need to get laid. Almost every woman I have interviewed has said that they think a man who is too much in love with his automobile is reflecting some deep self-esteem issues. I would say they're probably right. You should have some form of transportation, but don't get hung up on the fact that you're driving a Ford Taurus instead of a hot BMW. If the woman you're seeing is turned off by the type of car you're driving, you probably need to dump her. (Unless it's a Yugo.)

The rules about your car:

- **Keep your car running.** As I said, you don't need a hot sports car to get laid; you just need to keep what you have in good enough shape that it isn't more of an embarrassment. Make sure the wipers and accessories function. Get a mirror for the passenger sun visor so she can primp her hair or apply makeup. Make sure the windows and door handles work on both sides. Loud mufflers are a big no-no. Make sure your spare tire is in good shape.
- **Keep your car clean:** Keep it free of wrappers, and trash. Keep the outside clean. If the upholstery is torn, either repair it or cover it with seat covers. No junk or papers in the back seat that aren't in some form of container. If you work from your car, you should keep things somewhat tidy or have a couple bags you can load your paraphernalia into and stow. Get the Jack-in-the-Box guy off your antenna (unless your car demands this kind of goofy accessory.) Get rid of obnoxious bumper stickers, as well as fuzzy dice. A car deodorizer is a good idea, but keep it out of sight, not dangling from the rear-view mirror.
- **Keep your car ready:** You should have blankets for an improvisational picnic or night under the stars. Always have a spare condom hidden somewhere in case you need it. Keep breath mints in the console. Keep a good map on hand so you can find the places you want to go with her without wandering lost for hours. Keep some good music in the CD player, like Enya, Enigma, and Sade. Don't play it too loud. And keep some tissues and napkins in the glove box.

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## 3. Your Home

Your apartment or house is an extension of your car, and probably the single most accurate indicator of your personality. A woman will be looking at your place with an eye to what it tells her about you. If it's a mess, it shows that you're not really willing to work too hard for her.

If it's decorated in mid-eighties rock group posters, she's going to see you as an immature teenager.

There are some standard rules about mature adult housekeeping that you should keep in mind, and they're very easy to follow.

- **Keep your house clean and organized:**
  - o Keep your clothes picked up and out of sight, including your laundry
  - o Keep your bathroom(s) clean, especially the toilet and sink
  - o No lawn debris
  - o No cobwebs, and minimal dust
  - o No trash or empty food containers in the kitchen
  - o Keep the refrigerator free of science experiments
  - o No bad odors in any of the rooms
  - o If you have pets, keep them clean and try to get rid of as much fur from cats or dogs as you can
  - o Get rid of stacks of papers, or at least get them out of sight
  - o Keep the towels in the bathroom and sheets on your bed clean
  - o No dead plants
- **Keep your house functioning:**
  - o No broken toilets or sinks
  - o No burned out lights
  - o No broken windows
  - o No holes in the walls or doors
- **Keep your house ready:**
  - o The lights in your living room and bedroom must have a dimmer control. Lighting is the single most important romantic tool. Keep it dim for romance.
  - o Keep candles all around, ready to be lit.
  - o Keep a condom very close to your bed, and keep them out of sight in your bathroom. I can see the look on her face as she opens your medicine cabinet and spots your five boxes of Trojans.
  - o Get rid of any evidence of other women. This means phone numbers, mementos, pictures, etc.
  - o Hide your dirty magazines and porn.
  - o Have a picture of your family out, especially mom.
  - o If you don't have a nice couch, get some pillows to make the one you have more comfortable.
  - o Have some sensual food on hand, like fruit or chocolate. Also, a bottle or two of wine.
  - o Have a few interesting knickknacks out as discussion starters, including one or two books on sex
  - o Just like in your car, keep a few romantic CDs close by or in the changer

Some other tips about how to prepare your house:

- Don't answer your phone when she's over at your house. If she asks you why you're not going to get it, you say, "That's why I got an answering machine," or, "It couldn't be anyone more important than you right now." Whatever the answer, don't act **at all** guilty, like you think it's another Playboy bunny calling to check up on you. Women care less about your excuse and more about how confidently you explain yourself
- Turn the answering machine down low. One of these days, a woman **will** call you while you have another one at your home. You don't want your date hearing, "Hi, Dave! I had a great time last night. I can't believe how sore I am! Give me a call so I can find out when I'll get another workout like *that* one..."
- Have the raw ingredients for breakfast on hand. One way to get her to come back for more is to give her a good breakfast before she goes.
- This one is important: You have to have some valid reason to have her back at your house besides getting her into bed. Some good "reasons" are:
  - o A good bottle of wine to share
  - o A movie on your 'home theater'
  - o Some photographs from a trip overseas
  - o A dog or cat she'd just "love to meet"
  - o A musical instrument to play for her
  - o Some special music to play for her

The important thing is to not get her back to your house (when she really *does* want to be there) and then make it very uncomfortable for her to be there when the atmosphere is noticeably arranged around her going to bed with you. She may desire this, but you should keep this agenda out of her sight. Remember: She wants romance, not porn.

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## Detail Orientation

Something men are not renowned for is their attention to details with women. You must learn to pay attention to detail – which means attending to your appearance. The primary reason for this is that women translate what they see of your actions (and your appearance) into their belief about your sexual ability. In other words, if you are a sloppy person, messy car (no matter how expensive), messy house, you will be thought of as unable to pay attention to the details of your life, and your ability to satisfy her needs will be cast into doubt. After all, how can a man who is unable to match his sock colors possibly be attentive enough to give her the kind of thoughtful sensual attention she requires? She sees a sloppy man and thinks, hmm, sloppy lover. When a man appears in control of his own life, and is able to project his attention to detail in the way he organizes it, a woman is reassured that she will get the kind of satisfaction she wants.

Don't underestimate the value of this knowledge!

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## Chivalry

Even in this enlightened age of female equality, you must be a chivalrous gentleman. The more confidently you do this, the better your presentation will be. Here are some examples of chivalry:

- **Open doors for her:** This includes car doors, front doors, etc. Women like this and expect it, period.
- **Let the woman go first:** Getting on buses, going in doors, sitting down, etc. Let her order first. *Women go first.*
- **Pull out her chair for her:** When you go to restaurants, the waiter will sometimes do this for you, but you should try to do it where possible. Don't overdo this one as it can come across as a bit over the top.
- **Order for her:** If you can find out what she's decided on, you can place the order for her at a restaurant.
- **Take her coat/help her put on her coat**
- **When walking down the street, walk between her and the street.** I did not realize this but this tradition is so if a car jumps the curb, you'll be the first to go. I think this situation is still rare enough that you don't have to worry.

When you perform these acts, it is important to not make too much of a display of them. You must act as though this is natural, even routine for you. It's not just special treatment for her because you're trying to impress her. You convey that you do this all the time for the women in your life.

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## Initiative

The reason I'm working so hard on your game, guys, is that you have a role to play that you cannot weasel out of. I'm talking about the Dating Law that we must all agree to and get past to succeed in the long term.

**Men Must Make the First Move**

Sure, from time to time, a woman will help you out by being more forward, perhaps offering you her phone number or wearing a strapless dress, but it is infrequent. You are required to initiate what happens at each step along the way as you date a woman. This is a risk you must take in order to connect with her.

The Truth is that women – despite all the talk in recent years about liberation and equality – still want a man to **behave like a man**. There's an awful lot of whining from guys about how since women want to be treated equally that this means they shouldn't have to do all the work anymore. Sure, thousands of years of mating behavior are now going to be thrown out the window.

C'mon, it's not going to happen. And definitely not overnight.

Please accept right now that you need to take responsibility for initiating many of the actions that will get you together with a woman. And take heart in the fact that this is the toughest part of the deal. The Dating Black Book will make this dance go smoothly, and with a minimum of getting your toes stepped on.

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## Get Yourself a Good Co-Pilot

If there's one thing that will help you more than anything when you go out to meet women, it's having someone along who can show you the ropes. If you can find a mentor, someone who knows this game cold, and they will help you out, it's worth every beer you buy him to learn his game.

Something I learned from listening to success stories of those who really excelled at any skill was to use this simple two-step approach:

- 1) Be coach-able: Put your ego aside for a while and be willing to accept that you're not a know-it-all, especially if you aren't getting the results you want or that you see others achieving.
- 2) Find the person doing what you want to be doing, and go beat their door down. Get their assistance and teaching any way you can.

What gets in our way is the Male Ego. Men find it easier to go into denial that they don't have a natural "way with women," and refuse to understand and change their ways. As a result we just keep on making mistakes, never asking for help or assistance to correct the problems as they arise.

If you can find someone just to be your wingman during the process of meeting women, you will find that it takes a lot of the anxiety off the process. Plus, you will have the ability to compare notes and refine your approach along the way.

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## ABF – Always Be Flirting!

One of the great guy movies of the last decade is "Glengarry Glen Ross." It's essentially a male power struggle in the realm of real estate sales. One of the lines in the movie (and in sales) is ABC – Always Be Closing. I'm updating that for you and your dating search to ABF – *Always Be Flirting*.

You have to take on a certain mindset if you want to improve and become more successful with women. All too frequently, men look at dating and the prospecting process as an isolated event. They are either being "themselves" or they are flirting and dating, as if the two are separate parts of their personalities. I am here to tell you that you must fuse these two parts of your behavior if you are to move on to the level of True Performance with women. It's like adding an octane boost to your fuel, and you'll make exponential strides in your development.

Here's how this works:

**Whenever you are talking with a woman (or women), you are flirting.**

I don't care if it's the old lady that lives upstairs to you or the pregnant woman serving you coffee at Starbucks. **ABF!** You are using *every single* interaction with a woman to practice your technique and your ability to engage her attraction and trust mechanisms. Instead of viewing some women as approachable and some as just routine, you begin to see how women as a whole are not dangerous or scary. Isn't it interesting how the women you aren't attracted to are safe and easy to talk to, while the ones you desire become intimidating? **Every woman is equal**, and understanding this will make it easier for you when you do see a gorgeous blonde in the Best Buy flipping through CDs. She'll become just another woman for you to interact with.

Remember: **Teasing is flirting**. The best kind of flirtation with a woman is to tease her, to bust her balls, to let her know that she is not on a pedestal. Make fun of her. Be indifferent to her interest. All these elements of teasing pull together the Three S's (Self-confidence, Self-discipline, Sense-of-humor) and present you as a challenge to her. When you don't approach her with a compliment or a come-on, she also doesn't start registering you as someone that wants to date her. You sneak under her radar.

Teasing **is** flirting.



- "So, do you always wear seven-inch heels? I've never seen an Amazon woman before. How's the air up there?"
- "I wasn't sure, but I thought I saw you flip your hair at me. I saw 'Charlie's Angels.' I know what you're up to."
- "You want me to buy *you* a drink? No, sorry, I think that's a bit forward. How about you buy **me** a drink, and show me a progressive woman." (Delivered with a smirk)
- "Excuse me, but I hope you don't drive your car like you drive that shopping cart. You must have expensive insurance."

You flirt everywhere you can, and you have some bust-her-balls comments ready to sling her way.

### Flirting Methods

The best flirt tool I can possibly suggest is to learn how to read palms. Palm reading is an excellent method of touching her (you've got to hold her hand to read it), as well as engaging her romantic thought process. Here are other flirting methods:

**Tarot, Astrology, handwriting, I-ching:** Use all the fortune telling methods out there. Women love to try these, even when they say they don't believe in them. They **want** to believe in them. Women believe in destiny and fate.

**Dog/Baby/Props:** Anything that can give a woman an excuse to talk to you is worth having on you when you go out. Babies are good, but beware that they don't think it's yours.

Most often, they'll ask whose it is if they're interested in you. Other props include interesting jewelry, or a cowboy hat. A cleverly added affectation.

**Show a Skill or Talent:** Magic is an excellent flirting tool. If you know a couple of good card tricks, you will get her curiosity going, not to mention demonstrate your mystery and self-confidence. Another skill to use to flirt is a musical instrument. Women are very attracted to music, as well as musicians. Take it from me, having played guitar for over fourteen years – *nothing* is as seductive as playing a song for a woman. Other skills are things like juggling, or origami.

**Take a Survey:** This one is not for the faint of heart, but if you get a head of steam on you and decide you want to be really bold, make up a dating survey for women. Go outside and target a few ladies and tell them you're not selling them anything, you just want a few seconds to ask some questions about dating. (What woman could refuse?) When you're done, ask for their email and phone number in case you want to "follow up with them." Make it obvious that this follow-up could be more, but you're not telling. This takes balls, but you'll get great results when you get going.

There are more methods of flirting and getting exposed to women than I can give you here. The point is to find something in your comfort zone, and use it. Then move outside your comfort zone and do more. If you put a little thinking behind it, you can come up with ideas of your own like the survey above.

One rule of thumb: **Always quit flirting while it's still fun.** If you flirt too far, you'll lose the positive buzz you get when you just keep it fun. This reinforces it to your nervous system as a good experience, nullifies any fear, and ensures that you'll come back and do more. If you start flirting with women only to get phone numbers, you'll start to look at flirting as a drag if you don't get the rewards you hope for. When you stop flirting, you severely damage your attraction ability with women.



# The Dating Continuum

All the techniques and strategies that you employ in your quest, whether it's for dating, seduction, long-term relationships, or the big "M" (marriage) all exist on a continuum of interaction. This continuum begins with the first time you interact with a particular woman (see her across the room, bump into her at Starbucks), and ends with the dissolution of your relationship (stop calling her, breakup, divorce), no matter how long a time this may be. (Maybe even "til death do you part...") It begins anew with every woman you meet.

It is important to understand the architecture of this continuum so that you employ the best tactics at the right time. Something that works for you early on in your work with a woman will not necessarily be as effective later on, as familiarity and complexity enter the picture.

For those of you unfamiliar with the terms, allow me to clarify "strategy" and "tactics" as used here. Strategy is a systematic plan of action toward a goal. An example of a strategy would be to date at least three women a week. A tactic is a specific action to achieve this goal. An example would be going up to three women a day to talk with them.

This section will focus mostly on the strategies, yet both are necessary in your search. Tactics are what you'll get from regular interaction with women, working with a wingman, and honing your craft. Tactical skills can be taught, but are best handled on a case-by-case basis.

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## Planning and execution

In order to get what you want out of life, you've got to have a goal. Now, there's more than enough success literature out there to get you on the path (read Think and grow Rich by Napoleon Hill, or Awaken the Giant Within by Anthony Robbins for a start.) I will only re-state that you will drastically enhance your success in life if you would only write your goals down. If there's one thing you can do to improve your dating, it's to sit down with a pen and paper and write down the following (refer to the worksheet supplied with this book):

- **What kind of woman do you want?**
  - o Looks, education, disposition, hobbies, education, age, musical tastes, athleticism, smoker/non-smoker, etc. Be specific (and realistic.) Break these out into two categories – the MUST-haves, and the NICE-TO-haves. Knowing the difference is important, because there will always be differences, and knowing which ones are deal-breakers will be vital.
- **What will you do to find her?**
  - o Go to bars, learn how to talk confidently, get a wardrobe, clean up your appearance, ask five women a day for their phone number. You have to have a broad strategy or game plan to understand what effort will be necessary to get what you want. (Whatever your plan is to play the numbers – yes, dating

is a numbers game. You must realize that it's easier to change yourself than the rest of the world.)

The sheer act of writing this information down in as much detail as you can muster will create an image in your subconscious mind that will help you achieve this goal. Be specific and realistic. And have the self-discipline to track your results, and hold yourself to your goals. Create a strategy to reach this goal (the "what will you do" part listed above) and then plan out your tactics for each step along the way and you will be assured success.

I've included a planning worksheet as a resource for you to at least begin the process of deciding what you want. These are the starting criteria you should be thinking about before you decide to get involved in a long-term relationship. If you are just looking to date and have no intentions of a relationship, you might keep these in the back of your head as you gain experience. You might not have dated enough women to understand what priority you place on certain elements, and the more you meet and date, the more you'll be able to see what works and what does not work for you.

Your goal is your compass for your actions. Always remember this, because along the way you will be very tempted to go off course – to get in arguments, buy her gifts, etc. – and remembering your goal for your dating will keep you from making mistakes. Always think to yourself: *Do I want to be **right**, or do I want to get what I want?*

Please also be sure to not confuse *needs* with *wants*. In Truth, we **need** very little in life, and we tend to believe we need many of our wants. Needs are great manipulators, because they make you believe you can't do without them. When you define your essential traits in a woman, there are some that you will need (the must-haves) and those you only want (the nice-to-haves.) Take the time to look at these requirements with an objective eye, and make sure you're not looking for traits in her solely to fill in gaps in your own feelings of self-confidence, or other areas where you are primarily responsible for development.

Once again: A woman is a valuable addition to your life, but she is not there to fill in for your shortcomings.

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## The Woman You Want

There are characteristics of a woman that are more conducive to a relationship, and these are fairly universal. While I realize that there are unhealthy couples out there that thrive off unnecessary drama and dysfunction, I will highlight the questions that normal guys like you and me need to ask in your search. You'll find that you will be *much* happier in the long run if you make these a priority. (See also "The Woman You Want.")

**Low-Maintenance:** You want to have as little grief as possible if you're going to have a woman around for any period of time. Relationships are hard enough without adding more challenges into the mix.

- Flexibility is the primary trait of the low-maintenance woman. Does she need a lot of coddling or constant attention to keep her happy?
- Does she communicate effectively, meaning no nagging or complaining? Does she communicate her needs rather than expecting you to read her mind?

- Is she competent? Can she cope with life on her own, or is she looking for a stable man to keep her level?

**Integrity:**

- You have to be able to trust the woman you choose to stay with. If she is untrustworthy, you'll never be able to feel comfortable around her, and especially when you're not around her.
- Is she honest? If she has a tendency to stretch or alter the truth to suit her, you will always feel as if you're on shaky ground.

**Respect:**

- Does she treat you as an equal?
- Does she try to control or otherwise rule the relationship?
- Does she trust you?

**Good Attitude:**

- Is she a giver or a taker? Does she seem as concerned about your well being as her own?
- Does she manipulate you or others?
- Is she growing as a person? Does she work on the relationship as hard as you?
- Is she stable?
- Does she have a positive outlook? There's nothing more draining and soul-sucking than being with someone who sees everything in life as a problem or a reason to cry or bitch at you.
- A compatible sex drive: Does she want sex about as frequently as you do?

Every woman you meet and date should be put on an **eight-week** probation period. If you see any yellow or red flags, you may need to extend the period. Until she gets through her probation, proving her ability to meet your requirements, you are watchful and wary of her actions. You are not going to "fall" for her until you can be sure that she is a good candidate. Any large issues you have while dating or are in courtship will NEVER get better by getting married or in moving in together. In fact, most will get **worse**. Make sure you resolve red flags before further commitment.

I know that all the Nice Guys out there are saying, "*But it's better to have loved and lost than never to have loved at all...*" "*Love is risking...*" and a thousand other platitudes. I actually do believe in most of the romantic ideals, but the Truth is that most men (and women) don't have the emotional reserves to risk themselves too far, too many times. You don't invest more than you can afford to lose, or you will wind up bitter and dysfunctional in whatever relationship you end up in. Yes, you can and should risk in order to further your romantic situation – it is a necessity. But don't overextend your credit! The world is full of emotionally bankrupt people, and you have to avoid this trap.

The majority of people spend more time planning a vacation than they do planning their lives or a simple path to a goal. Don't be one of them. Think differently, for therein lays the success you are looking for. Decide what is important to you in a woman.

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## The Three Stages of the Continuum

The relationship continuum is broken up into three stages:

- **Meet:** Finding the women you are interested in. Then introducing yourself to them.
- **Mate:** Getting to know them enough to make a decision as to where this will go – or won't go. Explore and decide.
- **Move on:** If you want to stay with this one, great. If not, you have to move on and begin the process anew.

I'm sure this process could be broken down into a lot more intricate structure, but I want this to be simple to understand and use. I will also assume that you will take on the brunt of responsibility to be the kind of man who will have control of his relationships and not be manipulated into tragic decisions. (Inner Game). I'll advise you of the pitfalls along the way, intrepid soul.

This is where having a strategy and knowing how to use it will keep you from squandering your time and energies in a pool of disillusionment and dysfunction. When you have a plan, you at least have some control. There are some people out there who say that control is an illusion; I disagree, in that most people fail to take ownership of the areas of their life that they can control. Always have your hands on the steering wheel, even during a skid.

A great approach is to view the dating process as a long screening process for a job that you are looking to fill. That job description is basically the description I recommend you sit down and write out.

Some examples:

- Now Hiring: SEX KITTEN. Good looking, secure, woman with no cats of her own to enjoy casual dating and deliriously good sex.

Or

- Now Hiring: MONOGAMOUS MATE. Good looking Latina with fierce love of 80's Hair-Metal bands and large families, marriage essential.

By framing your work as searching for someone you choose to take or leave, you give yourself an immeasurable boost in confidence. Don't think that this process is just about *being chosen*, or that you need to "take what you get." It's up to you to make the decision about who you spend your time with.

## *THE DATING BLACK BOOK*

For the duration of this section, I'm assuming you're searching for at least a short-term relationship. If you are looking for a one-night stand, you need to modify the continuum to fit this goal. If you're looking for dating many women casually, you may be involved in this continuum in multiple instances and at varying places.

## MEET

Too many men sit at home hoping that the right lady will just come knocking at their door. Oh, sure, they don't say that, but how else can you explain the illusion that just by sitting at home and watching "Scrubs" repeats, they are actually part of the dating process? This may come as a shock, but you're going to have to get off your ass. You don't find job candidates without advertising, or at the very least, doing some networking.

During this stage of the process, you need to focus on getting near as many women as you can (in your desired demographic), say hello, get her curious, get her phone number (and/or email address), and leave before you can mess it up. You see, you can't know on sight whether a gal will be right for you, or even if she's interested, but you can control one factor more than any other: *How many women you encounter*. You can make this number large, or it can be small.

Guess where the most success is? Guess where you'll learn more?  
Start thinking **BIG**.

Your strategic plan is simple here. First, go where the women are. This could be a bar, or a yoga class, or a bookstore, or a cooking class. Wherever, just get there. You can't meet women unless you get within speaking distance of them. Again, sit down with that master plan of yours and start listing out all the places you can go to meet women. I submit that you probably encounter more eligible women in the course of a day than you recognize. Open your awareness to the opportunities surrounding you at work, while you're shopping, standing on a street corner, or just overhearing a conversation.

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## Introduction

(Or, "How I Learned To Stop Fearing Women And Grew A Spine.")

The toughest part about the whole dating scene is the initial introduction. No doubt at all. All the questions I see revolve around the dating equivalent of cold calling. There are many viewpoints to put this in perspective for you, but I'm going to say that ultimately the only way to get rid of this fear is to **stop imagining all possible outcomes before you actually walk up to her and talk to her**. Your beliefs are what limit you, and those have to be questioned along the way. If you aren't meeting women because of intimidation, you haven't learned this simple Truth yet:

**When you fail to act, you are already losing by default.**

When you fully realize that by *not* getting up and going over, and you then associate an appropriate amount of *pain* to it (the pain of going home with no phone numbers, the pain of another empty session of masturbation) you will then take action.

*Knowledge → turns into understanding.*

*Motivation* is the spark of energy added to the catalyst. It's anger, it's disgust, it's frustration ... it's whatever energy you find in yourself to finally change to get what you want.

*Understanding, when added to motivation → turns into **action**.*

And **action** will change your life.

**Your life is not shaped by circumstance, it's shaped by ACTION.**

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## Acclimation Training

The best method I've found to get through this particular pain barrier is to work your way through it, quickly and consistently, by starting with what you can do easily and progressing to the goal. It's a form of systematic desensitization, and it works by exposing yourself to an increasing level of difficult situations. All you should care about is that it's the best way to overcome your biggest hurdle. You can do this in as little as a day – if you're **really** motivated – but I recommend that you practice this for *at least* 21 days to make it a habit.

### Step 1: Do what you **can** do

Take a look at your abilities right now. Are you excruciatingly shy? Do you have trouble speaking up when placing your order at the drive-thru? The best place for most of us to start is by making simple and consistent eye contact. This doesn't mean you even have to do it with women initially, either. Try keeping strong eye contact with your dog, then work on keeping it with the salespeople you encounter. Then work up to the guy at the front desk at the place where you work. Then with your peers and associates. Next, try locking eyes with women you pass on the street. Then, work your way up to increasing the amount of time you hold that contact.

Why is eye contact so important? First, strong (not freaky-psycho-scary) eye contact is an indication of dominant, confident behavior. Second, you'll notice that so few people can maintain any kind of eye contact back. Third, inconsistent eye contact is an indicator of insecure and possibly untrustworthy character. Fourth, your eyes can communicate an incredible amount of information, and is a short cut to female responsiveness. When you lock eyes with a woman, you're saying, "I'm interested."

You'll find that the more you do this, the easier it gets. It really, truly does get easy.

### Step 2: Do what you **want** to do

This step is about stretching yourself into taking more risks with women. You branch out a little from the safe zone and into slightly more challenging areas – but only slightly.



Stretch from just meeting eyes to smiling at women as you pass them on the street. Many will smile back. Some won't. It's not important; it just goes with the territory. What is important is that you *interpret this to yourself correctly*. You might think that just because a woman doesn't smile back that she a) thinks you're weird, b) is repulsed by you, c) knows what you're up to, you Bad Man.

The Truth is that if she doesn't smile, it's **her** issue. Maybe she's got a bad hemorrhoid problem, or her mother is coming over for dinner, or her car is in the shop. In no way is this a reflection of **you**.

Flirting with salespeople is a great start. Here's why:

- Most retail salespeople are female, so you'll have an ample supply.
- They're friendly and responsive. Even if it's only to sell you something, they'll respond to you. They're a good positive example to keep you from bumming out.
- There is no-risk. You don't have to take this anywhere, if you don't want. You just leave when you've had enough.
- You can stretch this into some great opportunities by going to stores most men wouldn't be caught dead in on their own, like Victoria's Secret. Your excuse is that you're shopping for a friend, or an in-law.
- You can always branch out from flirting with the salespeople to flirting with the customers.

Another step toward comfort in the meeting process is to start talking with women you have **no intention of dating**. As before, the risk is nonexistent – if they don't play, then you haven't lost anything. Doing this without an expected outcome is actually quite an important step, because it will show you the difference in your behavior that you exhibit when the woman is someone you **want** versus one you **don't want**. You might think your attitude is the same, but it's drastically different. It's this difference that will give you your first *a-ha!* moment when you understand what's going on. (Remember: ABF!)

It's also very easy to engage women when you do it in passing. Just a quick compliment – “Nice shoes” or “I like that dress” – as you pass by someone or get off an elevator lets you get comfortable putting out your feelers, and then walk away. No obligation. No chance for rejection. It's like throwing out flyers at people, not worrying if they're catching them or not.

You're free to include women you work with as part of this “chatting up” project, since they're great to work on. You get a chance to see them every day and try something new. I will highly recommend, however, that you do not date or get romantically involved with co-workers, unless they are far removed from you (i.e., another department or building.)

Don't be surprised if the women you talk to start becoming interested and attracted to you. It does happen all the time. What's going on here is that the mannerisms and aloof (challenging) approach you take with them is exactly what most women respond to. You should strive to make all your contacts with attractive women ride the fine line of showing some interest and acting as if you were not really interested at all.

(Performance Note: What you're doing different here is *not crowding them or coming on too strong*, and giving them the space they need to come toward *you* a little. More on this later.)

Step 3: Do what you **must** do

In the end, your final goal is to walk up to a woman and start talking to her, knowing you'll ask for the phone number. There will always be a twinge of anxiety when you do it, but after a while that buzz will be what you look for, the same way an adrenaline junkie gets his fix off of taking wild risks. You have to train your nervous system to love that little charge you get when you step off into the unknown of a new encounter. I've found that it gets to be pretty fun, and the positive responses outweigh the negative ones by about ten to one.

You must learn to eventually flirt with **every** woman you meet. When you can do this, you've arrived. Every time you interact with a woman, you are practicing.

**See Her → Approach/Flirt → Get Phone No. → Get Dates → Sex/Relationship → ?**

It's really not that complicated, when you get down to the fundamentals.

The secret in approaching a woman with the intent of getting her phone number is to do it in such a way that you sneak under the usual defenses. Here's the scoop:

Women are approached all the time, sometimes by guys they would like to meet again, sometimes not. Most guys come up to a woman and either come on too strong or too weak. In either case, she knows they are coming on to her, and she switches on her factory-equipped defense mechanism against dweebs. Once she knows you are interested in her, she has to figure out if she's interested in you. And, she'll start a whole mental chain of thinking – all of which comes back to a gut instinct reaction of: "Uh-oh ..."

You want to avoid her switching on this mechanism, at least until you've got your foot in the door. You don't want to start the "Here comes another guy who's interested in me" pattern. You want to approach from a different angle. It's like she is a jet fighter who has gotten so skilled at the same initial attack vectors. No matter who the opponent is, she will roll and evade out of habit – **even if she's interested**.

What's your angle? You approach her as a man who is different from all the others. First of all some don'ts:

- Don't start in with a compliment, unless it's unique, genuine, and about something that does **not** have to do with her body appearance. Try her shoes, or her jewelry. (If she's very attractive, **never** start with a compliment about her looks.)
- Don't start in with any embarrassing lines, like: "Hey, do you believe in love at first sight, or should I walk by again?"
- Don't stare at her breasts or body. Keep your eyes locked on her face and eyes.

Also, remember that a woman in a public setting (especially alone) has more defenses engaged. She might flick that switch on her defenses on sight, and it will take several well-targeted missiles to bring down her plane. You have to be a little persistent to break through. That's part of her defense mechanism. If you give up on the first try, she doesn't feel any loss, because you didn't really show that you had the balls to be **different** than the rest of the guys who quit too soon.

It's tempting to misinterpret their discomfort or even reluctant to talk at this stage. *Her* automatic reaction is to step back and be cautious, because she feels nervous now. Her reaction has almost nothing to do with you! She's not rejecting you. You could be a Back Street Boy or one of the guys from Nsync, and she'd still act in that playful, shy way. She just doesn't have any *trust* yet. You have to persist past this weird zone and get to where she has a smidgen of trust for you, and then build on it. In fact, the best thing to do is to tease her a little about her apparent nervousness: "*Wow, it's gotta suck thinking every average guy is coming on to you, huh? Don't worry, I'm not average.*" (Smirk.)

Act indifferent to her and don't show too much interest. That's what scares most women off and causes their initial reluctance, because you've gone and flipped her defensive alarm switch.



Here's how you can approach and get her phone number: "Hi, I was just on my way to the bank, but you caught my eye. I really liked that bracelet/watch/bag/etc." Talk about it for a second. "Well, gotta run. Nice talking to you." Turn and start to walk away, then turn back. (This gets her to lower her guard, thinking you were just there to chat. No neediness.) "Hey, we might want to continue this sometime. What's your home phone number?"

Your introduction line can be as simple as "Do you have the time?" She tells you, and then you ask her about her watch. If she doesn't have a watch, you tease her about *not having* a watch. You end the conversation, and then turn back as if it was an afterthought to get her number. "Hey we might want to continue this sometime. What's your home phone?"

Get yourself some perspective while you're at it. Imagine having to be dropped in for military action somewhere in the Middle East, under heavy fire. Does going up and talking to a woman seem daunting in the face of that?

How about getting up in front of a hundred people and talking about your childhood?  
How about streaking down the aisles of your cube-farm at work?

Does approaching one woman seem that hard now?

Don't let your imagination run amok. She actually **wants** you to come up and talk to her. **You're** the one who's talking yourself out of it, not her. You have to learn that inaction is *much worse* than taking action and failing.

And, every so often, *in spite of yourself*, a woman will drop into your arms. She walks up and says "Hi" and starts talking, or she makes it a point to touch you as she passes you at a party. She'll have the presence and balls that you might not have at that moment. She's not afraid to let you know she's interested. What do you do?

In sales, this is known as a no-brainer. Hand her the contract and let her sign it. You give her a card/napkin/sticky/whatever and a pen and you tell her to write her name and phone number down. Don't try to use any material or come up with something clever thing to say, just chat for a second, get her digits, and go pat yourself on the back for an easy sale.

90% of what we worry about never happens,  
and 90% of what happens to us, we never had a chance to worry about

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### Jump, and the Net Will Appear

Essentially, what many men are doing is waiting. Waiting for permission. Waiting for fate. Waiting for the right moment. In fact, every person on the planet has something they want and are just waiting to have happen, but haven't made it happen yet.

Admit it, haven't you sat at a bar or at a social event and seen someone you thought was interesting, and haven't you found yourself sitting there waiting for something to happen? You don't really hear words in your head telling you to not walk over and start talking to her, but you sit there battling a silent fear inside you that tells you that there is only pain ahead.

You have to jump first, and then your net will appear. You have to take a leap of faith, and understand that your cushion or safety – your net – is not going to be visible to you at this second, especially when facing a challenge. Your net is invisible at this point, and it will not appear until you act.

Let me give you an example of how this works:

Tom goes out to make a deposit at the ATM during his lunch hour. He sees an attractive woman and wonders if he should talk to her. She's talking with another gal, and Tom starts to feel the creeping fear of being shot down. He bolsters up a bit of courage, walks over and says "Hello" to her as he heads to the ATM, forcing himself to keep eye contact. She smiles and says "Hi" back, and keeps her eyes on him. Tom stops, walks up and starts some small talk with the two of them. After a minute, he tells them he has to leave, but would love to continue the conversation at a later date. He closes for her phone number, but she says she's engaged. However, her friend, Tina, is interested and offers Tom her phone number instead. Tom gladly takes it and heads off to the ATM machine.

Tom's net wasn't visible until he acted. In this situation, the friend that happened to be available (and interested) was the net. In another situation, he might not get a phone number at all, but the net will still catch him. Each situation has a net built in, but it will be up to you to find it. You can choose to see the situation as a bust – you failed to get a number, a kiss, a grope – but the experience and opportunity you gain from the situation will be your net. And you want to have the faith that the net is out there without seeing it, or you will fail to take action.

There are men who would say this is a mind game, a trick to tell yourself that you're inventing meaning from nothing. To this I tell you, if I have a choice of taking action and coming away with a lesson learned that will improve my ability – *as well as a phone number* – or doing nothing and getting nothing, *no* experience or number ... Well, which would **you** choose?

**You miss every shot you don't take.**

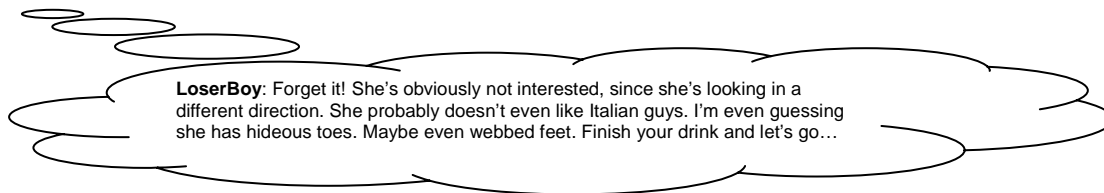
-Wayne Gretzky

I did make an assumption there – that you will act on your desire. What you need to do, if you cannot seem to get up the nerve to act, is to **act in spite of your fears**. You have to learn to practice the Three Second Rule.

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### The Three Second Rule

The Three Second Rule states that you have three seconds from the moment you are presented with an opportunity to meet a woman to when you actually take action. After the three seconds are up, your mind will turn against you and sabotage all your chances of an effective, confident introduction. In the previous example, if Tom had deliberated for longer than three seconds, his LoserBoy dialogue would have kicked in.



LoserBoy would have said anything to keep Tom at home with him on the couch with the X-box, getting fat, lazy, and more sexually abstinent. Act now, before LoserBoy can open his mouth. If you jump to action within the Three Second limit, you will find yourself short-circuiting that inner monologue, and you'll even start to feel better about your misses. You'll find you approach women more because the fear is muted, and when you approach more women, you get more hits, and the hits will make you more successful overall. This puts you on the Upward Spiral, instead of the self-destructive Downward Spiral most men enable when they start to obsess and lose their self-control.

Three seconds is also an important time for her, too. She noticed that Tom noticed her, and a timer was started in the back of her mind. She wasn't aware it was there, but if Tom had taken too much longer to deliberate and wonder if he should, if she's his type, if, if, if... she would have sensed his insecurity and discounted him as not being very self-confident.

Yes, there is a part of women that is flattered when you seem a little tongue-tied or shy to talk, but that flattery doesn't last very long, or get you very far. Skip the flattery and just get her phone number.

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### The Comfort Zone

We're working to break through the comfort zone you've built around yourself. The comfort zone is the safe and secure cocoon we all create to give us an illusion of safety and stability. It started out as your crib when you were a baby, then it expanded to include your bedroom (is there a more sacred place to anyone than their childhood room?) After that, it started to include the house you grew up in, then the neighborhood you lived in, and so on. The problem with this zone is that it's not just the *physical* surroundings about you; it includes your

psychological comfort as well. We start to hem in our behaviors to keep risk down and safety up. We don't do things we think might jeopardize our sense of comfort.

Unfortunately, our comfort zone is also directly impacted by one word, the word we most dread when asking for what we want, which is why so many people stop asking after a while.

The word is "No."

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## Rejection

We've been conditioned since we were kids to hear the word "no" and think of it as a rejection. The ironic thing is that when we were kids, we were the most persistent. Ever seen a kid asking his mom for something at the store? "Please?" No. "But mommmmm!" No. "Please???" They're the best salespeople ever, just watch one at work. Beating down the objections until they get that pack of gum they want. After a while, though, when we don't get what we want, we get emotionally attached to the rejection, as if the No meant "No, you don't deserve it. You're not *good enough* for it." When we're told no, we fail to let go of that child part of us that says that the denial is some kind of evaluation of us.

This is really a form of narcissism (also covered later in "Poisonous Women"). When you stumble on the street, you feel a blush of embarrassment because you think everyone was watching and is laughing at you. The Truth is that hardly anybody is paying that much attention to you or anyone else. They're all too busy worrying about the same things you are – if someone saw that their fly was open, or that zit on their forehead. You might find this a bit depressing; after all, *everyone* wants to feel like they're special and valued. Again, the **Truth** is that it is liberating knowing that all those reasons you have for feeling afraid/ashamed/embarrassed are really a self-created illusion.

Congratulations! You are now free to do what you need to get what you want. Rejection is a response you will have that assumes that there is something wrong with *you*, when you should be assuming that the problem is with *her* – or **there is no problem at all**. If a woman rejects you, and you know that your behavior is in line with the Three S's, you should assume that it is her issue. She just saved you the pain and effort of having to cut her free later.

Some women do not want what you have to offer, or will just not take a chance on letting you even *show* them. The Truth: If she isn't interested, you can't make her. Move on.

Why do men insist on getting hung up on the one they can't get? For the same reason that playing hard to get works – because *men and women both respond to a challenge*. Build up a callous so that the occasional rejection will have absolutely no sting to it whatsoever. Let go of the ones that don't want what you've got.

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## Detach Yourself from the Outcome

A final step in overcoming your fear of interacting with women is dispelling the notion that there needs to be a specific outcome for it to have been worthwhile. Most guys go into every female interaction expecting the whole progression laid out in front of them: *And next I*



*ask her out to dinner, and then I have to call her, and then we go on a date, and then I have to try and kiss her, and then I try to get her back to my place and ...*

**Whoah** there, Studpuppet. Don't go picking out baby names just yet. Remember, this is a continuum, where one step leads to the next. You can move faster or slower, but the progression is almost always the same. You don't need to have it all figured out, just the next step on the path. The outcome is actually unimportant, as long as you continue to learn from your mistakes and keep going. If you get too attached to an outcome, such as getting a kiss or getting laid, you will be broadcasting that intent with every action. Remember that she will pick up on your vibe. Don't worry about the outcome; it will take care of itself.

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### The Best Opening Line Ever

Women know you are looking to pick them up, so don't try to hide it or be ashamed of it, as if what you're doing is wrong. If men and women don't get together, little babies don't get made, and the human species becomes extinct. Do us all a favor and stow away all the emotional baggage and guilt about being seen as "picking up on women." Women *know* you're doing it, and they **want** you to do it so they can meet you. Just don't work it to the extreme where you look like a stereotypical pick-up artist with his gold chains and pinky ring.

Your next step: Find an approach that is comfortable, not too contrived, and puts you in a position to ask for your objective – her phone number. I have one that works spectacularly, and you'd be amazed what kind of success you'll have if you will use it on a regular basis. It takes a while to memorize, but once you get the inflection and tone down, it's a winner. Are you ready? Here it is:

**Hi!**

Don't get tricky, just save the cleverness for that witty screenplay you're working on. If you get past the number one hurdle to meeting women, you'll be in infinitely better shape than the sad soul who spins on a barstool all night justifying why the woman he won't approach "isn't my type anyway." That number one hurdle to getting together with women is just overcoming your (unfounded) fears and talking to them. I have found that over 90% of all women will smile and give you a shot if you just say "Hi" to them and take it from there.

**Stop trying to predict the future.** Too many guys think they can tell what's going to happen if they actually go say something to a girl that interests them. They work it out in their heads, listening to their fear of rejection, imagining an outcome they haven't experienced, and before you know it the moment has passed and another one has slipped by. The simplest strategy is to use the Three Second Rule. If you have a few openers practiced and in your utility belt, you won't have to think at all, you'll just DO. And if you take action, you'll be outperforming more than half the men out there.

Okay, so how do you go from there? What do you say after "Hi"?

Easy. You plan it out in advance. I could give you a bunch of clever things to talk about, like the plot of a sit-com, or a recent news event, but none of it will be as good as what you think



of that works for you. Ask her about the latest prime-time “reality” television show. Even better, ask her what she thinks about men who have the guts to approach her and say *Hi*.

I will tell you that the best topics to discuss with women are subjects with a lot of drama and lurid, sensational possibilities. Avoid asking her where she lives, what she does, etc. Instead, remark how you saw someone climbing outside a building for “Fear Factor” the other night, and ask her if she’d do that for a shot at stardom or money. After a while, once you’ve relaxed and no longer build up too much anxiety over the initial introduction, you’ll find that it’s easy to sniff out topics to talk about. Your initial hurdle is to make a couple minutes of chit-chat, and then on to get her number.

Here’s more knowledge that should help you through this most difficult of times: ***Women are secretly turned off by men who don’t have the guts to come up and say something to them.*** You think that *they’ll* think you’re an idiot for coming up and taking a risk, making a move, but in Truth they think you’re a loser if you don’t make a move.

Are you starting to see how the game actually works in your favor? Are you seeing how the illusions we’ve created are actually wrong?

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#### **Close the Deal (Get the phone number and email)**

(Or, “How I had the guts to reach for glory.”)

So how do you get her number? The secret for this is deceptively simple, so I won’t be too sarcastic about answering it: Ask for it.

You may have heard of something called the Aladdin principle, which basically states that in order to get what you want in life, you simply need to ask for it. So many people just walk through life in a cynical funk, pissed off that they are not getting what they want, but they fail to recognize that they never really *asked* for it. We may all want to have our minds read and our true wishes delivered to us, but (for most of us) mommy is no longer waiting on us hand and foot, so we have to ask for what we want.

You have to be willing to risk her saying “No” so that you can get to “Yes.” It’s a hard thing, facing decision in a woman’s eyes. When you ask for a phone number you are basically saying, “I’m giving you the power to reject me.” What you should **not** be doing is identifying with her answer. If she says no, you understand this to mean “No, not right now.” If she really knew the real you, we both know she’d sell her mother to Gypsies just to stand near you, but **she’s** the one who lost out this time. **She** messed it up. If you frame this situation to be an evaluative judgment of yourself, you will only be punishing yourself wrongly. She’s not judging you – **you** are. She doesn’t know enough to make a good decision. You must take heart in that.

**No one can make you feel inferior without your permission.**

So, are you ready now? Great. Let's review the best way I've found for getting the digits:



"Hey, it was good meeting you." Turn, start to walk away, turn back. "You know, we might want to continue this conversation. What's your phone number?"

You've just presented her with a buy-or-bail decision. If she's interested in you, she'll tell you. If she says anything else to you, from "I don't give out my home phone number" to "I'm a secret agent and can't risk giving up my cover" – if she says anything that resembles no, you say:

"The night is young." Wink, and then walk away. In your head you holler "NEXT!"

You see, if she is interested in you, she'll give you her phone number. Just like that. This isn't rocket science, Stud-muffin. But you know, most guys invent a clever fiction about what her excuse means, and then end up giving his phone number to her and loses his posture. (If she was interested enough to call you, she wouldn't have refused to give you her phone number to begin with). You might try talking to her some more and giving her a better warm-fuzzy, and then ask again. But be willing to accept that this gal has an issue that you can't overcome. And, don't give her your number unless she give you hers first. She'll never call, and it's a false hope to create for yourself. You don't need any more de-motivators.

What also happened with that closing line I gave you is unspoken, and essential in the conversation. When you close off the conversation and appear to walk away, you're giving her the opportunity to feel some space – and regret. *Regret?* Yes. As you leave her with a positive feeling, she'll feel regret and a pang of desire to continue the feeling. Her defensive shields will have lowered a bit, and now she's a bit more open to approach, since you didn't come on strong. Then, when you turn and pull her back, she'll be more interested than if you were to just have launched into asking her for her phone number right away. You'll improve your success by letting her breathe a little in between, showing her you won't run her over.

Another bit of advice: No matter what conversation situation you find yourself in, have a strong close. I made this mistake many times in the past, and I see it happen all the time: A guy walks up to a woman and starts a conversation, he breaks that pain threshold and gets off to a great start. The woman is responsive, and they chat for a bit. The guy runs out of steam, and a silence ensues. He starts to lose his cool, and usually, if she is with a girlfriend, her friend will step back in and start talking with the gal you were interested in, saving her. The guy gets alienated and stares off into space, losing more of his cool and not knowing how to revive the conversation, every moment making it harder and harder. Eventually he turns back to his drink, or his stool-mate, and sinks into a gloom, letting the conversation dwindle and die out. She sighs and thinks "Too bad, another wimp," and waits for another guy to try. He starts to rationalize to make himself feel better. "She probably wasn't my type anyways. Probably frigid/ a lesbian/ a bitch..."

You need to be able to exit the conversation quickly and comfortably for you both. Don't let conversations just peter off into a dead zone. You need to have a confident close, something to say to finish it off and get out of there. If it helps, treat this like a Navy Seals mission:

**Review mission goal: Get phone number.**

**Observe terrain.**

**Isolate target.**

**Approach and engage.**

**Take action - Get number.**

**Disengage target. Arrange for extraction.**

**Have a beer with the troops back at HQ while getting ready for the next mission.**

Do yourself a favor and start planning for your extraction now, or crash and burn later.

### Email

On the topic of e-mail, I don't see any reason why you can't ask for her email address. It can be a lot less formidable for you to ask for it, and for a woman to give that information to you, but I still encourage getting her phone number if you can. Tell her to write that down for you while she's writing her email. She'll do it. You should always have a pen with you that you can give to her to write her name and number down. Don't use a Palm Pilot or your cell phone, or any other high-tech method. It's just like having the customer sign a contract: You hand her the pen and paper, and you tell her to write it down. Don't make up nervous chitchat to fill in the uncomfortable silence. (This is a big one!) You are waiting for a decision from her – the decision to give you an opportunity to continue this. Once she decides, another part of her mind will have to back up her decision and justify it. (See the psychological factor of cognitive dissonance later in the book.) If she gives it to you, you smile, and leave. Once you get the phone number, you don't hang around. Get out of there.

I tend to prefer the phone number, since it shows a more definite interest level, but others swear that getting the email is easier for "cold" (total stranger) contacts, since it's a lot less imposing and scary initially.

**Remember:** Most people are waiting to be told what to do. Don't fear being a leader, *rejoice* in it. Ask for what you want and you'll probably get it.



An easy exit line: "I'd like to stay and talk, but I've got to get back to my friends. It was nice talking to you." Walk away.

*Don't* tell her you'll call her. (Mystery.) Go somewhere else, even another bar, if necessary. If you stick around, everything you do from here on out will only accomplish one thing: lowering her interest level in you. Leave her curious and wondering about you. That way, when you call, she's got response potential. The mistake that many guys make is that they stick around far too long with a gal they've hit it off with. She needs some space to think about you, so back off and let her. You've got other women to meet and numbers to get. This mission is over, soldier.

## Online Dating

Online dating has started from a geek-only last resort of the social misfit, to one of the most active methods to meet women. For those men out there who may be dealing with a lot of shyness and "Nice Guy" issues, you should take a look at online resources as an excellent tool to expand your dating circle and increase your experience. These are the personal ads of the future, and they are a great way to get active and meeting women.

One caveat you should know up front about online matching services is that they attempt to answer only one of the two initial questions of relationships: Are we compatible? The other question -- Do we have chemistry? -- is up to you to determine. As a result, you'll meet many people who have similar interests (but by all means this is not guaranteed), and you'll also meet a lot of them that you won't be very attracted to. It's the nature of the game. You can only answer one of these questions at a time, and by throwing your line and hook into a pool of fish that are essentially looking to be caught, you will get a lot of throw-backs. Sure, they put up pictures, but from my experience they can be very misleading. You won't know until you meet her in person if she actually meets your requirements for attraction. I have to emphasize that in spite of this, being able to get out and fish and catch a few is the best reinforcing dating experience you can have. I like to refer to these as lab experiments, and it takes a lot of the pressure off finding Ms. Right on the first coffee date.

Some rules for online dates:

- Your profile should be written very poetically and non-specifically. You have to be different. Don't list out all your must-haves in here, like "must love Irish folk music, must love asparagus." Just start with some appealing romantic imagery. Mix in some humor and make it different. You want it to spark her interest so that you can get a chance to sell yourself in person. Don't be too dodgy; just write something different from the other guys who are looking for approval.  
Try something like this, by a guy who feels he might be a little chunkier than most:
  - o *'Describe the woman you are looking for.'* "I'm not looking for her - I've already seen her. She saw me and thought: Wow! What an interesting way to package such an interesting man. He's not a super-size, but what a Happy meal! She just needs to come back to find out where I get the rest of my fire and ambition."
  - o Or, something more poetic than humorous: "She likes to dream, but she's afraid to trust, sometimes afraid to risk. But now she knows that even the best time alone doesn't compare to a good time with someone to share it with. Her eyes see grace and poetry in the world, but she's still a little afraid to tell others about it for fear of looking too sentimental."
- When you send out emails to the women on the service, you don't have to custom-write a letter for each one, if you are careful about your approach. You include one personal item that tells them you read the profile (not just drooled over the photo),

and the rest can be stock. You want to be funny and different, and challenge her usual sensibilities. Something like this:

- “Well, after you get done reading the fifty emails from loser guys telling you that they’re newly divorced and looking for a job and a new wife, I wanted to send you something a little different.

Anyways, I’m 30, I’m happy, well-adjusted, and I have a refreshing abundance of personality. (I hope you like laughing a lot. I saw that you like Robin Williams in your profile, so I certainly hope so.)

I thought you might make an interesting friend, so let’s talk and find out if getting a delicious cup of fun with me is better than dating old men from Tallahassee...”

- “Tell me if this sounds familiar: ‘Hey, I just read your ad, and I wanted to tell you how beauuuuutiful you are! I’m nineteen, but I’m very sophisticated, and if I can borrow my dad’s car, I’d love to take you out to see a skateboarding movie!’

NOT!

Well, if you’d rather have some great conversation with Pierce Brosnan’s not-so-bad looking third cousin, you should hit that Reply button. And I’ve got my own car. Honest!”

- If she replies to you, email her once or twice, but switch to the phone **as soon as possible**. Do not continue to banter back and forth for weeks with her. She’s getting hundreds of emails every day, and you’ve got to take it to the next step as soon as possible.
- Once you get her on the phone, you will have to talk for a little while with her to help her build up a little in her trust account. Remember, except the information you put in your profile, she doesn’t know you from Adam. When you do talk about yourself, make it light and fun. No heavy stuff about your family or your ex-wife that boiled a rabbit on your stove. Cut the conversation short (you’re busy, remember?) and get off the phone. Then call her back two days later to meet for a coffee date. Don’t seem too eager, just relax into it. From here on, it’s just like any other meeting.

Another possible detriment of online dating you should be aware of is what I call the "Candy Store" Syndrome. Women who get this much attention and opportunity can become a bit jaded. Especially if they know they have a large reservoir to draw more potential prospects from, and then you will have to work harder to stand out from the rest. So remember that if she doesn’t reply to you, it’s probably because she’s overwhelmed with other loser letters. Try again.

### **Speed Dating**

I suppose it’s a symptom of our fast-food society that this had to happen, but speed-dating is the latest in a line of methods for getting single people together. It has its origins in the Jewish community, and it’s actually very fun and effective. Essentially, a group of men and women (roughly equal numbers of each) meet at a restaurant or bar. They are then paired up to talk to each person for just a couple minutes, to talk a little bit and share some information. After most of the people have met, you rate them as to whether you would be interested in meeting

them again. If they rated you highly as well, you will be sent an email or letter with contact information so that you can continue the possibility.

The advantages:

- *Great exposure.* It gets you in front of a larger number of people than going to a bar and meeting one-at-a-time
- *There is no pretense* - you're there to meet people and see who you like. And they are too.
- *Excellent practice* in learning how to sell yourself in a short period of time. Even if you don't match with anyone, you feel great just engaging with the opposite sex.

The disadvantages:

- *Time is limited*, and it is hard to be able to stick out in their minds when so many people are run by.

If you live in a large metropolitan area (or even smaller areas may offer them) you should look into these events and opportunities.

## MATE

In this stage, you will:

- 1) Interview her in the context of romantic units of interaction called “dates”
- 2) See if she matches your criteria for your goal
- 3) From here on out be attentive and prepared to decide where and how far to go with each woman you meet.

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### Beware of “Dating”

I’ve used the term “dating” pretty loosely so far, and I think it demands a bit of clarification. I realize that most men out there are used to the term and process of “dating.” The typical date is where you ask a girl out to dinner and a movie.

I’d like you to start changing your approach. **Stop “dating.”** Instead, get her to meet you at places where you can show her an interesting and unique time. Traditional dating is a sabotaging pattern. When you “ask a girl out,” you are starting a mechanism in her mind that says: “Oh, he’s attracted to me, and he wants to see if I’m a girlfriend/relationship/sex possibility.” It’s a familiar dance step, and *she knows all the moves*.

What you must do is break from this mold. You are no longer looking to “date” in the traditional sense. You are out there to *excite women*. Your premise is going to change, and you must make this apparent to the women that you want to rendezvous with. When you ask a girl out on a date, you trigger a whole set of defense mechanisms in her, and she will line them up for you like an obstacle course. You want a short cut around them.

Here’s what to do:

Your first meeting is always an interview, a sort of get-to-know-you session. The meetings you have with her after that are always set with an unspoken agreement that you want to go out and have fun with her. Steer clear of these “traditional” date activities:

- *Dinner at a restaurant* – Shows no imagination, leaves you with a big bill and her wondering if you paid just to obligate her to a kiss. Too much weirdness.
- *Movies* – No interaction, no imagination, and if the movie is bad it ends up reflecting on you.
- *Drinks at a bar* – Too much of a singles scene, leaves you with the bill again, and only good as a starting off point.

What you must do is come up with *mini-adventures*. Your job is to create an interesting experience that she is interested in joining in with you. Some examples of meetings after the first rendezvous:

- *Games* – take her to a miniature golf course, or a pool hall, or an arcade.
- *Local Shops* – find a strip of unusual stores to take her to. Underground CD shops are great because they have an interesting culture, plus there is a lot of stuff to browse through.



- *Flea markets, bazaars, or fairs* – These are also interesting as they offer some interesting things to browse and buy.
- *Cooking demonstration* – there are a lot of stores now that offer cooking classes or demos.
- *Any places with a strange or dramatic background* – castles, old houses, ruins. There was a place near where I lived growing up called White Lady's Castle, where a ghost reportedly walked the grounds. Oddly, that's where many of the teenagers went to have a little action.
- *The Photo Shoot* – Get a digital camera (or a real one, if that's all you have available) and go out for a little experimental photography. This plays on her vanity, flattering her and making her feel important and beautiful that you'd want to have her as a subject. Trust me, you don't even have to be very good at taking pictures. (Hell, you don't even have to have film in the thing.) Just have **fun**.

You are striving to reduce the costs of meeting and seeing women, while at the same time making these "dates" more alluring and exciting. Save the candle-lit dinners for later. The more imagination you can show now, the more you will increase her attraction early on. There's plenty of time for hard romance when she's really attracted to you.

**From here on, when I refer to "dates," I am actually talking about creating *unique* and *exciting* meetings with women.**

## TOP TEN DATING MISTAKES

There are a lot of potential traps during your first meetings with a woman, probably more than I can warn you against here. However, there are some fairly predictable errors made on dates. Here is a list of the most prominent:

1) **Talking too much** – (especially about yourself): This includes bragging. You want to focus at least 70% of the conversation on her. Her experience is that the man who listens to her will understand her, and she believes that the man who understands her will be a good lover. The reverse is doubly True – if you yammer on and on, she'll nod and smile, but she'll be thinking about what a bore you are, and how unlikely it is you'll give her good loving. Take a lesson from the great talk show hosts. Watch them as they ask questions and get everyone laughing along the way.

2) **Spending too much money/try too hard to impress**: Don't buy her flowers or gifts or trinkets. When a car salesman comes at you with all these glitzy sales lures, your initial reaction is to step back and see what he's selling you. The same thing happens with a woman. Any man that tries to buy her affections is demonstrating low self-confidence and low self-discipline. Any woman that needs those gifts to date you is not worth your time or energy.

3) **Drinking too much – (and then talking too much):** You can meet for a beer at a pub, but you should only have one or two drinks (remember: Restraint!) The problems of having a few drinks are mostly with the impairment of your judgment. It's tempting to "loosen things up" by having a few, but it's a slippery slope. Dating is tough enough sober, why would you make it any more difficult? One or two drinks are enough to lubricate the conversation and relax both of you. Any more distorts the situation.

4) **Trying to sell the next date too early:** You want to increase the mystery of your rendezvous. When things go well, most guys start asking her out for the next time before this meeting is over. You want to end the date well, get a kiss, and tell her *nothing!* You don't hint or say that you'll call her. You don't say, "Let's get together soon." Just say, "I had a **great** time," and then *leave*. For the next couple of days, you want her wondering if you'll be calling her or asking her out again. What she doesn't know will only help you. Don't try to pin her down to several dates just to satisfy your insecurity.

5) **Moving too fast:** SLOW DOWN. If there's one mistake guys make when they're with women is that they move way too fast. They haven't had any sex in months, and now they think they can hurry the next woman along so they can either get a score, or get on to the next one. Impatience shows a severe lack of self-discipline.

There's a joke about two bulls standing up on a hill overlooking a herd of grazing cows. One bull says to the other, "Hey, let's run down there and have a couple of those ladies!" The other bull smiles and says, "Let's **walk** down there and have them *all*."

6) **Moving too slow:** If you do not take progressive steps toward demonstrating your romantic intentions, she will lose attraction since you won't be demonstrating self-confidence. The longer you wait, the worse the situation gets. At some point, she will call a time-out and give you the line about wanting to just be friends. Romance has an expiration date, and you don't want it to go bad on you. Always move forward toward your next romantic goal with her.

7) **Not relaxing:** Don't be hyper and visibly uneasy. If you aren't relaxed, you'll convey nothing but nervous desperation, and she'll be repelled. Women aren't attracted to manic, hyper men. Take some time before the date to relax and let go of your anxiety and expectations. I find that I'm most relaxed meeting women after I've worked out. I'm at ease, the endorphins are in my bloodstream, and my overall confidence is higher. Try that for a relaxation therapy. Overall, the more women you meet and date, the more you'll relax.

8) **Acting too needy and clingy:** Frequently on dates, men and women are *too* focused on what the other one is doing and saying. The man tends to hover around the woman too much, showing that his ability to feel good and happy is dependent on **her** experience of the date. Back off enough to let her breathe. Cast your interest somewhere else during the date, like talking with someone nearby, or just let a comfortable pause enter the conversation. Pauses are especially tolerable if you are smiling and look secure with yourself. If you're in a shopping environment, don't be afraid to walk away and have her come to find you.

9) **Going too long when things are good:** *You* must end the date. You have to have the self-discipline to end things on a good note. Again, many guys keep her out too long when

they've found that she's interested, and turn a good date into boredom. Unless she's asking you back to her place, you have to pack it in politely. Don't overstay your welcome.

10) **Not having a plan of attack:** You should always have an idea of where and how to proceed next. You should make a backup plan for your meeting, that way you have an alternate in case of a problem. If you get a goodnight kiss that turns into a heated make-out session, you have to decide how you want to progress this. Do you have a condom? Do you have a place to go?

Also, keep in mind that your initial meetings with a woman should be *just you and her*. No roommates tagging along or chaperones. If she cannot meet with you in a public place without supervision, she's either too young or she may have a trust issue that you can't overcome. You can accept a tag-along once, if you choose, but that's all.

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## Availability

Your availability to a woman will contribute to her feelings of attraction. If you answer the phone every time she calls, or have a schedule that is too wide open, you will only appear that you have nothing better to do (i.e., *you have no life*.) Even if you don't have anything better to do, it's not the impression you want her or anyone else having. We tend to value our time more with the people we rarely see than the people we see all the time. (See the concept of Scarcity explained later.)

Here are some rules of availability:

- 1) Do not answer your phone all the time. Let it roll to voicemail on occasion. That's why you bought a machine or pay for the service, right?
- 2) You never answer your phone on Friday or Saturday night. What kind of man is available on these nights? Hint: *Not you*.
- 3) Do **not** return calls right away. You're busy enjoying the world. You don't have time to chase everyone down. If you call her right away, it screams: "I'm a **needy guy!** I'm going to smother you!"
- 4) When meeting with a woman, you only present two times available in any given week to get together with her. If her times conflict, she will need to rearrange or wait until next week. Remember, if she chooses not to, it's *her* loss. If she's **truly** interested, she'll find a way to make it work out.
- 5) During your first few weeks of dating a woman, you only speak to her on the phone long enough to set the next date. When you get the meeting, you tell her that you're on the way out and you'll see her then.
- 6) You are only available for blocks of up to ninety minutes at a time. Make sure you have somewhere to go before and after. If a date goes exceptionally well, you can always extend it – at your discretion.
- 7) If you set a date and she wants to leave it open for confirmation, or asks you to call her and verify it before the date, you tell her, "I'm sorry, Marsha, I'm very busy and don't have time to make flaky dates. If you want to meet, let's set a time and be

there. Otherwise we can reschedule for a time you're more certain about. Okay?" You are not at her beck and call for timing, and most often a woman who wants you to call and verify beforehand is going to back out.

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## Dating and Friendship

Dating and Friendship are mutually exclusive. Every man has heard a woman say, "I'd just like for us to be friends," and every man wonders, *What the hell did I do wrong?* Here's what happens in this dynamic:

- The man comes on too strong, or demonstrates very little of the Three S's. The woman senses this, and even though she doesn't necessarily *refuse* dates with him, she already knows subconsciously that she isn't going to sleep with him or even let this progress beyond a kiss on the cheek. She will eventually reach a point, however, where she can't feel good about leading him on any longer. She waits until he makes a move of some kind, and then she tells him that she thinks he's a nice guy, but she would like to be friends.
- An alternate situation occurs where a man doesn't come on strong enough, again demonstrating very little of the Three S's. She sees that you're not attractive when you can't act on your desire for her (self-confidence), and her subconscious will decide that she will not be sleeping with you or letting this go any further than a peck on the cheek. She reaches a point where she can't feel good about leading you on any longer. She waits until you make a move of some kind, and then she tells you that she thinks you're a nice guy, but she would just like to be friends.

Have you ever played Skee-ball at the arcade? It's the game where you roll a ball up a ramp and it is caught in one of several concentric rings with scoring holes in it. If you aim poorly or roll it too fast or too hard, the ball ends up rolling down into a no-score hole at the bottom. If you roll it too lightly, the ball ends up in the same no-score bucket. Friendships are the no-score default bucket of male-female dynamics. If you fail to engage her attraction to the right level, lighting her passion, she will lose interest. And – forgive the pun – your balls will be out of play.

***She only wants to be your friend when she thinks you're either too safe or too scary to make her feel trust and attraction.***

When you're disqualified from her game, you fall into the friend bucket. A woman is always looking for a reason to drop you into that bucket, because she wants to avoid the potential for pain that a new relationship presents. You're an element of disruption, of chaos in her otherwise orderly existence. You must always provide her with the excitement and attraction behaviors that keep her wanting to find out more, and willing to risk that pain.

Women and men can and should be friends, but you do not want to have an imbalance in your ratio. Men should have only a few female friends, and women should only have a few male friends. Just a couple of reasons for this are:

- Having too many friends of the opposite sex is confusing to your gender identity. Very often, men will make himself a part of a woman's clique, and then discover he's losing his masculinity. He will start identifying with female issues too closely, and he ends up becoming the Nice Guy, too afraid to hurt a woman the way all those Bad Men do.
- Having too many friends of the opposite sex removes the dynamic sexual tension you need to take action. You need a certain level of sexual tension in your life to drive you to date women. Very often, I see people of both sexes who lose their initiative to date because they can keep a safe level of unrequited tension in their opposite-sex friendships. They can play around with their male-female interactions, but it can never lead to sex or a relationship. (Also prevalent when straight women hang around gay men.)

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### ABB - Always Be Busy

Another one of my golden rules of meeting a woman is that the meeting itself should seem secondary to what you're doing in your life. If you're in a Starbuck's, waiting for her, she should not walk in and see you sitting there, watching the door, waiting on her. Her first impression should be you engrossed in a book, or taking notes, or talking on the phone. You see, *your life has to already be interesting **before** she comes along*, or she will smell neediness on you like skunk cologne. When you're doing something else, it says that you have interests other than her, and you won't be another needy/clingy wimp she has to shake off like a case of fleas.

If you're meeting her at a store or an indoor location, make sure it has something that you can occupy your time with. Make her have to get *your* attention, if possible. If you are meeting in a place that doesn't offer many alternate places to focus your attention, start a conversation with someone else. (If it's a woman, don't make it seem like you're hitting on her when your date arrives, just act friendly.) The general rule of thumb is that you always have at least a book or a magazine with you, and make it something that would be a great conversation starter. Don't sit there reading some true-life Navy Seals stories and expect her to find you alluring. Bring a *People* or a *Newsweek*.

Another part of the ABB rule is that the activities that you choose for your ongoing dates should be things you are already doing *without* a woman; you just happen to be asking her along for her company. This also demonstrates that you have a life, and you do not need her to have fun. (This approach is covered further ahead.) If you like rock climbing, ask her to come to your gym. If you're into kayaking, ask her to come along for a couple hours on the river.

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### First meeting

Let's start with the trickiest of questions, one that I'm sure most guys have thought about since seeing the movie "Swingers" for the first time. How long do you wait from the time you get her number until you call her?

I've heard answers from two days to two weeks. Here is where some common sense and self-control will answer the question for you. When is too soon? The same day or even a day later is just too quick. You never want to appear desperate, and everyone has a different point of view on what length of time constitutes desperation.

My advice is that it is reasonable for you to **wait three to seven days** to call. I would amend this by saying that you never call on a weekend, from Friday through Sunday. You might call Sunday night, on the premise that you are trying to give her an opportunity to get with you before your "week fills right up," but you are unavailable from Friday night to late in the day on Sunday. You only leave one message, and don't call several times a day to check on her. (Her caller-ID will report you as a psycho stalker.) If she doesn't pick up, you call back once every two days to give her a chance. Ideally, you are getting so many phone numbers that you won't have time to hound one woman, right?

If you find that she will not return your calls, you have the option of what I call "taking it away" from her. You leave the following message:



"Hello, Sharon, it's Dave. I met you at \_\_\_\_\_. You seem to be either screening your calls or you're playing hard to get. That's cute. I figured I'd call you one last time. I'm curious to get together with you for some coffee and see if you're really as delightful as I suspect you might be. Call me."

You're just giving her a little challenge to see if she's got any interest. Sometimes she might be away on vacation, or genuinely busy, so it pays to make it seem a little more urgent. However, this is the **last** time you call her.

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### What to say when you finally talk to her:



You call her and say: "Hello, Suzie, it's Dave. I met you at \_\_\_\_\_. How are you doing?"

Shut up and let her talk for as long as she needs to. Listen to what she says for early indications of Red Flags. Then you want to get to the point and get off the phone.

**RULE:** Phone conversations **do not** increase a woman's attraction to you. Face-to-face conversations where she can see and hear and think about being touched by you are what you want. You're not telemarketing; you're looking for a personal sales meeting.





You say: “Well, I was intrigued by our conversation, and I thought we should get together. I’m going to the art festival this weekend, and I thought you might like to go along with me. I was thinking of going on either Saturday at 1:00 or 3:00. Which time would work for you?”

Shut up and let her talk for as long as she needs to. Listen to what she says. You’ve proposed the meeting, given her specifics on when and where, and given her two options of times or days. The first person to talk, as before, loses. She will either accept your meeting or counter-offer. Any other answer than a reschedule or acceptance means she is saying “No” as nicely as she can.

You may find that you have to do a little re-selling of yourself, depending on how you got her number and how much time has gone by. If you left a lasting impression, she might still be warm, but most prospects tend to cool off the longer the time you put between the introduction and the first call. Don’t be dismayed if you hear a little distance or coolness in her voice. She just needs to hear a little reminder of why she gave you her number in the first place.

Never call a woman without having a firm idea of the what/where/when of a meeting with her. Be definite. Have a good plan for the date, and use some charged words to describe it to her. Make it sound interesting enough for her to take the risk of meeting you.

If she sounds like she’s turning you down, you need to close the opportunity down.



You say: “Well, I’m sorry, I thought we had something in common. Tell you what, do you have a pen?” Let her get it. “Here’s my number. If you think you’re interested in a possibly wonderful time with a guy who can make you laugh, give me a call. Have a great week! Bye.”

Now the ball is in her court. If you think she’s just unsure, you can call her back in at least a week to try again. If you’re collecting as many phone numbers as you ought to, you won’t care. Remember, you don’t have the time to waste on women who aren’t interested in meeting you.

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## Show Her Without Telling Her

In fiction writing, there’s a rule that says “show, don’t tell.” Never tell the reader that a character is unhappy; *show* it through their actions.

The same premise is true in relationships with women. Women do not hear your words, they **see** your actions. Most guys tend toward overwhelming her with compliments and praise, sending love notes and pledging their affections. In the dating dynamic, you must demonstrate your intentions, not broadcast them. Saying you love a woman is nowhere near as effective (or necessary) as showing it to her through your actions. Rather than whisper your feelings in her ear, show her. A back-rub is worth a dozen “I Love You”s. Consider the gestures that you can give, and especially those that do not involve spending a small fortune. A creative, generative man can come up with some pretty interesting gestures of affection. Things like:



- A suggestive poem written on her mirror
- An email with a mysterious and flirtatious story
- A piece of chocolate left somewhere on her desk with no hint as to who gave it
- A voicemail with a short, open-ended message (“What are you thinking about right now, as you hear my voice?” Click.) Mystery.

As always, these gestures should be extremely limited at the start, and used as maintenance later. They should not directly state your feelings or desires. Give her something to puzzle over for hours. She wants to wonder, so give her the gift of **mystery**. If she has come on stronger to you, and you’re very sure of her interest level in you, then you can talk a little more about your interest in her, but always **show it first**.

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### Just Say No! (Women)

Women don’t want to say no to you. I’m not talking about when you start pawing your hand down her jeans on the first date; for that, she’ll gladly tell you **No**. What I’m talking about is when you ask her for her number, or for a date, and she comes up with answers that seem like she’s just making it difficult.

Women don’t want to hurt your feelings, and as a result, they do not say “No, I’d rather not go on a date with you.” What they say instead is something like: “Well, gosh, I’d *like* to, but my aunt from Warsaw is coming in town. I’ll be really busy making sausage with her.” Then, the guy usually starts throwing out alternatives, or generally not getting the hint when she’s not saying it to him directly. Sometimes a woman’s refusal is just a playful resistance that you have to break down and get past. You need to realize that women are not going to be curt or abrasive; they want to let you down as nicely as they can. You have to be able to read between the lines and hear what she’s really saying, or tell her what you *think* she’s saying and see if she confesses. She doesn’t want to feel bad, either, so she will say what she must to avoid this.

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### Close

If she accepts your offer, then you close with:



“Lisa, that sounds great.” (Don’t start saying wimpy stuff like “Oh, I’m **so** looking forward to seeing you again”, blah blah blah.) “I’ll see you at six on Wednesday at Borders Bookstore. Now, Lisa, you’re not one of those girls who would set up a meeting and then back out, are you? One of my pet peeves is people who are late or flaky.” Listen to her fall all over herself to tell you about how she’ll be there, she’s always on time, yadda yadda. What she’s doing is selling herself on showing up, reinforcing it in her mind, as well as forcing her to live up to an identity you have helped her establish – a reliable person who will show up, on time. You’ve also made it clear what your expectations and standards are. That’s self-confidence.

Most other men would change their opinions and their political party if they thought it would help them get somewhere.

Once you get her to agree on the time and place, **get off the phone!** Anything else you talk about now would only *subtract* value from the meeting you will have with her later. If you keep talking, you will only give her more information about you, and thus *reduce* the amount of mystery you will have. You want to give her **more** reason to see you rather than less.

What is the goal of this stage in your strategy? Right now, you are looking to answer a single question:

**Is she a candidate for my dating goal?**

Keep in mind that this answer is either “MAYBE” or “NO” until she is actually fulfilling the terms of your goal. Not before. You see, another big mistake both men and women make is to think that, “Yes! This is *The One!*” just because a little chemistry and infatuation clouds their judgment. There is no “YES” answer until **much** later.

## Save-Your-Money Tip

For the first meeting, don't plan a big date with flowers and dinner and a movie. You'll look like a simpering fool that is desperate for acceptance, and no woman will respect – or more importantly, be **attracted** to – this kind of behavior. You are screening candidates for your job, and this is just a glance at their resume. I don't know about you, but I'd worry about a company that put on a big production number to lure me in for a job. Women worry about that sort of thing, too.

Plan to spend no more than \$5 for this first introduction session. At least half of the first meetings are disappointments, so for every four meetings you initiate, you save at least \$140, assuming around \$40 a date – and that's a *cheap* date. (I told you I'd save you time, heartache, **and** money, didn't I?) You learn more on inexpensive dates than you do on the big ones – such as if she's low-maintenance, and is she fun. If the date is expensive, you wind up forcing yourself to feel more interested because you're investing more.

Spend less, get more.

So just do a half-hour meeting with her at a local coffee shop. Make it interesting and fresh sounding, not a chore, and if it really does get interesting, you can always extend the time a little. You show up a couple minutes early to check the place out and get a seat, and you bring something along to do. As I advised before, bring a book or a magazine. Don't look like a needy guy who's just dying to be seen with a woman.

At five **(5)** minutes after the time when she said she'd be there, you order a cup of coffee or tea on your own. So when she gets there, you've already demonstrated that you are capable of making your own happiness in life. When she gets there, you ask her what she wants, order, and pay.

You wait there for fifteen **(15)** minutes. No longer than this. If she doesn't show up by then (or call you on your cell phone), you leave. Don't linger around outside or even look for her. You go home, or to your next date. Later you can decide if there was enough interest and promise expressed on **her** part to warrant a phone call, or if you want to ask for an explanation of her rude behavior. If not, flush her and move on.

Unlike the first date, this meeting is not necessarily the one where you need to concern yourself with getting a kiss. Though, if things go a little longer or you find there's good chemistry, you may wish to bridge to a kiss anyway. (See the first kiss discussion in the next section.)

The goal in this meeting is to watch for Red Flags. You want to know if she is unstable or a flake as early as possible.

Let me put it in simple terms for you: If she demonstrates any qualities that you would find alarming for a mother to your children, pay the check and run for your life. It's much easier to disentangle now, early in the game. Remember: your job isn't so much about finding Miss Right as it is *avoiding Miss Wrong*. Imagine what your life would be like with the wrong woman, and not being able to leave because of children or money.

**You're better off alone than with the wrong woman.**

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### What do we talk about?

I believe in the saying: Give a man a fish, feed him for a day; **teach** him to fish, you feed him for a lifetime. I'm going to do both for you. I'm going to show you how to find things to talk about as well as some specific things to talk about. (You'll also want to refer to the Appendices for more specific phrasings, etc.)

Start with the small talk questions, but only a few. You don't want to get caught up in the usual trap of favorite movie, favorite color, favorite TV show, etc. Ask her about her day and then start branching out.

Here are some starter topics:

- Talk about someone in the entertainment news. There's lots of good drama here.
- Talk about someone else's drama that doesn't immediately affect you. As long as it's not too negative, you can find lots of interesting discussion.
- A general rule is to talk about anything that deals with the present or future, but steer clear of the past for the time being. It's old hat, it's familiar, and it seems like the usual exploratory topics that two people who are looking for a long-term commitment would discuss.

The best way to learn the art of conversation is with a few simple rules. The first of which is, **ask questions**. Don't just ask yes-or-no questions, but *open-ended* questions, the kind that will get a person talking about themselves.

- What was your major in school? What made you choose that?
- Where would you like to go in the world that you have not gone? Why?

- What is there about the world that you would change? Why?
- What kind of hobbies really gets you excited?
- What would you do in life if you knew you couldn't fail?
- What three books would you take with you if you were stranded on a deserted island?
- What is the most inspiring thing anyone ever said to you?
- If you had to be transformed into an animal, what would you choose?
- What car most resembles your personality? Why?
- What's the nicest place you've ever visited?
- If there was one thing you wish you'd learned years earlier, what is it?
- Who is your personal hero? Why?
- What's your favorite time period in history? Why?

Ask them questions that no one else has ever asked them. Forget her favorite color. Be **different**.

Another simple rule is that it's actually easier to find things to talk about on the spur of the moment than it is to try to memorize topics, but both will work. If you have a few things to talk about that you can draw from, you won't go into a conversation with a nervous edge. And, if you can generate your own topics on the fly, you'll be a conversation machine.

When you find yourself at a loss for words, the best thing to do is look around you and find a topic from your surroundings. Start with her and her jewelry, her choice in clothes, hairstyle, etc. One of the best questions is to notice a piece of jewelry or item on her and ask: "What's the story behind that?" Alternately, you should see what else is going on around you. If you're at a sports bar, you can ask if she's into any particular teams. If there's a television on in the vicinity, use whatever's on to start some small talk. From small talk comes bigger talk.

As you become more comfortable keeping a basic conversation going, you'll be able to branch out a bit. Another good rule of conversation with women is that you should make the topic sensational, a bit lurid and dramatic. Then take it and throw in a dose of humor along the way.



For example: You're at a bar and you just went through the usual patter about how your day was. You glance at the television and see that "Cops" is on. You say: "Have you ever watched this show? What do you think?" After she answers, you say: "So what is it with every guy they put on there has to be grossly overweight and living in a trailer park. Why aren't the cops ever going to some nice house in the valley? Instead, they're all named 'Bubba' and they wear those same tank-top t-shirts. What gives?"

Being able to take the conversation away from the usual topics and towards something humorous gives you an edge. Every other guy she's dated in the last week has been going through the same date script that everybody else uses:

- What do you do?
- Do you live in the city?
- Been to any good movies/restaurants/shows/clubs?
- How 'bout this weather?
- **YAAAWWWWWN**

Beware! She will also try to get you into the "date questionnaire" mode by asking you the usual questions.

- What do you do?
- What kind of car do you have?
- Where are you from?
- Is your family here?
- Do you want kids?
- Ever been married?

If you don't break this pattern and make things fun and different, she's going to shift her focus over to determining why *you won't work out*. If you aren't Wow!-ing her, she's going to have to back up her lack of attraction to you with some seemingly reasonable conclusions about you – even if they're not true. That's what her inclination will be, since part of her doesn't want to risk her heart on another buffoon. You have to overcome her inertia. Get her off the topic, fast. You need to get her thinking with the romantic part of her brain, the part that entertains possibility and intrigue. Asking What-if? questions is a great way to start.



**Betty:** "So, do you think you'll buy a house in the area?"

**Dave:** "Hey, c'mon. Let's not get into that deep talk until we're married with three kids and a mortgage, okay?" (slight smile) "You don't want to fall asleep on me this early, do you?"

You could stop there, but the Dynamic Man might throw in: "Well, if you have to know, I was thinking of buying a castle somewhere. I'd dress up in armor and walk around all night, acting like a ghost. I'd scare the kids who show up to party and make out. That sort of thing."

### **Romantic Intrigue Questions:**

The goal of your conversation with a woman is to increase her feelings of attraction to you, not kill them, while giving you an opportunity to learn about her. There is no better way of accomplishing both than by using Intrigue Questions. These are questions that get her in touch with her positive feelings, and help associate them with you.

- First, you give an excuse for asking:  
*"The other day, I was watching a show on amusement parks, and I found it really interesting how they engineer the rides."*
- The next part suggests some feelings for her:  
*"They talked about how they make rides that are thrilling and dangerous, but also addicting. They give you that rush, like you're caught up in a storm."*
- And the last part is the question:  
*"What's **your** favorite ride? What does it do for you? How does it make you feel?"*

These questions are very unique and engaging. They are also very potent, and should not be over-used. But they can arouse some excitement from her if they are placed well and she's open enough to explore them with you. Add them in like a bit of spice in a pasta sauce.

Here are some subjects you should *avoid* discussing:

- No self-deprecation – do not tear yourself down (even with humor) hoping that she will feel sorry for you and you'll get sympathy sex.
- Anything violent – fights, wrestling, rape, child abuse, death, hatred, cruelty
- Anything overly controversial – abortion, politics, race, or religion
- Why she hates her job
- Why she broke up with her last boyfriend
- Health problems
- Your income or affluence. If she wants to size up your bank balance, you don't want her. Even if she looks like Anna Nicole Smith. She's got her copy of "Gold-digger's Monthly," let her look it up.
- Typical "date" questions that show no imagination. You must be different. Again, if you trigger the usual "I'm looking for a relationship that leads to sex" script, you'll send her running for the exit.
- **Any sexual topics**, unless she brings them up. If you go here too soon, you'll seem like the last three hundred guys she met who thought they'd hurry things right along and get to the point. Oddly enough, these guys think that by bringing up the subject of sex, they'll get an early indication of whether she's digging them or not, or if she'll be game for a one night stand. (See the Sexual Reversal Strategy below.)
- Don't talk about the past. If she starts asking questions about your past women, you redirect the topic to something more positive and promising. No talk of how that "last bitch dumped me!"
- Don't talk about your family except in glowing, general terms. You two have plenty of time to compare dysfunctional family issues later down the road.

Here's a big one that I've mentioned before, and it demands its own section: **Don't brag!** The biggest complaint I've heard from women is that men consistently take a topic that a she has brought up and use it as a launching point to brag about their accomplishments. Women, by nature, are very passive in conversation with men. Men tend to go into a conversation aggressively, as if they're talking with one of the guys. In male communication, they need to stake their claim, prove their dominance, and so on. And they perpetuate this pattern with women, not realizing that true self-confidence is demonstrated when they have the *self-*

*discipline* to SHUT UP. You impress a woman with your restraint and how you make her feel, not by your accomplishments.

If you want a good alternative to bragging to impress her, try this: Casually mention something interesting from your life that you've done or seen or experienced, and then change the subject. Like this:

"Brazil sounds great, but I'm not sure that I'd recommend buying one of those tour packages instead of planning your own visit. I would have enjoyed Venice much more if I'd had more time there. So, do you plan to travel to South America soon?"

Do you see how that worked? He manages to spike her interest, mention that he's been to Venice, and still not seem like he's bragging or trying to impress her because he turned the conversation back to her. She will go on with what she was saying, but now she's wondering about him.

*He's been to Italy? Wow, that sounds romantic! I wonder if he went with someone? I wonder what it was like...*

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## Male Panic

There is a pitfall in dating that I need to point out to you, because it will happen to you as you start to develop this mindset. I call it the Male Panic because it happens when guys react to a woman's reaction. Let's say you're out with Lana at the local Mexican bar, trying some fine Tequilas. Here's the conversation:

**Lana:** "Mmm, I really like this kind. I definitely think top-shelf is better." (She reaches past him to put her shot glass down and touches Martin on the arm.)

**Martin:** (Smiling) "Hey, better watch it there. Just because I'm doing Tequila with you doesn't mean I don't see a pass being made." (Winks to be sure she knows it's a joke.)

**Lana:** (losing her smile and squinting) "Huh? What do you mean by that?"

**Martin:** (faltering, scared he said something wrong) "Well, I, uh... I just meant you made that comment about the tequila... I was .. uhm, joking. I'm sorry about that. Do you want me to buy you another glass of that kind you liked?"

**Lana:** (shrugs.) "Yeah, that'd be okay ..."

Where does this panic come from? The usual suspects: Lack of self-confidence and self-discipline. Martin had the sense of humor down, making a great reversal joke of her touching him. Lana, however, either lacks a sense of humor or genuinely mistook what he was trying to say, not realizing it was a joke. Maybe Lana was joking back with him, too, playing it deadpan. And she could have been testing him, trying to see if he was a secure man or a wimp. Whatever the reason, the outcome was the same: Martin now looks like an insecure dweeb because he couldn't keep his cool. Now, no matter what Lana's original intent was behind asking him what he meant, her attraction is lowered by his wimpy response.

What should Martin's response have been? He should have raised an eyebrow and paused for a second to collect himself. This would have given Lana an opportunity to clarify her meaning and save him having to say anything. If she gave him no indicators, he would have smiled and said, "That was a joke." In no way should he have indicated that her response was really important to him, and by doing so his "game" was up.



What happened? Well, Martin panicked, pure and simple. He thought that Lana's reaction meant that she was mad at him (which she may or may not have been) and he proceeded to behave as if he needed her approval. This could stem back to many things, but in most guys it's an indication that they revere and worship women as almost superhuman beings, empowered with the ability to decide if a man is worthy or not. (I have even theorized that it goes back to a fear of making mommy mad at him.) But the real question goes back to the beliefs of guys like Martin. If you think that a woman's disapproval or her being mad at you somehow reflects on your self-worth, you will find it agonizing to keep your posture with them. Women do not want to be made to feel responsible for your (or anyone's) sense of happiness or well-being. If you react to their reactions, you demonstrate a need for approval – their approval – and it is very unattractive. You must begin to question and shed this belief as soon as possible using the understanding you gain from this program.

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### **First Through Third Date**

At this point on the continuum you're ready to give the job applicant a real interview. It's time to find out a little more detail about her, as well as show off some suave confidence. You've met her and decided that she's not obviously psycho, and you're ready to take the next step and show her a romantic, good time.

The goals of this stage are several. You want to impress her with your self-discipline. You want to maximize her attraction to you while you remain as emotionally neutral as possible. You want to be sure to pass any tests she may present to you along the way. And, as I've said before, you want to be dating other women during this process to lend you perspective and detachment.

What do you do next? You plan out simple dates (remember my definition of "dates") that will allow you to further your discovery process and engage her attraction mechanism. By simple, I mean don't overdo it. No flowers, no gifts, as I said before. Create interesting and exciting meetings that are not the norm and you'll be well on your way. Go to the local strip of curio stores in your town or city, and shop around a little. CD and video stores are good because you can get an idea of what she's like from her tastes and it provides great conversation.

If you're casually dating, and you're just interested in some routine hanky-panky, you should be looking to demonstrate a **lot** of confidence (that's cockiness, not arrogance) as well as fun behavior. The more thrilling and fun you can make it, the better, since this heightens the sexual response. If you can keep her laughing and talking about herself, you'll be amazed at how far that will get you. Keep the conversation focused at least seventy percent on her, and always have a plan for each step along the way. You need to know how to bridge from point to point on the continuum.

Don't underestimate your need to shut up and **listen** at this point. (And listening is not just waiting for your turn to talk, either.) One reason is to give her the attention she needs and demonstrate your ability to understand her, but another reason is to watch out for any red flags. Listen to the things she says and make sure you're not missing clues. If there's one mistake that I've made and heard lamented a thousand times by so many other guys, it's that they didn't

really pay attention to the signs they saw in the beginning before they got deeply involved. A woman tells you everything you need to know about her without having to ask specific questions, if you'll only stop daydreaming about deep kissing her and what she looks like naked. Don't listen to her words as much as what is underneath them. She won't tell you anything *directly*, but the examples she gives are enough to make some necessary judgments later on.

- Did she talk non-stop about her sister's new baby? About how much time she spends over there and dotes on new niece? What do you think that might be telling you?
- Does she complain about her job, her cat's peeing problem, and the rain? How she really hates all the shows on television, doesn't like Asian, Italian, French, Indian, German, or Brazilian food? What message might be in there?

Listen! Don't overreact, but pay attention now and watch for repeat offenders – those topics that come up with (alarming) regularity. Talking and conversations are the currency of dating and relationships. Learning the finer points like these will not guarantee you success, but ignoring them will ensure failure. And don't forget: No matter what she talks about, she's always telling you something about **her**. If you listen closely now, you'll be much better prepared later.

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## The Kiss

One rule I stand firmly by is this: You must attempt to kiss her at the end of your first legitimate 'date.' The first meeting you have with her may not be appropriate to attempt this, such as a brief introduction or coffee-date. But if you are on a one-on-one with her for several hours where both of you are under the understanding that it is not a platonic "hang out" session, then you **must** go for the kiss at the end of the date.

There are two reasons:

1) You must determine as soon as possible if she is really interested in you, or if she's just wasting your time, energy, and money. There are a lot of women out there who are professional daters. The Truth is that any woman that has a healthy level of attraction for you will **want** to kiss you. Be willing to face this judgment moment in your date, where you are willing to let her show her true feelings. Yes, you can delude yourself that she just wasn't ready, or shy, but you need to be made of better stuff. There are literally millions and millions of datable women out there in the U.S., and **billions** out there in the rest of the world, and you won't live long enough to meet them all. Why are you wasting your time with someone who isn't interested?

2) You must make sure that she knows up-front that you are not here to be her buddy. Once again, you must risk **not** having a relationship with her in order to have a chance for a romantic relationship. It's your choice. Do you want a bunch of sweet little female friends who call you every time they need their oil changed or a shoulder to cry on? Or, do you want a woman (or women) who you can explore a romantic and/or physical relationship with? She must know that you are interested in her, and that you are self-confident enough to do something

about it. You are a man, you are sexual, and you will not be ashamed of that, no matter how much all the feminists try to make you feel shameful and dirty.

If you don't know by the end of the date if she will kiss you, you weren't paying attention or testing her interest along the way. Whether or not you will get a kiss by the end of the date should not be a big surprise. Here are two tests that will allow you to determine how well you are on the path to engaging her attraction:

- **The Hair Test:** Comment on her hair, how shiny and wonderful it looks (yes, this is an allowable compliment.) Then slowly reach over and touch it with your fingers. Watch her reaction. Does she pull back? Does she lean in? If she expresses a bit of reluctance, you need to step back and start working on the charm again.
- **The Lean-In:** Find a good reason to stand or lean closer to her, and then reach into her personal space. How does she react? If she seems to watch you but doesn't pull away, she is anticipating more contact, which means a kiss is probably on her mind. If she pulls back or seems stand-offish, you'll have to pull back and re-evaluate.

In general, you'll be able to gauge the likelihood of a successful kiss by the middle of the date, just by observing and watching how responsive she is to you. I've included a general list of body language indicators for you in the appendices that you should memorize and watch for along the way.

So at some point in the meeting, kiss her. Don't go for tongue, or even wrap your arms around her. Just put a hand on her arm or shoulder, give her a sweet smacker on the lips, and -- this is critical -- make it *short*. **You** must be the one to end the kiss first so that she won't feel smothered and will want more later. You want her thinking about that kiss and wanting more for as long as possible. Your investments will earn interest on their own, even when you're not there to work on them.

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### Broken Dates – No-shows

It will happen. Women will simply fail to show up for dates. This will happen fairly frequently, and it's just part of the game. If a woman breaks a date with you, and her reason is not incredibly convincing, you must immediately assume that she is **not** that interested in you. If she calls and she leaves you a message just before, you call her back and say:



"Suzie, I'm a little disappointed, I didn't think you'd flake out an hour or two before we meet. But you know, I thought I'd give you an opportunity to make it up to me."

Then shut up. The first person to talk loses. If she doesn't apologize profusely and offer an alternate, you tell her:

"Well, I'm sorry things didn't work out. Have a nice night." Click.

If she no-shows and **does not** call you to apologize, the best thing to do is to flush her number and move on. If you feel you need some explanation or it was too odd, call her and ask:



"Suzie, I'm very disappointed. I didn't think you were the kind of woman to disrespect me or my time so casually. Why didn't you show up?"

Again, if there isn't an incredibly convincing reason and an offer for a specific alternate, you tell her you're sorry it didn't work out. Click. If you think the reason might be reasonable, you say:

"Well, I normally wouldn't give someone a second chance when this happens, but I'll tell you what, I'll let you make it up to me. Where would you like to take me?"

She will probably respond to the challenge and offer an alternative. If it sounds good, you can choose to accept or counter-offer her. If, after you offer your second chance, she gets indignant ("Are you kidding? **Me** take **you**? Listen here, *buster* ..."), you cut her off and say: "Sorry, Suzie, it seems we're wasting each other's time. Good luck." Click. Or if she says she'll call you back with an alternative, or says anything that is less than an eager reschedule, you need to cut her loose. She isn't interested in you. Move on now, or waste more time, energy, and money.

Here's an alternate strategy that I consider justifiable. If she no-shows you, she's disrespecting you and perhaps testing you as well. Women frequently forget or fail to show up, and you shouldn't take it personally, but that doesn't mean you shouldn't make it work to *your* advantage.

If she no-shows, wait until the next day and then call her. (Do not call the same day; you'll appear wimpy.) Here's what you say:



"Suzie, I'm so sorry. I meant to make it to our rendezvous on Tuesday. Things got crazy and I lost track of time. Let's try to reschedule, okay?"

This can be left on an answering machine (preferably) or you can tell her directly. She'll either admit that she didn't show up, or she won't. Either way, you get an indication of her integrity. It's your call then as to whether you follow up and meet her.

Regardless of the situation, if a woman no-shows you twice in a row, you call her and tell her:



"Suzie, I'm sorry you couldn't make the meeting. I have a personal feeling about flaking and not showing up and I'm afraid I can't meet with you for a while. Good luck."

You'll probably never hear from her again, and that would be for the best. If she treats you like this now, imagine how she'll treat you later? Once in a while you'll get a genuinely repentant woman who really did like you but was flaky, and she'll try to make it up. The point for you is to retain your dignity and not let women affect your sense of self-confidence.

## Sexual Reversal Strategy

As I mentioned earlier, most men engage in sexual conversations with women far too soon, and the immediate result is a turned-off woman. No woman enjoys a sexual innuendo or hint from a man that he's interested in her for sex. Why? Because it's a given. Women know we're interested in them for sex. But their first defense is to make sure the man is suitable - **Trustworthy**.

That being said, women love to talk about sex, but only when *they* are initiating the topic. When they do start talking about sex, it doesn't mean that they're ready to have it with you, but you can be sure that she's at least somewhat comfortable with you if she's broaching the topic.

The Sexual Reversal Strategy is essential. It's a form of Challenge to a woman because it shows you're not insecure. It also demonstrates the Three S's – self-confidence, self-discipline, and sense of humor. What usually happens is that after a certain amount of time, after you've been demonstrating the Three S's and she's starting to feel attraction for you, and when the woman is curious about your attraction for her, she will either pretend to "slip" and say something suggestive or she will just start dropping small hints. Here's how you handle it:

**Samantha:** "So, what are you saying, that I'm trying to take advantage of you?" (dirty smile)

**Nick:** "Hey, I've just heard what Dr. Ruth said about mixing alcohol and sex. But don't go too fast there, tiger. I'm not that easy. You can't just carry me off to bed like some Romeo. I need to be romanced."

**Samantha:** (smiling) "Romeo?"

**Nick:** (smirk) "I know your type. One minute you're buying drinks for me, the next you're trying to convince me to go back to your house with you. I'm not easy." (Winks, then gets serious.) "Where did you get that ring, by the way?"

**Samantha:** (Plays with her hair and leans in closer.) "This? Umm, I got it in Madrid ..."

Why does this work? The most important reason is that it simply shows that you're different. You're not like other guys. You don't move in too fast too soon, *and* you are giving her a reason to wonder about her sexual attractiveness. You're not telling saying she's ugly or nasty, but you're inspiring her to wonder:

"Whoah! What's going on? Is he kidding with me? Does he find me interesting? Why isn't he acting like other guys and start talking to try and get me to go to bed with him? Doesn't he think I'm attractive?"

Underneath her thoughts, she will feel a pull – an **attraction** to you – that she can't explain, and won't try to. And you're doing this without being abrasive or arrogant because you're using humor to keep things from being too harsh or offensive. You reverse the male stereotype and use the female thought pattern ("*I need to be romanced ...*", "*Romeo ...*") for fun, and your unwillingness to chase after her sexually draws her in even further. You're mysterious about your intentions. Again, you're giving her the space to walk forward and desire you. That's where attraction occurs.

There is a potential trap here, and it could throw you off if you don't see it coming. Sometimes a woman who is not flexible or easygoing will react to your deflection by shutting you down entirely when you refuse to talk about sexual topics. In the previous conversation, right after Nick made the comment about her being a Romeo, then changes the subject, Samantha would have gotten indignant and a bit distant. Nick, being self-confident would not react to this with the usual male-panic ("Oh no! I've made her mad! I better start kissing up to her...") Instead, he would have noted her reaction, and known that if she's like this now, she's probably a bit shaky in her own self-esteem. She took his joking as an affront to her sexuality, now she's going to pull an attitude. It's not that frequent, but it can happen, so don't let it throw you. Just keep being your confident self, no matter what she throws at you.

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### The Big Test – The Doubt Dip

I'll talk more about women's testing of men, but there is one test you need to know before we go any further. At some early point, and possibly again later on, the woman you're pursuing will act totally bored and uninterested in you. Either she'll be in doubt of her feelings for you, or her ambivalence will present itself by her ignoring you. Often times it will just be her bad mood, time of the month, whatever, but it will serve as a proving ground for **you**. You must be prepared for this to happen with almost every woman. It does not reflect on her feelings for you as much as it does about her wondering if you're going to be like every other guy out there. It's her "Doubt Dip."

For example: You meet up with Betty for drinks, and you hit it off great. She's responsive to you, and seems like a stable, flexible woman. You meet again for a real date, and she's even more interesting and fun. Then, the next time you two get together, she is very cool and distant. She suddenly isn't nearly as talkative, and you feel a little uncomfortable.

Your reaction is what is most important here. You never react with anger, silence, or any of the responses that you will be tempted most severely to use. Don't let your discomfort make you act in ways that make her think you're looking for approval.

If you do react negatively, such as getting distant or angry, you're showing that:

- 1) Your mood is controlled by *her* mood. This is a clingy/needy feeling for anyone, and **does not** make her more attracted to you. In fact, it flushes her attraction down the toilet.
- 2) It shows that **she** can control your ability to have a good time. Again, you're acting dependent and insecure. *Flushhhh...*
- 3) You are like all the other guys who start out nice, but get angry and moody when things don't go *their* way. She was right about you. (Yes, I know it isn't anywhere near reality, but she doesn't necessarily recognize her own behavior creating the situation. It's her test, you see.) Another *Flushhhh...*

You must have the self-discipline to continue to act cool and self-confident. Continue to joke with her (sense of humor), and if necessary joke with others around you to show that her attitude is not having one iota of affect on *your* good time. The more distant Betty becomes, the more you keep up the relaxed, happy guy routine. It will become very painful if you're not used



to it, trust me. I know. I've sat in silences that would make Tibetan monks freak out. But you have to be strong and resist the temptation to let her pull you in. In most cases, she'll come around and understand that you are not going to let her rattle her cage. Even if the date ends on her slightly aloof behavior, she will almost always be back when she realizes that you are consistent and confident, and you have enough self-discipline to *not be fazed by her moods*.

However, if she behaves pissy and very stand-offish, to the point of almost being disrespectful to you, you *must* call her on it. Never let her think she can get away with this kind of passive-aggressive behavior. Tell her what you're observing, as nicely as possible, ask her if there's something bothering her, and then see if she returns to normal. If she does not, you must make a decision of whether or not to end this date. If you do not take a stand and call her on her behavior, you're demonstrating insecurity and lack of self-confidence by default, and you will be penalized.



You can say something like: "You know, Betty, it doesn't feel like you're very comfortable. Is there something bothering you?" She'll say something to the effect of, "No, no, I'm just in a funk..." You then say, "Well, I'd rather us not both ruin a possibly good evening. I'll take you home and we can try this again another night when you're feeling a little better." She may protest, and it's up to you whether you think the date will actually improve. If you think it will, give her the benefit of the doubt. But if not, you must insist on ending the date. Chances are, though, that once she's seen that you recognize her behavior and are willing to call her on it, she will change her attitude.

We'll cover this topic and your responses in more detail in the section on "Testing."

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## The Dance of Attraction

There is a pattern here that you need to recognize so you'll understand why setbacks occur and why they should not trouble you in the slightest. Inspiring a woman's attraction is a dance. You, as the man, are required to initiate. It's a fact, and another of those Truth principles I advised you about before.

Remember those old dance diagrams that show you the outlines of shoes on the floor and numbers to tell you where to go? Here's your dance pattern: The dance of interaction you want to achieve with a woman is always two steps forward, one step back. (You choose the rhythm, but I suggest slow.) For every two advances and initiations you take with her, you must be willing to stop and step back, giving her space to breathe.

### Stepping Back

It's amazing what a little space to think will do for a woman's attitude when it comes to appreciation and recognizing what you have to offer. Most men are afraid to put this to work for them, based solely on their fear that if they back off or let up on the intensity of their romantic offensive on the women, she will lose interest and forget about him.

The opposite is actually the Truth. By backing off and giving her space at a strategic point where you sense that she might be feeling a bit closed in and maybe even smothered by



your advances, you will give her the room she needs to breathe, think, and start to miss you. Once you've established an initial attraction, and if you have been able to keep a good level of trust without losing your mystery and challenge, a woman will want to find out more about you. Very often, she just needs you to step back and let her know that you're not going to run over her. This will give her added comfort and trust in you, as well as demonstrating that you have self-discipline and self-confidence. Only needy and insecure men overwhelm women with a constant barrage of affection. You show your interest with *hints*, not beating her over the head.

If you've been dating a woman for a while and find that you have reached a stalemate, where she appears to be resisting all further advances, your best bet is always a strategic withdrawal. Take a step back and apply your self-discipline.

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## One Night Stands

These have never really been a goal of mine, but I know that there are a lot of men who don't mind an occasional brief romp that doesn't lead to a relationship. Guys are more interested in quick sex, as a general rule. However, there are *many* women who want sex without the commitment of a relationship. And, at some point in your dating life, you'll probably run into what I term the reverse-payback. Essentially, you get emotionally involved with a girl you sleep with right off the bat, but as it turns out, she only wanted a romp in the hay, and she promptly dumps you.

Sucks, huh? No one said life was fair. But it does go to show you that you don't have to be so worried that you're this mean old "player" out there to hurt women. There is plenty of the reverse situation going on out there, too.

If your target is to have fairly casual sex with no ties to any particular girl, then you're going to have to step up your energy – and your psychology. As I said, there are many women who are interested in the same thing, but they still want the same primary elements that other women want: attraction, trust, and respect. They just want them in different quantities.

In order for her to dive in to this with you quickly, you have to be very aggressive with your teasing and your humor, as well as be willing to move forward with your progression much quicker. You'll want to go from wherever you are to more private surroundings as quickly as possible. The secret is to get them isolated so you can work with her one-on-one. You start by getting her away from other friends, then into a surrounding away from all other people. This has to be done in parallel with your intensification of your approach.

The ideal candidates for one-night stands are women who you have an instant chemistry with. Things just "click," and you're able to move ahead much faster than with a woman who has setup a lot of the roadblocks to your seduction. These women aren't "easy" by any means, they're just *ready* for you. Every so often, these people come along and we can't deny our gut-level attraction. Now, remember that these women are on the far side of the spectrum, the one that goes from "super easy" to "super frigid." You still have to exercise caution and self-discipline along the way.

Handling a one-night stand is entirely up to you and your needs. I have known many people who started a good short-term romance from a one-nighter. Although you should observe that it is difficult to transition from a brief sexual fling into a more secure relationship, since you will have put the cart before the horse, so to speak. The foundation of most short- to

long-term relationships is best created with a more prolonged period before you gratify your lusts.

The best way to handle things is to be very careful not to put out a false pretense at any point during the seduction. Do not lie or con your way into her pants or her bed! All of this information is to be used honorably, and using false pretenses to get laid is dishonorable, and you will suffer consequences. I'm not going to threaten you with bad Karma, but you should know that every action you take affects you and your life. Being a 'player' in the bad sense of the word will only come back to haunt you later.

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### Long Distance Relationships

I can only recommend you avoid long distance relationships. What happens in almost all cases is that *her* physical distance becomes a challenge to *you*, and as a result, you distort your feelings of attraction for her. The lack of exposure to each other also promotes self-delusion about how much you genuinely feel for each other. Resorting to email and phone calls for contact only serves to make things more complicated, as you may forge a false relationship with her, built on the pretense of sharing information instead of engaging in constructive attraction-building behavior. You may even slip into the trap of believing you should relocate for her, and this is almost always a mistake.

**Seduction and romance must take place in person.** Avoid dating at a distance, unless it is a casual affair where neither of you is interested in taking it further. (Even then, it can get complicated, so beware.)

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### Short term

I consider a short-term relationship to be six months or less. Typically, if you survive the first six months you're likely to be in for a while, and there is a more distinct emotional bond between you as well. During the short-term romance, you are looking to accomplish several things:

First of all, you're still in decision mode. If you see red flags, you need to resolve them, accept them, or move on. Don't try to change her. You might achieve some short-term success, but long-term you will only reap resentment.

Second, you need to limit your time with her strategically. If you're still dating casually, you should not be seeing any one woman more than once a week. If you start seeing them more frequently, you'll trigger their relationship instincts, and they'll expect this to be serious and exclusive. If that's your goal then go for it. However, if this isn't your goal, be **very clear** with her that you are not looking to get serious. Just be prepared that *your* unavailability will eventually induce her to be more interested in you and she will want to turn this exclusive.

Women want monogamous relationships by nature. They don't want to date around, and when they do it is typically only after a breakup or when they are dealing with more issues in

their life. So understand that your ability to keep things 'casual' with any particular woman will depend first on her disposition (is she looking for more than something casual), and then the frequency with which you see her. If you get together every month or so, you'll probably keep the monogamy beast at bay.

By keeping your time with her limited, you'll be developing more response potential from her. Your availability is in *inverse* proportion to her desire. The less she gets of you, the **more** she'll want.

Next, you want to be moving forward at each step in the game. You don't have to try to one-up every experience you have, but you should be making each meeting move deliberately forward with respect to the building of attraction between you. At the end of the first date, you must go for a kiss. At the end of the second, you may want to shoot for some prolonged kissing and evocative touching. From there, you progress into more of the same, including some even more erotic touching and removing clothes. Eventually, you will get to the point of going to bed with her. The steps are as follows:

1. First meeting – decide on attraction/interest
2. Second meeting, kiss
3. Third meeting, extended kissing, more seductive behavior, light touching
4. Fourth meeting, even more kissing, more erotic touching, possibly removing clothes
5. Heavy touching, moving toward sex. Relocate to the bedroom.

Along this progression, you must be dancing the steps I told you about – two forward, one back; two forward, one back. This way you will be building up her attraction, yet never coming on too strong. Now, these steps that you take forward must always be in proportion to the attraction between you. If you are with a cautious and slower moving woman, your steps will be shorter and slower. If she is much more open and willing, your steps will be longer and bolder. Whatever you do, you must keep the progression of your romantic interests out front. Another potential trap is when a guy starts to date a woman and he lets off the accelerator for fear of creating discomfort. He stops teasing and starts "getting serious." Soon afterwards, he senses that things are rapidly de-escalating into a friendship instead of a romance. Keep moving forward!

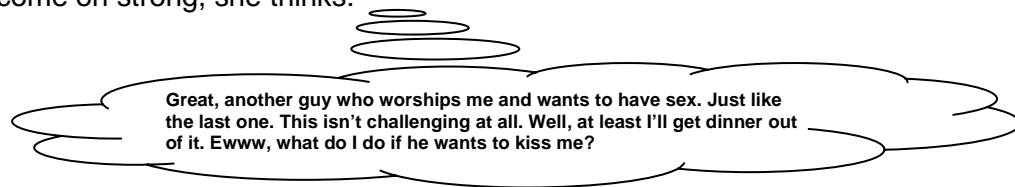
Another option is to use what I call "Tweeners" meetings to keep things moving. Some women have extremely busy schedules, and they are often difficult to work into yours. You often have to resort to getting small meetings in between from time to time. This might include more coffee dates and shorter rendezvous, like a lunch in a park. Again, stay aggressive on your goal. Even short meetings can maintain your forward motion. Keep going for kisses and trying to up the ante on your physical attraction where you can.

During the first sixty days of a relationship, you should keep things light and fun. Do not come on strong. Keep your compliments to a minimum, give no extravagant or expensive gifts, don't talk about your feelings, and please, **please**, no romantic poetry. When you confirm what you feel about with her, she has no room to fantasize and build her romantic infatuations for you.

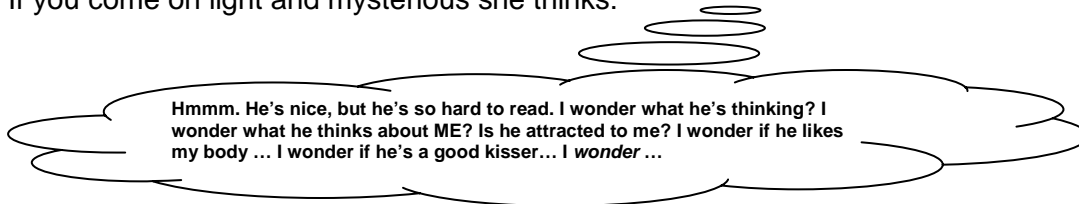
Also, at the very start, keep your touching to a minimum. Let her come on to you. If you show too much physical affection too soon, she'll start to feel smothered. Ever had a girl who clings on you like Velcro? Remember how it made you want to pull away and run for your life? It works the same for her. The less you touch her, the more she will want to touch you. When you do, it will be more inviting and satisfying.

You will also keep your references to sex to a minimum. All too often a guy will start bringing up sex as if this was all a woman was waiting to hear to get hot and jump him. She will *not* respond to your desire for her with more desire for *you*. However, she will respond to your absence of *obvious* desire as **doubt**, and that will motivate her to validate if you are interested. If she jokes about sex, you need to turn it around into her coming on too strong – jokingly. Do the gender role reversal. She'll get even more challenged.

If you come on strong, she thinks:



If you come on light and mysterious she thinks:



What you *don't* tell her in words or obvious action, she doesn't know. What she doesn't know translates into a need to know *more*. Conversely, what she does know translates into not needing to do anything or wonder anything. She won't be reaching for you. Make sense?

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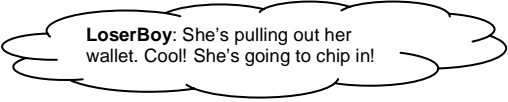
### Avoid the Premature "I Love You"

There is a temptation to put these three words out there far too early. I've been guilty of it, too. Something I learned early on was that the longer you wait to say this, the better off you are. I won't go into esoteric discussions of what love is or when it happens, but suffice to say that it usually doesn't happen for a long time. There is no "love at first sight," only **lust** at first sight that actually turns into something long-term.

The best rule of thumb is that a man who says this too soon is no challenge, and is basically wearing his heart on his sleeve. Avoid saying it during sex, as it tends to be said too freely. Do not pledge your love in words or writing for **at least three months**. I hesitate to say that you should wait longer, if at all possible. And never say it if you don't mean it.

Remember that saying how you feel is much less effective as **showing** it.  
A woman responds more to demonstrations of affection than words.

## Paying the Bill



LoserBoy: She's pulling out her wallet. Cool! She's going to chip in!

Ooh, I can hear you guys moaning in pain already. How do you handle the bill when it comes? Well, I'll assume that you took my advice and are not going on traditional dates until at least after the third or fourth get-together, if at all. When you start behaving like a "dater" you are going to fall back into that pattern of courtship. But if you insist on taking her to dinner, which is a necessity at some point, you'll want to know how to handle the bill.

Here's the short and simple: You take the bill and behave as though you are going to pay it. Don't let it sit there in the middle of the table like a turd that no one wants to admit exists. Be decisive and take the bill. If she says nothing, she is assuming the role of the traditional woman-on-a-date, and there's nothing wrong with that. If she offers to pay for it, you thank her and say you can get it. If she insists on paying her share, then she is telling you one of two things: She wants no obligation to you, or she could be mature and modern, and she wants you to know that she's capable of paying her own way. You should still insist on paying initially.

If she doesn't offer to help on the first date, wait until the third date to see if she chips in. She should offer by this point. If she seems to expect you to pay for everything, this is an attitude for you to address. This could be a sign that she's a gold-digger.

My general advice is to avoid eat-out meals if you can (especially for the first few dates) and *cook her dinner yourself*. It has much more romantic potency, and it moves you along the continuum even faster.

As you progress, you should be increasing your expectations of her, and at the same time working to avoid letting her tests become a shift in power control. Her tests (more detail later in the book) are times when she will push back against the boundaries you have set, either through misbehaving or flagrant defiance, and you must demonstrate confident resolve.

Start by not reacting emotionally. That's an immediate failing grade. Next, you point out what you're seeing and give her an opportunity to save face and apologize. If she pretends not to notice or understand, you must trust in your perception of Truth and hold her to your standard of behavior. Communicate that this is unacceptable, and that you are willing to drop her like second-period French if she ever does it again. Then follow up with a polite segue to another topic to give her a chance to demonstrate her attitude. If she's bitchy because you called her on her behavior, you keep an eye on this as a red flag.

Some examples of tests are:

- Arriving late/not being ready
- Inappropriate comments or remarks that have a questionable intent, like a veiled insult that is not good-natured play
- Changing your plans or expecting you to cater to her spur-of-the-moment whims

Your first fear will be her rejection if you make her mad. I actually like to get women mad at me to see how they react. Anger is passion, and without passion, you're just a walking erection with strong cologne. Remember, the opposite of love isn't hate – it's indifference.

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### **Meet the Parents**

Tommy Lee said it best in the autobiography of Motley Crue. He said that if he could go back and correct one thing about his past relationships, he'd be sure to meet his girlfriends' mothers as soon as humanly possible.

I have to echo this sentiment. Every single woman I've ever dated has had issues with her parents that translated directly into their personality. Some worked out, some didn't. Some had mother issues. Some had father issues. But knowing what you have to work with up front is imperative. Meet her parents as soon as you can.

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### **Long Term Strategies – To Marriage, And The Bitter End**

Long-term relationships are typically six months or longer. You've worked through a lot of the lusty stages. You know, seeing each other every day and boffing like wild ferrets. Actually, if your goal is a relationship, you should be very careful to avoid that kind of obsessive, high-octane contact. It's like a fire started with gasoline: It will burn hot, but quick. If your goal is not necessarily to go for a long-term romance, then you can enjoy this super hot stage for all it's worth. If you want to progress this into something more enduring, however, you'll have to take a different approach.

The red flags you were once watching for have either dissipated, or they have been resolved. What you need to watch for now are the yellow flags that will eventually turn into red if they are not taken care of. Again, I have to assume you've screened her against your list of must-haves and nice-to-haves, and this is a solid candidate.

Yellow flags were there before, but they didn't look quite this yellow before because you had so much sex going on. The newness of the relationship was blinding you, and now Truth is coming around to give you a wet slap. Remember: Your interest level in a woman will eventually dip down much lower than it was when she was still a challenge. This is the point where comfort and familiarity often keep us in a situation that needs to be changed, but we lack the inertia and self-confidence to make the change.

Your objective for this stage is to vigilantly maintain the boundaries you've set in the past. You need to keep an eye out for her tests, but you'll also need to compensate with more compassion and nurturing for her than you may have given earlier on. Your essential game plan to keep things lasting is to never let her get bored of you and the relationship. It's easy to slip into comfort mode, but that's a rut that will eventually turn into a grave. You have to take the energies you would have been expending into the search and conquer of another woman into the ongoing care and feeding of just **one**. No, it isn't easy, but it has its own rewards.



## Save-Your-Butt Tip

Here's a tip that can only be used once per gal, but is your wild card for a great make-up after an argument. It is not to be used as a kiss-up or buy-her-affections gift, only as a bandage over a potentially horrendous error on your part.

What you do is buy something small, reasonably inexpensive, and nice, like a silver bracelet. You wrap it up and keep it hidden. When you have a falling out or an argument, and you feel that it could use this boost to keep things together – or maybe have some great make-up sex – you pull out the wild-card. You say, "Look I was thinking of giving this to you in a week or so, but this feels like the right time." I can almost guarantee you'll melt her heart on this one.

Just remember, this is a wild-card, and is not to be repeated! You do not want a girl on your hip that is used to being bought gifts. It should only be used when **you** have screwed up big time and want to remedy the situation. Never give her gifts or reward her when **she** has made the error.

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If you want to last over the long haul, you'll also have to start meeting a minimum level of certain relationship requirements. Consider these the vitamins you'll need to give to the relationship to keep things healthy.

**Romance:** She requires a certain amount of healthy affection and attention to survive with you. You need to keep up a lot of the courting behavior that got you going in the first place. Things like holding hands, occasional back-rubs, and this includes a certain (small) number of "I Love You"s. Don't be a Nice Guy and think that the more you tell her you love her, the better off you'll be. These are just words, and prove nothing to her. Don't just tell her; show her.

**Restraint:** Make no mistakes, you'll never be able to satisfy all her needs. It can't be done. And, from time to time you'll have to get into some mandatory skirmishes over expectations you're not meeting. For a woman, there is no perfect relationship. There is always something that needs work. If she's in complete bliss, you're missing something.

Arguments are the dynamic tension in relationships. They are the equivalent of keeping a calculated amount of slack in a rope as you pay it out. Think of this rope as being tied between Romance and Restraint. You won't know where the limits of the relationship are until you pull it taut from time to time.

Restraint also means that you fight against over-familiarity. You know the saying: Familiarity breeds contempt. Well, I'd take that one to heart if I were you. Too much of anything is a bad thing, and especially when it comes to **you**. If you want things to last, you must remain a challenge to her to the end of your days.

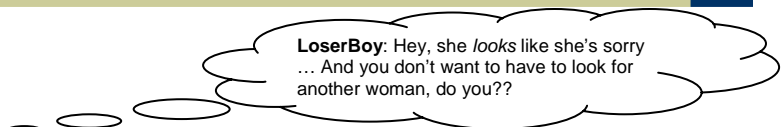
You're probably asking, what about *me*? What vitamin do *I* take to make things last?



You stay **alert**. Aware. Watchful. Attentive. Don't get lazy and stop watching your investment, because when her performance dips, it's usually because you started taking things for granted.

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## Cheating



**LoserBoy:** Hey, she *looks* like she's sorry ... And you don't want to have to look for another woman, do you??

I can tell you the perfect cure for cheating: If you keep her attraction level high for you by practicing the methods I'm preaching, **she will not cheat on you**. Women who cheat on men do so only for one of two reasons:

1. It was already over, and he didn't know it (which means he gave in and became a Nice Guy – aka: an insecure, supplicating wimp – along the way),  
**or**
2. She has a severe character flaw (promiscuity, low self-esteem, etc.) that you need to get away from.

If you are ever cheated on, **never** return to the relationship. The damage is done, and you will only be caught in a horrible, soul-twisting spiral of fear and jealousy. Get back out in circulation and find another woman that you can start clean with. There are about 2.5 billion women out there, by the way.

**No Second Chances.** Period.

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## The Long-Term Relationship

A good portion of the men reading this book will want a long term relationship, while many others will only want casual dating. Your background and beliefs will play a large role in your decisions and goals with women. I will share my own personal philosophy with respect to long-term relationships, and you can hold this up in light of your own situation.

I decided at an early age that I didn't want to get married before I was 30. (That seemed a respectable age at the time, and I still feel that way now that I'm older.) I knew in my heart that I would not have enough worldly experience to bond to another person for the *rest of my life* until well down the road. So I held out, and I'm glad I did, because I can almost guarantee I would have had a miserable divorce along the way, and I'm pretty sure a child could have been caught in the middle along the way. Those risks are always there, but I chose to wait out the part where it was *too likely*.

Mistakes often made in long-term relationships and marriages:

- Mistaking lust for love
- Unwilling to grow and change, or growing apart rather than together
- Desire for a family and children (without understanding the sacrifices and effort)
- Unhealthy needs being fueled in a relationship

- Going along with societal expectations rather than your own judgment
- Desire for a long-term sex partner
- Fear of dating and engaging in the search for another (otherwise known as settling, or “better the devil you know than the one you don’t.”)

The list goes on and on. The underlying factor is inevitably understanding and experience. Most people don’t know enough about themselves when they’re young to make the kind of decisions and choices that a long-term commitment requires. There’s no rush. There will always be a sizeable pool of eligible candidates for you to choose from, at any age. Don’t let fear of being “left out” or “missing out” persuade you into making a hasty decision. Women have a time limit on their biological imperative (having children.) You do not.

Women will want a monogamous, committed relationship as soon as they have determined that you are a marriageable option. She will want to lock you in and keep you from dating around, so you must be clear and careful in your communication early on as to your intentions. If you have no intention of getting married, say so. If you have no intention to date just one woman, say so. But also be sure to say this with your *actions*. If you court a woman intensely, and spend a great deal of time with her, she will want to be exclusive with you. It’s a perfectly understandable protection mechanism. You’d want a woman you were getting serious with to date only you, as well.

My recommendation is to get yourself to a point where you are comfortable in your own skin (develop the Three S’s), get enough experience under your belt to make better decisions, and then decide what woman you want in your life, and **then** you’re ready (possibly) for a long-term relationship. Until then, you are merely a seeker and learner.

Remember: You do not have to have a committed relationship to enjoy the company of a woman.

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### Going Exclusive

At some point, you will be tempted to want to take a woman you’re seeing off the market. You’ll want to go exclusive, where you only date each other and no one else. There are only two reasons a man (or a woman) will want to do this:

- You have a lot of attraction and interest in her, as she meets most of your requirements in a woman
- You don’t want some other guy coming along and snapping her up (see the next section below)

Should you reach this point and decide that you do want to date one woman exclusively (and, again, I state that this should only happen if your goal is a long-term relationship and you clearly understand what it is you are looking for) *you must not ask her to be exclusive*. If you truly want her to date only you, it must come as *her* choice. Younger women will want to date around more, in general, and older women (28+) will already have an idea of what they are looking for. No matter the age, **all** women will want to feel that it is *their* idea to be exclusive for

it to work. If she hasn't asked you, she still has doubts about you or the relationship that need to be cleared up before she will go exclusive.

If you do ask her, you run the risk of rushing things, as well as coming across as needy. You will also be the one telling her how you feel (removing mystery) before she has. And, as a result, you'll always wonder what her interest level really is in you.

**Don't become exclusive with a woman just because you don't want her seeing other people.** Your jealousy or insecurity should not be a factor, since your decision will mean that you must date only her as well. Again, this is a case of settling instead of keeping your options open.

Let her ask you to go exclusive first. A highly interested and attracted woman will not want to let a good catch go, so she will eventually ask for exclusivity. If she doesn't, she's not interested enough yet.

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### Relationship Maintenance Program

To keep a relationship going long-term, you need to attend to it, the same way you keep a plant healthy or a car running smooth and trouble-free. I subscribe to the HMO theory of life, and that is if you take small maintenance steps along the way, you can avoid larger problems down the road.

Let's be very clear on one point: **Relationships take work.** It takes a mature and strong dynamic between two people to make it last and be enjoyable. Most men and women treat marriage as some kind of crowning glory – once you slip the ring on they can now relax and stop putting any effort in. Everything's all locked up.

Nothing could be further from the truth.

Here are some of the things you'll need to maintain over time if you want to keep your relationship fresh and enduring:

- **Never drop your guard**

- I hate to be the bearer of this news, but many guys use effective strategies, build up their character through use of the Three S's, and as soon as they land a girlfriend, they turn into complete wimps. Until the end of your days with a woman, you must uphold the principles of the Three S's – *Self-confidence, Self-discipline, and Sense of humor.* These are not optional lures you use just to get a woman to sleep with you or to want to be your girlfriend or wife. They are not electives you can use when you feel you need to. These are time-tested enduring qualities of character for a man. You will have to be a challenge to the woman in your life *for the rest of your days*, or she will gradually lose interest in you. You see this all the time in marriages where the couple gets lazy and feels they can now "be themselves." What this really means is that they let a relationship become their cushion for their self-esteem. They cease being two independent, confident people and become an indistinguishable unit. There's a difference between growing together and merging. I know, there are all those relationship counselors that tell you

that you aspire to a merging of your spiritual beings, and you'll become this all-powerful White Light of Love. Frankly, it's a nice goal, but it's also not realistic for 95% of us trying to just make a relationship work just on the fundamentals.

The only way to keep both you and the woman in your life happy is to develop your understanding of the dynamics between men and women, and keep your character strong. When all is said and done, that's what this information is all about.

- **Fight Against Familiarity**

- There's that saying about how familiarity breeds contempt. (This was probably said by a woman in divorce court.) It's actually very real, because what we become too familiar with we take for granted, and eventually mistreat. It's not that we're inherently evil, but there are some parts of human nature that we cannot always control.

You will always have to keep her from becoming too familiar with you along the way. The more she knows about you (i.e., the more familiar you become) the less mystery there is. To counter this, you must always have interests and hobbies that extend beyond the relationship. You have to maintain a separate existence beyond the woman you are dating, and add more to your own growth so there is more for her to discover.

- **Stay Sexy**

- Don't let yourself gain fifty pounds after you get someone you think you can stay with. Ever notice how the women who manage to stay hot even after they get married are with men who also keep themselves fit and trim? Don't get lazy! Stay active. The best way to keep your woman looking good is to set an example. You don't need to pester her to stay fit if you do; she'll *want* to keep up with you.

- **Keep her contented – barely**

- You need to watch and figure out what your woman's maintenance window is during your relationship. If you go too long, she'll become antsy and irritable, probably complaining about the attention she's not getting. Some women can go a few weeks or a month, some only a few days. Watch for this cycle and her level of fulfillment. Remember: No one is fulfilled 100% of the time. It's human nature to look for ways to improve and expand your horizons. It's what drives our species to achieve and evolve. Recognize now that anyone you date or stay with for a long period of time will become dissatisfied. Even being fulfilled all the time becomes boring and unsettling. **Discontent is necessary.** Your job is to monitor her level of discontent, and match it with an appropriate level of positive reinforcement and effort. (Note: This level of effort is your single most effective way to determine her maintenance level, too. Lots of effort = High maintenance.)

- **Give her irregular reinforcement**

- One principle of human (and animal) behavior is that we respond most favorably to irregular reinforcement of our desires. Knowing that you'll get a kiss when you first see her is nowhere near as motivating as not

knowing when you will. (This is probably one of the reasons that men are so easily addicted to the women who don't give them sex regularly. When you never know if it's coming, you're always on your best behavior.)

Animals that are trained for circus acts are only given a treat once every so often, once the habit has been established. This pattern of uncertainty induces a more consistent behavior from them.

Now before you get up in arms about what I'm saying, let me state that I am not proposing you train a woman like a dog or any other animal. But the principle that underlies this psychological reality is still valid. We all become jaded after a while, no matter how much your Big Brain says this isn't true. Irregular reinforcement is a *necessary inconsistency*.

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## The Steal

LoserBoy: Uh-oh ... better hurry up or this guy could grab her. Send some flowers or poetry ...

The fear of someone coming along and stealing your catch is another trap that is easy to fall into. It comes from insecurity, plain and simple. We don't want to risk someone trading us in for a better model. This is why it is all the more imperative that you use the strategies in this book to keep a woman's trust and attraction high enough for you. You see, no one can be interested in two people to the exact same degree. There is always one that we desire slightly more. A woman will always want the man that does not smother her and demonstrates a higher level of the Three S's. Once she starts to feel that tingle of desire, she will have blinders on. Have you ever tried to reason with a woman who was in the throes of infatuation? No amount of logic will keep her away from him, even if he's a leather-clad biker from hell.

Keep in mind that if another man did come along that raised her attraction for him, he doesn't have the information and tactics available to him that *you* have. If he jumps in your game, carry on as if it doesn't fluster you a bit, and you will succeed in demonstrating even **more** self-confidence, **more** self-discipline, and she will be even **more** attracted to you. While he's chasing her with roses and poems, she'll be wondering why you are so distant and relaxed. The Mystery will have grabbed her.

Sometimes, competition sweeps in and takes her off her feet, and she'll even go so far as to ignore you completely. Rest assured, he'll move in too fast too soon and make all the errors I've prepared you *not* to make. It won't last, if you treat it as insignificant, and she'll be back for you with a passion when it's over. The mistake most men make is to take their competition too seriously, and they wind up driving the woman even further into his arms with their jealous obsession. In the end, they turn into a pitiful wreck. (Yet another reason to not be the one "falling in love" first. You're at her mercy if you do.)

**The more she is attracted to you, the less she will be attracted to other men.** She only has a certain amount of "chase" in her system, and she can only be pursuing one man at a time, consciously or unconsciously. She can't dump you if she's chasing you. Keep acting on principle, not on her feedback.

Relax, breathe, and keep dating other women.

## MOVE ON

Remember, every relationship ends up one of two ways: breakup, or marriage. Think about it: Either you will be in a relationship that ends, or **you** will end during the relationship. The End is where you need to cut the ties to this woman (or women) and move on to happier hunting grounds. Sometimes this is easier said than done; sometimes it's easier done than we'd like to say. Whatever the situation, you need to have the strength and resolve to demonstrate your independence. I won't pretend to be able to tell you when to end it. This is a gray area for everyone's relationships. The one truth I've discovered about relationships, though, is that you will learn more about yourself in the catalyst of a relationship than you will in almost any other situation. It will bring out the best and worst in you, and very often we end them not because of our unhappiness or the other person but because we're too uncomfortable with ourselves and the things we must face about ourselves to make it work.

Ultimately, you must know what your breaking point is and not let your self-esteem keep you in a situation that could have painful – and possibly damaging – consequences. Emotional and physical abuse are black-and-white for me, and I will tolerate absolutely none. Everything a woman is or does should be run against your list of requirements, and you'll have to see if the results are worth the work.

In the movie "The Mexican" with Brad Pitt and Julia Roberts, the question is asked, "If two people love each other, but they just can't seem to get it together, when do you get to that point of enough is enough?" And the answer given is "Never." I don't think this is necessarily true. You have to know where to cut your losses.

One thing that you should keep in mind is that it's **always** better to be the one breaking up than the one being dumped. Most people find it very difficult to break up with someone, usually out of fear of loss. They imagine that this is the only person available, and the pain of going back into the singles world proves too much. This is your inner child fearing abandonment and it is totally irrational.

There is a breakup progression that usually takes place near the end. This progression usually goes something like this:

- The man stops being a Dynamic Man (demonstrating the Three S's) because he figures he's made it, why work? Another conquered.
- The woman loses interest and attraction for him, gradually. He thinks she's becoming more comfortable in their relationship, but she's really just bored.
- They argue more often (usually about sex and how he's not getting any), and she starts to distance herself from him. He thinks that the way to get things back to the way they were is to bug her about it rather than be the man she was attracted to in the beginning.
- Eventually, they can't take it any longer and they break up because she either "wants to see other people," or "doesn't think they're right for each other."
- She's dating another guy within a week because she had an emotional cushion lined up several weeks ago. The man sits at home and cries in his beer.

I oversimplify here, but the point is still valid. If you want to keep her around, you'll have to expend some effort. (I'll cover the Maintenance Plan in a bit.) If you want to move on, you can



either break up with her, or engage in all the wimpy behavior you know will turn her off and force her to fade away.

Don't break up just because you wonder about greener grass – it usually isn't, and it has to be mowed, too. Do it because you know you aren't going to reach your goal this way. It's time to refresh your memory as to why you're in this game in the first place.

Here are some indications that you should consider ending it:

- Her attraction to you is low. Chances are, she's not as attracted to you because you stopped growing and challenging her.
- She has clearly lost interest in sex with you. Your sex life is not what you desire.
- You are not happy when you're with her, or you find you are happier without her.
- She has changed in ways that do not mesh with your personality.
- She goes from low-maintenance to high-maintenance.
- Respect is lost – yours for her, or hers for you.
- She attempts to take control of your life.
- She develops emotional problems.
- She cheats on you.
- You cheat on her.

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## The “End”

How do you do it? I will only tell you that a good breakup is clean, quick, and stays broken up. No calls to “see if it will work out.” You don't leave a note or flee the country. Face up to what you must do, and then do it.

Here's a pretty thorough checklist:

- When you decide you're going to break up, do it. Don't leave yourself room to back out on your decision, because you will be tempted to “try again” or any number of enticing situations. If you try again, and fail, and try to break up again, your chances of making things work for real are diminished even more.
- You meet with her in a neutral location, you speak your feelings as clearly as you can, without blame, and then state clearly that “you don't want to continue seeing each other.” She might fight it, especially if she hasn't had a chance to line up your replacement, and she might cause a scene. But you will stick to your guns and be civil. Don't stay there with her more than an hour. If you wait too long, you will only make things more difficult.
- If you are living together, one of you must move out. If it isn't financially practical for one of you, it can be very difficult, especially if she is the one who initiated it. Leave as soon as it is practical.
- I suggest before you do the breaking up you should reclaim your possessions as covertly as possible. Change any locks or passwords you may share.
- Plan to stay away from her for as long as is necessary. There may be bad blood for some time, and you need to let things cool off for a while. Do not try to keep a



friendship going until she seems ready to accept this – and most women you have dated will not make good friends once you have broken up.

- Try not to do the rehab sex routine with her. (God gave you a hand, so use it.) It's easy to let a lust situation revert into a relationship again. The emotional entanglements are too deep, so don't try going back to the well.

LoserBoy: Quick! Go out and get a new girl ... *that* will help ...

## Start again – Rejuvenation

The part of the process that many people overlook is the recharge and rejuvenate portion. It's an absolute necessity to keep your attitude healthy and not slip into the biggest trap of the recently dumped – **rebounding**. If the last woman you were with was just a casual romance, short-lived, then you can take a reasonably short time, and if it was a long-term relationship it must be a while before you jump back in the game. But I'd say the best gauge of how long is to listen to your heart. If you are feeling lonely and you still miss her, you aren't quite ready yet. If you feel dread at having to start dating again, you're still not there.

What you're looking for is to feel a certain electric charge – a slight thrill – at going back into the arena and doing battle again. It's as if a part of you *knows* there will be pain and a little rejection, but you feel hungry to go and do it *anyway*. It's like the feeling when you've gone on vacation for a while and you're itching to get back to work.

Take the time to recuperate and take care of yourself. Go see a bunch of mindless action movies. Go snowboarding. Go hit the gym hard for a couple weeks. Do what you need to recharge your batteries. Sports teams take time off to revitalize and recharge, and so should you.

Keep in mind: A woman that meets your needs, a *quality* marriageable prospect, where the relationship is mutually supportive and invigorating – in short, a woman that is **The One**, is going to be *very* rare. I won't kid you, if you've done your homework and identified the kind of woman who will keep you happy for the rest of your life and is worth the work and effort to stay with, she will take a good deal of time to discover. A lot of women are flakes, emotionally shut-down, or just plain nutty. Another portion is just a matter of timing, and those matches will often be frustrating because those women will be mostly suitable but simply in the wrong place at the wrong time. There are a lot of rooms in Heartbreak Hotel with guys (and gals) crying the blues over someone that couldn't give them what they needed because of timing. Also, some people are just harder to please. If your list of criteria for a long-term companion is rigid and long, you'll have a longer time finding her.

The good news? Well, along the way, you're going to learn a lot, as well enjoy a lot of casual accompaniment from ladies along the way. If you're sincere to your own needs (i.e., don't sacrifice yourself and your goals in life for a woman), you'll find it easier to weather the long road of dating and relationships. Remember: there are millions and millions of great women out there, and you don't have time to meet them all.

# Kino or Kinesthesia: How And When To Use Your Touch


*kinesthesia* (n) 1: the perception of body position and movement and muscular tensions etc. 2: the ability to feel movements of the limbs and body

*kino* (n) 1: The use of touch to arouse physical and emotional desire.

There are many approaches and varied understandings about the topic of touching in the dating journals, and at least as much confusion. Hopefully, the information that follows will help to clarify this topic so that you can apply a strategy to your techniques of using kinaesthetics – *kino* – to your advantage.

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## First: The Ground Rules



LoserBoy: Wow! I can't wait to get your hands on THOSE...

There are no hard and fast rules to apply in all situations. So you must be flexible enough to employ varied approaches with your techniques along the way, as you progress along the continuum, and in different amounts depending on the woman. Use touching less during the first few dates, more later in the process. Nowhere is this more important than with the fine art of touching. In the world of dating and seduction, we call this "kino."

First of all, what kind of person are you? Are you reserved? Do you enjoy touching other people? Touching yourself? Go ahead and smile at that, but this is something to determine so that you know what you consider comfortable. Some people are very touchy-feely, always hugging and kissing their friends, family, dogs, and just about any stranger that comes into their sphere of influence. People at the other end of the spectrum might cringe when a cashier puts change in their hand. It's all in your upbringing.

I grew up in an Italian/British family, and you could see the difference in the way we expressed affection on each side of the family. The Italians would pinch your cheeks and hug you until your ribs snapped. However, a kiss on my English grandma's cheek was about the extent of it. Ethnicity links to our family upbringing and disposes us to certain patterns of touch, and our comfort with them. (Remember also that even spatial distance, without touching, is also a part of kino. How far you intrude into another person's personal space will be noticed and will have effects. More on this later.)

One of the first things you must realize is that men, on the whole, start touching women far too early in their interactions. Men are tactile beings, just as women are. That is, we're gropers. We long for the soft touch of a woman's flesh, and the neat little parts of her that seem to beg for our hands to go there. What we men lack is self-control. It's difficult for many of us to hold back, especially because men originate our experience with visual curiosity -- we see a

pretty gal, and that becomes a craving to touch her. From that point on, we are fighting our own natural desires. Most men mistakenly believe that by touching the woman, we can stoke her flames of desire by showing our interest. Well, we can and we can't, as we shall see.

Let's start with a primer on good and bad forms of kino and work forward into how best to use them with the ladies in your life.

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### **First of all, the Bad.**

Understand that women are very sensitive to touch, and touch is almost never neutral; it will either have a positive or negative affect. Some touching is almost universally bad, and again, this relates to where you are in the continuum of dating with this particular woman. It depends mostly on how long you've known her, and what kind of precedent you have set with respect to touching. Probably more important than the quantity of touching you use on her is the relative amount between you. You should aim for touching her *just a little less* than she wants to touch you.

Don't ever touch private or intimate parts of her body until you have received incontrovertible evidence that she wants you to. Stay away from her butt, her breasts, her legs, her stomach, until much later. In fact, I would go so far as to suggest holding off on **any** intimate touching until she has initiated it or is so obviously in heat you'll need to wear tear-away clothing. You must program yourself that you are now a gentleman, with self-discipline and restraint. You see, women are not used to men having self-discipline, and as a result you will stand out if you can demonstrate this to her. At some point, however, it will be up to you to initiate contact, but with discretion.

First, don't ever touch her in a way that is painful. I know that this may come as a shock to you, but punching her on the arm, noogies, pinching, or any kind of physically unpleasant contact is a definite NO-NO. Playground antics were cute when you were seven, but now it's time to grow up. Understand that a woman's first and overriding concern is whether or not you are safe, and you must be sensitive to this.

You should also recognize that you should never tolerate physical abuse from a woman, either. If she ever strikes you or lashes out in anger, leave. Do not let a dip in your self-esteem be your downfall, as it was with Tommy Lee. (*Be aware:* Studies show that just as many men are physically abused as women.) A playful swat with a napkin is the extent of it. When you two are in the throes of passion, she might ask for a spanking, but hey, that's another topic.

In general, on the first few meetings with her, whether it's over coffee or a three-course meal, show some restraint. A lot of restraint. Let's put it this way, it's better to hold back too much than to err on the side of demonstrating physical attention too soon or inappropriately. For a first meeting, I usually go for a quick hug, which lets them know that I'm not needy, and that I'm confident enough that I will not shy away from touching. Balance your distance with a

measured amount of flirtatious behavior, just enough so she doesn't think you're a cold fish. The objective is to give her just a little less physical attention than she desires initially.

The bottom line: Make her wonder how much you're digging her.

There's a show business saying that I think every man should chant several times a day:

**Always leave them wanting more.**

This generates what you've heard me refer to before as *response potential*. You are trying to stimulate her desire, and then leave it largely unfulfilled. This way, you'll have the supply, and she will have the demand. You're giving her the space to take action in. If you overdo it, you'll smother her. (Remember: Two steps forward, one step back.)

Let's face it; playing hard-to-get *really does work*, though it can come across as manipulative. There's a reason it works: We want what is denied to us. The forbidden. You have to be subtler and more sophisticated in using this to your advantage, and that's what response potential will do for you.

Remember, you have no reason to feel manipulative if you're doing the right things to keep her interested and working towards a win-win goal, which is getting you two past the rocky start into a budding romance.

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## Now, the good.

And the difference between good and bad kino is very subjective, as well as finely differentiated. One woman's good can easily be another's bad.

On the first meeting, you should make one or two small kino maneuvers. The best one is a simple – and brief – touch to the arm or shoulder. If you're in a Starbucks and you need some more sugar for your coffee, get up, start to walk around her, and then place your hand on her back gently as you ask her if there's anything you can get her. Remove your hand after a second. Don't linger too long, or you'll defuse the power and possibly risk her discomfort. If you cross a street, offer her your arm. She will be impressed.

What you want to do is build up her anticipation. Every woman wants to know what the other person feels like, the touch of their skin against theirs. There's a great deal of power in the novelty of this – the newness. She hasn't touched you before, and part of your job is to keep her wondering about it long enough that she will respond positively when you do. You tease this part of her mind when you give her an unexpected hint of what is to come. Don't touch her too early, and make sure the touch is no longer than a second, so that she knows you're not going to start pawing her.

## Good places to touch early:

**Hands:** Hands are a good starting point for budding romantics. I will again caution that many men try to hold hands far too early in the game. If you want to touch her hand, do the brief touch (as described above) or try this: Get a book on palm reading. I recommend the one published by DK, because it's simple, short, informative, and has lots of pictures. Learn the basics of how to tell fortunes by reading palms. This accomplishes several things. First, it gives you a legitimate reason to touch her, even on the first date. Touching all these sensitive and sensual zones on their hands is a fantastic opportunity. Second, remember from flirting, women love any kind of fortune telling – horoscopes, tea leaves, you name it. You create a vivid and intense moment when you can engage her on this level.

**Forearm/upper arm:** The inside of her forearm is very sensitive, and just a light touch there in passing is more than adequate. Though, it may seem contrived to target her lower arm. You're more likely to touch her on her upper arm in passing.

**Shoulders/Back:** You can find many reasons to touch her on her shoulders or back, such as in passing by in a room, or if you need to come up behind her and make her aware of your presence.

**Hips:** Specifically, the area on her side, just above where her butt starts. I'd consider this location to be more of an opportunity area than a place you can target, since you can get into trouble here easily if you're not careful. Ideally, you won't touch her on her hips unless you are dancing, or in a crowded room and need to pass by her.

**Hair:** Hair is a great place to focus, because women focus a lot of their attention there. They want you to notice it. Again, if performed tastefully, touching her hair and commenting on its softness/color/radiance/whatever can be a test to see if she's comfortable with you. If you reach (slowly) for her hair and feel it between your fingers for a second or two, and she doesn't flinch away, it's a good sign that she'll be ready for your kiss-close at the end of the date.

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## Good places to touch a few dates later:

**Back of neck:** This is an erogenous zone for just about all the women I've known. It's in the area of the back of her head where their hair starts to thin out. If you've seen the movie "Body Heat," there's a scene where Kathleen Turner holds her hair up and wipes the sweat from the back of her neck, and the sight of it is extremely arousing to men. My theory is that this is linked to how we were held as infants, and it promotes a sense of security and safety. Whatever the reason, it seems to be universally erogenous.

**Face:** Brushing the back of your hand against her cheek is a bit corny, but any gentle contact with her face is very charged. Use this sparingly, and with a strong gaze into her eyes, and she'll melt with you.

**Earlobes:** Sure, it's a cliché, but gently nibbling on her earlobes combined with a bit of breathing in her ear is a great approach. (See the Whisper tactic below.) Sucking on the ear is good, as well as licking the outside of the ear, and maybe even inside. But don't leave a trail of mucous behind like a slug; just moisten her up a little bit.

**Lips:** Lips on lips, the best of all touches. If you aren't a good kisser (and if you don't know whether you are a good kisser, you aren't – women *always* let good kissers know) get some coaching. Nothing will get her tingling inside faster than a soulful kiss. You can also touch her lips with your fingers, but I would avoid this until a few more dates down the road.

**Feet:** If you're one of the five people who haven't seen "Pulp Fiction," you need to rent it just for the discussion of foot massages. When John Travolta and Samuel Jackson discuss the merits and dangers of giving a good foot rub, they hit it right on the money: Every foot massage carries with it a truckload of suggestiveness. Rubbing her feet is a highly charged activity that no one would deny is provocative, but it goes unspoken, and therein lays the beauty. Do it with oil and she may beg you to move it on up. (I have to draw the line at applying toenail polish, however. Let her go to her pedicure salon for that.)

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## Other Areas

Massages in general should not be jumped into too early on in the dating continuum. I know some guys that go straight for a massage angle and come across as too much like pick-up artists. Be real. Women know what a massage can lead to. If you're on the third date or later, I'd say you might suggest a neck massage, but limit it to her neck and shoulders. You should occasionally caress the neck zone I reference above, just don't linger there. (If you get good, she'll always ask for more – and further.) Go for the massage exchange, if you can. It helps to find out if she gives as good as she gets.

Another area of Kino that I mentioned above is the use of her 'space.' Don't ignore the fact that carefully intentioned explorations of her personal space can be just as intriguing as actually touching her, and probably more so because it enhances the response potential.

One of the best is the whisper tactic. During a social gathering of some kind, if you can find a good excuse to do so, lean in a bit and beckon her closer. Whisper something into her ear. A conspiratorial tone serves to create a little moment between you, as well as getting her to anticipate being closer to you.

You can also find other reasons to get closer, such as reaching for something that you know will put you into her space. Again, be tasteful, not lewd with the way you handle these. Be sure to say, "Pardon me." (Note: Sticking your crotch out so her butt brushes you as she walks by does not qualify as a smooth move, except in a drunken fraternity party. Well ... actually, not even there.)

## Tickle Kino

Remember when you were a kid, and you would find any way you could to touch the girls you were interested in? You'd snap their training bras, pull their hair, or tickle them. This was the early form of socialization, to flirt your way into contact with them. You'd be amazed at how many of these approaches still work. Get into a pillow fight, and then move in for tickling. If she's one of those rare gals who isn't ticklish, find a reason to test her out. Then sigh and tell her she's no fun. See how she comes back to prove you wrong.

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## Sexual Kino

Even after you have moved your relationship into the bedroom, you must realize that a good understanding of sexual kino will help you immensely. There are a few simple rules that can keep you from burning out and being a one-hit-wonder with your current gal.

- *Wait as long as you can before directly stimulating her.*

Use your fingers to tease, as well as please. The definition of foreplay is not touching where she knows you want to touch and where she eventually wants you to touch. Foreplay is just one big tease. Have fun with it. Remember: Barry Bonds doesn't have to run fast because he **knows** he's hit a home run. Think about it.

- *Touch uncommon areas.*

It seems that men do one of two things with breasts - squeeze them like Nerf balls or suck their nipples off. C'mon, get creative! The sides and underside are very sensitive areas. Try working your way in, very slowly. Hang out in the cleavage for a while. Do some tongue-work. She will like it, I assure you.

Uncommon areas also work wonderfully when you're leading toward sex. Think about where she puts her perfume. Try lightly rubbing the back of her knees, the inside of her elbows, the sides of her ankles, her wrists, or anywhere that you might not normally think to go.

- *Don't forget the cheap seats.*

You'd be amazed how many women like being touched **all** over, especially during sex. A delicate rub on her back or caressing her legs is often like icing on the cake when she's in the throes of ecstasy. It puts you closer to her and it removes the focus from just one or two parts of her body to all of her.

- *Get her to show you.*

She knows better than anyone else where she likes to be touched. Ask her to show you where she likes to be stimulated, and how. It doesn't reflect incompetence, since any man with confidence knows to stop the car and ask for directions. Yeah, that means **you**, Jethro.

- *Always leave her wanting more.*

Yes, it's applicable here, too. Don't get too obsessive and try for a 48-hour Tantric sex binge that would embarrass Sting. Leave some room to grow in. You can work your way through the



Kama Sutra eventually. (This does not mean, however, to deprive her of an orgasm. Be restrained, not selfish.)

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## **NLP - Anchoring - Seduction techniques - Accelerators**

Many seduction techniques have their roots in NLP, or neuro-linguistic programming. There are many facets to this study, and these methods are commonly used in the speed seduction programs available. Much of the theory relies on the assumption that we link physiological and mental states with the words that we use to communicate and think. Many words we use are charged, and almost all elicit responses, both emotionally and physically. Some even float along on the layer of almost subliminal awareness where suggestion can be used.

But since we're discussing touch, we will hone this topic to anchoring, which comes from the science of NLP. Anchoring is the process of associating an internal response with some external trigger. We have examples of this kind of simple conditioning you can observe in everyday life.

Think about a particular touch that someone gave you when you were growing up. For me, it was having my face pinched by my dad. It made me feel like a little kid, and I hated it. Later in life, I found that when a particular girlfriend pinched my cheeks in almost the exact same way, the same feelings washed over me. It was like being regressed to a ten-year-old all over again. You have the ability to create these anchors both in yourself, as well as another woman.

To anchor a feeling to someone, you have to create an experience for her that is positive and then link it to a kino touch. Perhaps it's just the comfortable feeling you have when you and she are talking. If you can use words that elicit emotional and charged responses from her, you can then rub her palm with your thumb as you hold her hand. This has to be repeated many times to become associated, but then when you've done it enough, you can just rub her palm and evoke some of those same feelings. It helps to engage more than one sense in this to create a fully enveloping experience for her. The more vivid, the more effective.

Note that most people already have these built-in, and it's far easier (in my experience) to tap into their existing patterns. Observe how she touches herself, or talk about situations where she feels safe and secure and sensual. Watch her stance and the way she holds her body, as this will clue you into her patterns. She already has sensitive zones that work, and all you need to do is find them.

In keeping with the flexibility stressed earlier, be aware that every so often you will click with someone, and she'll be all over you like a cheap suit. When this happens, be flexible to find out what brings you results, or to accelerate the pace. If your goal is to get her into bed, you may have to be a bit more touchy-feely to engage her on a sensual level. Simply think of your

next step on the continuum. However, in most situations, these guidelines will bring you the most success, if you can demonstrate self-control.

And, finally, remember that in kino, as with all the subtleties of dating, it's less about what you do and all about **how** you do it. In the right circumstances, and with the right attitude, you can make almost any touch meaningful and persuasive. Work to develop a cultured and refined taste with respect to touch. This isn't a football game or wrestling match; it requires a subtle technique. Find people you can practice on, and see for yourself how you can use touch as a tool for you to induce more attraction between yourself and the ladies.

# Basic Psychological Principles

## Pain/Pleasure

This is the ultimate human motivational mechanism, and the most basic. Everything you learn in this course is based on this one principle. If there's one understanding about our mental processes that you absorb, it's this:

**People seek those things that give them pleasure,  
and work to avoid those things that cause them pain.**

When stacked beside each other, we are more motivated by the fear of pain than the promise of pleasure. There are many reasons for this:

- We understand and believe in the consistency of pain more than that of pleasure. For instance, you know touching a hot stove will cause you definite pain, but you don't know for sure that a given action will always produce pleasure.
- Pain is hardwired at a basic, instinctual level, and pleasure is a more rational construct.
- Pain is more potent and vivid, while pleasure is more diluted.
- Pain is more universally understood; we define pain in very similar terms, but pleasure is very subjective and discretionary. This probably evolved from the fact that pain can be a threat to survival and had to be recognized and responded to quickly.

For some, the loss of pleasure **is** pain, such as in the case of addiction and addictive personalities – and most definitely in relationships. Something to remember is that in today's society, most people's tolerance to pain is **extremely** low.

Sex and the relationship drive is the only case where I think pleasure returns to any primal status and gets on an equal footing with pain, and in most cases become two heads on the same serpent. Here is one place where the promise of pleasure (the touch of a woman's body, catching her eyes) can pull on you with equal force with the threat of pain (loneliness, rejection.)

Your goal is to use this principle to bring more pleasure to both you and the women you date. You never willingly use a threat of pain, since this is implied in the absence of the pleasures we offer. A woman will know that to turn down your offer of a fun, exciting date is stupid, and she will not risk your giving that pleasure to another woman.



What causes opponents to come of their own accord is the prospect of gain.

What discourages opponents from coming is the prospect of harm.

- Sun Tzu

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## Scarcity and Appreciation

Human beings appreciate what is rare. Diamonds are worth money because they are relatively rare, and it takes skill to turn one into a presentable ornament. Paintings by dead artists are valuable because there will never be any more made by that person; there is a fixed quantity of their work available. In essence:

We want what we cannot have.

Another important part of scarcity is the **perception**. If you have to work hard to get something, it is appreciated more. Simply because if you can't get it easily, it must be rare, and therefore have value. Think of all those fad Christmas toys that sell out each year. Every parent sells their eternal soul to get them for their kids, and the stores raise the prices accordingly.

You're familiar with the "rich kid" syndrome. We'll use Danny as an example. This is the kid who was born into a family with money, and his parents gave him everything as a child (probably under the misguided notion that they can give him a better childhood than theirs was by spoiling him.) Danny gets a BMW for his eighteenth birthday and the car is always dirty and never kept up, wrappers and trash everywhere. The oil is never changed, and the car never gets a tune-up. He proceeds to wrap it around a telephone pole a few months after he gets it. The whole time you shake your head at what an idiot he is.

Danny didn't appreciate his car because it took no effort or work to **get it** or to **keep it**. It's the same thing for relationships and you, my friend. If you do not make yourself scarce enough to the person you want, you will be taken for granted. It's human nature, and you can't argue it away.

This is the entire psychology behind the female ploy of playing hard-to-get. It works, and it works **every** time, as long as you don't become so scarce that you disappear.

She has to feel lucky to get you. Perception of scarcity (and value) can be controlled, and it's up to you to control your perceived value in the stock market of dating. Here's how:

### ***Reduce your availability and Increase your perceived desirability:***

- Don't answer the phone unless you need to. You're too busy out dating, remember?

- You only have two times to offer each woman per week to be with you. If they want to be with you, they will make it work. (And if they don't work, they aren't interested enough. Why would you want to be with a woman who doesn't want to be with you?)
- Be sure to talk about other women you know and see. Some men think that a woman will hear this and get scared off. She'll think, "*Whoah! I better back out of this race; he's already taken.*" Totally and completely incorrect. She will find you *more* desirable because *other women* find you desirable.
- I'll restate that first rule of showbiz for you: ***Always leave them wanting more.***
  - o You must be the one to end the date early and say goodnight. When you hang around long enough that **she** has to tell you to go, you've already lost some of her interest. She goes from desire to withdrawal.
  - o You must be the one to end the kisses first. When she has to pull away, you've started a process of her feeling the need to get away from you. If you end it first, she'll want more, and think about getting more the whole time you're apart.
- Later, you will reduce your availability so that a woman can feel the ache of your absence. If she can't miss you, she can't want you very much, either.

You cannot appreciate that which you get for free. Your time, your energy, your entire *fantastic world* must have a price for her to pay, or she will never adequately appreciate or sense a threat of loss. What would it be like if the Olympics gave medals to *everyone* who participates?

Also, resist the urge to reassure her when she seems uncertain. Men tend to misinterpret a woman in the ecstasy of uncertainty as needing assurance that the man will be there or is interested in her. The man then proceeds to tell her everything, hoping that if he reassures her enough, she'll fall in love. It works exactly in the opposite way.

Remember: The more you make things definite and certain for a woman, the less mystery and wonder you leave her with, and you will reduce her attraction. Only an extremely insecure woman needs to be reassured constantly.

***Confidence kills excitement.***



**Be extremely mysterious, even to the point of formlessness and soundlessness.**

**Thereby you can be the director of the opponent's fate.**

- Sun Tzu

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## Female Attraction

Women feel attracted to men for reasons that are not logical. As the saying goes in sales, buying decisions are made emotionally first, and then backed up with logic later. A

woman will not look you over, tally up your positive qualities, and then decide that she wants you. That's not how it works. **She wants you because of behaviors that you exhibit that inspire her attraction at a primal level.** Later on, after she's good and infatuated with you, she'll back up her decision with a highly positive picture. She'll remember that image of you later when her friends and family ask her what she sees in you, or when she thinks she might be losing you.

It's your job to be on good behavior, demonstrate these attraction qualities, and stay just far enough away that it gives her room to take action on her attraction. This doesn't mean she'll be hunting you down and begging you for dates (although in some cases, when you get *good*, this can happen). You'll still need to initiate, but she will now be in a place where the advances are hoped for and welcome, and she'll seize them when you put them in front of her.

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## Defensive Shields

Women come with a set of pre-programmed defensive shields (yes, just like on Star Trek, for the geeks out there like me) that must be brought down if you are to get into her heart. Or, ahem, into *other* areas.

A woman's first consideration is a worry about physical safety and freedom from harm, as I've stated. She then worries about mental safety – will he hurt me the way my other boyfriends did?

Defenses are inherent in **everyone**. We all interact on a certain level of defense – defending others from the chinks and tarnish in our armor of self-esteem. You see this most vividly when people interact in a business setting and egos start to come into play. One person makes a statement that really isn't meant as an attack on another, but is interpreted by another person's defense mechanism as a criticism. Then things escalate as each person digs their heels in and tunes out what the other person is really saying.

(Come to think of it, this also sounds like most relationship arguments, doesn't it?)

I've found that the best way to overcome the defensive shield posture is to learn how to *genuinely look at things from another person's perspective*, putting your ego aside to really see things another way. This takes a lot of work on your self-esteem so that you can abandon your need to impress others or defend your position. It's not easy, but it is the only True cure for the issues that come up in almost all relationships – romantic or otherwise. You'll be able to see the "why" for almost any situation when you can put aside your own feelings and dented armor. I'm not suggesting you'll be able to fix all the issues, but at least you'll have understanding and a **choice**.

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## Psychological Posture

Posture is another term from sales and other psychological studies. I'm not referring to your physical slouching (*sit up straight!*), per se. Posture is a very generic term for your overall social presence. It is, when all is said and done, the impression left behind with people after

they've experienced you, and it also encompasses your ability to command respect in those you meet. When I say you should have posture, I mean that you need to have the ability to present yourself on at least equal terms to another person, their personality, ego, and demands.

In the dating dynamic, it's your ability to feel like you have control over the situations you enter with women, whether this is asking for the phone number, date behavior, sexual initiation, whatever. You have to feel like you have some control, and you won't make as many errors due to insecurity. When you go out on a date, you need to enter the situation with self-control and assurance. This assurance comes from the deep-seated belief that **you** are the one with the goods – this woman needs something you have.

Posture can be gauged on a scale, like those wide speedometers on old luxury cars. On the far left (near 0 mph) is your total ambivalence (and just a bit of avoidance) to the situation or woman. On the right (where your engine is maxxed out), you are hopelessly obsessed, anticipating and bemoaning every waking minute you're not near her. In the middle is a comfortable place for the needle to rest. In this ideal posture zone, you occasionally think about her, but you know you can also remain detached.

Think of how you felt when you knew someone you were not attracted to had a crush on you: Part of you was flattered, but mostly you couldn't have cared less. Think of how you treated her. You were probably cool and a bit aloof, not wanting to instigate further feelings of attraction on her part. The ironic thing is that *this only made her want you more*.

The point here is that you should strive to emulate this kind of attitude with **every** woman you relate to. The trick is that you practice this cool detachment with a balance of flirtatious interest, but only enough to give them some doubt about your intentions -- *Mystery*.

But keep in mind that posture is not just a hardened statue of manliness. On the contrary, your ability to remain vulnerable and flexible is essential to success. The man that is rigid and unbending will break (as the Taoist saying about the reed in the wind.) Balance your firmness with a measure of emotional warmth.

Another possible trap of false posture is the manipulation of a woman's self-esteem, and you should avoid this as well. It can be tempting to use a woman's insecurities against her as a tool to control her. This is **not** the correct use of posture.

You'll know you have posture when you have the will to get up and leave ANY situation you happen to be in with a woman if it suits you. You'll be able to pull back from a kiss first, thus leaving her wanting more. You'll be able to call her bluffs and tests. You'll be able to turn her down for a date because you're busy. You'll be able to walk away from a potentially poisonous woman, no matter how beautiful. You'll be able to turn her down for sex because you have alternatives and options – as well as knowing that *she* needs it more than you.

**Posture.** She'll respect you and admire you for keeping it, no matter what. And you'll respect and admire yourself, too. Imagine what that will feel like.

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## Self-interest

We are ruled by self-interest. One of the fundamental traits of human beings is that we are all interested primarily in our own survival and ourselves in general. The more this need is met for us – feeling adequate, worthy, confident, etc. – the more we are able to reach out



beyond this shell of inner focus and attend to others. The Truth is that self-interest wins out over altruism and good intentions every time.

This is not a bad thing. You have to have a certain fundamental level of selfishness in order to be able to do anything good for others. Ultimately, those people who can establish a firm sense of “self” in their life, have a much more fully charged battery pack for giving later down the road. They don’t burn out and die from martyrdom, and as a result, they give a great deal.

There’s a famous scene in “Wall Street” where Michael Douglas’ character, Gordon Gecko, makes a speech about how “greed is good.” It’s a pretty convincing argument, and there are a few points that are true. In the spirit of his speech, I’d like to propose that being self-centered is good as well. Not to the extreme, but in a way that allows everyone to fully develop his or her sense of self-esteem and self-confidence. If we were all able to raise our levels of self-confidence and drop the need for defenses, we would experience much more fulfillment from our relationships. We would also have much less violence and conflict in society from those at the extreme edge of dysfunction – criminals and tyrants whose own self-esteem thirsts for power.

The woman’s self-interest causes her to behave in certain ways. She looks out for her own safety, foremost. She also looks to determine if you will be able to meet her needs, over the short and long term. Will you be a good lover? Protector? Provider?

You have to weigh your needs, and also be willing to satisfy some of her questions of self-interest first. And this will require self-discipline from you.

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## Addiction

Love is a drug. It’s potent, it’s euphoric, and it is psychologically addictive. With that addiction comes many of the same effects you see in chemical dependencies. Understanding this dynamic makes it almost essential that you understand how you can become a dealer yourself – a Pusher for the best drug on earth.

When you first meet with a woman, you want to give her an exciting, euphoric experience. You want her to have fun. When you can do that, she will feel a little rush, just enough to make her feel different. The last ten guys might have brought her to a fancy restaurant, but none of them raised her pulse by more than five beats per minute. You want to get her a little excited and tingly. You’ll do this for free the first few times. You don’t need repayment in sex or immediate pledging of her love. You’re patient. And in between, she dreams of another chance to get a hit from the Love Bong.

The next time you get together, she wants more of the drug, and you give it to her. More excitement, more reasons to smile and tingle. She gets a bigger rush from the anticipation, and you know that she’s starting to really enjoy this stuff. In between your dates (her fixes), she’s starting to feel a bit jittery, wondering when it will happen again. You didn’t ask for another date, but she wants more, and the uncertainty of when the next hit will come makes it more visceral and thrilling.

After a few rounds, our happy little Pusher decides to put a bit more time in between, and now she starts to get a little anxious, gets a little case of cotton-mouth. “Wh-what?” she stutters. “What do you mean you can’t go out this Friday? I want ... I need to **see you!**”

“Hmm,” you say, shaking your head. “I don’t know if I can rearrange my plans...”

“Please? Come on! I’ll take you to dinner! And, I’ll wear that dress you said you liked.”

Now she’s willing to pay a little bit. She still gets her fix, but the price is still reasonable for what she gets. By the time the Pusher has shown her the price, she doesn’t care anymore. It’s worth it.

And step by step, a (good) addiction develops.

We all know the horrible affects of love withdrawal when a woman dumps us hard. It’s like a junkie who’s been cut off cold, getting the shakes and a nervous, obsessed manner that is upsetting to witness – even pitiful. A lot of guys end up this way because they didn’t realize they were taking her drug and getting addicted before she got a taste of his.

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## Control Principle

**The one who loves the least controls the relationship**

During this dating dance we engage in, it is important to understand the principle of control, and how it influences your decisions. The previous quote pretty much sums up what I’ve been trying to convey to you with respect to the flow of power in a relationship. Control is what we as humans seek to have to feel a sense of security. To the degree that you feel in control, you feel secure and self-confident. To the degree that you feel out of control, you feel insecure and no confidence.

In a relationship, the one who feels most out of control is usually more infatuated with the other. Control (perceived or real) is a very strong influence over the amount of attraction you feel toward someone else, and how they feel about you. Remember back to your teenage years when you felt wildly obsessed with someone you liked, and how this was often in proportion to the degree you felt you could influence them. Remember also how you felt when you were with someone who you felt you could direct to do anything, and they went along with every plan you had. You probably felt confident in your own abilities, but your attraction to her lowered as you realized that you had no challenges to overcome. She wasn’t as attractive when she failed to challenge you through showing the Three S’s.

I am not proposing that relationships become a power struggle, or to seek control of a woman to meet the needs of your ego. What I am saying is that **the only thing you can control in a relationship is your own thinking and behavior**. Ultimately this is all you will need to draw more women into your life, and to gain the control you need over your relationships.

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## Female Behavior

One common topic of discussion among guys is why women are so concerned about appearances, and how this relates to their catty behavior. First of all, it’s generally understood that women dress nice not for men, but for **other women**. So that they can one-up their rivals,

who are all buying into a myth of male perfection: Five foot five, one hundred pounds, with legs to her neck and boobs like prize-winning cantaloupes.

I think this is generally true, but needs to be amended. Women do use the "butterfly" behavior to attract men, but it's not in the sense of "Aren't you impressed at how good **I** look in these clothes/shoes?" It is actually in the sense of "Aren't you impressed at how much *better* I look than **other women** in these clothes/shoes?"

You see, women are catty because they live in comparison. Everything they have been brought up with tells them that they exist only in comparison to other women, typically the stick-bug models on the cover of "Cosmopolitan" or "Vogue." So, their concern is not as much on impressing us with their stand-alone looks and qualities as it is with standing out from the herd of *other* Kitty-kats. I suspect this also ties to other behavior, such as their heart-stopping question of "Do I look fat?" They're thinking about how they look in comparison to other women, not because they're worried about not satisfying their man's ideal. This may help men in addressing women's seemingly neurotic questions by phrasing answers the way they **really** want to hear them – not the way they are asked. Your answer should always say that there is no other woman that compares. (But maybe with just a *hint* of doubt...)

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## Words and Actions

Equally important is that you need to pay attention to a woman's actions, **not** what she says. This may sound very contradictory to my previous advice about listening to a woman, but it's really not. Her words will tell you facts, things about her and her life, etc., and those are reliable – for the most part. She's actually giving you indirect clues. Very often, a woman says one thing, but means another, and that is precisely why **you must only believe what you see and feel, not what you hear.**

For example, a woman tells you she thinks you're very cute and she really wants to get together with you, yet she hasn't returned the last six calls you've made, and she is still not forthcoming with a day this week you two can get together. What is she really saying? Her actions are doing the talking: *She isn't attracted or interested enough in you.* If she was, she would **make** the time to get with you. (She most probably is a guy-collector or expert dater, leading on as many men as she can so she can drive up her own perception of popularity, but the reason doesn't matter if she isn't chasing after you.) When a woman is "busy all the time," she's trying to tell you in woman-speak is that she isn't interested. She's trying to drop you a hint to move on.

Learn to stop listening at a certain point and simply **watch what she is doing.** Her actions are the Truth. Her words ... well, she just can't help saying what she does. She only wants to avoid hurting your feelings.

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## Drama and Meaning

Women have a need for drama, something that has been stated before here and elsewhere. What does this really mean, though?

Women want to find more mystical meaning in the universe. Women are not logical; they are spiritual and not like us. Men want to find order; women need to find meaning. This is a critical distinction you must understand.

What happens in many relationships is that the man does not understand why the woman is always trying to “read into” things, or always trying to find some alternate meaning. They drive us crazy with their interpretations, when – as Freud once said – “Sometimes a cigar is ... just a cigar.”

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## Stroked and Un-stroked

Though there are many kinds of women, as many stars as there are in the night sky, there is a dynamic to watch for with this particular classification. There are two camps a woman generally originates from, starting in those formative years of their childhood. This delineation, while not perfect, gives you an important indicator for your relationship. These two kinds of women are *Stroked* and *Un-stroked*.

This analysis can also translate into many other splits of the female persona, but I believe these two sum up the essence of their behavior. (And their behavior is all that we really care about, isn't it?)

I used to approach women as if they were all the same, but the reality is that even if they are alike more ways than they are different, we need to have some flexibility in our approach to get results. Allow me explain these two types:

### STROKED

This woman got plenty of praise and adoring attention as a kid. She was cute enough or loved enough to have established a good sense of self-esteem, and she doesn't suffer for adoration. As an adult, she likes hearing a compliment, but she responds more when she doesn't get the immediate gratification from a man. She responds very clearly to challenge. She still has holes and a deficit in her self-esteem (what woman or man does not?) but overall she is a bit cocky of her appearance and control over men. She occasionally plays the ‘games’ we're so used to. Testing. Controlling. Hard-to-get. Etc.

### UN-STROKED

This woman never got her fair share of attention and words of praise, either by family or friends (or an ex). She sought to replace it as she got older, but never reclaimed that sense of esteem that she so desires. As an adult, she is desperate for recognition, in any way it can be had. She responds to men's attention and compliments, and this appreciation can often be addictive. If it is given and then taken away, she would sell her mother into slavery to get it back. (Also, some of these girls can border on being damaged goods. Frequently, their relationship with one of their parents is toxic, and they're still trying to obtain his/her respect and love, and they will to their dying day.)

The **Stroked** tend to be givers, when provoked enough and managed through the standard strategies of the Dynamic Man. They have a surplus of love energy in them, ready to

share with you, if you'll be a Self-confident man who can challenge them and raise their attraction along the way. It's their nurturing, loving way.

The **Un-Stroke**d tend to be takers. They have a deficit, an emptiness in their love battery that never quite gets charged. They go through the motions of relationships, knowing that they have to give to get, but they never really have enough to spare. These gals are often in therapy, healing past relationships and managing those anxieties from their past. They require a lot of energy to keep happy.

Sometimes the Un-Stroke

d are just in a temporary slump, brought on by a bad relationship. Every woman becomes Un-Stroke

d after a particularly difficult relationship they've just been liberated from. They need to focus on themselves and rebuilding their very damaged self-esteem. Stroke

d and Un-Stroke

d can also appear as phases that you'll surely encounter a woman in at some point.

The reason I point these differences to you is that the usual tactics can have misleading affects on the Un-Stroke

d. They may act contrary to the norm. Taking a two-steps-forward / one-step-back approach with them often only leaves them standing there, not taking a step back toward you on their own. You're left standing there, puzzled: Why isn't this working? *Because these women are not capable of meeting you fairly on the battlefield of Love.* They want **you** to recharge them, and you may not have the power to do so. I used to wonder why my strategies and tactics didn't work on them, when it was because they are, for all intensive purposes, just a little *crazy*. Hence, inconsistent and often contrary reactions will occur.

How do you react to these women?

Quite simply, you NEVER react to a woman. (Sorry, trick question.) Just be quiet and listen enough at the start to understand which you're dealing with. Listen close, my friend, for the clues and the reality is usually hidden under many layers of fickle behavior and social camouflage. It's up to you to save yourself from a decision that will either make you very happy or ... miserable and despairing.

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## Poisonous Women

Women have faults. I know, I know, it's hard to believe this when you meet a lady who is so gorgeous she might be a divine entity, but you must try to keep women in perspective. They are no better or worse than men. We just cover our eyes with daydreams and fantasies when we first meet them. It's only after we've been with one woman for a while, we start to see their faults.

An important ability is to see through this blinding haze early on. I'm going to discuss the harmful female personality types and how to recognize them early enough that you can do something about it.

**Unstable or Downright Crazy:** This woman is an emotional train wreck, totally irrational and looking to drag you down with her. You never know what her reaction will be, and you're always walking on eggshells. She's capable of anything, and you're afraid for your safety.

- Erratic behavior – Unable to control her impulses or her emotions from moment to moment. One moment she's manically happy, the next she's depressed and suicidal.
- Exhibits neurotic patterns in most of her day-to-day life. Obsessive tendencies, the inability to escape thoughts of worry, gloom, panic
- Takes medications – Lithium, Prozac, Valium
- Has been accused of stalking before
- Very few – *if any* – friends
- When you feel your tactics are totally ineffective on her, there's a good chance you've got a nut-case.

**The Gold-digger/Super-ambitious:** She wants money, as much as she can get. She's not necessarily going to work to acquire it, either. This type is preoccupied with material possessions. She is either looking for a sugar daddy, or another method of easily obtaining wealth and power

- Asks questions about your status and power, many about money
- Talks about income and possessions – to the extreme
- Work-a-holic
- Superficial/name-drops
- Insists on nice restaurants, expensive hotels, expensive jewelry
- Tends to be in debt, or spends beyond her means
- Obsessed with appearances and image
- Obsessed with connections and maintaining a huge group of "friends"

**Unable to Commit – The Female Player:** This woman has all the dating techniques down, and she uses Challenge to her benefit. She may not be ready for a relationship or monogamous dating, or she may just be unsure of her own intentions or goals. Sometimes this woman just likes the attention and validation she gets from having as many guys as she can get.

- Excessively stand-offish, well out of reach
- Teases you with the occasional date, but most often you're left frustrated
- What she says rarely matches her behavior, and you're left confused
- She's a slave to the "good times," looking for the next party
- Often younger and a social butterfly

**Violent and Abusive:** She starts out moderate, with an occasional teasing insult, but she escalates rapidly. She is only feeling loved if she is in the center of a Tasmanian-Devil whirlwind, drama on the level of Tommy Lee and Pamela Anderson. She'll do whatever it takes to get you angry enough to react and fuel the fire. Love isn't love until it hurts.

- Prone to aggression and violence – throws and breaks objects
- May attack you physically in moments of anger
- Swears a lot at you and uses name-calling – verbally abusive
- Likes rough sex – to the extreme
- Angers easily. Interacting with her is like handling delicate explosives
- Behavior usually stems from an abusive childhood



**The Flake/The Sketch:** This woman is totally incapable of follow-through. She will make plans with the best intentions, but your ability to actually hook up with her is next to zero. She even comes across with sincerity, making you think she'll follow through *this* time, but let's you down. She never delivers.

- Always late, frequently no-showing
- Fails to follow through on promises
- Very inconsistent between what she says and what she does
- Never returns calls or emails

**The Thrill-Seeker:** She wants to experience all the highs life has to offer. She'll take you along on her reckless adventures, which often flirt with wildness you don't need. She only wants to be around you when it's *fun*.

- Loves to stay out late at clubs and party – slave to the “good times”
- Impulsive about her plans
- Labels you a killjoy if you put a damper of common sense on her constant flightiness
- Loses interest quickly. You have to be doing something new and fantastically interesting to keep her attention
- Very often the “bad-girl” stereotype

**The Bitch/Nag:** You see this trait by the bushel. She manipulates her men through a constant stream of verbal assaults. She's one of the trickier ones to handle since she'll often have a sweet side that she uses to keep you interested. You'll sometimes think: *Well, it's not that bad*. She's often very unpleasant and impossible to please.

- At first, she just seems like a “strong personality,” which is attractive at first but rapidly progresses into something more sinister
- She tends to tell you to “shut up” frequently, and tries to end conversations on *her* terms
- Pulls an attitude when she wants to get her way – sulks a lot
- Jealous – to the extreme
- Restricts your time with other guys
- She has a hen-pecked father
- She will use repetition to get you to comply (Nagging)
- Will bring up past issues constantly. Things never seem to get resolved.

**The Control Freak/Man-master:** This type is a more dominant form of the Bitch/Nag. She wants to have you completely under her thumb, and isn't shy about letting you and everyone else know. (See “The Need to Change You.”)

- She seems like a strong personality in the beginning, and this lures you in. She has a lot of male (yang) traits, and you may be lured in with her ability to morph into one of the guys.
- Controls conversations initially
- She has a hen-pecked father
- Answers your phone/reads your mail/snoops through your stuff
- Jealous – to the extreme
- Restricts your time with other guys



**The Me-monkey:** This woman is truly in love with herself and believes that **all** men should worship her. If you don't worship her, she will be challenged, but only until she realizes you won't give her what she wants – blood sacrifices or a temple erected to her. Once that realization hits her, you're out.

- She's typically gorgeous – and she *knows* it
- She pampers herself to the extreme
- She doesn't care at all about what's going on with you and your life
- Talks incessantly about herself and her friends
- Superficial – to the extreme. Obsessed with image
- Typically has poor relations with her mother
- Can only function when she's the center of attention and the focus

**Insubstantial Woman:** This gal is barely there. She cannot make any decisions for herself, much less be a willing and capable participant in a relationship. At first, you're drawn in because she goes along with everything you want, perhaps even sex. Then you realize that she's got a passive-aggressive streak a mile wide. Some psychological circles call this a borderline personality disorder.

- Does everything you say
- Ignores her needs – to the extreme
- Codependent
- Unhealthy closeness to her mother or father
- Her emotions mirror your emotions. She can't be in a good mood if you aren't
- Can't stand up to you or anyone, but can use her passivity to manipulate you when necessary

**Emotional Leech/Clingy-Needy Chick:** This girl is sweet as peach cobbler, and you think you've met a woman you can finally bond with at the cellular level. She seems to want to jump in and not "play games." You start out spending the first few weeks together, 24 hours a day/7 days per week. You're in sexual rapture, and it seems this girl is totally on your level. You drop all your structure, defenses, and strategies and let her into your heart, your apartment, and your world. Then, you start to feel a bit smothered. The air is tight, and you need a little space. You suggest you both spend a day apart so you can get some chores done, but she's wrapped around you so tight you feel like Oprah in a wet suit. Your panic starts to hint at what's to come. This is often described as the "addictive" personality.

- Calls you often
- Close to her mother – to the extreme
- Tendency to want to change things about you to prove that you belong to her. She'll dress you up and try to inject her style into yours
- Spends an inordinate amount of time at your apartment or house
- Her emotions always seem to mirror your emotions
- Excessively jealous
- Places too much emphasis on work achievement for validation
- In extreme cases she can be suicidal, or threatens self-harm or suicide as a manipulative trick
- High potential for stalking

**The Narcissist:** This woman believes on some level that the world is focused on her. A common misperception is that a narcissistic person is merely vain and self-centered. This is not always so, and in many cases the narcissist carries a lot of self-hate. The narcissist is extremely paranoid about the image she presents to others, and fosters a preoccupation with herself. She is defined by how *other people* see her.

- She is extremely concerned with what other people think of her
- Preoccupied with external validation and approval – requires excessive admiration
- Very internally focused
- Cannot see other people's points of view
- Has boundary issues (See "Boundaries.")
- Has a highly underdeveloped sense of humor, especially unable to laugh at herself
- Lack of empathy for others
- Insecure and envious
- Has a sense of entitlement

**The Baby:** This gal is unbelievably immature. While she has a freshness and vitality about her, she acts like a spoiled brat much of the time, and her moments of lucidity are few and far in between. It's easy to be enamored of her playful behavior – at first.

- She is very self-centered
- Emotionally under-developed. She cries and throws tantrums, often breaking things she owns.
- Insecure
- Needs a lot of attention. Demonstrates a lot of "Look at me!" behavior
- Poor decision-making. Spends all her discretionary income.
- Careless and very forgetful
- Is messy and disorganized at home
- Impulsive behavior

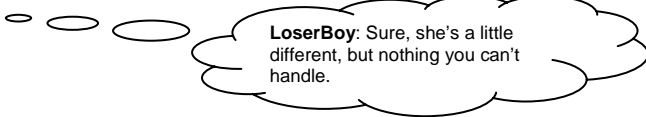
All women possess some of these traits to some degree. There are also many that I didn't cover, like drug abusers and other non-desirables. It's up to you to identify the problem women from the rest and weed them out early enough to save yourself a lot of headache. As I told you before, a great deal of your ability to keep a relationship going with a woman will depend on your ability to cope with her problem behavior (and **her** coping with **yours**.) Choose well.



## Danger Signs

Learn to recognize some of the warning signs of entering into a poisonous relationship. These relationships do not always occur because of an unhealthy partner, but sometimes the dynamic between the two people is toxic.

Watch out for these indications in yourself:



**LoserBoy:** Sure, she's a little different, but nothing you can't handle.

- **Unhealthy obsession**
  - Often characterized by the “Amour Fou” syndrome, where romantic obsession leads to back-and-forth crazy behavior
  - Initial lust leads to a volatile chemistry, imitating love
  - You don't feel happy or good when you're alone
  - Sleep habits are erratic because of your obsessive thinking patterns
  - Your priorities start to change
  - Extreme jealousy kicks in, which leads to the next indicator ...
- **Loss of impulse control and self-discipline**
  - You freak out and find yourself frequently angry
  - You find yourself doing things you can't seem to control, like parking outside her house, or calling at all hours. You find that jealousy is now almost constant.
  - Your priorities alter even further, and you start sacrificing your hobbies, which then contributes to the next indicator ...
- **Self-destructive behavior**
  - Any tendency to make rash and potentially harmful decisions, such as neglecting work or family, or a long-distance relocation for the “relationship.”
  - Violent outbursts that “aren't like you”
  - Loaning her money, or excessive self-sacrifice
  - Excessive drinking, partying, or drug use
  - Exercise and health become secondary priorities
  - Jeopardizing your lifestyle for her.

Break this chain before it wrecks you. If necessary, seek out professional help to break out of this self-destructive pattern. No woman is worth compromising your integrity or happiness.

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## Women at 30

I've heard this age called the “no-fly zone” for dating, meaning the age of 28 to 32. Things change for a woman at around 27 or 28. Before this, she was in perpetual party mode. She could cruise with the gals until the wee hours of the morn, and party like it was 1999. These were her days of occasional one-night-stands and reckless behavior. (Hey, most guys go

through this, too.) When she hits the end of her twenties, she starts to understand that she's approaching the big three-oh – and she hasn't had any *babies*. She sees her sisters building little families, and even if she hasn't been fully sold that she *should* become a mother, she thinks she **ought** to, because time is running out and she doesn't want to miss the opportunity. She's probably heard that misquoted statistic about women who don't marry by 35 never do, and fear strikes her heart like Igor ringing the bells of Notre Dame. She has a lifetime of programs instilled in her that say that a woman in our society gets married, gets a house, and starts making babies when she's in her thirties. If she doesn't, there's something wrong with her.

It's at this point that she takes on what I call the Blood-scent. The reason I call it this is because you can smell it on her a mile away, just by her attitudes and almost manic focus on all things marriage and family related. She subscribes to "Bride" even when she's not dating. She dotes on her nephews and nieces as if they were her own. She goes home at night and burns ceremonial incense to the pagan gods if they will bring her a man and keep her womb fertile.

Okay, so I took this a little extreme, but you get my point. Every man has seen this woman around, and been scared like hell when one snares him. How do you spot her?

- She's very interested in dating you, almost coming across as a bit fervent and manic. You feel her sizing you up when introduced by a friend. You swear you might have even seen fangs when she smiled at you.
- She's the one who asked/begged her female and male friends to hook her up with everyone they knew.
- She's talks a lot about marriage, babies, houses, and life plans.
- She doesn't seem to be living her life, all so that she won't scare off a potential husband. She doesn't see that her difficulty in having successful relationships is an indicator that she's placing far too much importance on her programmed goal of getting married rather than living out her life.
- She laments that there are no good men out there, looking for only her "knight in shining armor." She wants a man and a family to complete her.

Is she bad? No, not at all. She's just going after what she wants, the same way you are. The mistake I've seen being made by this woman all the time is that she allows her goal to cloud her vision – and her selection process. Instead of finding a man she can bond with and forge a solid relationship, she wants the one who will father her children and provide. She also does this by ignoring her own life and becomes what she thinks she needs to be to get a husband. She will succeed, but down the road, after twenty-odd years of child-rearing, there's not much left between her and the man to keep the relationship from dissolving. She's blinding herself to the prerequisite of a good match and selling herself into the *Marriage Program*.

## The Program Woman

This is a type of woman I didn't include in the previous section for a reason. I don't feel there's anything necessarily *wrong* with her desire, only that looking to fulfill herself through a fairy-tale family skews her decision process. Happily-ever-after is what she's been looking for her whole life, ignoring herself. Her goal is a distortion created from her self-image. This makes it doubly important that you have **your** goals clear and can see what is happening.

The Program Woman has had a plan, ever since she first read Cinderella and Sleeping Beauty – or at least the sugary-sweet Disney versions – and decided she knew the **exact** family unit she wanted to acquire. She played with dolls and doll houses almost exclusively as a little

girl, emulating mommy. She's a mercenary for her vision: A two-story home in the suburbs, 2.4 children, a dog (his), a cat (hers), and a Land Rover in the garage. She's the epitome of the "soccer mom," and she's had this plan orchestrated and ready to execute since she got out of her last sorority party before graduation where she sowed her last wild oat. She's the extreme of the thirty-something woman who knows that time is *not* on her side. Her window of opportunity serves as a kind of doomsday clock, and she doesn't feel like she's a woman unless she's signed on for the Program, got the husband and two-story in the suburbs, and had a few children.

Keep in mind that our culture fosters this kind of approach to dating, love, marriage, and families. Girls have been sold a bill of goods since they were small and innocent. Women are given specific gender roles, which are reinforced through the media. Girls are programmed that they must dress in pink, not blue, and play with baby dolls, not cars or trucks. They are given Walt Disney movies that tell you how to think of men as "Prince Charming" stereotypes, who will someday come and sweep you off your feet. They buy magazines (Cosmopolitan, Vogue, etc.) that proclaim to help them build their female esteem by adhering to a code of physical appearance (be skinny as a rail and wear *these* clothes and shoes), and they compare themselves with other women at every opportunity.

I tell you this not to fill you with despair, but so you'll know what kind of playing field to expect when you leave the locker room. Guys are more disillusioned than ever, mostly because we've been paying attention to the unseen announcer of this dating game, who's telling us that women want **this** ... Wait! No, they want **that**... Hold on! They really want **this**...

As I said before, I resolved at an early age to not get married until I was at least 30. I'm past that now, and I'm damn glad I made that decision. We don't really know what we want when we're young. That's not to say you will figure it all out later (or can't figure it out sooner), but experience *will* make for better decisions. Also, there are many mistakes you must make, and some mistakes you can't simply learn from watching others. I've seen how many marriages end up with a man who feels like a cog in a machine, having no real importance to his wife but the role he fills as provider, chauffer, and chaperone. And we men deserve much more than that.

The female "program" should only further reinforce the importance of building your plan early on. These are tricky and treacherous waters. If you don't know where you're going, any road will take you there. I want you to see what's up ahead and make your own decisions – not the ones someone else has made **for** you.

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## The High-Maintenance Woman

Like the Player, the High-Maintenance Woman is difficult to define, as every man has his own definition, but I think we can come up with a workable characterization:

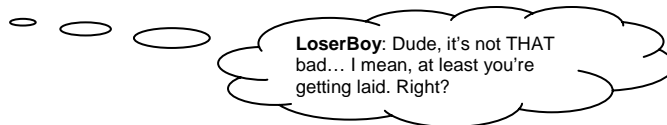
**A High-Maintenance Woman demands more emotional and/or material effort than is comfortable for most men.**

High-maintenance refers not only to her material needs, but her emotional needs as well. Here is a list of red-flags to watch out for:

- Over-sensitive: Takes offense at almost everything, no sense of humor. Cannot take any form of criticism. Interprets almost everything you say as disapproval.
- Frequently freaks out: Uncontrollable anger. Tends toward bi-polar behavior.
- Self-centered to the extreme: Thinks she's God's gift
- Needs constant pampering and coddling
- Sexually inconsistent: Hot and cold with respect to her sexual mood.
- Expects you to know what she's thinking at all times and cater to her.
- She never thinks she's wrong.
- Extremely critical and judgmental of you and others. Insulting and mean.
- Believes she is entitled to everything in life.
- Needs to be entertained constantly to keep her attention.
- Incessantly worries about what people think about her, overly concerned with other's opinions
- Inconsistent and irrational: A big indication of her erratic behavior is the success you have with her using these principles. If you find yourself struggling to get any results using these strategies, or you find them to work very inconsistently with a woman, chances are she is slightly unstable and very high-maintenance.
- She can only see her point of view, no others. The high mark of emotional maturity is how well someone can see a situation from another person's point of view. When a woman can see things only from her own limited reference, she is going to be very painful to work through problems with. (See "Narcissism.")

Generally speaking, if you find yourself hesitating before any interaction with a woman because you have to think about whether you will irritate her, make her mad, or upset her in any way, you have a high-maintenance woman (or your self-confidence is very low.) This kind of ambiguity and trepidation will leave you feeling very nervous and insecure.

From my personal experience, high-maintenance women are emotionally exhausting, and they suck the souls out of the men they come in contact with. They also rarely have any real generosity available to give to you. Life is too short to devote most of your precious life energy to her unhealthy demands. Get a woman who has the emotional reserves to attend to **you** on occasion.



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## Profile of a Good Woman – The Four Essential Qualities

After covering all these negative qualities, I wanted to take a moment to suggest some of the positive traits of the woman that most men find amenable to them. This is a simple formula for judging her essence. I consider these the Four Essential Qualities of a good woman.

- 1) **Flexible/Positive Attitude:** Her philosophy of life has to be upbeat, not dark. She's conscious of her health. She expects the best from life. She has an open and

adventurous spirit. She has an intellect you find engaging, not condescending and dismissive. She's giving. She respects you. When you suggest an activity, you don't get a bunch of excuses. This woman is low to reasonable maintenance. She's also patient, not jumping to conclusions or having to be soothed all the time.

- 2) **High-integrity/Trust:** You need a woman of good moral fiber. You need to be able to trust her. This woman could end up raising your children. You can't accept a woman who you have to worry about. If she engages in a lot of backstabbing, chances are she is a resentful type who will stow away her slights and hit you with them like a grocery list when the time is right. You've got to be able to trust her with your life
- 3) **Sexually and intellectually attractive:** You have to be able to interact and talk on a fairly equitable level. She has to excite you physically *and* mentally. (You'd be surprised how much longer the sex lasts when she isn't as dumb as a box of rocks.) She also needs to have at least a comparable sex drive with you. You don't want to struggle over satisfying physical needs. If she has a good attitude, you should at least be able to discuss this and reach agreements where needed, but start with a healthy sex drive. It makes the road much easier to travel.
- 4) **Capable and competent:** I've dated more than my fair share of women who were looking for father figures or saviors, and I'll tell you that their maturity level always leaves you wanting. There are a great deal of men who like this role, but they don't realize how badly their attitude suffers and how much resentment they build up having to be a boyfriend *and* a daddy. Your woman should be able to take care of herself and live her own life. She should have her own job and stable source of income. If you're looking to go long term with someone, they should also be capable and competent communicators. *Shortcut: People are usually a wreck on the outside when they're a wreck on the inside.*

It's really pretty simple. You don't **have** to share the exact same five outdoor hobbies or love only Jazz and Swing. If you can establish a solid foundation of flexibility, attraction, trust, and competency, you've got enough to work from.



# Male-Female Communications

This will come as a shock to some of you, but women and men don't speak the same language. We have different communication styles, among other things. What you have to understand is *how* we differ so that you can control the outcome of the interactions you have, rather than the interactions controlling **you**.

How many times have you found yourself in a conversation or argument with a woman as you felt things go wildly out of control? Something like this:

**Yolanda:** "I'm thinking about taking a course in astrology next year."

**Frank:** "Do you think you're going to tell fortunes or something? I'm not sure astrology would be a good course choice. It's not practical, and it wouldn't help for your degree. Aren't you going into accounting?"

**Yolanda:** (shrugging) "I'm not sure yet. I was thinking about going into marketing."

**Frank:** (sighs) "Marketing? That doesn't sound good right now, especially in this economy. You should stick with your accounting. You're good with numbers."

**Yolanda:** (crosses her arms) "How do you know *what* I want? Aren't you listening to me?"

**Frank:** (raising his voice) "Of course I'm listening! You just told me you want to change your course over to astrology. And you're thinking you're going to change your major."

**Yolanda:** (rolling her eyes) "That's not what I was saying at all!"

What was Frank's big mistake? He overlooked the fundamental principle of male-female communications. **Women talk just to talk. Men talk to solve problems and reach solutions.** (This is covered in much more detail in John Gray's book, Men are From Mars, Women are From Venus.) Essentially, men frequently get drawn into arguments with women that are unnecessary, primarily because they feel that in order to talk to a woman they need to be interacting and *giving advice*.

Men are brought up that conversation is an almost aggressive act, a clash of egos. We call each other names and use talking as a battleground of wills and opinions. We win when we've cowed our opponent into seeing that we are smarter and have more information. Later the conversations turn into men advising each other on everything from stocks to cars, each person needing to win by having the best advice – being the know-it-all. Often times, men derive pleasure from the put-downs and stings to the ego. Even more often, the conversation becomes a bragging contest.

Women, on the other hand, are socialized to never hurt another girl's feelings (in her presence.) They talk about things between them to share information and to just hear their thoughts out loud. They listen to advice from each other (but not typically from men.) They talk to share drama and emotion.

Essentially, female talk is currency that they pass back and forth, where men talk with weapons that are brandished.

Understanding this will help you when you feel yourself being drawn into the same kind of gambit that poor Frank was. Here's the way that conversation **should** have gone:

**Yolanda:** "I'm thinking about taking a course in astrology next year."  
**Frank:** "Astrology, huh? That's sounds different."  
**Yolanda:** (shrugging) "I'm not sure about it yet. I was even thinking about going into marketing."  
**Frank:** (widens his eyes) "Marketing? Wow. What interests you about that?"  
**Yolanda:** "Well, I don't know. I like the part about finding target markets for products, and the research. I think I could be good at that."  
**Frank:** (nodding) "I'm sure you'd be great at it. Especially with your talent for numbers."  
**Yolanda:** (smiling) "Thanks! But, you know, since my major is already in accounting, I'd better stick to that, don't you think?"  
**Frank:** (smirking) "I think you should mix astrology with marketing. You could forecast your ad plans based on their sign. Or you could be an accountant for an astrologer." (winks.)

Most of what Yolanda was saying was just "thinking out loud." She wasn't serious about any of it, really. She just wanted to make some interesting and dramatic talk. Frank learned that his best approach was just to ask questions and get her to talk more. Yolanda wanted nothing more than to feel heard, not to solve any dilemma about her major. She did not need guidance or correction. (And did you notice how Frank threw in the humor at the end? A little teasing for Yolanda, and extra points for Frank.)

You'd be surprised just how many men engage in conversation with women as you saw in the earlier example, ruining their opportunities with women because they can't stop themselves from giving advice – or worse, *bragging*. Once you get her feeling angry or hurt, you've got an uphill battle.

If you need to be appreciated for your fix-it ability, open a garage. Dating and women are the last place you should be looking to be a know-it-all. The more you can let go of your ego, the better off you'll be.

You don't have to talk like a woman to communicate with them, and all this requires is letting go of your need to control and dominate when you talk. She's talking for talk, and you can, too.

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## Questions

You will be tripped up by a woman's question at some point or another, and chances are it's already happened enough where you're nodding your head in bitter acknowledgment as you read this. Women love to ask us questions that put us on the spot. Almost none of them really need to be answered.

Deflection or evasion with humor is another important concept. Women will ask you questions all the time. As a general rule, you never answer a woman's questions directly until you are sure you know what they are *really asking you*. Most of her questions will be probes and will even intentionally provoke you on occasion. You must use some self-discipline to insert that pause between stimulus and response so that you do not get misled. I have added an appendix of how to answer these questions. I suggest you memorize them and make them your own.

Many of the questions women ask are tests:

- Do you think she's pretty? / prettier than me?

- Are you a player?
- Are you seeing other women?

They are especially **not** looking for answers to these questions. Most importantly, no answer you can give them would be correct. Why? Because ultimately, the real question behind these boils down to: "Can I trust him?" and following right after that, "Can I just find out what the fault is quickly so I don't have to get hurt again?" (See: "**Tests**")

The best way to handle a question you don't want to answer initially is to deflect it. Let it flow by and around you. Use humor and a delicate touch and she will get the hint that if she keeps pushing this line of questioning, she may get an answer she doesn't want to hear. If she persists and calls you on your deflection, which will happen many times, you must have a good way of shutting down the question with confidence. Here's an example:

**Tina:** "So, I wanted to ask you, are you seeing other women?"

**Marco:** "About fifteen now, but it's gone down since the dot-com fallout."

**Tina:** (smiling) "No, really, are you dating a lot of other girls?"

**Marco:** "Why do you ask?"

**Tina:** "Well, are you?"

**Marco:** "You tell me, are you seeing other women?"

**Tina:** "C'mon, really, I'm just curious. Are you?"

**Marco:** (realizing that she won't let up, puts his hand on hers) "I'm sure we're both a little worried if the other one is someone we can trust, but I'm not comfortable talking about other people I may be seeing at this point. I don't know enough about you to talk about that quite yet. Maybe if we become more than friends."

Marco stated exactly what his intention was, without apology. He also managed to throw down a gauntlet of challenge to Tina, telling her in effect that he wasn't sure if she would be more interesting than a friend. He also threw in a clever reversal, stating that he wasn't sure if she was trustable as well. *And* he managed to leave the question as to his dating status unanswered. Another thing Marco could have said in response to her question is: "Why? Are you feeling a little insecure?" That reply calls a woman on her root cause for asking, but it has to be handled very delicately, and only after she has shown that she won't give up.

What would have happened if Marco said "Yes"? He would have had to let her make an instant judgment about him that may or may not have been accurate. If he said "No," she would have been a little worried that he was going to come on too strong since she was all he was focusing on.

Any question can be handled as Marco did, as long as you are prepared to answer in a way that states **confidently** how you feel about it and that you are not going to be bullied or forced to answer something you are not comfortable with. Do not appear apologetic or insincere! You simply state in a nice way that it's none of her business, and then move on to a new topic.

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## Arguments

As I stated before, arguments are necessary for the healthy functioning of relationships. They provide dynamic tension and help you know where the limits are. Healthy conflict is required; it's the motor oil of dating and relationships. A good argument stirs up the blood and

gets things exciting again. A couple that says, “Oh, it’s so wonderful; we never fight!” is kidding themselves. No fighting = no passion.

A woman starts an argument for one of three reasons:

- 1) She has a legitimate gripe or complaint, and she’s angry
- 2) She’s feeling an emotional need for attention and drama
- 3) She’s in a bad mood or PMS-ing.

(Or any combination of these three.)

That being said, I think most men would love to find the magic key to winning all arguments with women. I have this key, but I’m not sure if you’re going to like the solution. It works almost every single time, if you know how to use it correctly. If you do it right, you earn her respect and avoid unnecessary drama. If you do it wrong, you could end up a henpecked wimp. The solution is this:

**Delay every argument.**  
**And, if you cannot delay the argument, let her “win.”**

The first key is to avoid the argument entirely. You can simply tell say something like: “Anita, I appreciate that you want to talk about this right now, but I’m not prepared to discuss this with you. Let’s talk about it a little later. I’ll think about it some more and we can come back to it.” She will very likely *not* accept this at first. The emotional nature of an argument is that she will feel very attached to hashing it out **right now**, and if you don’t go along, it’s only more reason to stomp her feet and pout. You have to find the backbone and resolve to not give in and get into it.

The number one reason you want to try delaying an argument is that almost nine times out of ten the argument was just an emotional outburst, and it will just dissolve on its own without having to get into a power struggle. There’s no sense wasting energy on a situation that will clear itself up if you just let it pass on by.

The second reason for delaying is that men are incapable of putting up a good defense to a woman when they’re caught off guard. When her arguments come up, you will not be fighting her on a level playing field. She’ll throw everything at you from an emotional standpoint, and engage your emotions as well. The disadvantage you have is that men can only argue effectively with *logic*, and you’ll just get into another senseless power struggle – likely ending with no sex. Men tend to react rather than listen. Delay until you can detach yourself from the emotional aspect of what she is saying and hear her out, without reacting.

If you absolutely cannot avoid an argument, you should then understand that the best way to survive – intact – is to **not try to win the argument**, especially not the way you would with another man. I’m not saying that you let her walk all over you, either. What you need to do is to avoid getting into a debate over who was right and who was wrong. You’ll **always** lose, even when you “win.” The more you try to be right, the more she will dig in her heels and cross her arms, and you won’t get any for quite a while. What you should understand is the wisdom of the East that says:



**The reed that bends does not break.**

When you are faced with an argument, you must know how to bend – how to let the argument pass by you, instead of ramming your head straight into it.

Hey, I won't kid you, it takes a great deal of self-discipline to manage arguments. I still get drawn into them all the time. But it's a lot less severe when you can avoid reacting and take a second to pause and see that the issue is A) usually less important than it seems (way less), and B) not a personal attack on you, as it often appears.

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## Feathers

Watch out for feathers when you get into arguments. Feathers are distractions that will fluster you and allow her to gain an upper hold, in the same way that ducks throw up a disturbance of feathers when they're threatened. Both men and women tend to use them, and they appear when one person gets close to an insecurity of the other. An example:

**Wanda:** "I wish you'd clean up the bathroom once and a while, Danny. I'm sick of cleaning up after you."  
**Danny:** "I cleaned it last week. Remember, we were going to alternate that chore?"  
**Wanda:** "Well ... I didn't think we agreed on that. And, besides, you never said you were going to vacuum, either. I vacuumed the last two times."  
**Danny:** "But you didn't even give me a chance to do it. You just grabbed the vacuum cleaner and did it without asking me!"  
**Wanda:** "I had to do it, because your dog's hair is all over the apartment. Why don't you ever brush him outside?"  
**Danny:** "My dog? You like Buster as much as I do. Why is it my duty to vacuum when you feel the hair is piling up?!?"

Uh-oh. Danny got sucked into Hell, right next to the Eternal Lava Pits Of Pain.

The thing to notice is that most arguments are an abstraction from the real issue a woman is dealing with. The argument gives her a chance to heat things up and cook them a little before she pours off the sauce of her discontent. Wanda didn't care about the bathroom. Chances are it was just her way of asking for either 1) attention (arguments are often used for this), or 2) passion and drama. But Danny got carried away. You can sense these kind of endless no-win scenarios are coming when you hear the words "and besides," or if the pattern is to move on to another of her laundry list of problems.

Feathers are thrown up to distract. They usually come up when the woman feels that they are in danger of losing their point or not being heard. If she feels cornered, she will use feathers as a way to save face and divert the energy of the argument to some other area. When

feathers go up, it's a good indicator that you've over-pursued your side of the argument. You may have proven you were right, but you'll still lose if you push it too hard.

If you get sucked into an argument, the best thing to do is to throw up your own feathers, but not on topics that will keep you arguing. Instead, throw up a few good points about her, and watch her reaction turned to stunned silence. If she complains or needles you about something, give her back a compliment in return. It's totally counter-intuitive, and it breaks her pattern. These are called pattern interrupts, and they work in almost any heated, emotional situation. Use something completely absurd to stop the dynamic from spiraling out of control.

Let's try that argument with Wanda again:

**Wanda:** "I wish you'd clean up the bathroom once and a while, Danny. I'm sick of cleaning up after you."  
**Danny:** "I cleaned it up last week. Remember, we were going to alternate that chore?"  
**Wanda:** "Well ... I didn't think we agreed on that. And, besides, you never said you were going to vacuum, either. I vacuumed the last two times."  
**Danny:** "Did you do it naked? I love it when you vacuum in the nude."  
**Wanda:** "I ... what?"  
**Danny:** "You are so totally hot when you do housework. It gets that Y chromosome of mine all excited."  
**Wanda:** (Smiling) "Stop! I'm trying to be mad here ..."

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What normally happens in the argument dynamic is that a man gets pulled into what he thinks is a battle instead of being able to participate by watching from a distance. Here's what's really happening under the surface, and the reason you always feel powerless:

**The man doesn't lose arguments by giving in and agreeing that she was right; you lose when you lose your self-discipline and composure and she gains control by getting you on the defense.**

The woman doesn't really want to win by getting you to bow down and admit you're wrong and you aren't worthy. She just wants to express her feelings and be heard and understood. That's why even when you say, "Yes, dear you're absolutely right," it's not enough. She doesn't want victory in the way that men want victory.

**Your number one defense against arguments  
is *not* being drawn into a defensive posture.**

## Use humor as a calming tactic

Very frequently couples will get into arguments or disagreements in front of friends or family when a sensitive topic comes up. They feel embarrassed that their buttons are being pushed in front of company, and it can make for a very uncomfortable moment as one or the other tries to save face. One good style of managing this situation is to de-escalate it with humor. If she brings up something that is inappropriate or starts to get emotional or angry, you can deflect it by saying something like:



“Now, honey, not in front of the kids.” Or, “It was never like this on ‘Leave it to Beaver.’”

If things do get a little out of control and tense, acknowledge it with humor.

“Well! That was sure uncomfortable, huh? Wow, I’d hate to be **me** later.”

The key is to use that sense of humor (and his brothers, the other two S’s) to keep things loose and non-abrasive. When you get in private, you can then employ other strategies to handle her anger.

There is another situation that arises with respect to arguments, and it’s typically when the man finds that his grievances are almost always dismissed. We’ve all run into a woman at some time or another who cannot accept blame or admit wrongdoing of any kind. In fact, when you bring anything like this to her attention, she’s got a justification for everything. With this woman, there’s nothing you can do to get your point across.

Mostly, this is a defense mechanism of a very fragile self-esteem. She guards her castle and prevents any trespasses by locking her gate and never letting any criticism inside. As a result, she comes across as overly defensive, and often self-righteous. She’s never wrong.

These women are dangerous to argue with at any time. Until you can find just the right approach to avoid her slamming her castle gate shut, you’ll wind up spending many cold and lonely nights in the moat. And even then, you always feel like you’re walking in a minefield. If you encounter a woman with an extreme case of this syndrome, you should think about collecting your coat and hat and head for the door.

Always keep an eye out for what is rational and irrational in arguments. Very often, women will throw in the irrational, which you cannot argue with. You’ll trip over yourself and lose your composure, and she’ll win.

A woman will always have a list of seemingly good reasons (excuses) for why she did something or why something happened. Everything is justifiable to her. This does not mean it is acceptable to you. It’s up to you to use your new perception about her behavior to see if you’re being manipulated.

**Joe:** “Anne, why the #&%@ did you slap me after we walked out of the restaurant?”

**Annette:** “So *you’re* mad that I slapped you? After sitting in that lobby for an hour while you talked to your buddy from work? I was going to catch a cab. That was so thoughtless!”

**Joe:** “But I didn’t ... you ... he ... DOH!”

Joey is letting her divert the argument over to *her offense*. The point is that she’s trying to justify two wrongs being right – that Joey’s oversight or minor error warrants retaliation. He has to step back and not resolve her act of physical violence. Again, the simple solution is to control your emotions and not be distracted by the feathers.

Also remember, just because someone apologizes for something, that doesn’t mean you have to *accept* it.



# What Women Really Want

Ah, the age-old question. I think I've gone a long way toward answering this, but I would like to summarize it here:

## **The Kind of Man Women Want:**

- Will make women *think*.
- Will make women feel excited, sexy, and turned-on rather than bored.
- Will prioritize his life and doesn't let anyone walk over him.
- Will make her feel important to him
- Is not afraid to speak his opinion.
- Keeps them on their toes through challenge. (i.e., the Three S's: Self-confidence, Self-discipline, Sense of Humor)
- Holds and maintains an element of **mystery**. (More challenge through slow disclosure)
- Is spontaneous.
- Gives them plenty of space and freedom, and keeps his own space.
- Is a lover, not her son.
- Is a Romeo, not a Fabio.
- Is chivalrous. (i.e., he's confident enough to give a woman what she wants.)

Women need many things from a man. These needs are the currency of relationships, and giving them to her allows her to build up enough in her account to give **you** what you want.

You've been confused most of your life about what women want because they always seem to be saying one thing while meaning another. To them, however, this doesn't seem weird at all. It's how they communicate things they don't know even understand about themselves. Women don't talk in code; they are just talking from a different part of their brain than the part that actually responds to men. When she says she wants a "nice guy," she's really saying that she knows the emotional part of her brain – the part without a true verbal language – wants someone 1) who won't hurt her (trust) and 2) who is attractive to her, not a wimp who has trouble deciding what to order from a menu. She knows what makes her trust, but not always what makes her attracted to a man.

A woman's emotional mind is like a subwoofer: all resonance and feeling, but very little of the sound from it can actually be understood or is intelligible. They speak in an abstracted and indirect way because there is no direct connection between these "speakers" in their brain.

Here, then, are the qualities that a woman wants in a relationship. (*Remember*: Now that you know, you can't claim ignorance anymore. Don't say I didn't warn you.)

- Safety – Trust
  - Emotionally stable
  - Non-violent
  - Good character (isn't "sleeping around")

- Appreciation/Affection – to feel unique and special
    - Gives massages/baths
    - Treats her (on occasion) like royalty
    - Cuddling
  - Drama/Intrigue
    - Talk just to talk/Share drama
    - Emotional charge
  - The Three S's in a Man = Challenge
    - Self-confidence
    - Self-discipline
    - Sense of humor
  - Consistent behavior (in a long-term mate)
  - Security
    - Provides for her
    - Loyal to her
  - Fun/Excitement
    - Being different
  - Mystery
    - Slow disclosure of information
  - Teases her and treats like another person, not a goddess
- 

## Women Want Sex

Up until the last twenty years or so, it was a commonly held misconception that women were somehow frigid by nature and had no interest in sex. This fallacy was created by men who thought that since a woman postpones sex, she only “gives it up” to get what she wants – a faithful husband to provide for her.

Women want sex as much as men, they just have a different timetable and requirements before they do. There has been a lot of sexual liberation for women, and even though there are a lot of women that have occasional casual sex, they are still programmed since birth with the fear of being labeled promiscuous. The label of “slut” is still a fundamental fear of almost all women, and it's probably the most damning of judgments a woman can feel is placed on her value. To avoid thinking of herself as a slut, or “easy,” she manages her cognitive dissonance in several ways:

- She will probably want to wait until *at least* the third date to sleep with you – and that's if things go very well. There is a certain American cultural norm accepted in recent years that says that sex is generally acceptable (sometimes expected) on the third date. Ultimately, though, *when* you have sex will be dictated by *her level of trust and attraction for you*.
- She will be turned off by any overt verbal or physical sexual suggestions by you, even when she wants sex and might like to talk a little trashy. In her mind, she wants to maintain her ladylike persona, and you should not challenge this. Let her be the one to bring up sexual topics.

She doesn't need any logical rationalization to sleep with you. Talking to her – listing all the reasons why she should go to bed with you, including being pushy – will not work, and will often backfire. She has to **feel** like sleeping with you with her emotions, not her rational mind. Remember, people make emotional decisions and then back them up later with logic.

We'll cover sex in the final chapter.

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## Vulnerability / Honesty / Risk / Emotional Disclosure

One thing that women have consistently promoted as being one of their top desires is a man who has a level of vulnerability, who can express his emotions. This is only partially true. Where men run into trouble is when they confuse disclosure and honesty with overexposure and losing their posture. Risks are required to progress in a relationship, but there is a healthy limit.

Initially, you should only disclose those things about you that increase her attraction for you. If you tell her something about how you killed frogs with a baseball bat when you were eight, no matter how repentant you might seem, she's going to mark that against you. Your honesty may register on her conscious mind, but it's her *feelings* that will dictate her attraction and sexual interest in you. You have plenty of time to tell her about your childhood fetish for frog murder if and when you both decide to go beyond a short-term dating spree. For now, negatives will always repel her.

Remember, never lie, but don't tell *too much* truth, either. **Discretion** is more respected than **confession**. Save your need for absolution for your priest.

Risks, on the other hand, are what you will have to take along the way to gain her trust. You risk by asking her to go out with you to a local record store; she risks by going along. You risk telling her a little about your taste in music; she risks telling you about her Barbie collection. You risk leaning in for a goodnight kiss; she risks by kissing you back. You risk, she risks. Back and forth.

If, after a time, you don't get reciprocating risks from her, you must move on. Risks from both sides enable trust, and that allows you to progress along the continuum. If you hold back from risk, you are at a deadlock, and you'll be very unlikely to move forward effectively. Risk establishes trust, and trust is a requirement.

What is the power source behind risk, you ask? I'm sure you know by now.

**Self-confidence. Self-discipline. Sense-of-humor.**

When your fear of loss is contained in your confidence, you have the ability to take a risk. When you don't get any return on your investment, you have the discipline to cash in this stock for something better. And the whole time, your humor keeps you from taking the situation (or yourself) too seriously.

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## Tests

The one thing a woman will do is to test your compliance. Her tests all focus on finding out if you will do what she wants because she is a woman (with the sex you want) and if you are a wimpy man who will do anything to get it. She's not doing this because she's some nasty dominating woman; she's doing it because she has to find out if you can be cut from the try-outs as early as possible and not risk her heart. The sooner she can find out what you're made of, the sooner she can find out if she will be calling the shots in the relationship (boring) or if you will demonstrate backbone and self-confidence (interesting and attractive.) It's a power play, pure and simple. She's trying to establish a baseline of behavior (and respect) that she can then accept as the norm from you, so don't flunk these tests! Most women give these tests at a level that is very sub-conscious, while others may test you on purpose. Make no mistake – you **will** be tested at some point. You must stand up for the correct behavior or be forever lost.

Tests are also a kind of short-cut. Some women are more jaded and cynical than others, but all are trying to screen you out of the process early so they don't have to waste their time. (This is something you are also doing, but in a different manner.) Her first concern when she meets you is to find out if you are safe to be around, which includes *emotionally* safe. She doesn't give you her valuable affection and feelings if you seem like the kind of guy who will hurt her.

There are two interlocked reasons why guys fail women's tests:

- 1) They don't recognize tests for what they are
- 2) They are afraid to call her on them when they do recognize them out of fear of disapproval and rejection

If you don't call her on her tests, you'll end up in supplication, the kneeling pose of a million wimpy guys, enslaved to comply with a woman because he's afraid of making her mad. If you prefer the other option – and I hope you will – you'll start to point them out when you see them. Remember, she can't respect a man she can control and manipulate, and she wants to respect you.

Your best defense is your sense of humor, backed with a lethal dose of self-confidence when it comes time to act. Never react to anything. Always take a second to step back and scratch your chin with a wrinkled brow. The time that you take to think could be what saves you from reacting and making a grievous error.

To address the first situation, not recognizing the tests, let me give you a helping hand. There are many types of tests a woman will throw your way. Here are a few of them:

- *Changing the Rules Test.* A favorite of women everywhere, this test comes as a subtle influence over a situation that may seem harmless at first, but is a gradual attempt to show her influence over you. The changes are almost always to meet her convenience. Here's what happens:
    - o You set an appointment to meet Denise at 7:00 because you want to catch a local author at a bookstore. She calls you at 6:45 and asks you to come meet her at another store instead of meeting her where you planned, and you two can walk over together. This will probably make you late.
- What do you do? The best thing is to refuse her offer politely and tell her that you

planned to see this author at 7:00. Meeting her at this other store would jeopardize your ability to get a good seat. Tell her you will meet her where you planned, and you'll hold a spot for her when she gets done shopping.

- *Disrespect Test:* This one comes in two flavors, subtle and not-so-subtle. Disrespect from anyone – regardless of gender – should never be tolerated. When you call them on it (using your sense of humor so you don't come off as a jerk), you'll regain respect from both men and women. Here's what happens when a woman uses subtle disrespect:

- o She will very often make a casual remark that could be considered an insult or put-down, such as: "Well, I guess if you haven't been skiing long, moguls would scare you." Let's assume her tone implied that she wasn't just giving you a good-natured teasing. Your reply? You pause for a second, smirk, look at her directly and ask softly, "Really. What do you mean by that exactly?" This will give her a very gentle nudge, telling her that you are aware that she may have misspoken, and you are giving her a chance to save face. More often than not, she will just correct and apologize, but occasionally you get someone who just thinks they were pretty darn funny to begin with, and they deepen the hole. "I just meant that if you're not very good, you ought to stay on the beginner slopes. I hate having to dodge someone who can't ski to save their life." This may be her attempt to provoke you into an argument, and it's easy to let it go there. Later you'll learn that arguments are never really won, so you're best defense is to cut her off at the knees with a little humor. "Really? You're that good? You must be that skier I always envy. Do you give lessons, or are you in training for the Olympics?" Deliver that with a smile. If she gets offended or angry, you're dealing with a woman who is probably stiff and bitchy, and you need none of that.
- o In the case of open disrespect, you must put your foot down and make your stance abundantly clear. If you accept mistreatment from a woman (or anyone else) you will deserve all that you get.

One method of overt disrespect I showed you how to handle above, but the other is when you hear her say something that is blatantly an insult or put-down, such as this: Shawn just told Liz about his difficulty with moguls and a fall he took. She replies, "Well, dummy, what did you expect would happen? Duh."

Even if veiled under laughter or a joking demeanor, this kind of "playfulness" on her part is disrespectful, rude, and should be corrected immediately. Shawn's reply is: "You know, Liz, I've been pretty impressed with your good manners ... until now. I don't find put-downs attractive from anyone, and I expect more respect than that. You should also expect the same from me." It's up to Shawn at this point to decide if he wants to end the date or give her another chance. She may even want to end it, and that is an indication that Shawn may have someone who isn't going to give him a minimum level of respect. Many women seem to believe that the put downs that they see passed back and forth on television are acceptable in real life, and it's up to you to ensure that this is not worked over you.

The key to this strategy is to ensure that you deliver your correction in a polite and non-angry or defensive tone. If you just seem hurt, she'll think that you are

insecure and that she got to you. Remember: Self-confidence. As soon as you clear the air, move on to a light topic and switch back to friendly mode for a while. She may not jump right back at your level, but give her a little time.

- *Passive/Aggressive Tests* – (being late for a meeting/changing plans)
  - o The one test that is frequently given is to show up late or change plans. I gave some information about how to handle the change-of-plans ploy, but something does need to be said about the late factor.

Women are, by nature, late. They're late for almost everything, and there's always an excuse for why (no parking, last minute phone call, spilled caviar on dress, etc.) It's pointless to fight this, as it would be denying reality: She will be late on a regular basis. So, if we accept this as a given, here's your best approach:

    - First, if you have an event to attend, you can always tell her that it is a half-hour earlier than it actually is. If she calls you on this, you just say that you misread the time. Or, present it so that she has to meet you at your house at a particular time that you set, taking into account her probable tardiness. You minimize your inconvenience as you can be doing things at home while you wait, rather than sitting on *her* couch while she runs around getting ready, and her cat glares at you from across the room.
    - Second, if she pushes her lateness habit too far (i.e., frequently more than twenty minutes or so), you'll have to be firmer. You can let her know in advance that you want to arrive at a certain time, and she can leave with you at a given time, or she can meet you there. If she's late, you can leave a ticket at the will-call booth, or have her call your cell phone when she arrives.
    - Next, when she does pull the "I'm running behind" game, you must be firm in explaining where you stand. If you arrive at her house and she is running late, you must tell her that this is unacceptable, in clear terms: "Look, Rhonda, I understand you may not be used to men who are prompt and definite about the time, but I don't intend to be late for this event. I consider this disrespecting me and the time and energy I put into organizing this special event for us. If you can't be ready in 5 minutes, I'll call someone else to go along with me." There should be no anger in your voice, or any reactive tone. You state this simply and sternly. Undoubtedly, this may appear harsh at first, perhaps even "inflexible" (as some women will almost certainly say to you at some point.) The point is not about whether or not you are easygoing or not, but whether you are **respected**. You must be inflexible on occasion to ensure that you are respected. It's been my experience that most guys are too easygoing and laid back, which is not conducive to a woman's attraction to you. It's attractive to other men, but not to women.



- *Test Questions: Do I look fat? Etc.*
  - o We discussed how to handle questions earlier, and most of the test questions you get are standard. I've included some of these in the appendices for you to review. You may not always get the exact same wording, so look to identify the test behind her words when she asks you variations.
- *Subordination of Your Priorities Test, or The Need to Change You*
  - o This one is subtle and often very insidious. This comes up when you have a hobby or a pastime that you enjoy that is a priority in your life. For some guys it's playing guitar, or fixing cars, or even watching football. A woman wants to subordinate your priorities and be put on top, and she's jealous of anything that displaces her. The way a woman gauges how important she is to you is by her ranking in your list of priorities. If she can get you to put aside something important to you to attend to her, she's managed to establish that she's important to you. The more she can, the better she feels. Unfortunately, if you consistently escalate her above your hobbies, you will demonstrate no challenge to her, that she basically owns you. You'll also show that you have no life beyond her, and that you are a wimp. If she isn't satisfied with who you are right now, you'll only be in for misery as she molds you into her vision.
    - The best way to manage this test is to start by including her on your hobbies right from the start. Defuse the competition. Make your potential opponent your ally. By bringing her in on them, you establish that you are a self-confident man with a life outside of dating women, and she gets to take part in your reality. If she doesn't show any interest in your passions, you can decide if you want to continue dating her.
    - If she later opposes your hobbies and pastimes, you'll need to be able to put your foot down and demonstrate your self-confidence and resolve. You tell her that you have interests that do not necessarily include her or her approval. If she has a strong issue with this, you tell her that she'll have to make the decision whether or not she would like to keep you in her life.

*\* This last tactic is **very** effective when it comes to demonstrating your independence and self-confidence. When you can tell a woman that she is free to come or go, and that you are giving her the initiative to decide what to do with her beliefs, you are making a powerful statement. You demonstrate that you will not cling, and you are self-confident enough to stand for what you believe in. If you can convey this in any confrontation you have with a woman, you will always win.*

Beware of her reactions to you when you call her on her tests. Remember: Mommy isn't mad at you. She's just reacting to your display of self-discipline and self-confidence, the same way a child does when she doesn't get her lollipop. She will cry for a few minutes inside, but when she's done, she'll respect you more.



## Give Them the Test

This is one female behavior that I think we men need to seize and use for ourselves. It's going to take some guts, but it's worth it.

What I propose is that men need to start testing women, and as early as possible. Our time is valuable, as is our money and our emotional investment opportunities. The quicker you find out if this woman is a No-Thank-You (AKA, kick her to the curb), you can get back to finding the Yes-Please ladies.

Here are my ideas for men's tests: (And please note that these tests are for both your benefit *and* hers.)

- **Is she a gold-digger?** -- Guys, let's face it; money is the equivalent of the Neanderthal with excellent hunting ability and a nice cave. Women are still looking for our ability to provide, no matter how much they work to equal us in the workplace and with their careers. There are more studies than I can point to that show how unfulfilled women are with their 'corporate' lifestyle. Not that women aren't 100% as capable as men, but a woman's satisfaction has never been solely about her breadwinning ability. A woman is very much family-oriented and still wants to fill her inherently female roles. They also still want to know that you can provide for them, if and when they want to engineer a nice little family.  
The test? Your first two to three 'dates' should be inexpensive and fun – emphasis on the **fun**. I provided some ideas earlier in the book. If she acts disappointed with what you arrange, and you suspect it's because you aren't buying her trinkets or spending a fortune on a meal at Wolfgang Puck's palace o' cuisine, you need to give her the boot. Don't be too cheap, but don't be lavish, either. Also, be very coy about describing your work in terms that would allow her to assume your salary. Tell her about the gratification you get from your work, not the fact that you're an investment banker. Get it? (Also note that if she seems to be curious in general about your provider potential, it's not *always* gold digging. She may need the last test listed below.)
- **Is she a bore?** -- Ever dated a girl that you could tell was about as fun as a root canal? You start out all hunky-dory, then she starts to grate on your nerves. Your interest level nosedives, and the sex, *if* you're getting it, starts to lose its pizzazz. Let's be clear: The best relationship is where your girl is easy-going and fun to hang with, not a chore. Try and imagine fifty years of this gal at your side and you'll get some perspective.  
The test? You need to press a few of her buttons, delicately at first. Teasing is a great start. Teasing also tests her self-esteem as well as her sense of humor. If she's insecure, her reaction will be to withdraw and be distant. You should not react by trying to comfort her if this is the reaction she gives you, by the way. A simple "I'm kidding" or "lighten up!" should be given. Be careful, don't insult her. Teasing nicely is a great test for her sense of self worth. If she gets really defensive ... watch out.
  - Another test for the "Is she a bore?" scenario is to suggest (sometime around the second or third date) doing something that is more *your* interest, not necessarily

hers, but still fun for both of you. How does she react? What we're looking for is *flexibility*. If she whines about going to the pool, or going to the park to run the dog, or stretching out of her comfort zone, you're looking at a limited future. Growth here is unlikely, and you'll feel stifled very soon.

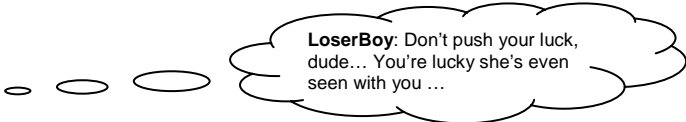
- **Is she consistent/stable/sane?** – If there's one thing that will leave you on the edge of emotional breakdown, it's riding her rollercoaster. Inconsistent behavior is the sure-fire recipe for your misery. You usually don't have to test for stability, you just keep your eyes open for erratic or crazy behavior. The red flags will tell you all you need to know – *if you don't ignore them*.
- **Is she a good woman of character?** – You want a good woman with integrity. Bottom line.  
The test? There are many. One is to go to an ice cream shop. Give her a five-dollar bill and ask her to order you a chocolate cone while you use the men's room. When you get back, see if she gives you the change.  
Most of her integrity and character will register with you at an intuitive level. You may not always know what the specifics are, but you know darn well when she does something that rings as off kilter. Trust your intuition, it will rarely let you down.
- **Is she a Program Woman?** – There was a recent online survey reported on CNN.com (which, really, anyone could have figured out with an ounce of common sense) that reported men as waiting longer to get married, and therefore women are the ones on the wedding prowl. When a woman hits her late twenties/early thirties, her clock is ticking, LOUD. Hey, the reality is that men and women are here to a large degree to procreate, or else the human species would die out. There is nothing wrong with this need, but it may not be what you are looking for.  
How do you test for the Program Woman? The best way is to initiate conversation about her family and listen to what she says about them. **Listen**. No, really, Slick, shut up for at least 50-75% of the conversation and listen to what she focuses on talking about. Does she emphasize her family? Her nieces or nephews? Or does she talk about her planned motorcycle trip through the Grand Canyon. Hmm. She just **loves** her friend's new baby? Does she seem to be putting things on 'hold' until her significant other comes along to sweep her off her feet? Or is her life moving on anyway. Listen to the slant of her questions. Is she asking you about your cave and your hunting ability? You may be being looked at as provider material. An active test would be to bring up the topic of marriage in a very general way and carefully observe her words and body language. Tell her about any friends of yours that are engaged and see how she runs with that ball. Or make faces at a little kid and say that he or she is "so cute." See what she says about that.
- **Does she give as good as she gets?** – One of the most important traits a woman should have is her ability to give to you. There are givers, there are takers, but ideally you want a giver **and** a taker. She should be just as into pleasing you as you are into pleasing her. The test? It's called the door-lock test. Early on, when you're driving her places, be sure you're opening the door for her and letting her get in the car first.

Walk around the back of your car slowly and watch her. Did she reach over to unlock your door? Give her a few chances on this one to allow for her nervousness, but it's a pretty good indicator. Another good test is to give her a shoulder rub sometime. Then, on another meeting when you've been able to determine that she's not too shy to touch you, talk about how your neck and shoulders are stiff. Does she look at you with sympathy and gloss over it? Or does she offer to give you a rub, too. By the third or fourth date, she should be jumping to touch you if you've been engaging her attraction along the way. If she's not offering ways to help you and make you happier now, imagine what she'll be like down the road.

The Truth is that we all need ways of figuring out whether a person is right or wrong for us. Rather than staying in a relationship by default (i.e., dating her until you can't take it anymore), you should keep your eyes open to the behaviors and traits that she has and make sure they are what you want. She's testing you along the way, and you should be testing her as well.

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## Investment Mechanism



**LoserBoy:** Don't push your luck, dude... You're lucky she's even seen with you ...

Women **want** to do things for you. This is one of the ways in which they prove themselves to you. Many men shy away from asking women to do favors for them or help them, and in so doing they miss out on a great opportunity to engage a woman's investment mechanism in them.

Ask her to give you some advice, or pick something up for you while she's on a trip. Have her come by and help you change your spark plugs. Have her look up a good Italian restaurant in her part of town so that you can make the reservations. Ask her to loan you a jacket or an umbrella if it's raining. Have her walk your dog.

I'm not saying to leech or behave like a deadbeat with a woman. Don't borrow money, or ask to use her garage for your band practice. Be thoughtful, and be sure to reciprocate in some way so that she knows you're worth her trust. Take her to lunch, or out for a drink. This strategy will allow you to gain more of her trust as you demonstrate your ability to transact in the currency of a relationship. This strategy will also get her more emotionally engaged in you, because we become more attached to those who we have done something for or helped out in some way.

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## Your Parents

I hate to tell you this, but your mom messed up your head. Your dad had a part in this programming, too, but I'll forgive him for the moment since he didn't have the information I'm passing along. You see, all those things mom told you about what women want and how to treat girls and women is pretty much **wrong**. Your mom-pleasing and acceptance seeking has distorted your view of what women want.

When you were young, your mother probably chastised you for teasing and taunting girls. Now, you knew it made those girls more interested and attentive, but your mother told you it was wrong, and that's "not what a gentleman does." She was partly right, but not on the teasing and treatment. Women want to be thrilled and entertained by the presence of a funny, confident, self-disciplined man they can respect. They also want him to challenge her, and to not put her on a pedestal for worship. What probably happened to poor old mom is that the romance fell out of the marriage a while back, and she didn't know how to verbalize what it was that drew her to your dad in the first place. Since then, they've either divorced or lost any real fire between them. She doesn't want you to make the same mistakes, but she also doesn't understand that teasing and poking fun were valid ways to stoke a woman's attraction.

Unless you see your mom and dad having the kind of marriage or dating experience you want, *don't listen to what they told you*. It's unintentional misinformation that will only confuse you. Do what your heart tells you is **True**. Practice these strategies, and understand that only through the Three S's can you achieve your goal of becoming a Dynamic Man – the kind that women are drawn to.

# Dating Dysfunction

There are many traps you can fall into with women, and I will give you some of the tools to recognize and handle these better. If you ignore these seemingly small hiccups along the way, you will discover that they fester at the core of your attitude and feelings for her, and things will fall into a negative spiral. If you want a great example to learn from, watch the Hollywood star's romances (**not** their movies) and notice what works and doesn't work there. Watching just about any young actor's romantic exploits is like watching a documentary on every dating dysfunction imaginable.

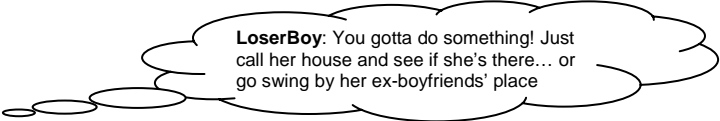
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## Moods

**"Think before you speak, or suffer for your words."**

Moods are a fundamental part of understanding women. Moods are the moment-to-moment shifts in emotion that we all experience. Moods color your experience. The world looks dark and depressing when you're down. When you're up, even a rainstorm can have inspiring significance.

Moods swing all on their own. If you've ever tried to catch a football on the bounce, you have an idea of how unpredictable moods can be – especially with women. You can't control your own very easily, but *you can learn how they work, and how to ride them out*. You see, the biggest problem people have with moods is having the self-discipline to **not** take action during a bad mood. We touched on this briefly in the Confidence Treadmill. It may sound counter-intuitive to my initial advice about taking action, but remember that I want you to throttle back on the amount of over-analysis and useless thinking. This strategy will net you great results when you can learn when to *not* take action.



**LoserBoy:** You gotta do something! Just call her house and see if she's there... or go swing by her ex-boyfriends' place

When you're feeling down, or discouraged, the actions you take will reflect your mood. Your brain has an urgency factor it attaches to certain feelings, and negative states will jack that urgency up, making you feel that **you must do something** to get out of this lousy emotional state. The unfortunate thing is that you are looking at the world through a skewed and inaccurate viewpoint when you are in a low or bad mood. Anything you do would be likely to sabotage your success, not help you. It would be like trying to walk across a board perched between two tall buildings while your contact lenses are blurry. What you stop and wait for is your vision to clear up, so that you can walk across without worrying about falling to your death.

Back in the section "Do What You Know You Must," I used the example of the guy who spins out of control when he can't help himself from calling the woman back. He's demonstrating a desperate, low self-confidence mood, and his self-discipline is flagging. He's a victim of his own thinking, and the only way out of the situation is to focus on the results he wants to achieve.

The best rule for managing your moods is:

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**Wait until the mood passes before you do something you may regret.  
If it really needs to be said or done, you'll still want to when you're in a good mood.**

And:

**When in doubt about the possible impact of your actions on a woman, doing *nothing* is best.**

As for a woman's moods, the same holds true. Behave as though she has just taken a strange hallucinogenic drug. This drug makes her say crazy things, stuff she doesn't even mean, and it makes her subject to all sorts of distortions and ugly behaviors. The drug usually wears off in a few hours, and you'll be amazed at her turnaround. She'll recant everything and often apologize for what she said. She can't control these little episodes any more than you can; it's just that she has them more often.

(Regarding PMS: You should watch out for a woman who is subject to too many wild mood swings. She may even have a deeper disorder, or a need for medication during the time preceding her period. The best advice is, unless you have Ghandi-like control over your ability to react, you should totally avoid women who have extreme episodes of PMS related mood swings. They are turbulent and damaging to any dating relationship, and need to regain control of their condition before you can meet them on a level playing field.)

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## Don't Answer A Woman's Questions

I've said this before in many ways, but you must be on your guard to avoid getting caught in the trap of thinking that you must answer a woman when she asks you a question. When she asks you a question, she's not always looking for the answer to her question. More often than not, she is asking you something else, but she has to lead into it with preliminary questions. She won't jump straight to the point. Here's an example:

**Joanie:** "Do you think I should bring a gift to Amy's party?"  
**Todd:** "Yeah, I think that would be what she'd expect. She brought you one to yours last week."  
**Joanie:** (sighing) "I don't know. I think that sweater was ugly."  
**Todd:** "It wasn't too bad. She meant well."  
**Joanie:** (rolls her eyes.) "That awful pink thing? You're kidding? Besides, I think Amy is fake."  
**Todd:** "Fake? Huh?"  
**Joanie:** "That was a crappy gift she gave me. And her voice is annoying."  
**Todd:** "I thought you liked Amy?"  
**Joanie:** (glaring) "**You** sure liked her. I saw the way you two were talking most of the night."  
**Todd:** "Wait a minute, what do you mean? Are you saying I was going after her?"  
**Joanie:** (crosses her arms) "Weren't you?"  
**Todd:** (visibly defensive) "No!"

Todd is now spiraling out of control, his nosedive started by the confusion from Joanie's indirect line of questioning. Joanie was jealous, and she was working her way there, but Todd

thought she was really asking about the gift and the party. By the end, even though he was innocent, his confusion has put him on the defense. He was already well on the way to losing.

The best way I've found of handling questions is to always dig deeper before answering and getting yourself into trouble. A guy's reflex is to answer a question immediately, to be a source of knowledge and answers. You have to curb this tendency and remember that women rarely ask questions of you that are meaningless or trivial to them. When they do, they still reserve the right to make their questions important and meaningful if they don't like your answer.

Here's the Dynamic Method:

**Joanie:** "Do you think I should bring a gift to Amy's party?"  
**Todd:** "Why do you ask?"  
**Joanie:** (sighing) "I don't know. I thought her gift was ugly. Did you like it?"  
**Todd:** "It sounds like you weren't happy about the party in general."  
**Joanie:** "It wasn't all that fun." (glaring) "It looked like **you** were having a lot of fun, though."  
**Todd:** "Why do you say that?"  
**Joanie:** (shrugs) "I don't know. It's just ... well, I just saw you talking with Amy a lot. Do you think she's pretty?"  
**Todd:** "Are you worried that there was something going on?"  
**Joanie:** (looking sheepish) "Well, I was pretty jealous of how you spent all that time talking to her."  
**Todd:** (hugging Joanie) "Don't worry. I was watching you the whole time. You looked pretty hot in that dress you were wearing."  
**Joanie:** (smiling) "Really?"

Todd was smart: He didn't answer questions directly until he found out what was *really* going on with Joanie. He also knew when to return a question with a question along the way. As a result, he found out what Joanie was really driving at, and he avoided getting confused and put on the defense.

Take every question with a grain of salt, and be safe in assuming there might be more going on below the surface.

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## Overreacting (More About Why Mommy Isn't Mad ....)

There is a specific test a woman will administer to you and your confidence. It's one of her many tests, and this one is meant to see if you're really a confident, controlled man, or just another wimp she will be able to dominate.

First of all, let me start off by repeating our well-known but not so well understood rule that you must internalize and comprehend:

**The one who cares the least controls the relationship.**

Think about it. In every relationship you've been in where the woman was a needy, hopelessly infatuated partner, what was your interest like? It probably didn't need to get too high, because her interest carried you both. Her low self-esteem probably incited her to make every overture of romance to you that she could come up with. Notes. Gifts. Phone calls at all



hours. She was so into you that you didn't need to be all that into her. You didn't need to care, and YOU controlled the relationship. You might have even felt a bit smothered. Your stand-offish-ness was a challenge, and it always kept her wondering if she really had you.

Hmm... *"The one who cares the least ..."*

So what is this test I'm talking about? As you date, and understand the advice from other dating men and Don Juans, you know that self-confidence is perhaps the single most determining factor of how much a woman will respect you. It precedes almost everything in a relationship, and determines to a large degree what your posture and standing will be with her for as long as you're together.

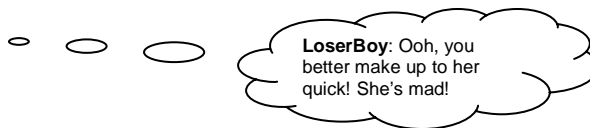
Let's be real: No one is confident **all** the time. In fact, most of us lack confidence a great deal of the time. Does this mean that we're being a phony when we act confident? No, not at all. True confidence, in fact, is a bit of a conundrum. You act confident to feel confident, in order to act confident again and keep it going. It's a self-reinforcing, upward spiral, if you can get it started. (See: The Confidence Treadmill.)

However, most women can sense when we're pulling the "fake-it-before-you-make-it" approach to confidence. They don't always know if we're just showing bravado (which is simply confidence with little sincerity) or if we're *really* confident.

So, here's how she tests you:

You're out on a second or third date. You're both having a good time, and you're getting more comfortable with each other, loosening up. You let her know beforehand that you planned for the two of you to go see a movie, something gender-neutral. She pulls out her Test Card #1 and says, "Gee, Brad, I really think we should go to see that 18<sup>th</sup> Century romance movie." Now, you know from your training that the right thing to do is to be confident and insist on your original plans. You don't get mad or react to her. You say, "Gee, Jessica, I don't mind going to see that next week, but we're going to see the movie I planned for this time around."

In many cases, she'll give in and acknowledge that this is fair and right. In other cases, though, she'll whip out Test Card #2 and start acting pouty. She'll act as displeased with you as she can muster, and you'll start to panic. "What's the big deal?" she asks. "It's just a movie." She crosses her arms. She'll hit you with a certain "look," and your panic will step up another notch. She may even make a comment about how inflexible you are, or how she likes men who are "laid back" or "easygoing."



Most men give in here. It's hard to handle a woman's displeasure with you. It triggers all kinds of panicked reactions, most of them dealing with approval-seeking in general. The trick is to know that you can take one of two approaches:

- 1) **You can give in** - You please her so she won't be angry with you. You want to appear flexible and 'laid back', so you end up in a theater full of weeping fat broads, pinning your eyelids open, and feeling like a crappy Budweiser commercial. She knows that she owns you, and now knows exactly what to do to get her way. Your 'confidence' was a sham. Just hand over your testicles and join in the weeping.
- 2) **You can stand your ground** - With a smile you say, "Okay, we can see your movie – next week. Tonight, we're going to see what we planned." (You're

aware that “laid back” is not mutually exclusive with confidence. Laid back means that you don’t react angrily, no matter what buttons she pushes. And if she likes pushing those buttons too much, you press the one labeled ‘EJECT.’) And you add, “Now, Jessica, you wouldn’t respect me if I didn’t stand my ground, would you?”

Oh, it’s hard, my brothers. The things women will do to get their way so that they can quickly establish where you’ll give in and where you’ll break. They’ll cry. They’ll act like little brats. They’ll withhold sex.

Ignore these displays of childish behavior. A few hours later, after you’ve shown that your confidence is not to be questioned, that you don’t react – or overreact – to her manipulations, they’ll be happy and grateful. This will work at a layer just under their conscious thinking, and they’ll sense that they’ve got something better here, something worth keeping.

And if they don’t? If they persist in shunning you until you give them their way, until you bow down before them and supplicate ...?

**Why - in the name of all that you stand for –  
would you ever want to put up with that kind of mistreatment?**

Think about your future with her, what your life would be like after ten years (if you lasted that long.) You’d be one of those pitiful married guys at work that you ask to come to happy hour, and they reply, “Well, let me check with the *Boss*.” Their sly wink and sheepish smile he throws your way implies ‘*Oh, you know how it is.*’

Yeah, I do, and I’ve got another plan in mind, thank you very much.

Remember: The ultimate loser line is when you say “Yeah, I know, **but...**”  
But **what?**

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## Boundaries

The concept of healthy boundaries is often overlooked in relationships. This is because when they are not clearly understood, it’s easy to misunderstand what is happening. Take the following argument as an example:

**Cindy:** “When you walk away from me like that, you make me feel like I’m stupid.”  
**Paul:** “I make you feel stupid? I never said that. I was just saying that I feel like I can’t say anything to you when you get in a mood like that.”  
**Cindy:** “Why are you blaming me?”  
**Paul:** “I’m not blaming you. I don’t feel like you’re being reasonable with me.”  
**Cindy:** “Do you hear what you’re saying? **I’m** unreasonable? **You** made me angry and **you** hurt my feelings.”

What didn’t Paul see in Cindy’s behavior? If you said it was her placing the blame for her feelings on him, you’re right on. You see, healthy boundaries between people is about

recognizing that you are entirely separate from all other people. What you say doesn't "make" anyone feel bad or good about themselves; it's what they *choose* to think about it.

Cindy blamed Paul instead of recognizing that she was only reacting to him. Just because a person says something about you ("You're stupid," "You're a slut," "You're a jerk") doesn't mean that it's *true*. They are only words. Don't define yourself through another person's eyes, and don't let them define themselves by what **you** say. Who you are does not include another person's thoughts or feelings about you.

Men often get caught up in dysfunctional relationships where the woman only sees herself through the man's eyes and opinion, and these are slippery slopes to set up a relationship. Beware of the woman with unhealthy boundaries and who makes **you** responsible for the way she feels about herself.



**No one can make you feel inferior without your permission.**

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## Jealousy



**LoserBoy:** She's probably out with another guy... I bet he's got something you don't.

The green-headed monster is probably more responsible for dating problems than any other issue. It's actually the easiest to understand, and can be overcome – if you pay attention to the Truth and don't read into the meanings of too many of her actions.

Jealousy is a lack of self-confidence, which then leads to a lack of self-discipline. That's all there is to it. Jealousy is usually 99% imagined, and the truly sad part is that it is usually a self-fulfilling prophecy. The men who do not behave jealously end up intriguing women more, because they see a man who is in control and doesn't have a need to control *her*. The men who do act crazy and jealous are flattering for about the first five seconds, and then the woman figures out that this guy is going to be watching her every move, smothering her and controlling everything she does. And behind it all, she wonders what he's so scared of? Then his behavior actually pushes her away and into the arms of another man, just what he was afraid of the whole time.

Jealousy is best controlled through understanding and giving yourself options. Jealousy is the fear that you are about to lose something, and a feeling of inadequacy or insecurity at having had it in the first place. You give yourself options by continuing to date other people along the way. You won't fear the loss of one prospect if you have many other buyers beating down your door to get your product.

A self-confident man with self-discipline works to improve his skills with women, engaging and attracting them. Through successful repetition, he learns that he never needs to fear the loss of any particular woman when he knows he can get another. He won't smother or attempt to control her, and this freedom and space he gives her actually increases her desire to be with him.

## Contention Principle

If there is one concept you must understand in the dynamic of relationships, it is the Principle of Contention. Simply stated, the Truth is that ***you must learn to walk away from relationships where you are not getting what you want.*** If a woman is not *naturally* (i.e., without nagging or coercion) giving you the essential basics of what you want in a relationship, you must move on to find someone who will.

Many advice Pundits would tell you that you should **ask** for what you want if you're not getting it. I would agree that you can ask only when most of your other basic requirements and desires are being met. However, when a major requirement is *not* being met, asking for everything else is **irrelevant**. You're dealing with a person who – by their *nature* – cannot meet your minimum requirements. (See the story of the Scorpion and the Frog again). Where you run into trouble is when you believe that you can be happy in a relationship where your requirements are always a point of struggle. The best relationships, the ones that *really work*, are the ones where there is an acceptable level of basic needs met for each person **without** a lot of contention.

The arguments in this situation go something like this:

**Brad:** "I'd just like you to reach out and touch me more often. When we're out, you hardly ever touch me, or hold my hand, or even hug me when we see each other."

**Donna:** "That's tough for me. You see, when I was sixteen, I didn't get the bike I wanted for my birthday, and ever since then, I've had a trust issue. I have a tough time with affection."

**Brad:** "Well, can you try to reach out more?"

**Donna:** "I guess I can **try**."

Donna may very well "try," but it is asking her to do something that is against her nature. It's like asking Saddam Hussein to "try" to be more tolerant and peaceful. It's not who he is. With most people, you have to be willing to take a "what you see is what you get approach." Changing these key behavioral traits is like trying to get a bird to swim.

The mistake occurs when Brad starts thinking he can go into relationship counseling or therapy to manage his requirement to get Donna to touch him. He hears her say that the incident with her sixteenth birthday is the reason, and Brad will get caught up trying to find a way to fix her issue. This is a situation where he should strongly consider cutting his losses, because the bottom line Truth is that **Donna is simply not affectionate**. It doesn't matter "why." He will spend countless hours trying to fix Donna and her dysfunction rather than understand that he needs to go find a woman who **is** affectionate. The trust issue from her sixteenth birthday **doesn't matter**.

Stop trying to solve women's issues! When you find a significant point of contention in what **you want** versus **what she is capable of giving you**, you must decide whether to accept it or move on. Don't be quick to accept her shortcoming, either. Chances are you made something a requirement because you genuinely want it in your relationship, and you should get it. In the earlier example, Brad could fool himself for a while that he doesn't have to have affection from Donna, but in the end, he'll be **deeply** unhappy.

*THE DATING BLACK BOOK*

See the Truth. Recognize a woman as she is, not as you want her to be. Anything else is an illusion and it will only serve to haunt you and cause you pain.

# SEX

Ah... No three-letter word holds more power.

I suppose you were eager to get to this section, hmm? Waiting for some hot tips? I've got some great information for you, but I'm not going into embarrassing graphic detail here. Frankly, there are many other books out there to help you in this area. (And they have better pictures, too.) I just want to cover some of the Dating Dynamics concepts with you, as well as give you some information about sex you may not have known about.

First of all, realize that the same Three S's that give you enduring and respecting relationships with women also work in the bedroom. Early on, use your humor sparingly regarding sex, and your self-discipline will be the most important. Second, realize that women want and love sex as much as men do. The difference is that women need to justify sleeping with a man to their sense of self, which means either taking their time (building up trust), or having a good excuse (overwhelming attraction). If you want to get laid, you must make a woman comfortable enough (gain her trust) and attracted enough for you to let her guard down.

**Women have sex with men they fall in love with;  
Men fall in love with women they have sex with.**

Consider this very carefully, because it is the essential difference between men and women with respect to sex. Each gender has a different priority when it comes to sex. If you expect her to jump you immediately, you're heading for disappointment. The Truth is that *most* women are not willing to rush into sex with a man. One-night stands are relatively infrequent. If quick sex is your goal, you're going to have to put up with more than your share of rejection and frustration.

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Sexual competency can be broken down into two areas: **Communication** and **Skills**.

## **Communication**

Communication is essential when sleeping with a woman. She needs to feel as though she is being cared for, and it's your obligation to fulfill that need. Yes, this means you have to talk to her.

Now, most men don't feel comfortable talking to women about sex. They usually feel that *doing* is enough, and they have the *doing* part taken care of. The Truth is that a woman is going to be more turned on by your ability to communicate about her pleasure than by most of the things you will actually do to her physically. The key to a woman's sex drive lies in her brain.

First of all, recognize the correct place for sex in conversation. When you are first meeting a woman, unless she is a Third-Degree Horn-dog, you are not going to engage in sex talk. The only time it's safe to venture into that area is **after** she has taken a conversation in that

direction. You can start to lay the groundwork for this along the way, however, by using sensory words in your speech.

Here are a few sensory words:

- *Passion*
- *Intense/intensity*
- *Excitement*
- *Sensual*
- *Tingling*
- *Heartbeat*
- *Pleasure*
- *Comfortable*
- *Heat*
- *Trusting*
- *Radiant*
- *Trance*
- *Enthrall*
- *Attraction*
- *Soothing*

Just don't use too many of these at one time, or you'll risk coming off sounding like a sappy romance novel. Tie the use of these charged words together with the Romance Intrigue questions to gain added effect.

At some point, you should also learn what her modality of learning is: auditory, kinesthetic, or visual. Most people have a preferred sense when it comes to their learning style, using their hearing, their sight, or their touch in some way to learn and understand new material. We use them all at one point or another, but just about everyone has one they use most of the time. You can figure out which modality it is by listening to how they describe things. Here are a few examples:

- "That just doesn't **feel** right to me." "Oh, that sounds so **cold** and depressing." "I can't come to **grips** with that."  
This person is typically a kinesthetic learner. Recognize her by the tactile words she uses. She learns by doing or touching. Probably likes handholding and hugging to establish security.
- "That just doesn't **click**." "That just doesn't **sound** right." "I **hear** what you're saying."  
These keywords tip you off that she is mostly auditory. The words that highlight hearing are used most frequently. She learns by hearing instructions. Probably very suggestive.
- "I see what you're **saying**." "That's not the way I **see** it." "**Looks** good to me."  
And this person is showing a disposition to visual modes of learning. Even when referring to words or sounds, she will use the word "see" as in the first example. She learns by seeing, or reading instructions with diagrams. She is probably very fashion conscious.



Understanding a person's modality not only helps you communicate better with them about sex (finding out if talking dirty, watching porn, or close dancing turns them on), but also how they will respond in conversation. Using words that appeal to their modality will help you establish rapport.

The essential part of communications in sex is to make it relaxed and genuine. You're asking questions to find out what she wants/doesn't want, and that takes a measured amount of restraint on your part. You absolutely should avoid using any gutter language. When you talk about sex, women like it best when body parts are referred to in non-vulgar terms. In fact, if you can think in terms of poetry, I highly recommend you use that angle. Let's compare, which do you think sounds better whispered in her ear?

"I feel like banging you harder than a stick of dynamite, you wench ..."

"It's so hot and intense next to you like this, like an electric charge ..."

The difference here is what one calls dirty versus *erotic*, and erotic is what she wants to hear when it comes to talking about having sex with her.

So, how do you talk about sex with her? That's probably foremost on your mind, since guys aren't as far along on the communication path as most women are. When communicating your needs, or your questions, or anything else to a woman, always remember:

- **Never accuse** or make her feel like she's doing anything wrong, even if she is. It's a long way to go from feeling humiliated to performing for you again. Try to state it in "I feel" terms, so that it's immediately implied that this is *your* perception.
- **Never demand**. Just politely and nicely state what it is you desire. If she doesn't give it to you, chances are she can't give it, so move on. You can't pester her to be the way you want her to be.
- **Never beg** or ask for more sex from a woman than she is giving you willingly. If you are in a position where you she does not initiate, but eventually warms up, that's fine. But if you initiate and are turned down or denied, there is a larger problem here. Chances are that you are not giving her enough reinforcement and meeting her preliminary needs for her to feel comfortable with sex.
- **Stay out of her past**. Don't ask questions you don't want to know. I know this will be too tempting for most of you, but how many guys out there, knowing that they are jealous of a woman's past sexual experience, will ask her all sorts of questions about what she's done before, then get pissy and distant when she tells him. It's a perverse self-torture when we do this, and it's seated in a lack of self-confidence. Focus on the present, because that's all you can control. The past is done.
- **No means no**. This kind of No is often accompanied by at least a physical demonstration (she pulls your hand away, pushes you away, etc.) or an obvious change in her mood to something serious. The confusion comes when a woman is really saying "No, *not yet*." This means that she's not hot enough for you, and you need to step back into foreplay to try again. If you're ever in doubt about a woman's willingness, back off. You don't want to run a risk of going to jail and spending some

quality romance time with a cross-dressing freak named Luther who wants to make you his favorite cellmate. **Never** force your affections on a woman.

If you sense that something is not going well (and we usually can, but often we choose to overlook our instincts), you owe it to her to check in and find out what is going on. You can just ask nicely: "Are you okay?" Be very careful to not overdo this, though. Most Nice guys will check in way too much, and nothing puts a cramp in sexual flow than being checked in on every couple minutes. You just want to establish that she's not in any physical discomfort, or find out if she's starting to weird out on you.

**Sex is like pizza: When it's good, it's good.  
And when it's bad ... hey, it's still pretty good.**

Stay in communication with her and you'll be able to avoid most problems before they arise. The more experience you gain with women, the more you'll also be able to interpret and read between the lines, as well as read her body language during sex. Every woman is different in this respect, and that's what makes it interesting every time you jump in the game.

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## **Skills**

Skills in sex come with knowledge and experience. They also come from mistakes, like any other part of dating or interacting with women, so don't come down too hard on yourself when you make an error. Your skills are the techniques you use in giving her pleasure. Skills in sex also include the techniques you use to avoid problems, as well, and I'll point out a few of those.

Here are some general skills you should have in bed for her to appreciate your sexual ability:

- **Knowledge and appreciation of her body:** Every woman is different, and every woman has different erogenous zones. Much of the fundamentals, however, are very similar.
  - A woman wants foreplay. Draw it out and take your time. Touching her lightly all over her body (see **Kinesthetics**) will only make her want you more.
  - A woman wants cunnilingus. See Below.
  - A woman wants clitoral stimulation – eventually. Not the instant you get into bed. Start with foreplay, to the point where she is almost pulling your hand to her crotch. Your hand works like a flock of circling eagles, moving in on the target, zooming around, but not quite going in for the kill. Eventually, you get your finger(s) lubricated, and then make slow circles on her clit. She needs manual stimulation not just slamming your genitalia together in order to get off.
  - A woman wants eye contact and presence - She wants to know she's not just another hole. She wants to be appreciated here, in the moment, and if you don't look at her and smile on occasion, you'll give her the impression you've left the planet and are screwing a fantasy woman, not her.

- An ability to know when to stop and step back. You should be prepared to ease off on your advances if you're not making positive progress. We need to revisit Self-discipline again. The smart army, in the words of Sun Tzu, knows when to fight and when not to fight:

***If he can fight, he advances and takes the offensive; if he cannot fight, he retreats and remains on the defensive. He will invariably conquer who knows whether it is right to take the offensive or the defensive.***



- **Relaxed, no rush atmosphere:** Too many guys jump into the "Gotta get it while I can" mode when they get the green light for sex. The thinking here is that you need to get it before she changes her mind. Slow down! Take your time. If you please her well enough, there's almost no way she'll stop or change her mind.
- **Planned and prepared:** Have condoms. Any guy who thinks he can (or should) engage in sex without protection is flirting with a possible pregnancy, disease, and even death. Sure, it feels a lot better without a layer of latex between you, but you can sacrifice the added pleasure for your health. Condoms are **not an option** anymore.
- **Giving:** Women are very concerned about your ability to please them (probably because so few men know about where and how to touch them.) This anxiety appears very prominently when you first go to bed with her. Something I've found very interesting over the years: The best way to handle your first encounter with a woman is to ensure that she gets hers first. Go down on her or have her guide your hand in the best way to give her stimulation (requiring some of those communication skills we discussed earlier.) After she's hit Cloud 9, you can then take as long or as short as you like, and she's a lot more grateful. (Sometimes, though, she may be too self-conscious to let herself go, an orgasm may be difficult.)
- **Awareness:** You should always be aware and present enough during sex that you aren't missing clues on your performance. Don't ignore indications that you might need to alter your approach.
- **No anger or violence:** The biggest fear of a woman is that she will be physically harmed by a man. Allowing you to enter her body is a high statement of her trust. If she is in enough lust, she will override that trust mechanism, but it only lasts for a little while.

Also keep in mind that she doesn't want to go through every position in your first night together. You want to demonstrate you have a firm grip on the basics before you go catapulting into complex body-twisting positions that would make a Chinese acrobat wince. Don't presume you're going to get a "69" on your first time with her, though it could happen if she's very open and trusting in bed. You just need to spend your time attending to her needs. I have yet to find a woman that won't branch out and explore ***if*** she's been made comfortable from the start.

## Foreplay

There are three F's to sex that will net you the most benefit, even if you do nothing else:

- Foreplay
- Foreplay
- Foreplay

Remember what I said: Women rarely climax solely from your rabid pelvic thrusting. She needs direct stimulation to achieve climax, and her psychological desire to have it must be present *first*. Foreplay is like lighting the fuse of her fireworks. Take your time.

Another way to leverage the power of foreplay is to use it when you know you aren't going to have sex, or leave it unresolved. The more foreplay you use without resolution, the more you are likely to stir her passions for more regular sex. Consider foreplay an investment in your sexual reservoir.



## Tempo – Slow down

There's another area where you need to relax, and it's in your motions. Sexual tempo ranges from near-zero – you're barely moving – to Jackhammer, where you're moving like an engine at red-line. Almost all sexual motions that please her are in the lower end of the scale. Vary your tempo for the widest affect. Go from slow to a bit faster, back to very slow. Also, vary your pressure and focus from time to time. If you've ever had a woman spend too much time rubbing one spot of your body, you know how irritating it can be. Take a second or two on another location before you go back.

During any sex session, do not expect to spend all of your time building up in one Herculean effort to get her to climax. No one gets to the top of a mountain in one run without stopping at several base camps along the way. There should be several planned pauses in the action to help her reach the summit. Remember, an uncomfortably fast rhythm feels violent to a woman, and you'll scare her and turn her off. Slow, soothing motions are always acceptable.

## G-Spot

There's a lot of controversy over this zone in a woman, but most men agree that there is a patch of the inside of her vagina that can stimulate a different kind of orgasm for her. (The difference between clitoral orgasms and g-spot orgasms has often been described as "outside" and "inside" orgasms.) Without drawing you an explicit diagram (there are plenty in a bookstore's sex section, hint-hint ...), you should feel for an area inside her, on the top of her vaginal tract (that's closest to you when you're on top and she's on her back), about three inches in and about the size of a dime. You may have to search a while with some circular motions of your fingertips, but you'll get a distinct reaction from her when you find the Promised Land. If she's good at communicating with you, you might get her to tell you where to find it.

## Cunnilingus

This isn't rated their favorite sex act by women for nothing. Women **love** it. You need to be good at it.

The first place to start is understanding her anatomy. You need to know where her clitoris is, as well as where her g-spot is located. The secret to giving her mind-blowing orgasms is to stimulate her consistently at both points, which means using your tongue externally, as your fingers work inside her to stimulate the g-spot. Use the recommendations I stated before on tempo as you go, and she'll have a convulsive moment that might throw you off the bed with its intensity. (And you'll probably be a bit jealous, too.)

For when you stimulate her externally only, use your tongue in slow circles about her clitoris for maximum effect. Do not use your teeth, and beware using any fingers that have not been properly lubricated – by her or artificially.

### **Anal Stimulation/Anal Sex**

Hey, some guys love the old dirt road. There are some things to be aware of when you stimulate a woman here:

- It's always painful until she relaxes, so go **VERY** slowly. Start with a small finger and go from there.
- Always use some kind of lubrication. Always.
- Never use the same finger, toy, whatever, on both her butt and the vagina. This is exceptionally bad hygiene that will likely give her a UTI (Urinary tract infection.) Not pretty or fun, and you don't want her cursing your name every time she has to scream when peeing. Be clean.
- Always *ask* before you explore. You can do this in a very gentle way, such as putting your finger close by and asking "Do you mind, or do you prefer not?"

A lot of women like stimulation in the posterior, and they are also torn, believing the stigma that anal stimulation or sex is filthy and degenerate. (There are still laws on the books of many states against Sodomy.) If this is your taste and not hers, respect her wishes and stay away. You'll find that if you do well in pleasing her in other areas, she may get curious later on.

### **Dirty Talk**

Women will talk dirty with you, but it's not usually until after they've established a large Trust account in your name. Her first interest will be on hearing some love talk, and you'll have to come up with some if you want to get to a point where she grabs you by the hair and tells you: "Just &#\$! me!" Don't start talking dirty to her until she's started, as you will definitely risk having her feel degraded and humiliated. She's not your personal porn movie or fantasy. She wants to be respected first, *then* she'll get playful.

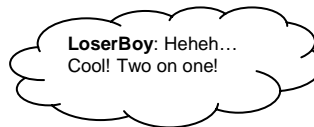
### **Blow Jobs**

Yeah, I figured I'd have to cover this topic. What is there to say, other than almost every man likes getting head. It's probably the one sex act that has reached almost legendary renown, especially since our President Bill sent Monica bobbing for apples. Here are some of the rules of getting the oral sex you want:

- Don't shove her face down there on the first time you sleep with her. This goes back to the trust and respect thing. She wants to be appreciated and respected, not shoved into a smelly patch of pubic hair.
- Don't push her deeper than she willingly takes you. If you gag her (if you **can** gag her, big boy), she'll be pissed, and rightfully so.

- Announce your "arrival" for her so that she can decide what to do about it. If she swallows, you're in the clear, but if she doesn't, you have to respect that. Most men don't like it when she doesn't swallow, since it implies that she isn't accepting you on some level - it's a rejection. There are a lot of reasons for her not doing it initially, though, so be aware. She may not want to swallow until more trust has developed, she may be afraid of disease, or she may hate the taste, etc. When you know the reason, you can make a better decision as to whether this is acceptable.

If a woman will not give you any kind of oral sex, you have a right to find out why. Make sure you've set a precedent of giving first and showing her that you are willing to go south before you make any decisions. I personally will not accept a relationship with a woman who is not willing to give as good as she gets. It's not selfish; it's just my requirement for reciprocation. And I've found *most* women who absolutely refuse to give oral sex usually to be slightly sexually damaged in some way.



### Threesomes

Again, guys love the thought of them, and women are initially repulsed (even if they would otherwise entertain the notion later, *after* trust has been established.) I don't know what to tell you here, other than if you are looking for this kind of experience early on, you'll have to find a woman with a very open-minded and hearty sex drive willing to indulge you. I believe sex is challenging enough without making it even more intimidating having to perform for two, but it can be interesting with the right combination. Beware the emotional involvement and feelings that could emerge from this situation, especially if your lady agrees to do this but with some hesitation. Jealousy runs deep and cold in the ocean of her heart.

### Bondage/S&M/Spanking/Fetishes

Be careful, don't cause any lasting hurt or damage. And always have a "safe word," something you say to end the fantasy without going too far.

Enough said.

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## The Extreme Female Sex Types

- **The Porn Star:** She wants to do everything under the sun, and owns toys that would intimidate a hooker. Her screams of ecstasy shatter crystal. She's unbelievable in bed (or in a car, or on a train, or in an alley, or your front lawn, or ...) If you can handle the eventual jealousy and inadequacy you'll experience (and the claw marks on your back), she's fantastic. Just watch for her wanderlust, because when she's through with you, it's on to happier hunting grounds.
- **The Nympho:** Not to be confused with the Porn Star, this gal has a huge sexual appetite, wanting it more than even you can give it. Not a real problem unless you



get selfish and won't satisfy her needs, and then she starts looking for those happy hunting grounds ...

- **Frozen Chick:** she has no sex drive, and even if she does put out, it's a cold and disheartening experience that makes you feel as if you are a Bad Man. She makes the sounds and the motions, but you know she's acting. She probably has a deep-seated hatred of men. Avoid and move on. You want a relationship with a woman who has a healthy sex drive.
- **The Super-sensitive:** She needs to hear a lot about your feelings in bed to go through with it. Nothing wrong here, she's just in need of a lot of stroking. You should be careful to avoid saying too much to her in bed, since you could well risk ruining the mystery of your feelings too early. Give her the reassurance she needs, but do it in ways that appreciate *her*, such as telling her how sexy she looks and feels, how she makes you feel so excited, etc.
- **The Dead Fish:** Ms. Take it or Leave It when it comes to sex. Doing her is like necrophilia. You'd swear she went into a coma the second your clothes came off. She might moan once or twice, but you feel almost guilty having sex with her because she seems as if she's imagining she's bound and gagged. This gal is never fun to sleep with, and there's way too much work here to rehabilitate. Unless she's an occasional sex buddy, consider this a major red flag.
- **The Role-player:** She loves to pretend she's anyone but herself, and that you're anyone but you. This can be fun ... for a while. If she keeps this up too long, you'd better be wondering why she doesn't like reality so much.
- **The Switch Hitter:** She's bisexual, and proud of it. If you're just looking for a threesome, you could be in for some fun, or a disappointment. And if you are the jealous type, this gal doubles the potential to raise your doubts. You'll get a lot of pointers on technique, though.
- **The Sexual Controller:** She needs to own you to have sex with you, and it's only on *her* schedule and with *her* conditions firmly met.

**You show me the most beautiful woman in the world, and I'll show you a guy who's tired of having sex with her.**

So many guys go to bed with only one requirement for a woman: she has a vagina. But there is more to it if you want it to last for any amount of time. As far as sex goes, be aware that even after all you do in bed for a woman, she may simply not be a good sex partner. Many women are just as incompetent in bed as guys are; it's just that we have much lower expectations and easier physiologies.

There are also women on the other end of the spectrum, who *appear* to want sex, but are only going through the motions (like Frozen Chick above). I won't go into much detail here about the psychology of this (there are whole books written on this condition alone), but suffice to say there are women with some pretty severe sexual dysfunctions. Many women are incapable of having an orgasm, and others have been so badly conditioned from early experiences that they feel they only have sex to please men, not themselves. You'll get a hint of what kind of woman you're with when you learn to fine-tune your awareness and watch her reactions to what you do.



## Sexual Weirdness

### Watch out for the "I Love You"

If she says this early on, during sex, be very careful not to reply. This is most likely a part of her validation mechanism (low self-esteem) coming to the surface. She wants to hear this from you either to make herself feel loved and therefore worthy, or she needs to hear it to resolve the cognitive dissonance she has inside – that she needs to be *in love* to have sex. She wants to avoid feeling like a "slut." You should just say something along the lines of "You're so beautiful" or another appreciation of her. If she pushes you for a return "I love you," you need to resist the urge. She may be seeking some kind of commitment from you and this could get awkward later on. If she stops you and says, "Don't you love me?" It's better to tell her "I may in the future, but right now I'm just happy to be here with you and sharing this." If that's not good enough and she stops sex to get you to commit, the option is yours, but don't be blackmailed into it because you're afraid of having sex taken away from you. You got this far with her, you'll do it again. You often gain much more respect and confidence from the women you turn down than the women you accept too easily.

### Crying

There's a joke that one of the sure-fire ways to drive a man away is to cry during or after sex. Many times it's just an emotional release for the woman, and she'll usually just tear up or cry for a few seconds and be done. If, however, this happens frequently or lasts much longer, you may have damaged goods on your hands. She may have been abused, or she may have some significant trauma that is being released during sex. If it happens frequently, watch this closely – it's a red flag.

### Infrequent Sex

Normal, healthy individuals can have sex regularly without too many issues. If you find that you are being manipulated through the holding back of sex, or if she has a very temperamental sex drive, you should seriously consider moving on. (See Appendices.) A hot-cold sex drive is very inconsistent and it will wreak havoc with your nervous system, making you miserable. You **never** want to be in a situation where you feel manipulated by her control over sex – it's humiliating. If you have a situation where you just don't get together very frequently, sex may just have to be more intermittent for you until you achieve a regular pattern of meeting.

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### Manage Your Chi

Chi is the Chinese term for your life energy, and it travels your body in paths, gathering at certain points. Now, you don't need to be a mystic, Chi Gong practitioner, or New Age weirdo to understand or believe in the use of your life force. You feel energy in various parts of your body all the time. Most people aren't highly tuned enough to control the flow, or haven't been educated about it. There is a great deal of accepted literature on the use of chi in healing and it's even being used along side more traditional practices. I encourage you to look into it further, as it will help you understand your body much better.

Whether you believe in these principles or not, you have probably experienced the phenomenon of your energy being lost through sex. When you ejaculate, your body goes through varied changes related to chemical releases in your brain. You get sleepy, you have an urge to grab a smoke, or even raid the refrigerator. What is also happening is a definite loss of will and energy.

Have you ever tried working out after a morning session with your girlfriend? I'll bet the results weren't too spectacular. You probably felt a little drained and lethargic, even though you weren't necessarily sleepy, and definitely not at your peak performance. This loss of energy is also consistent with losing your chi energy. On the other hand, when a man doesn't get any release for a week or two, he's much more vigorous and lively. He has more energy to channel.

Masturbation releases valuable creative energy. When you're in the process of meeting and dating women, you **need** drive and motivation to practice some of these techniques, as well as summon the will to get out there and just meet new women. It's hard enough when you have a decent energy level, but if you divert that energy away into self-satisfaction, you'll be robbing yourself of precious motivation.

Exercise your self-discipline. Yes, you need to keep from playing with yourself too much. Chi energy gives you a great reserve of power to draw from. Also, don't let *too* much build, as too much sexual frustration can distract you from your strategies of a Dynamic Man, but find a comfortable balance that gives you the motivation to take action, yet won't sap your willpower.

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### **One Last Word**

Don't be apologetic to a woman in words or attitude about sex. Sex is a shared experience, not a transaction. Don't ever thank her, or say anything that expresses gratitude for her sleeping with your sorry ass. Don't apologize either. What you did, you both did out of desire and **choice**. The super Nice Guys get very weepy and grateful when a woman sleeps with them because they think she did it out of pity or necessity. If you did it right, she got herself a big happy out of it, too.

A man of high self-confidence knows that she didn't sleep with him because he bought dinner, or she was doing him a favor. If you give off that vibe of desperation you will almost surely be put in a position of sorry supplication. The Dynamic Man acts like a man that fulfilled her desires and laid *her* every bit as much as she laid *you*.

## Closing

I encourage you to start to make your life a passionate adventure, right now. This very minute.

We have **no** guarantees in life, and we don't know what will come after this world, but we still have **right now**. You'll have plenty of time to rest when you're horizontal in the ground. Do you want to look back at the end of your life and regret all the things you **did** do, or the things you *didn't*?

**Every man dies ... but not every man really lives.**

Don't follow the masses. Don't do what everyone else is doing. Listen to your own heart. Create a destiny for yourself in your own life. I decided that my legacy was going to be helping others improve themselves and lead happier, more fulfilling lives through more knowledge about male-female relationships. I took the time and energy to turn this goal into reality and bring it to you.

You're capable of just as much, if not more.

The 80/20 Rule states that 80% of the results are achieved by 20% of the effort. In my experience, it's probably closer to 90/10. I've done my best in this book to explain all of that critical ten percent as I understand it, as well as give you the best of the remaining ninety. Remember that this rule reflects how people think and achieve, too. Ten percent (*actually, much fewer*) will achieve great success with their goals in life than the other ninety percent combined.

Ten percent of the people will retire with enough money to live on their own.

Ten percent of the people achieve what others only dream about.

I'm confident that more than ten percent of the people who read this book will take the information I've bestowed and **own** it. I wanted the man who read this book to be a different person than when he first started it. What you do with this power is now up to you.

Let me ask you again:

## How alive are you willing to be?

You only have a limited time here on this rock. After you're gone, people may remember you for who you were, but it's much more likely they'll remember you for *what you did and the people you made a difference to*. It takes just as much energy to live a good life of risks and adventure as it does to live one of quiet desperation. Guess which one leaves you smiling and fulfilled at the end?

**Life is either a great adventure, or nothing at all.**

## *THE DATING BLACK BOOK*

If you haven't figured it out, this book was about much more than just dating and women. It was about your ability to manifest the kind of Reality you want for yourself. To live life on your own terms. To be one of the men in the Top Ten Percent. To take control of yourself and the parts of life within your power to shape.

Now, go **be** that man.



**The opposite of courage isn't cowardice ... it's conformity.**

Success to you,

- Carlos Xuma  
Sausalito, CA  
January, 2003

# APPENDICES

## APPENDIX I: Attitude Adjusters

From time to time, we all need a little help keeping our attitude straight, especially in the light of all the craziness we're faced with in dating. Use these sayings and Truths to keep your game face on. Feel free to print them and keep them in your wallet for inspiration.

- Never put all your hope in one woman.
- The one who cares the least controls the relationship!
- You're better off alone than with the wrong woman!
- *Can you imagine her as the mother of your children?*
- Truth is ALL that matters in the end.
- Work on **your own** life. Not hers.
- Stay out of her head!
- LISTEN! Pay attention to what she's telling you.
- PATIENCE!
- Emulate the idols: James Bond, Cary Grant, Sean Connery, Harrison Ford -- BE THE MAN.
- Let her GO! If she has the interest level, she'll be back, and on your terms. It's the only way.
- NEVER forget you were born without her. And that there are hundreds more like her and thousands more that are even better than her.
- Keep your emotional distance, or she will manipulate you. Stay in the Safe Zone!
- Don't let her manipulate *your* behavior.
- Don't push ... Lead!
- Never ask her for anything, instead suggestively entice and let her give to you. If she doesn't give it willingly, she may not **have** it.
- Forget what you WANT. There is only what **is**. Accept it and make it work for you.
- All unhappiness stems from the desire for things to be different than the way they are.

## THE DATING BLACK BOOK

- Do what's right for **you**, because no one else will.
- Be mysterious. Be in demand. Be aloof. Be attentive. Be enigmatic. When she's guessing, you're safe. When she thinks you're safe, you're dead.
- I have the supply -- she has the demand.
- Do not reverse-engineer your thinking, or get too caught up in the paralysis of analysis trap.
- Her level of interest and attraction is what needs to be increasing.
- Be mysterious by **under**-staying my welcome.
- If I can't change it, I shouldn't be thinking about it, unless I'm deciding to do something about it.
- Every woman is on a 90-day probation period.
- Treat them like you don't like them, or like you're already married. They will work for your approval.
- Love is like the free market; you don't get what you deserve - only what you negotiate
- The only thing a woman is really interested in is the way the guy makes her **feel**!
- The more you put her on a pedestal early on, the more likely you are to lose her in the long run.
- Make no decisions while in an insecure mood. Wait until you have your attitude and power back.
- Make no assumptions or guesses about her world. Keep your focus local.
- Relax. Unclench your thoughts. Don't guess what's going on over in her space; you have NO idea.
- Look objectively at her behavior: Is she doing what she would be if she were interested or attracted to you? If she wants something, she will do what is necessary to have it. Only her actions show how she really feels toward you.
- If you're thinking about what *she's* thinking, you've lost control. Get it back!
- ACT. Don't be acted upon.
- You can't believe behavior or words as true indicators, unless they are consistent. Act on Principle, not Feedback.
- Mentally accept the worst -- that you don't have her at all -- and go from there. Let her go...
- Be thankful for what you have. Gratitude. You'll never be happy with what you want until you're happy with what you already have.

## *THE DATING BLACK BOOK*

- States that normally are important for every woman are comfort and safety, emotional connection, then horniness.
- When I do my work, I may not get laid, but I am **never forgotten**.
- Women's logic is not *your* logic. They don't think the same way, so don't expect what would work on you to work on them.
- Remember; once you get burned, don't stop playing with fire -- you **tame the flame**.
- No matter how far you've gone down the wrong road, ***turn back***.
- Women love surprise, adventure, and the unexpected. It arouses their inner adventurous side... which can lead to very good things.
- Never be too predictable. And don't do things out of obligation.
- Every girl is practice for the next.
- Find, Meet, Attract, Close
- Don't misinterpret silence as avoidance or disinterest.
- We're just finding out what can make a woman happy and giving it to them.
- No woman ever wanted a man she could easily control.
- Beauty is only skin deep, but character is to the bone.
- Give her the chance to wonder what you're up to, and when you're going to see each other again. Let her miss you.
- I personally make it a habit to flirt with, tease, and have fun with **every** woman that I meet, just to keep myself conditioned.
- The five words are, said sincerely: "I'm not afraid of anything!"

**In the end -- forty years down the road -- most women look about the same, so you may as well have a good woman who will treat you right and make you happy**



## **APPENDIX II: Top Ten Signs You're Ignoring the Principle of Truth**

From time to time, we all need a little help keeping our attitude straight, especially in the early stages of a relationship. It's also easy to cloud your vision with delusions along the way. Here are some warning signs that you're ignoring the Truth:

**1) You hear her making excuses a lot, or you hear yourself asking for them.**

- If you find yourself asking a lot of "Why do you ..." type questions, or are getting some inconsistent vibes, you may be with someone who's just not all that interested. Typically you get into these back-and-forth discussions over questioning behavior of hers that demonstrates a lack of interest in you. Example: You ask her why she doesn't hold your hand, or kiss you on the lips, or pay attention to you at parties. She comes up with reasons that sound contrived and even far-fetched.

She gives excuses because she doesn't understand where her lack of enthusiasm and indifferent behavior is coming from. She has to say something to justify her behavior, but it doesn't satisfy you.

**Cure:** Decide if she's really interested in you. The fault isn't really in her behavior, but in yours. Remember: You can't pester a woman into giving you what you need. Back off from the relationship and reassess your situation, then dump her if necessary.

**2) You find yourself preoccupied wondering about who she's with, what she's doing, etc.**

- You're obsessing. You're falling into the downward spiral of madness that will consume your soul.

**Cure:** Go out and meet other women. You've become too focused on this one woman, and if you keep going like this, you're going to scare her off, guaranteed.

**3) You buy her things to make her feel more obligated to you, hoping that it will get you sex.**

- You're under the misguided perception that the only way you are valued by a woman is when you're bribing her or paying her in some way. You value yourself so lowly as to think that she'll only sleep with you or be seen with you if you compensate her.

**Cure:** Stop treating her like a prostitute. Go out and get a real hooker, or start showing her you aren't a gullible idiot by keeping your money in reserve, for women who deserve it.

**4) She flirts with other guys all the time.**

- She's probably either young, or not very secure, or both. Women who need men's attention like this on a consistent basis are often the kind that stir up men's anger very easily, acting just loving enough to you when you're alone to make you happy, and then pushing your buttons when you're around others. She probably either needs the attention from others, or is doing this to get attention from you.

**Cure:** Decide if she is just a hopeless flirt, or if she's acting out some other need for drama. If you suspect she's trying to make you jealous, you need to set your foot down immediately. First of all, **never** act jealous about what she's doing with other

men, even if it burns you up inside. If you react to her jealousy, you've lost. You simply tell her that the woman that can stay with you and share your good times treats you as if you're the only man around when you're around. Period. If she wants those good times, she will have a choice to make, now won't she?

**5) You call her a lot, and she never calls you.**

- She could be interested, she might not. As long as you're not calling too often, and you're still going out on reasonably satisfying dates, you're probably okay. However, it could be an indication of her lack of interest, and you need to find out if this is the case. The longer this goes on, the more you should consider it a red flag.

**Cure:** If you haven't gotten together with her many times, you need to take the onus of responsibility for initiating contact and asking her out. If, after a few weeks, she still shows very few indicators of wanting to stay in contact with you, you should severely scrutinize her attraction and interest in you. Some women are flaky and rarely ever return phone calls – even to their own family. But that doesn't mean that you should accept this behavior if it is not what you desire in a dating relationship. Put your foot down and explain that you would like the courtesy of a return phone call when you leave a message for her. If you get a lot of excuses, see No. 1 above. Remember: Don't argue with her nature. Instead, go out and find someone who behaves in a way that you find attractive and comfortable to be with.

**6) Sex is slowing down considerably.**

- This is almost always an indication of decreased interest and attraction by a woman because he stops doing the things that attracted her in the first place, like demonstrating the Three S's. This usually happens because the man starts taking her for granted. Sex is a more primal drive, and she usually stops wanting it because some of her higher-level needs are not being met.

**Cure:** You need to step up your output of the Three S's into that magical combination of Challenge. Drastically. Stop taking her for granted. If you really want to keep a woman interested long-term, you can never let go of your Self-Confidence, your Self-Discipline, or your Sense of Humor. When you are challenging enough to a woman to keep her interest, you keep her sexually interested as well.

### APPENDIX III: What She Says/ What She Means

This is a sampling of phrases you'll hear from women, and what they **really** mean. Use the interpretations and this understanding to overcome her objections and tests.

- **“Do you think I’m fat?” (or similar questions about her appearance)**
  - o **Potential Mistake:** If your gal has packed on a few extra pounds, it might even seem like a tempting time to let her know. The error here is that she's asking you because she wants to know if she should lose the weight. That's not why she's asking at all.
  - o **Translation:** “I’m feeling insecure about myself and I need some reassurance. My attractiveness equates to a good portion of my self-worth, and I want to know you still want me.” They see a fat woman, or skinny woman, that calls their self-image into question. Or, she's in need of some stroking because Kitty hasn't been picked up and petted all day.
  - o **What you say:** “No, you look *wonderful*. Why do you ask?” Add in a little hug and a caress. Let her know she's desirable. Then find out what the real issue is.
  
- **“Are you a player?”**
  - o **Potential Mistake:** You immediately think she's found you out. She knows you're one of those men, the Bad Men who seduce women. You feel the collective guilt of the male gender sweeping over you like an ocean wave.
  - o **Translation:** “I’m attracted to you, and I want to see if you can overcome my fear of being hurt before I go any further.” She's trying to project her fear onto you by making you the potentially Bad Man. Hey, she can feel better about ending this if she thinks you might be a “player.” Also, she sees that you are attractive to other women, and she's wondering if you're just in it to date many women. What she appears to be asking is not her real question. She's just voicing her fears.
  - o **What you say:** “Actually, I’ve been dating around thirty or forty women this month. I’m down on my quota for the quarter.” Smirk.  
Use humor and deflect. Deflect, deflect, **deflect**. This is a question you can *never* really answer to her satisfaction. If you say “Yes,” you are now a potentially untrustworthy man. If you say, “No” you still lose, because you failed the test of proving your confidence in light of her insecurity. She'll think you're not really desirable by other women, and her interest will lower. And, as always, end with: “Why do you ask?”
  
- **“I don’t want to get into a relationship.”**
  - o **Potential Mistake:** Because she said this, you really think she doesn't want to get into a relationship. Sometimes this is true, but you won't know it from her words; you'll see it from her actions and her circumstances. If it's been a couple weeks since he dumped her hard, then she probably is telling the truth. Only you can analyze the situation and see if she's putting up a defensive screen.

- **Translation:** “I really don’t want to get hurt.” **Also:** “This is a test. I want to see if you’re needy and in a hurry to rush me into romance/sex/etc. If you argue with me in any way, you don’t stand a chance.”
  - **What you say:** “Relationship? Whoahhhhh, there. I *might* be interested in pursuing a **friendship**, but not until I get to know you better. Do you always come on so strong with guys you’ve just met?”
- **“Are you dating other people?”**
- **Potential Mistake:** Once again, you probably will feel like you’ve been caught if she puts this out there. First of all, I’ll assume you took my advice and are seeing other people. Your first inclination will be to get very wimpy and start to see if you can meet her expectations. You think if she knew you were seeing other women, you wouldn’t stand a chance, so you either lie (say “No”), or perhaps get into a conversation where you appear to do what she wants in order to get what you want, and agree to premature monogamy – before you’ve even slept together.
  - **Translation:** “I want to know if I’ve got competition.” Also, she is probably lining up to ask you if you’re a player. She wants to know if she can risk herself to you.
  - **What you say:** “While I still think you’d make a great friend, I’m not sure if I’m ready to date just one person. I’m also not comfortable talking about other people we may be seeing. Why do you ask?”

BIG TIP: When all else fails, you can usually avoid a crash and burn by answering any question using the strategy I revealed earlier: **Answer her question with a question.** My favorite is “Why do you ask?” This is especially true for her yes/no questions. I still remember the Bugs Bunny cartoon where Bugs asked Elmer Fudd, “Yes or no, have you stopped beating your wife?” “Uhhh, **yes** ... er, **no**, er, I mean...” The person who asks the questions controls the conversation.

In fact, this is **always** a good idea, as you’ll discover that she will never come right out with her concern or objection, and if you give her the opportunity to talk some more, you’ll get closer to her real reason.

## APPENDIX IV: Brash Things to Say

Women love it if you come across a little bit cocky. Here are some phrases to analyze, re-write, and use when talking with women. They work if you don't say them with a weak, needy tone. Once you've gotten the hang of them, you'll see that almost every situation will give you an opportunity to tease and be a little brash. The key point in using this kind of approach is to work on your humor, because that's what takes the edge off what might be considered an arrogant comment. (Notice also, how many times the female stereotype is turned around. This is a great way to poke fun at gender roles and come across as knowledgeable about both sexes.)

- (When enjoying a string of laughs.) "You'd better watch it, or you're going to want to see me again. I have to watch out for stalkers, so as long as you're not one of them."
- "What if I said I'd just rather be friends. You're nice and all, but I'm not ready to get into a relationship." (Spoken with *extremely* sarcastic tone of voice.)
- "Hey, if you give me your phone number, I promise I'll only leave twenty messages per day. That's not too bad, is it? You'll feel really popular."
- "I'll drive there, if you keep your hands to yourself. You're always making passes at me, and I feel like I'm just a sex object." (Spoken with fake indignation.)
- In an elevator with someone attractive: "Don't you hate it when everyone just stares at the numbers? Oh, wait, you probably wonder more about the *friendly* people in an elevator who start chatting you up, huh?" (Smiling, very laid back tone.)
- In a crowded bar: "Did you just touch my butt? How rude! I don't even know you!"
- Passing someone in a bar: "Did you just check out my boobs? I can't believe it! Ever since I got that reduction surgery, everyone stares. That's so rude."
- With a woman who has initiated talk about sex: "I think Sex is way over-rated. Yeah. You see, I'm on this new inner-light development program that says I have to be abstinent to make myself more attractive." (Fidgeting and shaking on purpose.) "Whaddya think? Is it working?" (Zany look in your eyes.)
- She mentions children: "Really? Do you like kids? Well, I'm not sure if I'm ready to get pregnant yet. I mean, I think I've got the hips for it, it's just that I might gain a lot of weight."
- She talks about money: "Hey, it sounds like you want to marry your way into my family fortune. By the way, have you heard that the new fad is to trade W-2 forms and credit reports?"

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- She talks about your family: "I'd love to talk about my family and all, but my uncle, *Ted Turner*, told me never to drop names to impress anyone. Sure, when you're pals with the *Kennedys*, people will talk. I'm just tired of *Bill Gates* calling my house for technical support."
- In a Laundromat: "Hey, did you just peek in my laundry basket? I don't usually let women see my undies so soon. You're probably trying to find out if I'm a tighty-whities kind of guy, aren't you? Pervert."
- During a silence: "Was that one of those uncomfortable silences? I was wondering what one of those sounded like. You handled that very well. You get some points for that." (Smiling)

## APPENDIX V: Places to Meet Women

- Art openings
- Online
- Friends
- Fundraising parties and events
- Art fairs
- Museums
- Bookstores
- Concerts
- Wine tasting parties
- Film festivals
- Singles parties
- Cruises
- Church events
- Museum singles nights Health places
- Yoga classes
- The gym
- Golf course
- Country club
- Co-ed sports leagues
- Martial art courses Volunteer opportunities
- Habitat for Humanity
- The singles volunteer network
- Political campaigns
- The Red Cross
- Non-profit community organizations (e.g., hospitals or publicly funded radio stations.)
- Literacy programs
- PTA's
- Artists organizations
- Dance lessons

### Opportunities in your daily life

- On the train or bus
- Waiting in a line – grocery, DMV, return desk, restaurant or fast food joint
- At a gas or service station
- On a plane, train, or bus
- In the elevator
- In a Laundromat
- At a coffee shop

### **ANYWHERE** YOU SEE A WOMAN!

It's not that there are no opportunities; it's that *you are imagining too many obstacles.*



## **APPENDIX VII: Body Language**

The simplest body language tip I can give you is that if a woman is actively engaged in talking with you, you are usually aware of it, and you keep moving forward. However, in certain environments, she may be more difficult to read. Here are some indicators you can use to help you figure out what's going on.

### **I'M INTERESTED**

Occasional glance(s)  
Looks at you a few times  
Holds your gaze for a moment  
Looks down, then away  
Posture changes, looks alert  
Crosses arms  
Adjusts hair, attire  
Faces you  
Tilts head  
Eyes narrow slightly  
Smiles  
Mirrors your posture  
Eyes brighten  
Licks her lips

### **KEEP TALKING**

Alert, energetic  
Pupils dilated  
Gradually opens posture  
Lowers drink  
Touches herself gently  
Caresses objects  
Crosses and uncrosses leg  
Flashes of open palm  
Crossed legs steady  
Dangles shoe  
Hands never touch face  
Touches you any reason  
Feet firmly on floor  
Loosens anything  
Leans forward  
Steady hands, feet

### **LATER, DUDE**

Never sneaks a peek  
Fleeting/avoiding eye contact  
Looks away quickly  
Looks away, eyes level  
Posture stays the same  
Arms are open, uncrossed  
Does no adjusting  
Turns body away  
Head stays vertical  
Eyes remain normal  
Neutral, polite face  
Posture unchanged  
Normal or dull eyes  
Mouth closed, presses lips together

### **SEE YA**

Tense, restless, impatient  
Normal or small pupils  
Posture remains closed  
Keeps drink high  
Grips or pinches herself  
Squeezes, taps objects  
Legs remain crossed  
Back of hand gestures  
Swings crossed legs  
Keeps shoe on  
Touches face  
Never touches you, seems to avoid touching  
Feet on edges or toes  
Tightens anything  
Leans away  
Tapping, drumming

## References and Recommended Reading List:

- **Think and Grow Rich** – Napoleon Hill - Developing an action mentality, as well as understanding the principles behind thinking BIG
- **The Art of War** – Sun Tzu - Developing a thinking/strategizing mentality
- **The Tao of Pooh** – Benjamin Hoff – A simple understanding of Taoism, as exemplified by Winnie the Pooh
- **Awaken the Giant Within** – Tony Robbins - Developing yourself and your character
- **Lead the Field** – Earl Nightingale - Developing your attitude and understanding of success
- **How to Master the Art of Selling** – Tom Hopkins, essential advice for dating, interpersonal negotiating, persuasion
- **You can Be Happy No Matter What** – Richard Carlson - This is what I consider to be the essential book on understanding how your thinking and your moods affect your life, and what happiness really is.
- **How To Win Friends And Influence People** – the classic text by Dale Carnegie that helps you understand interpersonal influence.

The best reference of all is your own experience. Tap into it. Cultivate your own first-hand experience with dating, and then break it down as I have, and you will have great success.

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