

BradP

Instant Attraction

Featuring "The Shocker"



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PRESS AND TESTIMONIALS

Only Turn to Brad P to Learn How to Attract Women

"If you're serious about learning how to attract women, I highly recommend that you look up Brad P. - I've gotten nothing but GREAT feedback about the interview I did with him, and I think he's one of the few real, solid guys teaching this kind of material."

*David DeAngelo
DoubleYourDating.com*

Brad is the BEST TEACHER of Seduction

"Brad P is amazing. He is a master at rapport and at connecting with women. More importantly, he is able to convey those skills to others. He has methods that work and that are tailorable to anyone's unique personality."

*David Shade
MasterfulLover.com*

Brad Runs Circles Around Other Gurus

"There's NOTHING he isn't good at when it comes to game."

*Sinn
SinnsOfAttraction.com*

Incredibly Innovative Material

"Brad is an incredible innovator."

*Thundercat
ThundercatsSeductionLair.com*

Number One Pickup Artist in the World

"Talk about legendary status!"

TSBmag.com

THE BEST Dating Coach Around

"Brad P is one of the best dating coaches around, a true original. "

ApproachAnxiety.com

Students Have Amazing Results

"His students are among the best I've seen. "

*Savoy
LoveSystems*

The Most Original and Successful Teaching Style

“Brad P is one of the best dating coaches around, a true original. ”

*Eric
ApproachAnxiety.com*

After Just a Few Seconds... I Knew He Was an Absolute MASTER

“A friend of mine kept raving about Brad P's stuff, and I was a little reluctant to listen to it because most stuff is garbage. Within SECONDS of hearing him, I knew right off the bat that this guy is an absolute master. There are maybe five people in the community who are actually what they claim to be and Brad P is definitely one of them. I think you would be doing a big disservice to yourself if you didn't use him as a resource to get your game to where it deserves to be.”

*Geoff
Real Social Dynamics*

Read all reviews here: bradp.com/reviews.

ABOUT THE AUTHOR

Hi. I'm Brad P. and I run the [Underground Dating Seminar](#) in New York City. Thanks for checking out my book. For those who haven't met me at one of my seminars, I'll tell you a little bit about myself.

I'm an average looking guy. 29 years old, kinda tall and gangly. I want probably the same type of girl that everyone wants- hot, smart, got-it-together, not psycho. Until a few years ago I was very scared of approaching girls. I was pretty dorky in high school. I had no idea how to act or what to do around women. I always felt like they didn't like me, and that fear of rejection really was paralyzing for me. I started doing things that seemed to be working for other guys. I got in a rock band, played sports, got good grades, but nothing seemed to work because I didn't have the right attitude. Everything looked great on paper, but I still couldn't get a girlfriend, have sex, or even kiss a girl.

Eventually as I got older things got a bit better, but I could always see that there were other guys that seemed to get ALL the girls, and they weren't super good looking, rich, or famous. They were not much different than you or me, but they had a certain something that women couldn't resist. I decided to try to learn their secrets and I read up on psychology, attraction, and evolution.

It turns out that women experience attraction in a very different way than men. While men are attracted by physical stuff (big boobs, waist/hips ratio, etc)... Women are attracted to PERSONALITY TRAITS- things like confidence, leadership, humor, etc. A lot of the things that women are attracted to simply don't make sense until you start to learn what insiders like me know. For example, why are women attracted to bad ass guys, guys that treat them poorly, guys who don't call? It makes no sense!!

Now I understand why things are the way they are, but it took time to learn it. Now I'm at the point where I have tons of hotties, threesomes all the time, and I can get a girl's number pretty easily. Succeeding with women is a skill that you can learn- like kung fu or playing the piano. You don't need to be good looking or rich, you just have to show the right personality traits and know what the insiders know.

I've been traveling all over the world since 2004 testing different techniques and theories. In the beginning, I went out and approached women 7 days a week for 4-6 hours a day. After about a year of doing that, I had learned so much that all my friends were asking for advice on meeting women. It was like I had magical powers and everyone wanted me to grant them a wish. The only problem was that my advice was usually the exact opposite of what mainstream society tells us will work with women.

Mainstream society tells you to buy women drinks. I say don't offer to buy stuff for people you don't know. It makes you seem weird. The mainstream tells you to compliment women. I say it's better to tease them and act childish. The mainstream tells us the first thing a woman looks at is your shoes. I say that's ridiculous. They look at your face, your coat, and your hair before noticing your shoes. Think about it. When was the last time you saw a group of women walking around staring at guys' shoes?

These are things I learned by spending thousands of hours meeting women in bars, malls, gas stations, and parking lots. I've even met women at traffic lights and successfully seduced them in under 24 hours.

It's pretty disillusioning to find out that 95% of everything you've ever been told about meeting women is wrong, but that just makes finding the right way so much more exciting. So I decided to throw it all out and teach people a new way. This is how the [Underground Dating Seminar](#) was born. In March, 2005, I started giving laid back seminars in the upstairs of a pizza place in Manhattan. The students would come in and have some pizza and a few beers. I'd talk off the top of my head for a few hours about how to succeed with women. I was happy to be able to pass on the lessons I had learned and earn a few bucks in the process. The seminars were lots of fun and a rewarding little side corner of my life... until word of mouth spread and people started showing up from Hong Kong, Australia, and everywhere else.

People were getting results. One guy started dating a semi-famous newswoman. Another guy had a threesome with 2 strippers. **My wacky little pizza place seminar had turned into a New York City legend.** It quickly became a full time gig for me, and I had to learn how to create a website, CDs, and eBooks. (Some of this technical stuff was more complicated than anything that goes on with meeting women!)

It's a fun experience to improve your dating life, and it's something you owe to yourself as a man. It takes time to get good at it, but there are some things you can try right away that will get you results that are surprising.

As far as my qualifications- I have a degree in psychology and philosophy. I've had successful careers as a teacher, a basketball coach, and a social worker. I know how to teach people new skills. I know how to get the most out of my students. Helping people reach their potential has always been important to me. I've worked with children who have cancer, at-risk urban teens, people with learning disabilities, and the mentally ill.

I've read a great deal of scientific literature on the subject- which consists of anthropology, evolutionary psychology, and cross cultural studies. Since I've read it and worked it into the method, it means you don't have to read all that dense,

confusing information (even though it wouldn't hurt), you can just reap the benefits.

Again, thanks for checking out my book and I wish you all the best of luck in your dating life and relationships!

-Brad P.

THE PURPOSE OF THIS BOOK

This book is intended to give you a quick start on approaching women and improving your dating life. It is designed to be read in one or two sittings so you can go ahead and get started approaching women the same day you buy the book. I've taken the best openers and most essential pieces of pickup theory and put them into a concise guide that will get you excited about meeting women.

One problem I often see in men who are just getting started approaching women; is "information overload." The prospect of approaching women seems frightening at first, so in order to put it off for as long as possible, they spent weeks and months reading everything they can find on the topic. Then when they finally get up the guts to go out and talk to a woman, they have so many different ideas swirling around at once that it becomes difficult to focus on anything. Don't let this happen to you.

Don't let education be your excuse for procrastinating. You must get some real life experience approaching women. Without this, there is no context for the information you're reading, and it all becomes meaningless.

I have so many things to teach you about succeeding with women. In my CD set, "[Underground Dating Seminar](#)" you will hear me talking to students for over 12 hours about the intricacies and particulars of meeting women. I strongly suggest you work with this book for at least a week or 2 before picking up those CDs. You need real life experience in order to get the most out of "[Underground Dating Seminar](#)."

OK now, get busy reading. I want you to fly through this book, pick out your 2 favorite openers, and get out there and do it!

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CHAPTER 1 - INTRODUCTION

Dating beautiful women is hard. There's a relatively small number of them out there and they get asked out 10 times a day by all kinds of guys. To make matters worse, most men have never been taught how to interact with women in an attractive way. You can't learn it in school or from your parents. Ask your friends or coworkers and you're bound to get useless advice like "Be respectful," or "Buy her a drink." That kind of advice is vague and counterproductive. We've all tried focusing on being respectful. It's a one way ticket to the friend zone.

So what's a guy supposed to do?

I've spent a great deal of time studying what works best to attract and date beautiful women. I've discovered that there are 2 important aspects to this part of a man's life:

1. Developing an attractive identity.
2. Developing a set of skills that helps you through the various stages of interacting with women.

For more info on developing an attractive identity, please refer to my audio CD series, which is available at bradp.com/books-audio. This book will deal with specific parts of the skill set needed to be attractive to women.

SKILL SET

Attracting women is a skill that can be learned. If you read up on the topic and work hard, you will improve and meet your goals. Like any skill worth learning, attracting women requires a great deal of time and effort. There are no quick fixes for most guys.... but the rewards of learning this skill set are extremely enjoyable.

When learning a skill set to approach women, the first part most men focus on is the opening line. This is a great place to start. If you can learn how to approach any woman you see and have at least 2 or 3 minutes of interesting conversation, it builds confidence and opens the door to a whole new world of adventure and fun with women.

There are preliminary skills you should consider learning in order to deliver opening lines effectively. These are:

- *Body language*
- *Voice tone*
- *Fashion and style*
- *Identity building*

- *Conversational repertoire*
- *Overcoming approach anxiety*
- *Projecting High Social Value*

Please consult my [audio CD series](#) for more on these topics. This book will focus on exposing you to 8 different strategies on openers, and how to follow these openers with additional conversation. After all, what good is a great opening line if you don't know what to say next?

I'll also be including some in depth analysis on the effects of these different breeds of openers so you can choose what's right for you. If you choose wisely and practice, you won't need more than 2 or 3 great openers in order to approach any woman at any time.

CHAPTER 2 - PURPOSE OF OPENERS

There are 5 main goals that you should try to accomplish with your opener:

- 1. Break the ice.*
- 2. Get the girl talking.*
- 3. Get the girl laughing.*
- 4. Establish high social value.*
- 5. Begin building and/or breaking rapport.*

When you become proficient at approaching women, there is a 6th purpose, screening out incompatible women. For now don't worry about that, just stick to the first 5.

After years of research and testing, I've come to the conclusion that preplanned, scripted openers are the most effective in accomplishing these goals.

For some men, this idea of being "scripted" may be a hard pill to swallow. We'd all like to believe that we can just walk up to a woman and say "Hi, what's your name?" and have her totally captivated and attracted. For most men, including me, that's just not the case. If something as simple as that was working for you, you probably wouldn't be reading this book.

I'm not saying that "Hi, how are you?" will never work. I've seen it work here and there for guys who are extremely good looking, charming, or have amazing body language. However, my goal in this book is to give you strategies that can work for everyone, not just guys who look like models.

So if you are really stuck on the idea of walking up to women and saying "hi there" go right ahead and try it out. Then after you've experienced the low success rate of this technique first hand, come on back home and finish reading my book. "Hi there" is what everyone does. You must set yourself apart from all the annoying men who approach woman this way. If you do exactly what everyone else does, you will get exactly what everyone else gets: laid occasionally.

Women like men who can make them laugh, so think of yourself as a stand up comedian. Comedians don't get up on stage and talk off the top of their head. They plan ahead and prepare the best possible material. Then they evaluate the vibe of the audience and do the routines that they think will work best. Then when things are going well, they start to flow into more spontaneous interaction with the audience.

Like a stand up comedian, you can deliver a few funny things to start off, and then get into a

natural flow of conversation once you break the ice.

I encourage you to open your mind to new ideas on how to talk to women, starting with scripted openers. Are you feeling open minded? Good. Let me tell you about the 6 breeds of openers that are most effective for meeting women:

1. *The Shocker*
2. *Free Form Openers*
2. *Neutral Opinion Openers*
3. *Situational Openers*
4. *High Value Openers*
5. *Low Value Openers*
6. *Cold Reads*

Each of these breeds presents its own set of advantages and challenges, which will be explained in Chapters 4 thru 10. Before we get into that, let's think a bit about how to follow up these openers with **contingencies**.

CHAPTER 3 = CONTINGENCIES

An opener generally generates only 2 or 3 possible reactions in a girl. When you go out and try these openers, pay close attention to the reactions you get. After you deliver an opener 10 or 20 times, the reactions will become very predictable to you. Then you can prepare structured follow ups which are contingent on how the girl responds to the opener. Having great contingencies makes you much less likely to run out of things to talk about or get rejected. It's an important part of creating your conversational repertoire.

The best way to develop great contingencies is to go out and deliver openers. Learn what the possible reactions to the opener are. Then try to remember the funny stuff you said in the moment. Write it down so you can use it again. These spontaneous bursts of humor are the basis for your contingencies and the rest of your conversational repertoire.

I see all responses to openers as falling into these three categories:

1. Positive

2. Confused

3. Negative

As you are processing your interactions with women, make a mental note on whether your opener resulted in a positive, confused, or negative response. These 3 simple categories will help you formulate your contingencies more easily.

CHAPTER 4: THE SHOCKER

THE SHOCKER is my own personal creation. I find it to be the most effective method of approaching women because it accomplishes all 5 goals of an opener when executed correctly.

There are 4 main ingredients to THE SHOCKER:

1. **Hook question.**

This is a question which sounds bizarre or random at first. A hook question should stop any girl in her tracks. They will immediately feel confused and intrigued. You can use this confusion to your advantage. Girls who are confused will usually want you to explain yourself. Then when you go into the next part of the script, they will stick around to hear what you have to say. It's the only way to cure the confusion.

2. **A storyline.**

In the storyline, there should be an interaction between you and a girl, and you should have higher social value than the girl. Using story telling right away will allow you to create a make-believe world inside the woman's mind. The stories are made up for entertainment purposes, and most women realize this instinctively. However, the process of walking her through the story will make a woman feel subconsciously that you really do have higher social value than her. Don't wait around for high social value! Create it immediately in your opener!

3. **Social tension.**

Social tension is the basis of most humor. The more you increase the social tension, the bigger the laugh is when you get to the punch line.

4. **Punch line.** Here are some examples of THE SHOCKER with contingencies. You can use these exact lines to meet women. I've tested them many times and taught them to my students.

HORSE GIRL SHOCKER

(With 3 contingencies.)

YOU: "Hey do you like horses?"

GIRL: "HUH? Umm... yeah I guess."

YOU: "Hmm, I thought so. OK check this out, when I was in the 6th grade, there was this girl who loved horses. She used to run around the playground for an hour straight at lunchtime. She'd be galloping and making horse noises. We used to call her the weird horse girl."

GIRL: "Yeah, so?"

YOU: "Well... you look JUST LIKE HER!"

CONTINGENCY #1: SHE'S LAUGHING (POSITIVE REACTION)

GIRL: "Hey!! (giggling and smiling) I'm not the weird horse girl!!!"

YOU: "OK that's cool. If it was me I wouldn't admit it either. Now I'm not saying you're definitely her, but just in case you are, I want to tell you I'm sorry."

GIRL: "Sorry for what?"

YOU: "Sorry for all the times I made fun of you. See, in school I was always one of the cool kids. And I used to make fun of the horse girl. Now I'm older and more mature, and I feel bad. So do you forgive me?"

GIRL: "OK I forgive you."

::HUG HUG HUG::

CONTINGENCY #2: SHE'S CONFUSED

YOU: "Aww, so cute, you didn't get the joke."

Just break the story down, tell it to her again more slowly, then go into the same exact routine as contingency #1, which ends with you begging forgiveness and getting a hug.

CONTINGENCY #3: SHE'S PISSED OFF

Occasionally you're going to get a bad reaction. A bad reaction isn't always your fault. Some women are just moody or irritable. If you happen to start talking to a moody, negative woman and she has a bad reaction to your opener, don't take it personally. It probably has nothing to do with you. Just move on to the next woman. They're millions more women out there.

If lots of women take the joke the wrong way, it means that your delivery needs work. It must be clear that this is a playful joke, and that you're not actually trying to be insulting. This can be accomplished in many ways. For me, acting way too serious and a bit overdramatic is usually a good way to signal that the whole thing is just for fun, and not actually an attempt to insult someone. Other times I'll do the opener very slowly and act embarrassed that I'm actually telling this story from 6th grade.

In the moment, a negative reaction can be scary! Some girls will be really bitchy and you'll want to walk away. Now you've got 2 options.

First Option: If you're a beginner, go ahead and walk away. Then after you walk away, immediately run the EXACT SAME LINE on the next girl or group of girls you see. Don't give yourself time to create negative thought patterns! Talk to more girls immediately, even if they're not that cute!! You will see that it's not your fault that some girls are bitchy. This will help you eliminate your fear of approaching women. It is essential that you start talking to other women within 15 seconds. If you wait even 2 or 3 minutes, you might find yourself replaying the bad interaction over and over in your head and beating yourself up over it. This is completely counterproductive, so don't do it. Just forget about it and move on quickly.

Second Option: For those who are not beginners, DO NOT WALK AWAY!! You will feel scared inside, your hands may even shake a bit, but just stay in there! It's like riding a mechanical bull. Try to at least stay on for another 8 seconds. Show the girl that you are not scared of her, you are not at all affected by her being bitchy. Stay as calm as possible. Sit to the side of her looking straight forward. Occasionally look at her over your shoulder, and deliver your contingency.

Here's a true story of how it played out for me recently:

GIRL: "What the hell do you mean about me liking horses?? Do you like your teeth where they are? Cause if you don't get the hell away from me right now I'm going to knock your teeth right out of your head!"

BRAD P: "Listen, I'm just being social and having fun. You DO look like someone I used to know. Anyway, I can tell a lot about you from the way your conducting yourself right now. I bet you act like this all the time, and when you do, a lot of people think you're a real bitch. But I can tell that you're not. I think that deep down, you're as sensitive as a little girl. Sure, a lot of people may think you're stuck up, but you don't have to act like that towards me."

In this case, the girl was 100% attracted to me after I showed her I had enough balls to stand up to her. 20 minutes later I was making out with her... and her friend.... hehehe.

SEAFOOD SHOCKER

YOU: "Do you like seafood?"

GIRL: "Huh/yes/no"

YOU: "Ok check this out. When I was in 8th grade, there was this girl who would always bring weird seafood to school in a brown paper bag. It totally stunk up the whole cafeteria. She would sit there and eat squid and octopus. It was so weird. We used to call her the weird seafood girl."

GIRL: "Really?"

YOU: "Yea, and you look JUST LIKE HER!"

CONTINGENCY

YOU: "Well, I don't know if you're her or not, but just in case you are, I want to tell you I'm sorry."

GIRL: "Sorry for what?"

YOU: "Well this one time the school bully took her octopus sandwich out of the Tupperware when she wasn't looking. He put the whole octopus in his mouth and walked around the cafeteria scaring kids with it. Now that I'm

older I know that I should have helped the weird seafood girl out. I shouldn't have made fun of her. I've been carrying around SO much guilt all these years. Could you ever forgive me?"

GIRL: (playing along) "Yeah! You made fun of me too much!"

YOU: "Could you ever forgive me?"

GIRL: "Well, OK."

YOU: "Oh, I feel so much better." ::HUG HUG HUG

SEXY SHOES SHOCKER

YOU: "How many pairs of shoes do you have?"

GIRL: "20 or 30, why do you ask?"

YOU: "There was this girl I used to work with years ago, and she had 125 pairs of shoes. She'd bring a whole bag of shoes to work with her and then she'd change her shoes every half hour. But there was one specific pair that she would put on once a day, and she would prance by my desk in them and do this really sexy walk. It was the weirdest thing. We used to call her sexy shoe girl."

GIRL: "What's your point?"

YOU: "You're wearing the exact same shoes. Are you the sexy shoe girl? Are you still stalking me years and years later? You were doing the walk when you saw me come in...."



BRIGHT IDEA!

Try a Shocker storyline in a group setting. If you're out with 2 girls you know and 2 girls who are new, wait until half an hour in, then ask one of the new girls if she likes horses. Re contextualizing openers helps build your conversational repertoire!

CHAPTER 5: BUILD YOUR OWN SHOCKER

ABOUT THE SHOCKER

I've tried many different types of openers, and nothing works nearly as well as THE SHOCKER. I've taught my students all 8 types of openers, and they've had the most success when using THE SHOCKER.

I invented it about 2 years ago, and it is based on a true story. There really was a girl in my class who loved horses a little too much. I still remember her. She wasn't a bad looking girl, but because of her obsession with horses, she was regarded as having very low social value. I started telling women the story and asking if they were her, and it always got such an intense reaction. I knew I had something that would always work.

After stumbling onto the idea, I had to figure out WHY it works so well. I'd like to pass on these lessons to you so you can build your own SHOCKER openers that feels comfortable and natural to you.

- 1. The Shocker builds SOCIAL VALUE by creating a "cool kid" frame.*
- 2. The Shocker bypasses women's tendency to SCREEN YOU when you approach.*
- 3. The Shocker creates a fun, light-hearted vibe.*
- 4. The Shocker is based on a female truism. Most girls really do like horses, seafood, and sexy shoes.*

Now that you understand the structure of THE SHOCKER, and why it works, it's time to create a few of your own. Use this worksheet to create your own personalized SHOCKER OPENER!

BUILD YOUR OWN SHOCKER WORKSHEET

Open up a new document on your computer to do some free writing. Free writing is when you just let your mind wander in a creative way, making no effort to critique the ideas you're generating. Generate lots and lots of ideas, then wait until later to evaluate them.

FREE WRITE ON THESE 4 TOPICS:

1. Think of a situation from your childhood that was both funny and embarrassing. It can be something that happened to you or to someone else. Write it down.
2. Now think of a time when someone else was being made fun of and you didn't help them. Write it down.
3. Think of a time when you were cooler than a good looking girl. Write it down.
4. Think of some of the weird things women do when they're trying to pursue a guy.
5. Think of a few weird things that girls are into. Make a list. Now write a few sentences that tell an exaggerated, dramatic story about how one of those things could become an obsession and lead to a loss of social value. Be creative!

EVALUATE AND SYNTHESIZE:

Now that your creative juices are flowing, take one of the situations above and create your own Shocker Opener.

Remember to use the 4 elements of THE SHOCKER:

- 1. Start with a HOOK QUESTION.*
- 2. Next comes your STORYLINE.*
- 3. Build the SOCIAL TENSION.*
- 4. End with a PUNCH LINE.*

CHAPTER 6 - FREE FORM OPENERS

Here's a few more openers from my personal stash. These are less formulaic than the others, but rely on some the similar devices- hook questions, punch lines, etc.

TEXT MESSAGE OPENER

Prepare by having someone send you a text message that says "Wow you're hot."

Then, select a girl you want to meet and make eye contact with her. Stare at your phone, then stare back at the girl. Walk over looking back and forth from the phone to the girl. This builds social tension.

YOU: "Did you just text me?"

GIRLS: "What, huh?"

YOU: "Well I don't get it. How did you get my number? Do you work for the phone company or something?" (stare at phone)

GIRLS: "No we don't work for the phone company, I didn't text you..."

They will start reaching for your phone at this point. Don't let them see it! This builds more social tension.

GIRLS: "What does it say?"

YOU: "What are you shy or something? I'm right here, you could have just walked over and said this to me."

By this time the girls will be pulling on your arm trying to see the phone, then you show it and it says "Wow you're hot." They will die laughing.

YOU: "Ok this is a cute game. I'll play along since you guys are all shy. I'll even text you back. What's your number?"

GIRLS: (say their number)

YOU: (Text back "I know.")

Now you have her number. She feels like she already complimented you and you already gave a cocky reply. It never really happened, but it sort of did in the girl's mind.

This opener is so deadly that there are no contingencies needed. The only way it doesn't work is if the girl just walks off.



BRIGHT IDEA!

Got a great SHOCKER opener? I'd love to hear it. Email it to me.
My email address is bradp@bradp.com.

HIGH FIVE OPENER (FOR GROUPS)

Walk up to first girl and say: "You're awesome, high five."

Then high five her. Look at second girl and say:

"You know what, you're awesome too, high five."

Then when she goes to high five you, you miss completely and say:

"Ohhh! You fell for the oldest one in the book."

This routine can be used to meet additional girls. If you talk to the first group of girls for a while and you're not into them, have them get you in with another group like this:

YOU: "I still can't believe you fell for my high five joke! How many girls in here do you think would fall for that?"

GIRL: "Lots of girls would."

YOU: "How about that girl?" (Point to your new target girl.)

GIRL: "I don't know."

YOU: "OK you go stand next to her and I'll high five you first and we'll see if she falls for it."

Now go run the routine on a second girl or group of girls. Talk to the new girl(s) until the first girl goes away. If she stays too long, it's just makes you look cooler because it shows that you have a lot of women interested in you.

LESBIAN DTR OPENER

Background: The acronym "DTR" means "Define The Relationship." Having a "DTR discussion" refers to having a talk in which you define your relationship using a traditional dating label such as "seeing each other," "dating," or "going out." In a DTR, it is often the woman who is pushing to be "made official" as your girlfriend, but a DTR can also be used by a man to become a woman's official boyfriend. A DTR discussion can often be tedious and tends to take all of the excitement out of a relationship, and this is why most men tend to clam up immediately when a woman confronts him with a DTR. The tense, awkward nature of a DTR creates an excellent opportunity for humor and social tension when used as subject matter for an opener.

Use this opener when you see a woman you are attracted to but she is with a friend and they seem to be engrossed in a deep conversation. This can be a difficult situation, because you might feel like you don't want to interrupt their important discussion. Using the "Lesbian DTR Opener," you can use the issue of interruption to your advantage and create comedy, attraction, and role playing.

You: "Ladies, I wanted to talk to you, but I can see that you're in the middle of something very..... intense, so if this is a lesbian DTR discussion, I won't interrupt. Are you guys in the middle of a lesbian DTR right now?"

CONTINGENCY 1

Girls: "What does DTR stand for?"

You: "You don't know this? I thought all girls knew this. DTR stands for 'define the relationship' and it's basically when one lesbian says to the other lesbian 'Are we going out, or are we seeing each other... because my friends have been asking me, and my Mom wants to know, and I need to know if you're gonna be serious about this...'"

CONTINGENCY 2

Girls: "Yeah, we're lesbians." (start hugging and touching each other)

You: "Yeah, I know. So which one of you guys is running this DTR? You know most lesbians figure this stuff out on the 1st or 2nd date. Oh wait, is this your 2nd date?"

It's like that old joke, what does a lesbian bring on her 2nd date?

A U-haul. "

QUALITY CONTROL OPENER

Strategy: Use this opener for large groups or groups that seem to be particularly difficult to break into.

You: "Hi. I'm from <bar/restaurant/parking garage> quality control.

I'd like to know if your experience with us has been AVERAGE, BETTTER THAN AVERAGE, or CRAPPIER THAN AVERAGE?"

At this point, most girls will play along and give you a funny little review of the place. This is ROLE PLAYING. Using the phrase "crappier than average" communicates to the women that this is just a fun little game, and that you're not really from the quality control department.

CONTINGENCIES:

1. Girls: "It's been crappier than average."

You: (Overdramatic) "GOD! I'm just trying to do my job here, you guys don't have to snap at me and hurt my feelings like that."

2. Girls: "Crappier."

You: (quietly) "I know. This place sucks right? Listen I'm here from central and I'm about to fire everyone in this whole place. I might be able to offer you a position. Just give me a run down of your special talents first."

3. Girls: "Better than average."

You: "Are you just saying that cause you're trying to get on my good side? Aww, that's so cute. We just met and you're like SOOO into me already.... (suddenly get serious) OK back off stalker."

TALKING SHIT OPENER

Strategy: Create fake drama through role playing. The strong emotions often get translated into sexual attraction. The opener comes out of nowhere, and this intensifies the effect.

You: (seeming really serious) "So I heard you've been talking shit about me."

GIRL: "What? Huh?"

YOU: "Yeah, you've been talking shit...why don't you SAY IT TO MY FACE???" (getting all fake angry)

CONTINGENCY#1

GIRL: "Yeah, that's right. I've been talkin' shit."

YOU: WHY DON'T YOU SAY IT TO MY FACE!!!

GIRL: "Oh maybe I will."

YOU: "You wanna take this outside?"

GIRL: "Um No."

YOU: (to everyone around) "OH! I DIDN'T THINK SO !! I DIDN'T THINK SO!!"

CONTINGENCY#2

Girl: "Yeah, let's take this outside."

Once in a while you can just walk outside from there and you have instant isolation.

SECRET SHOPPER OPENER

This should be used for waitresses, store clerks, or any woman who is at work and has no time to talk. In this situation, you need to work very quickly. Sometimes these women are not allowed to give out their number to customers, or are being observed by their bosses or co-workers. The tone of the entire interaction should be secretive and mischievous. This makes it more exciting and dramatic for the woman.

YOU: (whispering intimately) "Hey let me tell you a secret, but you have to promise not to tell anyone that works here. OK promise?... I'm the secret shopper."

GIRL: "Really?"

YOU: "Yes, and you are all under observation right now."

At this point she's either going to play along or she's going to leave and get back to work. Let's presume she's playing along.

GIRL: "Well how are we doing so far."

YOU: Add situational funny comment such as "Well listen, our waiter was missing a few teeth, so you're losing points for that. I can tell you more later. I don't want us getting caught talking about this. I have a few comments for you as well."

GIRL: "No, tell me now."

YOU: "Check it out I gotta get back to the table, but tell me your number and I'll text you about the results a little later."

CHAPTER 7 - NEUTRAL OPINION OPENERS ANALYZED

Background: The neutral opinion opener is a technique created and refined by the Internet Usenet newsgroup alt.seduction.fast (ASF) and it's more civilized website FastSeduction.com. This technique is very effective, and has been around for years. Somehow, it has managed to stay out of the grasp of mainstream media despite it's effectiveness. ASF and FastSeduction.com have fueled an important men's movement known as the "Seduction Community."

Premise: The neutral opinion opener is an effective way to get a conversation started. It is executed by simply walking up to a woman and asking her to give you her opinion on something that women are interested in talking about. There are certain topics that women love to give their opinion on such as:

ANYTHING DRAMATIC:

Would you ever take a paternity test on Springer?-Topics that pertain to social value:

Who's the hotter J. Lo or Jessica Simpson?-Hollywood gossip:

Did you hear Jennifer Aniston just got ass implants?

RELATIONSHIP QUESTIONS:

Why do you think men cheat?

GENDER EVALUATIONS:

Who cheats more, men or women?

If you use an opinion opener, there is a low risk of getting rejected. Women just can't resist the opportunity to give their opinion. Women love to make up rules and evaluations about what is right and wrong, or what is cool and uncool. Having an opinion gives the woman validation, especially if someone is there to listen to it, agree with it, or find value in it. By giving you their opinion, the woman feels she is helping you as well as being validated herself.

Using neutral opinion openers, you will generally accomplish 3 or 4 of the main objectives:

1. Breaking the ice- **YES**
2. Get the girl talking- **YES**
3. Begin building or breaking rapport- **YES** building rapport in this case.
4. Get the girl laughing- **MAYBE**, if the script is really funny or you have funny delivery.
5. Build high social value- **NO**

ADVANTAGES:

Neutral opinion openers are very easy to deliver, and you won't get rudely rejected often when using them. If you have approach anxiety or need to build general conversational skills, these can be a great start.

LIMITATIONS:

As a beginner, you will often find that this type of opener is very effective in getting the conversation started, but after 3 minutes you don't know what else to say and you end up walking away empty handed. Opinion openers often result in an empty, boring conversation.

The neutral opinion opener has been around for years, but remains one of the most misunderstood concepts in this genre of self-help. It is important to remember that the neutral opinion opener DOES NOT BUILD SOCIAL VALUE. That's why it's called "neutral." By design, this type of opener is intended to bypass the entire issue of social value, to "get you in under the radar." If you choose to utilize this type of opener, keep in mind you will need to build social value in other ways after delivering the opener.

OPRAH WINFREY OPENER

"OK, let me ask you guys a question. It's a really important question. Do you think Oprah Winfrey is hot?"

Contingency

"Cause my friend has this crush on Oprah, and something is just not right about the whole thing. He's 25 and she's a chubby middle age woman. I'm thinking maybe he likes her for her money. I mean she does have a lot of money. Would you sleep with Oprah for a million dollars? How about ten thousand? What if she just wanted to cuddle? Would you cuddle Oprah for 10 grand?"

MONSTER TRUCK OPENER

"OK, let me ask you guys a question. It's a really important question.

My friend is saving for a monster truck so he can pick up girls. Do you think it's gonna work? Do girls like guys in monster trucks?"

Contingency

"What if there were flames on the sides? Then would you be into the monster truck? Kinda gay right? Why are tough guys always painting flames on their car and getting flame tattoos? The satin flamey button down shirt has to be the worst. I hope you guys have never hooked up with a guy in a flamey satin shirt!"

DISNEY MUSIC OPENER

"OK, let me ask you guys a question. It's a really important question. Would you date a guy who listens to Disney music?"

Contingency

"My sister went on a date with this guy and she really liked him but then he put on Disney music in the car. She totally stopped liking him after that. I'd go for a girl who listens to "The Jungle Book".....but I think I'd draw the line at that "Winnie the Pooh" stuff. That's a bit much. Where would you draw the line? How about if it was Yanni versions, and you could barely tell it was Disney music? Or maybe if David Bowie was singing it?"

**BRIGHT IDEA!**

Instead of using an opinion question as an opener, why not save it for later? Use female opinion questions whenever you are running out of things to talk about. Make the opinion question a part of your conversational repertoire.

CHAPTER 8 - HIGH VALUE OPENERS

A high value opener is an opener which blatantly displays high social value from the beginning through direct statements or humor. If you like to be direct, High Value Openers may be for you.

Advantages: High Value Openers are the best way to open if you intend to get sexual with the woman quickly. These types of openers convey many "alpha male" qualities such as:

- Immunity to social pressure
- Confidence
- Humor
- Strong sense of self

High Value Openers tend to result in a higher rate of immediate rejection than Opinion Openers or Shockers. Women will immediately make a judgment on whether or not you have the right to be so direct, and sometimes the answer is no. This may seem like a bad thing, but for someone advanced, it is actually an advantage. It's better to get rejected in the first 5 seconds and move on than to waste 15 minutes to find out the girl is not attracted to you, she just wanted to give her opinion and chit chat.

Limitations: High Value Openers are difficult to deliver. You must have excellent body language, style, and delivery or the woman will sense an incongruence between your identity and your conversation.

For men who are very good looking, High Value Openers may result in you being "overqualified." Women want men with social value equal to or a bit higher than their own. If your social value is too high, the woman will feel uncomfortable around you.

Here's a great way to understand the concept of being "Overqualified." Think about how you would feel if a celebrity walked into the room right now. You'd be a bit uncomfortable around him or her. You'd be afraid that person would be "judging you" or "acting stuck up." That's how a woman feels around a man who has social value that is too high. It's just an uncomfortable situation.



BRIGHT IDEA!

If you sense that a woman finds you to be "overqualified," that's easy to fix. Just give her a few sincere compliments and she'll be more comfortable.

ONLYGIRLOPENER

"Here's the deal, I've been looking around this place, and I've come to the conclusion that you are the only girl here who's cute enough for me to even talk to. So great, now we're talking."

LASTWEEK'S LAY

"I think I know you. Did we have sex last week? YES! It's you! Oh my God! So good to see you again!"

Contingencies

"Hey sorry I haven't called, been really busy."

"Tell your friend I said hi and she was great too."

"No? Wasn't you? Hmm, you look just this girl I had sex with.....actually ya know, I can barely remember what she looks like at the moment....I was kinda drunk.... No, I'm pretty sure it was you."

HEATHER HARRISON (RAPID DELIVERY)

To Girl : "Hi."

To your friends, her friends, or bystanders: "Hey guys, check it out. This is Heather Harrison. (Put your arm around her). Me and her went to High School together and I lost my virginity to her at the beach when I was 15. Yeah, she's so cool. I got way too drunk later that night and I puked all over her toes. She has really nice toes. Well anyway, she's a great girl, she took me home and put me to bed. Then I ended up having sex with her friend a few days later, it was kinda fucked up."

To girl: "Heather, I'm sorry about that. Can we still be friends?"

CHAPTER 9 - LOW VALUE OPENERS

FOR DORKS AND PLAYERS

FOR DORKS:

Are you a guy who has almost no social skill? No confidence in talking to women? Social phobias? You are not alone. Most books on meeting women do not address the special concerns of this group of men. As an ex-dork myself, I can appreciate your situation and I have advice that will help you.

The main goal of delivering openers for you will be to face your fears and build your comfort level. If you can be comfortable talking to women you don't know, that's a big step in the right direction. However, conversational comfort is not a magic spell that will make women get all horny for you right away. You have to go through a process of building your identity, slowly increasing your comfort level, and generally learning about women before you will have any real success.

For now look at it this way: You're going to deliver these openers and see if you can maintain 3-5 minutes of interesting conversation with a woman. If you can do that you will begin to gain confidence and comfort.

Don't lose sight of the big picture! There is work to be done on developing your identity and social skills. Here's a quick list of suggestions, things that will help you build your identity in the right direction.

1. Read the book "[No More Mister Nice Guy](#)" by Robert A. Glover.
2. Get some cool hobbies. The sorts of things women find sexy.
3. Get therapy. Chances are you have a low sense of self worth from so many years of problems.
4. Experiment with your appearance. Try a look that will get you stereotyped as a "sexy guy" like biker, rapper, rocker, artist, latin lover, etc. Don't try to look average or blend in so much!
5. Treat your body well. Work out, eat right, get sleep, don't intoxicate yourself.
6. Get some cooler friends. You're now on the journey to becoming a better person. Don't be surprised when your old dorky friends start complaining that "you've changed." You're supposed to change and grow in life. You don't owe it to anyone to stay the same forever.
7. Take acting lessons. It's fun, it teaches you great voice tone, and it helps you get over social phobias.

The good news is that being good with women is a skill anyone can learn. Many of the worlds greatest lady killers started off as total dorks. If you work hard and choose the proper role models, you can increase your success with women dramatically.

FOR PLAYERS:

Are you the kind of guy that's so smooth with women that they get scared of you or ask you if you're a player in the first 5 minutes? You can use Low Value Openers to reduce your social value when necessary. You can also use a Low Value Opener to create an ironic, comical effect. The girl will realize after a few seconds that you're being playful. Telling "obvious lies" is a great comedic device.

PSYCHOLOGIST OPENER

"Hi, my name is _____ and I'm shy. My psychologist told me that I should go out every day and talk to 5 new people. I decided to talk to you because you seem nice."

CONTIGENCY:

Girl: "Awww, that's so nice. How many have you talked to so far?"

You: "ummm...28." (proud smile).

KISS OPENER

Get a bag of Hershey's kisses. Walk up to a girl and look right at her. Don't say a word. Just take a Hershey's kiss out of the bag and hand it to her.

Players: Point to cheek. Girl will kiss you on the cheek.

Dorks: "Yeah, I go around giving girls kisses all day."

THUMB WRESTLING OPENER

Walk up to a girl and put your hand out like you're going to shake her hand. When she puts out her hand, start thumb wrestling her. Don't say a word. After you beat her, give the little "so-so" hand gesture.

Contingencies:

1. She thinks your deaf/mute.

Just smile and say, no I'm not deaf. I just wanted to see if you could thumb wrestle before I talked to you.

2. She doesn't get the idea. She really thinks you want to shake hands. In this case, just grab her hand and put it into the thumb wrestling position. Don't talk.

3. She doesn't want to thumb wrestle, has no time, etc.

"Hey, I know you're in a hurry, but I'm gonna be on ESPN8 'The Ocho' tomorrow in the thumb wrestling championship and I really need to practice. I wasn't gonna tell you this, but I used to be on the Olympic Thumb Wrestling Team. It's...kind of a big deal"



BRIGHT IDEA!

Do you have problems with your voice tone? You can do openers that require little or no speaking until your voice improves. Try the thumb wrestling and kiss openers out.

CHAPTER 10 / SITUATIONAL OPENERS

A Situational Opener is when you make remarks or observations about your surroundings in order to break the ice and build common ground. The best way to deliver this type of opener is to walk up and JUST START TALKING. If the woman is seated, just pull up a chair and start talking.

Do not introduce yourself. Do not say hi. If you do, you're setting off an entire chain reaction of behaviors in the woman. I call this the "Who the hell are you" reaction.

While you're busy saying "Hi my name is Larry, and I just noticed you guys here and I wanted to tell you about something..." the women are thinking "Who the hell are you? Why are you talking to us?" Then they will begin to size you up, trying to figure out if you are cool enough to be interacting with.

Now you might have a problem. The women have started to screen you, qualify you, ask you questions, test you, check out your appearance. They're looking for ANY SIGN that you might be a loser. They're concerned that your presence may detract from their social value. Women are VERY CONCERNED about their perceived social value. They put a great deal of work into building social value. They don't want to be seen with anyone who might lower it and ruin their hard work.

By skipping the introduction, you skip over the entire process of having women qualify you. This is called "ASSUMING RAPPORT." By assuming rapport, you display high value. You are communicating to the women that there is no possibility of you being a loser. You obviously must be cool enough to talk to. It's not even something that could be questioned.

I'll say it again. Skip the introduction. Don't say hi. Don't say "My name is..." JUST START THE OPENER. Start as if you're already in the middle of a conversation. Instead of questioning your value, the women will be thinking about what you're saying.

I can't give you tons and tons of Situational Openers here, because the whole point is that you should be making them up in response to your surroundings, but here are a few strategies to help you generate situational openers. All of these examples are openers that I've generated and used in real situations.

SHARED ENTHUSIASM

You can quickly create common ground and excitement by commenting on something in your surroundings and being excited about it.

Example:

"I **love** this song! Do you love this song? Tell me you don't love this song!"

The women will almost always agree. You can quickly advance the interaction by having a sing along or dancing with them.

This is a very easy opener and it works almost every time. You can customize it for any situation. In a restaurant you can say "I **love** fried dumplings. You guys are eating my favorite food. How did you know...." In Wal-Mart you can say "I **love** Martha Stuart's clothing line...." You get the idea.

RIDDLE STYLE

A Situational Opener can often take the form of a riddle. Quiz the women on something that's going on around you. Then by trying to answer the riddle and validate themselves, they are seeking your approval as well.

INTERNET DATE (RIDDLE STYLE)

"OK so I walk up to the bar just now and I see this guy walk up to a girl and they introduce themselves to each other. Then they start talking about work and stuff like they know each other already. Isn't that weird. Why would they be doing introductions if they already know each other? He knows where she works, she knows where he works, but they're totally stiff like they just met. What do you think that means?"

ANSWER: They're on an internet date.

COMMON THEMES

Situational Openers can also take the form of something everyone has in common, like watching TV. The key is to walk up and start talking about this like it's just occurring to you, like you're just thinking out loud. Again, don't introduce yourself or say hi, just start in the middle.

CARSON DAILY OPENER (COMMON THEME)

"What.....the hell.... is up with Carson Daly? That guy's just not funny. How did he get his own show? I watched the whole thing just to give it a chance and I didn't laugh once. It was painful to watch. They must pay the audience to show up and laugh. They never show the audience either, there's probably only 10 people there. And what's up with his forehead? It's huge. You could show a movie on that guy's forehead...."

CUSTOMIZED TO THE GROUP

You can create an opener that makes reference to your target group. I usually do this by asking if they are some famous singing group.

(To 3 black girls) "Oh My God!! Are you Destiny's Child?"

(To 4 white girls) "Oh My God!! Are you guys the Spice Girls?"

(To a group with guys and girls) "Oh My God! Are you the Black Eyed Peas?"

Advantages: Situational Openers will never sound "scripted" or expose an incongruence. They will usually get the girl to talk to you. Situational openers are also great for opening groups of girls or groups that contain men and women. If you are an exceptionally creative person, Situational Openers can work even better than scripted openers.

Limitations: These openers are difficult to create on the fly, especially if you're nervous.

CHAPTER 11 / COLD READS

A Cold Read is when you walk up to a woman and start telling her all kinds of insightful things about herself. It's almost like a psychic reading. Most people love to be analyzed in an insightful way, so women will usually enjoy a Cold Reading. If your Cold Read is particularly insightful, the woman will think you have amazing powers of observation and great psychic energy. Read a woman accurately and you build high social value immediately.

How to formulate:

Cold Reads are not easy to create. Here's a few tips:

1. Look for clues about her personality in her clothing and body language.
2. Learn all sorts of secret info about women by reading up, then use this in the cold reading. This type of info is called a "Female truism." Female truisms are little known facts that apply to almost all women. You can present something as a female truism even if it is a widely known fact, just phrase it in a more mystical way. You can also use something that all women know, but no one will ever talk about. For example; most attractive women go on a lot of dates but lose interest quickly.
3. Give info that contains a subtle compliment.

Note: I said SUBTLE! Do not use blatant or obvious compliments like "You're very pretty." It is totally boring and ruins any chance you have of building social value. Here's an example of a subtle compliment: "You're the kind of person who knows what she wants, you just don't always know how to get it."

Subtle compliments are a technique often used by psychics to convince customer that they can read the future. They'll say "Someday you're going to very rich. I can see it in my mind."

Who wouldn't want to believe in a psychic who told them they'd be very rich? Psychics tell people what they want to hear. Then the customers WANT to believe. Learn to use this technique yourself and your cold reads will be kick-ass!

Most people choose to believe information that matches up well with what they already know about themselves and reject information that conflicts with their self image. That's human nature. During a Cold Read, you tell the woman things she wants to hear, insightful things, and female truisms. Learn to phrase those ingredients in a cool, mystical, knowing fashion, and you'll be able to deliver some great Cold Reads.

SERIAL DATER (FEMALE TRUISM)

"I can tell just by the way you're standing there that you are the kind of girl who goes on a lot of dates but has trouble finding someone you actually are interested in. Every time you think you've found that person, you usually lose interest very quickly and sometimes you don't even know why. Is that right?"

YOU'RE GONNA BE RICH (FUN TO BELIEVE IN)

"I'm getting this vibe from you that you're the kind of person who isn't materialistic. You don't care too much about money, but you always end up having enough to get by. Money just finds you. Someday you're going to be very rich completely by accident. I'm a little bit psychic sometimes, and I can see it."

SUDDEN FASHION EVALUATION

(teasing with rapid delivery and multiple pop culture references)

OK let's see what we have here. (Stop, look the girl up and down.) OK you've got the Nine West shoes from last spring, those are cute, but the skirt is screaming new-wave-amish. Your hair is got that quasi emo thing, it's like halfway between The Mars Volta and Death Cab for Cutie. Totally hot. Now the shirt is that whole Madonna thing: Post Like a Virgin, but pre Like A Prayer. Are you with me here? Do you know that era of Madonna's shirts?"

CHAPTER 12 / HOW TO USE THIS INFORMATION

Here's an easy chart to help you choose what will work best for you.

OPENER	BREAK ICE	GET GIRL TALKING	GET GIRLS LAUGHING	BUILD SOCIAL VALUE	BUILD/BREAK RAPPORT	DEGREE OF DIFFICULTY
SHOCKER	✓	✓	✓	✓	BREAK	6
OPINION	✓	✓	MAYBE		NEUTRAL	4
HIGH VALUE	✓		MAYBE	✓	EITHER	8
LOW VALUE	✓	✓			BUILD	1
COLD READ	✓			✓	BUILD	6
SITUATIONAL	✓	✓	MAYBE		BUILD	8

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Now that you know all the best opening lines, it's time for you to try a few out, see what works best for you, and choose 2 or 3 that you'll use all the time. There's no need to memorize 20 opening lines, it's better to have 2 or 3 "default openers" that you are very comfortable with. When you see a woman you want to approach, there's no time to sort through 20 openers to find that "perfect one." Just go with something you're comfortable with, your default opener. Don't be that weird guy who sits there and stares for 10 minutes trying to think of something to say. If you see a girl you want to talk to, go do it immediately. I really want you to remember these important principles, even when you're out in public and you're feeling nervous, so I'm going to make a few rules.

RULE#1: PREPARE 2 OPENERS BEFORE GOING OUT.

More than 2 openers is too much to remember. Make it easy. Just use 2.

I've taught a great many men how to approach women, and I've noticed a tendency to over think your opening line. Usually "finding the perfect opener" is just an excuse to avoid the approach because you're scared. Don't be an excuser! Get your default openers figured out in advance! Then when the time comes, jump right in!

RULE#2: GO IN RIGHT AWAY.

Don't sit and stare. Don't wait around. Don't think too hard.

RULE#3: TRY EACH OPENER AT LEAST 5 TIMES BEFORE DISCARDING IT.

You will be improving your delivery with every approach. Don't panic if the first approach doesn't work out. The success of your opener has everything to do with delivery. If it doesn't work the first try, don't worry. You just have to get your delivery down and things will work out fine. After 10 or 20 attempts, you'll find that your delivery will improve quite a lot.

The information presented here is intended to stimulate your creativity and give you a framework for creating openers and a repertoire of conversation.

Experimenting with these openers and other types of scripted routines will help you internalize the attitudes that are attractive to women. Once you have internalized these attitudes, you might choose to leave the scripts behind. Or you may choose to create your own scripted material. This is a step in the right direction, as you will be more comfortable with things from your own experience.

Now would be a good time to stop reading and go try some of these openers out. You can come read the rest of the book later. Doing a few approaches will give you allow you to process the remaining information in a more meaningful way.

CHAPTER 13 : DEALING WITH ADVERSITY

After you've done a few approaches, you'll start to notice that things don't always go as planned. Sometimes you'll be dealt a strange hand and you have to make quick decisions on what to do. Sometimes it's good to change strategies. Other times it's better to just plow through adversity without letting it get to you.

There is a tendency for beginners to get too wrapped up in thinking about worst case scenarios. The fear of approaching manifests itself in many subtle ways. Beginners often engage in "creative avoidance." This is when your brain will take any small obstacle and blow it out of proportion in order to prevent you from approaching. Creative avoidance is an amazing phenomenon. It takes away your ability to think rationally.

I'm going to walk you through a few situations that students often ask me about and try to dispel the irrational thinking that might be resulting from creative avoidance.

PERCEIVED PROBLEM: SHE'S WITH A GUY.

Myth: They must be dating.

Reality: It's about a 50/50 chance. You can easily find out whether they're dating. If they're not, you stand a better chance of creating attraction by approaching her in front of the other guy than if you approached her alone.

I know this probably seems like a deal breaker to you right now. For a beginner, approaching a woman who's with another man seems like a terrible idea. It's actually not as big of a deal as you might think. Don't automatically assume that she's with her boyfriend. Women go out all the time with platonic male friends, coworkers, or family members. I'm going to let you in on a few seduction secrets so you can make these situations work for you. These are secrets that all women know, yet 99% of men are in the dark about.

Seduction Secret #1: Women like to be approached in front of a male companion. It results in a high stakes, dramatic situation. This actually increases the chances of her getting attracted to you. Women consider it an act of extraordinary bravery if you are able to approach her with another man there. Even if it does turn out to be her boyfriend, she will often become uncontrollably attracted to you because of the sheer courage it took to do the approach. Women respect men who are bold and courageous. Despite the fact that she has a social obligation to the other man, she will often become attracted to you. Women are frequently unable to control who they are attracted to.

Seduction Secret #2: Women go out all the time with guys they are not interested in. They use these loser guys for free dates, attention, social networking, entertainment, or to avoid going out alone. These guys are called "orbiters." An orbiter's primary dating strategy is to get into a friend relationship with a woman, and then escalate it into a romantic relationship later. This is a very ineffective dating strategy and most women have little respect for guys who try to "befriend and date."

Attractive women keep collections of orbiters. If you are lucky enough to approach a woman who is out with an orbiter, you've hit the jackpot. Compared to him, you look like a total stud if you can do a halfway decent approach.

Any time you approach a woman who is out with another guy there are a number of possibilities:

1. It's her boyfriend/husband.
2. It's an orbiter.
3. It's a platonic friend.
4. It's her gay friend.
5. It's a family member.

The first thing you need to do is determine which situation you're dealing with. Here's a few strategies to get things started.

1. Engage the guy in small talk or guy talk. After a minute or two, ask "How do you two know each other." This is considered a very normal question, so don't be afraid to ask.

Warning: Be sure that the guy is listening and paying attention when you ask this. If the woman is attracted to you, she will often lie about whether she's with her boyfriend. This has happened to me many times.

2. Go directly in and approach the girl as you normally would. Due to the boldness of your approach, many times the other guy will just stand there and do nothing. Most men have been trained to be socially passive and conflict averse. If he's the active type, get him involved in the opener. For example, if you are doing the Oprah Winfrey opener, ask him for his opinion on whether Oprah is hot. Then find out how they know each other.

If she's with her boyfriend, one of them will tell you. Don't freak out. Take your time. Just say "Oh that's really cool." Then wrap up the conversation and move on. Or maybe stick around a few minutes and see if they have more women in their social group.

There is a tendency to think that every time you see a man and woman out together, they are dating. This is not realistic. This is an inaccurate assumption many times. Stop assuming and find out the real truth. Next time you find yourself assuming that a woman is dating the guy she's with, ask yourself "Is this creative avoidance?" Creative avoidance is a bad habit and most people do it all the time. If you can identify creative avoidance when it happens, you stand a better chance of overcoming your fear of approaching.

Go in and find out what the reality of the situation is. You've spent a lot of time reading and learning about approaching women. You owe it to yourself to deal with reality, not inaccurate fantasies inspired by fear.

PERCEIVED PROBLEM: WHAT IF SHE SAYS “OH IS THAT A PICKUP LINE? I’VE HEARD THIS ONE BEFORE.”

Myth: Women hate pickup lines and they keep a master database of them so they can catch you in the act. Every month there's a newsletter women can read where they expose all of our pickup lines.

Reality: Women like it when you approach them. They pay no attention at all to books like the one you're reading right now.

The chances of this happening are extremely slim. Even though it's a 1% chance, many students still consider it a frightening possibility. Don't let it throw you. This can be the beginning of a fun interaction if you play it right. Here's a few easy comebacks:

“Yes, it's a pickup line. Now you be the girl and I'll be the guy. Let's start again. (repeat opener or use a different opener)

“Oh, you've heard it? Ok how about this one?” (start another opener)

“Wow you caught me. You must be an expert on picking up guys to have known that one. Or do you usually pick up girls?”

Another thing you can do is minimize the accusation and just start another opener without breaking stride. A few weeks ago I was teaching a workshop and I ran into a situation like this. Sometimes I let the students pick out a girl for me to approach and choose what opener from this book they'd like to see me use. My student chose a woman who had already been approached with the Disney opener. Sure enough, I went in with the Disney opener and she said “I just heard this 5 minutes ago.” I said “Aha, was it the guy in the trench coat? That's our friend. We've been talking about this... Hey do you know who Oprah Winfrey is? Do you think she's hot?” I had her number in under 5 minutes.

PERCEIVED PROBLEM: HER BOYFRIEND WALKS IN IN THE MIDDLE OF US TALKING.

Myth: The guy is going to kick my ass.

Reality: If you don't overreact to this, it's not a problem at all.

This is not the end of the world. Don't panic. Get his input on whatever the two of you were talking about. Get him involved in the conversation. Determine what their relationship is. Then respond accordingly.

This exact scenario happened tome two nights ago in Las Vegas. I approached a woman using “Did we sleep together last week?” She loved the opener. She played along and then told me it was the most original approach she's ever seen. 30 seconds later, in walks her boyfriend. I said to him “Check this out man, I'm going to show you the greatest pickup line known to man...” His girlfriend laughed and said “Oh you gotta hear this one.” The boyfriend wasn't angry at all, he thought it was a fun conversation and later in the night the couple helped me meet a few other women.

PERCEIVED PROBLEM: WHAT IF I GET IN A FIGHT WHILE DOING APPROACHES?

Myth: This happens all the time.

Reality: This almost never happens.

It is highly unusual for fighting or violence to result from approaching women. I've approached thousands of women and I haven't been in one single fight as a result. I've had a few guys get loud with me, but this only happens when me and the girl have our hands all over each other. As long as you're just talking, you have nothing to worry about. I don't want you dwelling on this too much since it's a minuscule possibility, but I'll give a few thoughts on the topic just in case.

To fight or not to fight is something you must decide for yourself. For me, it's better to talk my way out of it so I can continue meeting hot women and having a great time.

If you really want to learn about fighting, learn from an expert on fighting, not an expert on dating.

Here's some steps you can take to avoid fighting when threatened. The goal is to avoid the fight and come out looking even cooler than before.

- Don't back down in your body language, stand tall.
- Use calm, defusing language like:

"Hey man we don't have to do this, I have like 6 guys with me,"

"We were just chit chatting, it's no big deal," or

"I can see why you're mad, but nobody told me that was your girlfriend."

None of this is directly confrontational or disrespectful, but it does indicate you are taking charge and are of higher value than him.

- Don't say "calm down." That's always the worst thing you can say to an angry person. It's condescending and makes the person even more irate.
- If he's talking and yelling, it usually means he doesn't want to fight, he just wants to express anger or get in a shouting match. Just let him yell. Do not shove, do not escalate physically. Do not touch him. Most times he will not touch you even if he's yelling in your face. That's how you know it's probably not going to be a fight.
- If it's going to be a real fight, people usually just start swinging and there is no warning at all. This is the worst case scenario.
- Remember, if you physically shrink away from the guy with your body language, you increase the chance of him swinging at you. He'll feel like he's just gonna hand you an ass whooping and it's gonna be fun. If you don't flinch he'll think he might lose the

fight. This is why your body language should not be backing down, but your WORDS should be defusing the situation. You only have to stand tall and stay calm for a few seconds and then some third party will usually jump in and pull the guy away. At that point you gain coolness points for not fighting, yet not backing down either. I did this a few months back and when it was over a super tough Navy Seal told me he really admired how I handled the situation. When you talk your way out of a fight this way, you look even tougher than the guy who threatened you. People will speculate that you could have killed the guy, but you just didn't really care enough to bother with him.

- The women will never back you up, even if they like you more. They are spectators to the entire situation.
- If anyone is confrontational toward the girls you are with, immediately jump in front of your girls. Get between them and the threat. Women think this is HOTTTT!

PERCEIVED PROBLEM: SHE'S WITH A GROUP.

Myth: You can't approach women in groups.

Reality: You can approach anyone you want, anytime you want.

This is another source of creative avoidance. Most of the openers in this book work better on groups than they do on a woman by herself. Just be sure you're allowing the entire group to take part in the discussion. For example, if you're doing the Horse Girl Shocker, be sure you make little side comments to other people in the group. As long as the whole group is interested in what you're saying, you have nothing to worry about.

If you have well developed presence and body language, sometimes the group will become so interested in your opener that they become almost like an audience. Put on a performance. Make it entertaining. No one can raise objections if the group is genuinely entertained by your story.

PERCEIVED PROBLEM: I FEEL LIKE I'M INTERRUPTING.

Use the lesbian DTR opener.

PERCEIVED PROBLEM: SHE SEEMS BUSY.

Women are almost always interested in meeting an attractive guy. Even if they seem busy. If she has headphones on, just start talking and she will probably take them off. It is even possible to approach women while they are on their cell phone. It's a low percentage maneuver, but it can work.

PERCEIVED PROBLEM: SHE SAYS SHE HAS A BOYFRIEND.

This can mean several different things. Sometimes women say "I have a boyfriend" because they want you to go away. This is not always the case. "I have a boyfriend" can imply any of the following:

"We need to keep it a secret if we hook up."

"If we're going to have sex, we have to do it within the next 15 minutes, and don't expect to ever see me again."

"My family and friends pressured me so much to get a boyfriend that I got one just to shut them up, but I don't even like him. I just bring him to family parties so people will stay off my back."

It's up to you to read the signals and look for cues in the context of the interaction. Don't automatically assume that every woman who tells you she has a boyfriend wants you to get lost.

PERCEIVED PROBLEM: SHE'S WALKING AND I DON'T KNOW HOW TO GET HER TO STOP.

This is an easy one. There's a step by step process to meeting a woman who's walking down the street. I've seen students do this on their first try.

1. Keep your eyes high. Be aware of the space 30 feet in front of you as you walk.
2. When you spot a woman you're interested in, get one of your default openers ready.
3. When you are 10 feet away from her, start the opener. Speak loudly to get her attention. If you start from less than 10 feet, there will not be enough time for her to realize that someone is talking to her and she will just keep walking.
4. From 5 feet away you will probably need to repeat the beginning of the opener. The first time is just to get her attention.
5. Now that you are within 3 feet, stand directly in front of her so that you are dominating her field of vision. If she tries to walk by, step directly in her path.
6. Now that you have her attention, finish your opener and proceed as you normally would.

PERCEIVED PROBLEM: SHE KEEPS SAYING WEIRD THINGS TRYING TO THROW ME OFF.

Myth: It means she doesn't like me.

Reality: Most women just act like a smart ass to see if you're manly enough to withstand attacks.

That's how women are. This is the dance of dating. You try to pursue the woman in some way, she keeps doing things to throw you off. This is normal and has been happening for millions of years. Just do your best to keep her focused and control the conversation. A more advanced skill for this is "Frame Control." You can learn frame control from my audio CD series "[Underground Dating Seminar](#)."

OK you got all that? It's now official, you're not allowed to wimp out on your approaches for any of the reasons listed here. She out with a guy? She's out with a group? She's fair game. If you're still talking yourself out of doing the approach, that's probably creative avoidance messing with your head.

CHAPTER 14 = APPROACH ANXIETY

Not everyone has approach anxiety. If you have already started your approaches and you are not having a problem with approach anxiety, please skip Chapters 14 and 15.

Most guys do get approach anxiety when they first start out. The amount of anxiety varies tremendously. For some, it's just a matter of getting warmed up and you can work through it. Others take several months to get over their fear. Then there are people who are unable to work through approach anxiety no matter how hard they try. If you find yourself unable to work through it, there's a chance you might have something more serious called "social anxiety." I have a system for defeating social anxiety available [here](#).

APPROACH ANXIETY DONT'S

If you have a simple case of approach anxiety, here's a few tips on working through it. Let's start with **what not to do** when you feel approach anxiety:

- **Don't** start talking to your wingman about who's the greatest pickup artist ever and comparing and contrasting different styles of opening. Save that for another day. It's likely that the two of you are providing each other with an excuse not to approach.
- **Don't** start cycling through 5 or 10 openers in your head searching for that perfect one. I call this "over-calibrating." Most of the openers in this book can work in any setting. Once you start cycling through different openers and speculating on which one would be right in this setting, you can easily fall into a pattern of doing nothing. To avoid over-calibrating, you should pick 2 default openers at the beginning of the night and just use those 2. Don't make things more complicated than they need to be.
- **Don't** make negative assumptions like "she would never go for a guy like me." Just go do your approach.

APPROACH ANXIETY MUSTS

Here's what you **should** do:

- Be social. Talk to strangers. Talk to whoever is around. High five a fat girl. Spread as much joy and happiness as you can.
- Use 2 default openers.
- Do 3 warm up approaches. These are throwaways. It doesn't matter what the result is, the point is just to get yourself in a social mood. Once you do three warm ups, approach anxiety usually subsides.

If you stick to these fundamentals, things will usually fall into place nicely.

It also helps to have a good idea what your priorities are for the night and what plan you're going to follow. I know for me, the most important goal is to have fun. The 2nd most important goal is to learn some new things about women and about people in general. The third priority is to meet one or two great women and form a real connection with them. In order to achieve these goals, I'm going to follow the same procedure every time.

1. I'm going to approach 3 women just to get myself in a good mood. I just want to get my social skills warmed up. I don't really care if these approaches lead to anything. I don't really care if the women are cool or interesting. I just want to start talking to people to get into a social mood.
2. I'm going to approach 7-10 more women using the openers in this book. I wrote these openers so I know they're going to be fun for me.
3. I expect that out of those 10 approaches, about 2 women are going to completely reject me. Then 4 others will turn out to be boring and it will go nowhere. Then there will 4 women who get very attracted to me and sparks will start to fly.
4. Out of these final 4 candidates, I will probably take phone numbers from 3 of them, and take the other one home within a few hours.

That's my procedure, and I follow it every time I go out. When you start to go out all the time to meet women, you'll start to follow your own procedure. This helps you get through approach anxiety.

CHAPTER 15 = FEAR OF REJECTION

The fear of rejection is a huge obstacle for guys who are just getting started in approaching women. Like everyone else, I've gone through my own battles with this fear. There have been times when I went out to approach women and felt so scared that I only spoke to 1 or 2 people in 5 hours. It took me a few weeks to overcome the fear of rejection when I first started. By taking consistent action, the fear will slowly fade.

I'm going to let you in on a few key principles so you can work your way through this fear. It's difficult to make the fear disappear completely, but if you keep these principles in mind, your fear will be manageable and will not hurt your development. It would probably take thousands of approaches for you to come to these conclusions yourself, so try to stay with me here and keep an open mind, even if this makes little sense at first.

REJECTION IS YOUR FRIEND.

FEARFUL PARALYSIS IS YOUR ENEMY.

When you make the decision that you're going to work on your dating life, you make a commitment to yourself. You are making a commitment to improve the quality of your life and you have to understand that success does not come without a price.

There will be successful moments where you're in bed with some amazing woman you just met, and you can't believe how amazing your life has become. You'll end up in relationships with women who you would have thought were "out of your league." You'll feel like a rock star. You'll be standing on top of the world.

There will also be moments of embarrassment where some woman shuts you down loudly in public. There will be moments of pain when you're standing in some random bar filled with fear because you know you have to do 10 approaches tonight in order to fulfill the promise you've made to yourself.

Most of the pain and embarrassment comes in the beginning, when you're still learning the ropes. Getting laid like a rockstar comes later, after you've paid your dues. In the beginning, you will go through a process of becoming desensitized to fear and embarrassment.

REJECTION FORCES YOU TO GET SOME BALLS.

The #1 most important thing you can do to increase your success with women is get some balls. If you had that, you'd be able to approach 100 women a day if you wanted to. You wouldn't be phased by fear of rejection. You wouldn't stand there fretting about the vague possibility that her violent boyfriend is about to appear. You wouldn't get thrown off by women who test you. You wouldn't be scared away by groups of people and social situations.

This is the first reason why rejection is your friend. After you've been rejected 10 or 15 times, the fear starts to go away. As the fear fades, you become a better person. You endow yourself with a special power that very few men ever experience: the power to approach a woman without fearing rejection.

With every approach you make, you get a little bit closer to being that powerful person. With every rejection you endure, the pain and embarrassment affects you less and less. Suffering from pain and embarrassment is a choice. You can choose to suffer, or you can choose to laugh it off. It's up to you.

I used to choose suffering. I'd sit there worrying about who was listening and what they might think about me. After enduring hundreds of rejections I realized that it didn't matter who was listening or what they thought of me. It was only after this realization occurred that I began to experience the highest levels of success with women.

Now that I've reached the pinnacle of success in this area of life, I can honestly say that I don't have any regrets. I owe much of my success to the women who rejected me loudly in public. Without them, I wouldn't have the balls to do some of the crazy stuff I do.

REJECTION IS YOUR FRIEND BECAUSE IT MAKES THE FEAR GO AWAY.

When your fear goes away, you start to emanate a new kind of energy that women are extremely attracted to. It's unusual for a woman to meet a man who approaches her without fear, without being ashamed of his natural desires, a man who knows if she rejects him he can easily meet another woman. This is a very attractive attitude.

Let's take a second to think about the treatment of fears and phobias. The psychological community has been treating phobias for many years with "exposure therapy." Here's a little blurb from a website offering exposure therapy using virtual reality to cure spider phobia.

"Exposure therapy has proved effective for many different types of phobias, including spider phobia. Exposure therapy is a clinical treatment based on gradually and systematically exposing the phobic person to the feared object or situation a little at a time, starting very slowly, and calming them. Little by little their fear decreases and they become more comfortable with spiders." -<http://www.hitl.washington.edu/projects/exposure/>

Sound familiar? It's the same idea as doing lots of approaches in order to grow into a powerful person.

YOUR REAL ENEMY IS FEARFUL PARALYSIS.

Fearful paralysis is when you see something you want, but you just can't bring yourself to do anything about getting it. This has more negative effects on you than rejection ever could. Do whatever you can to avoid fearful paralysis.

CHAPTER 16: THE INTANGIBLES

There are many important qualities that you can cultivate within yourself to increase your success with women. Before sending you out into the world to start your approaches, I want think about some of these qualities.

The first 3 you should keep in mind are:

- A fun attitude
- A sincere interest in the woman.
- Positive intentions for the interaction

Let's take a moment to discuss these intangibles and why so many men find them difficult to incorporate.

FUN ATTITUDE

Problem: Some men look at meeting women as a business transaction. They make offers and try to negotiate for the woman's attention and affection. For example, some men offer to buy the woman a drink. Others offer to take her out to dinner. Then they expect something in return (sex) if the woman accepts the drink or the dinner. This kind of strategy is encouraged in our culture by mainstream magazines and beverage company ads. Once in a while it can succeed. However it is not the best case scenario. If you are working this angle, the woman knows she has all the power. It's like you're a door to door vacuum salesman. You're knocking on doors trying to cut deals. It's not sexy. It's not attractive. Women have seen it a million times and they're bored of it. You're not having fun. She's not having fun. You might as well be at work.

Solution: You have to change the way you view women. Although women claim they want a guy who buys drinks and dinners, this kind of a negotiation rarely results in attraction. It generally leaves women feeling guilty about the lack of chemistry. She knows you're trying your best. It's just not turning her on. So what do they really want?

GIRLS JUST WANNA HAVE FUN.

These are words to live by. It's really true. Women are more interested in having goofy childish fun than getting free dinner and drinks. They can get free dinner and drinks anytime. It's routine. A man who is fun and free spirited is much harder to find. Women are more interested in having great sex than they are in getting free dinners. A man who has is sexually free and sexually expressive is hard to find. That's what women want.

Problem: Too analytical. Some guys think you can decode the female mind and then just plug in data to get results, like it's a computer.

This theory is partly correct. Yes, you can decode the female brain. Women do have embedded triggers for attraction and sexual arousal.

The irony is that if you focus too much on the "data entry" side of things, you will lose the

ability to show your human side to women. This will sabotage all of your interactions. I've seen it many times in students who have taken in too much information. They get so analytical that they project a coldness to all the women they meet. The women can sense this.

How do I know? I **have** decoded the female brain. I know all the formulas. I know exactly the right words to say to get a woman interested. You can get all the right lines and formulas from my CDs and books. You can go recite this stuff verbatim. That part is easy.

The hard part is that you need to be able to put feeling and energy into the material. Without that, it's not going to work for you. Developing a fun attitude is an essential part of this energy.

SINCERE INTEREST IN THE WOMAN

Problem: Some men view interactions with women as nothing more than a source of validation. They are trying to fill an empty space inside that cannot be filled by temporary validation. This can sabotage your success with women. Men who have this problem have difficulty focusing on anything the woman is saying, and this causes them to project a cold vibe.

Solution: Focus on some of the other benefits of meeting women, such as sex, companionship, relationships, or the education you're getting from doing lots of approaches. It's easy for this to become an ego trip, but if you let that happen you are sabotaging your chances of success and missing out on some of the fun stuff.

Problem: Most women are coy and boring at first. They expect you to carry to the full burden of the conversation yourself. As a result, it can be difficult to create a sincere interest in all of the women you approach.

This is an easy trap to fall into. Unfortunately, many of the more attractive women out there do not show any interesting personality traits when you first meet them. There are good reasons for this. Some have been trained by our society to act dumber than they really are. This sort of behavior is rewarded over the course of years and years. The end result is that she will not show you her true intelligence until the two of you know each other better. Other women are just plain shy when approached by a stranger. Even women who are interesting and intelligent are sometimes too shy to show their true personality in the beginning.

Many times the woman is waiting for you to take the lead. Most women will just sit back and let you do your thing in the beginning. They're used to men trying hard to impress them. Women are naturally inclined to be followers and they will often act fairly neutral in the beginning of the interaction, even if they are interested in you.

Once you become proficient in using the opening lines in this book, you will start to encounter this more often.

The solution to this problem is fairly simple. You have to dig deeper into a woman's personality and find out more about her. Be patient and do this slowly. There's no telling what you might find after the initial shyness or bimbo act wears off.

In the beginning it pays to try to develop a sincere interest in every woman you meet. When

you become advanced, you will start to develop time saving screening techniques for finding the kind of women you like.

POSITIVE INTENTIONS FOR THE INTERACTION

This is a big one. Some men harbor a secret hatred for women. Others want to use the techniques I've created to take power over people or get something out of life that they don't actually deserve. I've noticed that there's a tendency among some beginners to take on what I call "The practical joke mentality." This is when you're start thinking "I'll just learn all these lines and routines, go out and tell them to women, then I'll have sex.... hahaha, the jokes on her. What a sucker!"

The techniques I teach are very powerful. Even without the intangibles, you'll probably score every now and again using what I teach. However, you won't have consistent success and positive experiences unless you have positive intention for every interaction.

If you have negative intentions, it's very difficult to hide them. Women can always tell. It's like they can smell it. If you harbor a secret resentment towards women, this will sabotage you and there's no line or routines that is going to be able to help you.

This can be a very confusing issue for many beginners. If you just look at the surface of the openers contained in this book, some of them seem to poke fun at the woman you're approaching. If you already have a negative view of women, it might sound appealing to make fun of women in a mean-spirited way. This is something that will backfire every time. There are many levels of complexity and sub-communication to the openers in this book. You must deliver them many times to understand the various levels.

The openers in this book should have a playful, light hearted intention behind them when you deliver them. This is a very attractive attitude. The approaches should be fun for you and fun for the women.

CHAPTER 17: WHERE I LEARNED THIS STUFF

10 years ago, I was a total nerd who had no social skills and no ability to talk to women. After many years of hard work, I've gotten to the point where I'm so good at picking up women that I actually get paid to do it. What a transformation! I'd like to share the secret of my transformation with you.

The secret to my success is modeling myself after successful people. I've chosen to emulate successful people from 2 of the most difficult and competitive fields in the world- athletics and entertainment. When I look back on my development, there are a few key people who I've learned from including:

- A basketball coach who went on to coach in the NBA.
- A friend who plays drums in a fetish-gothic rock band.
- A college professor who has been around the world meeting the greatest thinkers of our time.
- An actor who travels internationally picking up women everywhere he goes.
- A local musician who has had over 25 threesomes.
- A touring guitar player who can seduce women in under 10 minutes.

By spending time around these people and learning about how they think, how they process success and failure, how they adapt to the changing demands of being successful, I've learned lessons are almost impossible to put into words.

Emulating successful people is an important part of developing your identity. If you work as hard as I have and learn from the best, anything is possible.

Ready for the next step? Head over to bradp.com for more new ideas.

BONUS MATERIAL!

Here's a few bonus openers that I've made available only to members of the 30/30 Club and at Live Workshops.

COTTON CANDY

This is the opener I used on every approach when I was learning and doing approaches 7 days per week.

Hey do you know anywhere around here when I can find some cotton candy this time of day/night?

Contingencies:

Well you guys look like you go to the circus a lot.

Where I'm from they have cotton candy on every street corner, you can get it any time you want.

When was the last time you went to the circus? Did your grandpa ever take you to the circus? Oh, I get it, you're in PETA and you think the circus is cruel.

YOGA OPENER

So....how long have you been doing yoga?

Contingencies:

Girl: How did you know I do yoga?

Because I'm psychic.

Girl: I don't do yoga.

Well you look really....(slow and sexual) flexible. If you don't do yoga, how did you get so flexible?

GLOSSARY

Conversational Repertoire- This is a collection of material you can use to help you keep conversations interesting. It can be stories, routines, games, or simply a subject you are passionate about.

Social Value- This is the "coolness factor." Every social setting has a hierarchy of value. Some people have low value, some have high value. Women instinctively pay more attention to social value than men. Men tend to be dismissive of the importance of social value, and this works against them. This is a difficult concept to put into words, so let me suggest a movie. "Mean Girls" with Lindsey Lohan is a flick you might want to check out to learn more about this topic. It's filled with social competition and different ways of projecting social value. You can project social value using your body language, clothing, voice, conversational repertoire, who you are seen with, and many other things.

Social Tension- It's that feeling you get when something's just not right, or someone breaks social norms. Social tension is the root of all humor. We laugh to relieve the tension. Most people who are considered "funny" have mastered the art of making others feel social tension while they themselves ignore it.

Role Playing- This is when you and a woman play out stereotypical male and female roles in order to get to know each other more quickly. You can make it seem like you already have known each other for years by using role playing. For example, in the Horsegirl Shocker, you take on the role of the reformed bully while the girl takes on the role of the nerdy girl.

Incongruence- This is when you are trying to be something you're not and the women can tell it's bullshit. For example, if you tried the "Only Girl" opener while projecting low social value with your clothing, posture and voice tone, that would expose an incongruence. When you are first starting out you will occasionally show incongruence. It's a necessary side effect to your personal growth. Don't fear incongruence, but keep it to a minimum.

Overqualified- Women are interested in meeting men who are equal or slightly higher social value. If you project too much value it can make you seem unattainable to some women, and they will quickly lose interest in you.

Orbiter- This is a man who attempts to win a woman's affection by being her friend. He claims to be just a friend, but secretly desires her and is waiting for the right time to "confess his feelings." It's very ineffective, but many men employ this strategy. You can identify these guys by their slogan, "I'm working on her."

Overcalibrating- This is when you spend too much time thinking about finding the perfect opener. Many students use overcalibration as a way to avoid doing an approach while still feeling like they were "still doing something useful."