

Understand Attraction



Adam Lyons

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Disclaimer

This book is dedicated to the only person without whom I couldn't have made it: Amanda, thank you. Thank you for putting up with my past, present and future. This is the book I should have written first.

This book is based upon my own real life experiences and events, with a bit of my own research into the subject of dating added. I can't guarantee that if you follow the same steps you'll end up with the same results as I did. All I can do is show you what I did, and try to explain why I did it. The results you get will be up to you as you discover your own journey.

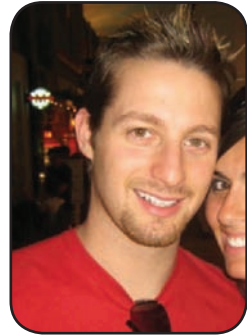
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Prologue

The sound of their laughter as I walked away still rings in my ears, a painful reminder of my position in the school and more importantly, the position I'd occupy throughout life...

Sometimes an event or experience in your life can be a catalyst for change, an experience so cataclysmic or so humiliating that you just know you don't ever want to be in that position again.

In my case, it was a series of events during my high school years that all came together to shape my future; I can't say I decided then and there that I was going to be recognized as one of the world's top experts in dating and attraction, but these events certainly made me see what I didn't want to be. At the top of that list, I was never again going to be that geek voted by his peers as "least likely to ever get a girlfriend."



Growing up was very difficult for me. At school there are different cliques and everybody tends to fall into one of them. You have the cool group, into sports, invited to all the cool parties... generally the most popular kids in school. Then you have the middle clique, the musicians, kids who are a bit artsy and creative. They tend to mingle with everybody. Maybe they're not the coolest kids in the school, but they fit in.

Then, somewhere near the bottom, you've got the guys that tend to be very academic, who always sit in the front of the class and are ridiculed for that. They're the kids that have their pencil cases stolen, their schoolbags ransacked. They're the guys that get bullied and their lunch money taken from them. They're generally not the cool kids and not the group you want to be part of. I was one of those kids.

I'll never forget the day those girls laughed at me. The first time you have your heart crushed in public tends to do that to you. I had this crush on a girl in my class. I thought she was incredibly beautiful and she was very down to earth. She wasn't one of the super-cool kids or one of the bullies; she was from that middle group and she was really nice. She was one of the few girls in my class who was actually friendly towards me. She'd smile at me during class and if someone stole my bag, she'd look at me and mouth the words, "Are you OK?"

Every day in class I looked forward to seeing her because she brightened up my day just enough. The fantasy kept running through my head that maybe she liked me well enough to be interested in dating me, that she was just waiting for me to make the first move. It took a year and a half for me to finally pluck up the courage to follow through. I suddenly

found the super-confidence that can only come from being naive, thinking, “She’s going to say yes. I’m going to stop being a geek. People are going to look up to me as a guy who has a hot girlfriend.” All those great scenarios were going through my head. Finally, during a break in the school years I plucked up the courage to walk up to her and said, “Hey, will you go out with me? Maybe we could go out for dinner and a movie sometime.” She looked at me and I could see in her eyes something between awkwardness and pity. Would she have said yes in a different situation? I don’t know. What I do know is that her friends looked straight at me and said, “Is he really asking you out?” with that horrible, incredulous tone barely masking their laughter and ridicule. I stood there stunned into silence... and then they repeated it, like I didn’t hear it the first time: “Is he really... ASKING YOU OUT?” They broke into laughter. She didn’t have to say anything.

Before long, it was all over the school. I was branded a geek and for the remainder of high school I could be nothing else. I was the guy that brought my *Dungeons & Dragons* books to school so I could work out what character I’d be playing next, or designing the next dungeon to play in with my few geek friends and this lasted for five years.

It finally came to a head in a class where the teacher wrote on the board a series of “Who’s most likely” questions. Who’s most likely to be the future leader of England? Who’s most likely to run their own business, become a doctor or a lawyer? Who’s most likely to get married and settle down by the age of 25? We wrote all these things up on the board and voted on which students we thought would most likely be able to achieve them. After the teacher left the class, a couple

of the bullies ran up to the board, erased what was there and replaced them with things like, “Who’s most likely to be gay?” “Who’s most likely to end up homeless?” and, finally, “Who’s most likely to never get a girlfriend?” Can you see where this is going? I remember staring at the board with tears welling up in my eyes, realizing that the entire classroom had voted that I would be the least likely to get a girlfriend.

That humiliation stuck with me for years. Just that one time of 30-odd people voting me as least likely to ever have a girlfriend hit me hard. The truth is, I just didn’t understand how attraction worked. I wasn’t able to create the conditions for attraction because of my youth and inexperience. The social environment that day also contributed to the negative outcome – a definitive no – which stuck with me for years.

By the time I turned 25, I decided to manage that part of my life differently. I was tired of accepting the hand I was dealt. I was tired of being clueless about dating and focused my attention on attracting the kinds of girls I wanted. I wanted to learn how mutual attraction worked so that I could take control of my dating life. This book is a compilation of all of that I learned. I’ve written down everything I wish somebody had explained to me when I first set foot on this journey. If you follow the techniques in each chapter and put them into practice, you really will be able to remove the problems, fears, and confusion that impede us when it comes to dating and falling in love. You will be able to make attraction work for you and understand how attraction works.

Introduction



I have never in my life accepted something just because somebody said it was true. I wanted to know what studies have been done on the subject and to understand the actual workings of it before I could incorporate it into my life. I'm a geek by nature. I have to understand things on a really deep level in order to master them. There's no point trying to learn something if you don't understand why it works. That's why I had to sit down and examine the nature of attraction. I had to figure out why we're attracted to others. This book offers some insight into the factors that influence attraction.

So why do we have problems forming relationships with others? No matter how many ways we develop intellectually, spiritually, and socially, our primary function remains the same as that of every other creature on this planet: to breed. Spirituality, politics, family, and everything else we might believe in would quickly be gone if we didn't keep on reproducing. It's no coincidence that three of the four main industries on the Internet are porn, dating and social networking. This

is our nature and the core of our very being. Are relationships, romance and sexual encounters really things that just happen to us? Something we have no control over? Or is there something more to this mystery?

The *why* and *how* of attraction is a giant puzzle that countless psychologists and scientists have been trying to solve for hundreds of years. Social psychology researchers have studied interpersonal attraction extensively. They've discovered some general principles we'll look at later that will help us understand attraction. Interpersonal attraction has been an important topic of research in psychology because humans are social animals, and attraction serves an important function in forming our social networks, which in turn provide security and satisfy people's need to belong to a social group.

When you understand the principles of dating and attraction, you can turn them on whenever you want. Understanding attraction can help you go out and select the partner that you want, and that ability to exercise your freedom of choice can do wonders for your self-confidence. It enables you to move on and concentrate on other areas of your life.

This book is a guide detailing my discoveries over the last few years on the subject of attraction. It's an overview of the concept of attraction and it reveals the formula that I believe governs interpersonal appeal. It contains all of the key techniques and training I developed and used when I was out in the field practicing and implementing my theories. There is an entire community of people dedicated to learning the secrets of attraction. I've found myself at the head of that community and, as such, I wanted to ensure there was a fast and simple way for someone to follow in my footsteps.

I hope you gain as much out of reading this as I have gained studying it. I don't proclaim to know it all and I am constantly on a quest for self-improvement myself. Still, once you understand some of the principles behind it all, it becomes much easier to spot the mistakes you may be making in attracting others, so it's much easier to take control of this aspect of your life. Finally, taking control of your love life and being fully aware of your responsibility for it is what will drastically improve your luck with the opposite sex.

Icons to Look Out For



Pay attention to these sections! We wouldn't put this there unless we wanted you to be highly aware of these sections. These are points we want to emphasize in the book, so make sure you read it (and re-read it) and have it all sink it!



Don't say we didn't tell you so! This icon will let you know when there is caution ahead! Be aware when it comes to these **HIGHLY** important points.



Watch out for these symbols because they contain links to additional content we have on our website that we couldn't squeeze into this book. We're usually constantly updating these webpages, so be sure to check it often (or subscribe to the website) to stay up-to-date on the latest news, tips, and advice on the specific topic.

Part 1

How Attraction is Formed



DEFINING ATTRACTION

We'd been sitting on the sofa for about two hours, the only light in the room emanating from the TV in the corner. The last thing on my mind was the antics of Eddie Murphy as Beverly Hills Cop 3 approached its climax.

My eyes were beginning to hurt from straining against the side of my head; desperate to look at her face yet again, without giving away the fact that I wanted to do so. I sat with my body

perfectly aligned with the television, in exact mimicry of her body language. I didn't want to lean in toward her any more than she was to me, in case I was misreading the situation.

The pressure was on. Somewhere in the back of my mind some kind of primordial instinct was at play, warning me that I would only have until the end of the movie to act. If I didn't do something to show my interest before the end of the film, she'd make her excuses and leave. I glanced down at the tartan plaid of her skirt, which was far too short to conceal her thighs; they were visible above her high, over-the-knee stockings. One glance at her flesh was enough to increase the discomfort of my rapidly growing erection as it pushed uncomfortably against my trousers.

I was in trouble; a 15-year-old boy sitting next to an incredibly beautiful girl of the same age. We'd been flirting for years – well, she had. Every morning she'd walk past me on the way to school, smiling, waving and winking. All I'd managed to do in return was bashfully return her smile and run away. Sometimes I even managed to trip over my shoelaces to add that extra soupçon of danger to the interaction.

My mind was racing. How was I going to rearrange my growing bulge without her noticing? The short distance we sat away from each other meant she would notice any movement of my hand toward my crotch. She might be really grossed out or embarrassed, knowing for certain that I was sexually attracted to her. Then it hit me. There was only one thing for it. I had to get closer to her, move in near her so she wouldn't notice.

Slowly, I edged towards her until our bodies were touching. She didn't move; she didn't even flinch. Perfect! I was on the

right track. Just a few more movements and I could shift my erection to the side. Something caught my attention. It could have just been my imagination, but it did appear as if her face was moving towards mine. Surely not. Yet there it was, she was definitely moving her face closer and closer to me.

I took the invitation; I edged even closer, the smell from her perfume growing stronger by the moment. My heart pounded in my ears. Time appeared to stop. Our heads were moving so slowly toward one another, the slightest hesitation on either part would probably be enough to shatter the small connection we'd made, yet neither of us stopped. It was a lingering moment, trapped in time, as our heads moved ever closer towards each other, our lips touching in the sweetest of embraces. Finally, the girl of my dreams was close to me. Finally, at the age of 15, I'd kissed the perfect girl. I would no longer be ridiculed by my mates as the guy least likely to get a girlfriend. All my problems were solved! Or so I thought. One success does not ensure future success, not if you don't know why you were successful.

***Interpersonal attraction* is “the attraction between people which often leads to friendships and sometimes romantic relationships. Interpersonal attraction, the process, is quite different to physical attractiveness, which involve views of what is or is not considered beautiful or attractive. It can be viewed as a physical energy acting between two people that tends to draw them together.”**

Sitting beside that girl on the sofa, at the age of 15, I knew lit-

tle about the definition of attraction, much less the forces that were coming into play in that interaction. I can certainly say differently today, but sadly, for many people, interpersonal attraction is still a confusing affair.

You would think, as a species, we'd be pretty adept at the one thing we were designed to carry out. Unfortunately, this is not always the case and many of us are unhappy with our current relationships or marital status. One of the main reasons the whole dating thing is so difficult is that we tend not to understand how we become attracted to others or how we manage to get into relationships. They are things that just seem to happen to us, so we put it down to fate, chance, or even luck. When a guy has a sexual encounter with a girl some people refer to it as "getting lucky." Oftentimes, girls will tell you that they have the worst luck with guys and that they only seem to attract users and losers.

I asked earlier: Are relationships, romance and sexual encounters really things that just happen to us, something that we have no control over? Believe it or not, all romantic connections, sexual relationships and other encounters of this nature are formed in the same way and are far from being something that just happens by magic.

Dating, relationships and sexual attraction are established through a simple set of stages, one that can be learned and practiced. This is huge. Contrary to what many people believe, attraction is not a random occurrence based on fate. Rather, it follows patterns, procedures and common routes, which can be learnt. It means that you can master the steps to choose how and when it happens. Why be a passenger when

you can be in the driver's seat? Read on for the roadmap you've been looking for.

ATTRACTION: IT'S ALL IN THE HEAD

Many people, when they first begin to hear about the possibility of improving their dating life by understanding psychology refuse to believe it works. They'd rather tell you that it's complete rubbish than give it a try. People find it hard to believe that they've been doing something as natural as finding a partner completely wrong for their entire lives.

WHAT IS *GAME*?

Every day I get emails from guys all over the world telling me about their attraction and confidence goals. Unfortunately, most of them have read a lot of conflicting self-help advice, so the emails I get usually contain a lot of ambiguous nonsense.

Women have books and magazines with advice on how they should be running their relationships. Men have magazines with impractical advice on relationships such as "how to pleasure her in bed," "great chat-up lines," and "what car to drive to impress girls!" Both of these will print advice one week, only to disagree with it the next when they release "the best new thing!"

What I teach my pupils is actually a skill set that enables to sift through what is out there, it helps them understand what triggers attraction and why attraction works so they will understand what resources can be used and are applicable to their current situation.

When I first started developing methods to teach people how to generate attraction, I came up with my own list of the *principles of attraction* because I felt there were some things that weren't addressed in the literature I had read. A lot of people thought that seduction was merely a method to coerce or trick people into wanting to sleep with you using routines, sexual persuasion, techniques and psychological tricks that would get them to alter their behaviour and find you suddenly attractive. I felt that they missed a big part of the puzzle.

A large part of attraction isn't based on what you say, how you communicate or how you generate attraction with somebody. It's changes in your thinking that have taken place before you even meet – making the qualities of attraction part of your very nature.

There are two areas people should consider when thinking of attraction. The first is your inner confidence the other is your “game” or the actions and words you use. There are varying definitions of INNER confidence and OUTER Game. Let me explain a little bit about both.

INNER CONFIDENCE (also referred to as INNER GAME)

A person with solid Inner Game would have the following thoughts in their head:

I am the selector – I am desired by persons of the other sex – I have my reality that only I can change – I am happy with my life – I bring value to others.

Inner confidence or game is your self-confidence, your view of yourself, your status, your goals and ambitions, and your frame of mind. To make it really simple, just think of inner game as your confidence level. If you're insecure, people will feel it. If you lack a confident and self-assured inner dialogue, which is expressed in a way that feels natural to you, then you will never have the success you want with others.

If your belief in yourself is strong and unshakeable, it will be reflected in how you act and speak. People will detect that very quickly. Human beings are great at sensing subtle cues in your body language and your tone of voice, which are greatly influenced by your inner confidence.

Resources



You can find lots of useful tips and a simple method to **build inner confidence** if you check out the resources here:

[http://www.attractionexplained.com/VIP-Inner-Confidence](http://www.attractionexplained.com/VIP-<u>Inner-Confidence</u>)

Remember, natural self-confidence is attractive in and of itself. If you do nothing else but enhance your sense of confidence you'll become immediately more attractive.

THE OUTER GAME

The methods and tactics we use to build attraction with the opposite sex.

Outer Game includes:

- ✓ Attraction Building Routines
- ✓ Building Rapport
- ✓ Comfort Building Routines
- ✓ Creating Attraction
- ✓ Kino - the Art of Touch
- ✓ Kissing Techniques
- ✓ Openers and Conversation Starters
- ✓ Frame Control
- ✓ Dance Floor Game
- ✓ Pre-selection Techniques

WHY IS GAME IMPORTANT?

In a nutshell, game helps you punch above your weight. The easiest and fastest way to develop your inner and outer game is to practice and receive feedback on your interactions. By doing that you will be able to learn:

- ✓ How to develop flexibility in every situation so that you'll always have something to say and do in response to certain events.

- ✓ How being authentic and upfront with the opposite gender is one of the most attractive qualities a guy or girl can have. You don't have to use men or women or lie to them to build attraction. In fact, this strategy often works against you. You get a lot further when you speak the truth.
- ✓ How to add value to other people's lives and watch your life be transformed. I'll show how to use reciprocity and social proof to develop intrigue, attraction and to get other people to invest in you emotionally.

Throughout this book I will teach you techniques to enhance both your inner confidence and outer game, allowing you to attract the people you want to be with.

WHAT CAUSES ATTRACTION?

Let's get right down to it. What is attraction? What causes us to be attracted to other people? I ask this everywhere I teach, but I don't just ask students, I ask instructors as well. And it's funny when you ask a guy who's been teaching for five or six years, "What's attraction?" and he says, "You know, it's like a feeling you get."

In a nutshell, attraction in and of itself is useless without a proper amount of investment. A positive connection that brings two things together, like a force, like magnetism – those are feelings and feelings are transient.

ATTRACTION = INVESTMENT

We become attracted to anything that we invest our personal time, emotion, and energy into. Our investment means a lot. Our time means a lot because time doesn't come back. If you spend time working on something, that time is gone. It never comes back. So our investment causes us to be attracted to things. The more we work on something, even if it's flawed, the more we want it. The key to getting people to want you is to get them to invest in you.

LOOKS DON'T MATTER—OR DO THEY?

Dr. Robert Cialdini has a great book, [The Psychology of Persuasion](#). He's got great stuff in there that's important to our understanding of attraction. One of the things he talks about is physical attractiveness and its importance in influencing others. There's this amazing rumor going around that looks don't matter. That's kind of a fallacy. Yeah, they do matter. We like to kid ourselves that they don't matter. We like to say it doesn't make a difference – but it does.

Although it has long been suspected that physical beauty provides an advantage in social interaction, research indicates that the advantage may be greater than supposed. Physical attractiveness seems to engender a “halo” effect that extends to favorable impressions of other traits such as talent, kindness, and intelligence.

However, looks aren't the be all and end all. And that's the important thing for us to make sense of. Looks can help a situation. Looks can make it easier. Looks can help somebody like you but they're not going to carry the whole weight of the interaction.

People get it wrong. They don't really understand what physical attractiveness is. They'll say, "I was born this way, this is how I look. There's nothing I can do about it." And that's such a fallacy. It's not about being good-looking; it is about looking good and doing the best with what you have.

It's not about being good-looking; it's about looking good and doing the best with what you have.

The attitude that there's nothing you can do about it is the first problem. Saying, "This is how I look, this is what it is, there's nothing I can do," is the issue that you're not choosing to do something about it. What we're talking about is doing the best you can with what you've got.

The good news is that there are some basic things almost anyone can do to improve their overall physical appearance. General good hygiene and body maintenance is something anyone can do to increase his or her personal level of attraction. A few hours per week at the gym, a good personal hygiene routine and a healthy diet is not only something that will increase our attractiveness to the opposite sex but also help us in improving our lifestyle as well.

Resources



There are a number of quick fixes and changes you can make to really improve your physical attractiveness without busting the bank balance, that can get people turning their heads towards you as you walk down the street. You can read a report and **identify the correct suggestions for your body type** at this link:

[http://www.attractionexplained.com/VIP-
Inner-Confidence](http://www.attractionexplained.com/VIP-
Inner-Confidence)

I've got this great friend; whenever he goes and talks to girls, they pretty much swoon just on seeing him. They'll run up to him in clubs and compete to get his attention. In fact, his entire life he hasn't known what it's like not to have women milling around him. You'd wonder why a guy like that is also a student of mine. It's because the second he opens his mouth, no one's interested. I'd actually say to him, "You would do so much better if you actually didn't speak because speaking is what holds you back. You want to just stand there, look pretty, smile, let the girl do everything and just nod when she speaks to you." This guy has all the looks and nothing else that goes with it. He's a prime candidate for me to show you

that looks really aren't everything, because he has the looks but doesn't get the results!

On the other hand, you've got people that aren't particularly good-looking. Maybe they're overweight; maybe they're balding. There could be thousands of different issues wrong with them. When I first started this, I had really bad teeth. But despite having the problems that I had, I was still capable of going out there and getting incredibly beautiful women – models, actresses and dancers – to be interested in me. The problem is, I worked that much harder to get it. Whereas if I'd built up my physical attractiveness from the very beginning, which is something I've definitely worked on since, it would have been so much easier.

Because by improving your own physical looks, while it is by no means the be all, end all, it is definitely going to initially help you get somebody attracted to you.



IS THIS YOU?

“Luck is what happens when opportunity meets preparation.”

The sad truth was, however, that I was not content. There were things I wanted, I was just too scared to try and get them. Like when it came to speaking to the girls in the street, I was afraid of failure. Over time I came to realize that the more I worked at things the better I became at them. It didn't come fast, especially to me, as I'm quite a slow learner. But eventually, over time, my skill improved. I realized that I

could pretty much achieve whatever I wanted as long as I put in the effort to get there.

Years later a friend of mine would comment that I was always lucky. I seemed to get everything I went for. I simply replied that I find the harder I work at something, the luckier I get.

The different people that read this book will have different aims and ambitions. Some are thinking, “You know what? I just want to meet my ideal girlfriend or boyfriend, I want to settle down, I want to get married.” Awesome - you’re going to have the tools to be able to do that.

Some are thinking, “You know what? I’m young, I want to enjoy myself, I want to go out and meet a couple of girls or guys before I settle down.” You’re going to have the tools to do that.

Some people, after reading this book, may consider signing up for my boot camp for a more in-depth study and the practical applications of how to attract beautiful women or men. In the bootcamp you have people actually going out there and helping you put everything you’re going to learn in this book into actual practice. So you can see the results unfold before your eyes and have someone specifically aiding and correcting any mistakes you make live in person.

Resources



If you're curious about how a boot-camp works, or the kinds of results people can get by taking them then you are going to want to watch this video explaining how a bootcamp works at this link:

<http://www.attractionexplained.com/Adam-Lyons-Bootcamp>

A WORD OF WARNING



Before we start: I know that most people who come to study this have had problems in their past with relationships or dating; something happened that made them feel bad, that made them decide to take action and do something about it.

Don't put somebody else in a position where they also feel bad. You don't have to. There are so many single, willing people out there, yet there are those who try and use it on everyone they meet, regardless of their current relationship or personal status. Keep your interactions honest, truthful, and fun. And make sure to leave the other person better off than you found them.

Resources



You can find a great resource on some simple ways to generate and *Build Inner Confidence* using a few simple techniques and insights by using the link below. Self-confidence has nothing to do with being cocky or arrogant. It has to do with liking yourself and knowing that you have something worthwhile to offer. And in spite of what you may have heard, you can develop greater self-confidence. I've proven this over and over again.

Click here: <http://www.attractionexplained.com/VIP-Inner-Confidence>

A very interesting read on the formation of “The Game” and the worldwide community dedicated to its study is just a click away on the link below. This will put everything you've learned into a useful context and help you to evaluate your standing and progress in your own personal development.

Click here: <http://www.attractionexplained.com/Learn-About-The-Game>

To discover some techniques on building physical attractiveness that relate specifically to your body type that will **have people become more attracted to you** just based on your physical appearance check out the link below. These things are really easy to do.

Click here: <http://www.attractionexplained.com/VIP-Physical-Attractiveness>

We teach boot camps almost every single weekend, all over the world, where you can have your questions answered in person, practice your skills live in field and have specific feedback given to you so that you can speed up your progression and get the results you want with your ideal partner. Bootcamps change people's lives. Just attending one bootcamp very often radically changes a person's life forever. To watch a video on what to expect from a

live boot camp just check out the link below
and get a free preview.

Click here: <http://www.attractionexplained.com/Adam-Lyons-Bootcamp>

Part 2

GOING P.L.A.C.E.S. *The Principles of Attraction*



As I mentioned earlier when I first set about understanding attraction, I identified the core qualities that trigger attraction in others and called them the *Principles of Attraction*. These are the qualities I teach people to have when I travel around, teach and do my boot camps. I break them down for people as follows:

- ✓ Pre-selection: being considered attractive by others
- ✓ Leadership: the ability to influence others

- ✓ **Ambition:** having an aim or desire to be successful in life
- ✓ **Confidence:** the belief that we have poise and self-assurance
- ✓ **Excellence:** Displaying excellence; possessing valuable skills and experience
- ✓ **Social Intelligence:** knowing the correct behavior for your setting

The more of these qualities a person possesses, the more responsive people are to them. By incorporating them within yourself, a large part of the work of attraction can be done before you even meet someone you wish to build a relationship with.

PRE-SELECTION

You are probably familiar with the concept of keeping up with the Joneses or the phrase “the grass is always greener on the other side.” What these both shed light on is the nature of value. How we value things is largely based on how people around us value things; we often look to others for an understanding of what has value. We want to have what other people have. **Pre-selection** is the idea that if you have people surrounding you that are interested in you, others will begin to want you. This is why people who are already in relationships tend to be considered more attractive. This also explains how a big piece of publicity, such as a TV appearance, can completely turn around someone’s dating luck.

I always think about this story when discussing pre-selection: In front of you is a frozen river. It doesn’t look particularly thick – but it’s definitely frozen. Currently, nobody else

is standing on the river. Take some time to think about it. Would you go and stand on the river? Would you be the first one to stand on the frozen river? Some of you would. I bet a lot more of you wouldn't. Now here's the thing...

Would that change if there was already somebody else standing on the river? If your friend ran down and stood on the frozen river, would you then be more comfortable going to stand on the river? I suspect you would. What if you turned up at a frozen river and there was a party going on the river? A frozen river party with ice-skating, candy canes and goodness knows what else. Would you go onto the river and join them? This phenomenon is known as **social proof**.

The funny thing about social proof is that it works on you when common sense says otherwise. The more people that stand on a frozen river, the more likely the river ice will break. You wouldn't go stand on that river when you first saw it; yet if there were whole bunch of people on it, you'd go and add extra weight to it that might make it break. Social proof – it's powerful. We all follow. We might like to say we all want to be different and individualist. But in reality, most of us are influenced by what everyone else is doing: social proof.

Pre-selection was a form of attraction that I feel was adequately outlined in a psychological test covered in 2006 by Benedict Jones. The theory behind pre-selection has been around since the mid-1900s and arguably before; however I feel this test sums it up more than well enough for our purpose.

The Test

Benedict Jones Test 05.02.06: Participants first viewed eight pairs of male faces and indicated which face in each pair

they preferred and how strongly they preferred it. Following this, participants viewed a slideshow where they saw the same pairs of male faces, but in which a woman was shown looking at one of the men in each pair with either a happy expression (i.e. smiling) or a relatively negative (i.e. neutral) expression. After the slide show, participants repeated the initial face preference test.

Results

After watching the video, the researchers repeated the initial test. "We found that the slide show caused women to become more attracted to the men who were being smiled at by other women," said Jones. The test had the opposite effect on men however, possibly because of the competition factor amongst males. The findings, which are reported in *The Proceedings of The Royal Society B* journal, are similar to mate-choice copying seen in other species and are thought to be the first time it has been shown in humans. Positive female interest in the faces increased the women's preference for the males, but it had the opposite effect on male judgments.

How Social Proof Is Used

Social proof is a very important concept. Nightclubs understand it. Nightclubs specifically use this principle of attraction to get you to go there. They purposely have a line outside the club. They create special offers and deals to get you to turn up at the club early before the club opens so that you line up outside. They want a line outside their club. The line is very visible, very public. They don't hide

the line inside the club; they keep it outside the club on purpose. They want people to walk past the club and see everybody lined up outside and they want everyone thinking, “I need to go to that club.”

People respond to other people in exactly the same way. If you’re an unattractive guy and women see you standing alone quietly in a corner in a club, they’re not going to see you as attractive. They’re going think, “That’s an ugly guy.” They’re seeing you in that situation and judging you negatively, seeing you as an unattractive person. **That’s negative social proof.**

What if we change that scenario - what if we have you, the same unattractive guy, surrounded by four beautiful girls? What are the girls thinking now? “What are all those girls doing with that guy?” They’re not thinking about you anymore; they’re thinking about the girls. They’re wondering why the girls like you. Most of the time, they’re going to make a very simple decision. “He must be rich. He must have money. They must be all over him because he has money.” But they’ll be curious. They’ll be thinking about you. See the difference? Now they’re investing time and attention. **That’s positive social proof.**

Pre-selection is a very powerful point. I explain to my students that every single human being knows that when you’re in a relationship it’s so much easier to find someone than when you’re not. It’s because you’re preselected. You must be good because somebody else wants you. As soon as you’re single, they start thinking, “Why did she break up with him?”

Entourage Game

Pre-selection is a safety cue. It lets us know that somebody's worth having. If you're single and you don't have a really good reason for being single, then it should fire off warning cues. One of the easiest ways of building pre-selection with people is to make friends with them. A lot of people know that my specialization is building up massive social proof and doing something called **Entourage Game**, where I create a massive circle of people of the opposite sex that all want to hang around me. *Entourage game is essentially maximized pre-selection.*

Forget walking into a bar and vibing with some people. With entourage game, you rock up with the people others want to meet. In my day, I've been to places with upwards of 40 girls at a time. I think the fewest women I've ever walked somewhere with when I was actively doing entourage game was 20. The most was 250. That was 5 other men, 250 women, and me. That doesn't count the 6 women who were dressed in the same color I was, walking down the street arm-in-arm with me when I first entered the club.

This process, by which being seen as attractive by some makes you appear more attractive to others, is called social transmission. Your perceived value is transmitted among the people around you. What this boils down to is that if you're looking to meet members of the opposite sex, your chances improve by taking other members of the opposite sex with you. The social transmission you gain from your group will help you gain pre-selection with people outside your group and make you more attractive to any potential partner you

encounter. Pre-selection is the magic key that will help you in every situation.

Resources



Entourage game is a very powerful way of building pre-selection and it doesn't just have to be done within a nightclub situation, I've had students use the same technique in a movie theatre, restaurants and even club lounges. For a more in depth breakdown on how you can build it check out this link:

<http://www.attractionexplained.com/entourage-game>

LEADERSHIP

Leadership is incredibly important. If you've got a group of people and one of them is making decisions and you're just following them around like a puppy, you are not going to be generating the kind of attraction you want. Why would someone want to be with you when the person next to you is the one making all the choices? They're the one that's got the power.

They're the one that's got control. They are the one deciding what's happening. You're just going along for the ride. You almost don't have a mind of your own.

There are 2 different types of Leadership that you will commonly see used. The first is the territorial leader or Alpha Leader, the second is the Social Leader. Both of them are effective methods of leadership, however you'll find that you're probably naturally drawn to one over the other.

A territorial alpha leader is kind of like the guy that walks around the bar throwing his weight around, usually big and burly, telling people where to go. Bouncers are a pretty good example. These are really big people that push people around:

"No, you can't come in here."

"Are you sure?"

"I'm telling you."

They take that authority upon themselves; they're in charge. They don't say the rules or the management says this, they say, "I'm telling you – no." They want to take that leadership for themselves. If you get an aggressive male in a bar, you're dealing with a territorial type of leadership. He's going to rise up to confrontation, and be ready to beat you down.

Leading Your Group

The beautiful thing about humans is that we're the only mammal species on the planet that numbers in the billions. Our society is almost more of an insect than an animal group because there are so many of us. Therefore, we have an al-

ternate type of leadership that we can use: social leadership.

Leadership is an important quality to have in social interactions. You don't necessarily have to lead everybody in the entire room, nor do you have to constantly be leading. It is important, however, to have a good understanding of the ability to lead, and to be able to use this skill when necessary. We are often led to perceive that in any given situation, there is an undisputed leader. In the army it would be the highest-ranking officer, at school the teacher, at work the manager or director, depending on the situation. In purely social settings this is not entirely true, as there are many situations where the leader of a group changes or is more ambiguous. However, it could be argued that in any situation, there may be a specific hierarchical leader.

To truly understand the concept of leadership and how it affects your ability to socialize within a group, we need to first define exactly what leadership is.

There are a lot of misconceptions about what true leadership is, and by that I mean social leadership. Not the kind of hierarchical leadership found within an organization requiring managerial skills and so forth, but the kind of leadership exercised in social settings. There are, of course, overlaps between the two. However, there are some clear-cut distinctions that can mean the difference between someone who is genuinely leading and someone coming across as too pushy, over-confident or arrogant.

The key factor in leadership as it applies to social interactions is the ability to influence. Obviously, the ability to motivate or even enable others to do something can be a factor in social interactions. You could motivate others to begin dancing, or enable others to join in a conversation. These are factors to be

kept in mind, though these can fit under the same umbrella, so primarily we are concerned with the ability to influence others, or put simply: to lead.

As mentioned above there is a type of leadership that most people are aware of, which is that of an alpha leader, similar to the alpha males found in the animal kingdom. A dominant male will often exhibit traits of competition, territorial behavior, and aggression, which cause other animals in the group to cluster behind the dominant alpha male. Richard Wrentham and Dale Peterson present evidence in their book *Demonic males - Apes and the Origins of Human Violence* to show that humans and chimpanzees form up behind a dominant alpha male figure.

There is evidence in other primate groups that may show the alternate form of leadership, the one which may be more suited to social interactions. The Bonobo monkey, the second closest species-relatives of man do not always band behind an alpha male figure. These primates will often band behind a female leadership figure, who has the support of the other females in the group, to form a collection of females capable of taking on any single alpha male in the group. In their society, the female has a more powerful form of leadership when needed – social leadership.

This pattern can be seen throughout human culture as well. In democratic cultures, our leaders are those that demonstrate the highest form of social leadership by being voted in by the most followers. They may not possess the most aggressive or territorial traits, however, they do have the ability to manage social networks and influence others. They have the ability to lead. Naturally, this doesn't take into account dictatorships,

which obviously favor the alpha style of leadership. It's also worth mentioning that you would probably be hard-pressed to find someone who would prefer to follow a dictatorship over a democratic leader.

There are some things you can do that will make it easier to understand the process of leading before you fully adopt the traits of a leader. You can “fake it before you make it” by applying yourself in certain ways to mimic possessing those traits.

Something I explain to people on my course is to imagine making decisions for a group of acquaintances. Say you're taking out a group of ten vegetarians for a meal and there's you and another guy that both like meat. If the other guy is an alpha leader, he might say, “Let's go to this great steak place. They have a few salads on the menu.” He's making a personal choice for himself and he's being alpha about it; he's telling everybody what's going to happen, with little consideration for the others. You can make a leadership decision that outweighs him by using the social weight of the group. What you're going to do is make a decision that benefits the majority of the group rather than an individual by choosing instead to go to a vegetarian restaurant.

“Leadership is the art of getting someone else to do something you want done because he wants to do it.”

—Dwight D. Eisenhower

The social pressure in that situation makes it very difficult for the alpha leader to actually disagree with them. If he does,

you can take the ten friends, go to a vegetarian restaurant and let him go get a steak on his own. And, of course, in that case, you win again because you still lead the group.

By identifying what you want to happen and making sure that it corresponds with the best outcome for the group, you're able to make leadership decisions faster than the group and will make decisions that the entire group will agree with.

Traits of a True Leader

Particularly in social leadership, subtlety is important so as to genuinely lead and not be simply pushy or arrogant. Social leaders influence other people in a myriad of ways, from organizing parties, motivating others to begin dancing, or perhaps by enabling shyer members of the group to join in a conversation. The following traits are commonly associated with leadership:

Role Modeling: leading by example

Optimism: the belief that things will continually turn out for the best

Cooperation: the ability to work with others

Purpose: possessing clear goals

Charismatic Inspiration: the ability to inspire and encourage

Initiative: being proactive and able to make decisions

Empathy: understanding your followers

The more of these traits you display the more likely you are

to be seen as a leader. These qualities can be developed, but gaining some may be harder than others, especially if you don't see yourself as particularly optimistic or you find it hard to make decisions. As with confidence, one of the best ways to develop this is simply to practice. Try putting yourself in situations where you will get the chance to develop leadership skills – something as simple as organizing a dinner party for a number of people and keeping it to schedule will help develop some of the key skills mentioned above.

Resources



For lots of great ideas on how to put yourself into leadership roles so you can gain leadership practice, and **become more comfortable leader others**, plus some insightful tips on strengthening and enhancing your new leadership skills, check out this link:

<http://www.attractionexplained.com/VIP-Leadership>

AMBITION

“It’s a funny thing about life; if you refuse to accept anything but the best, you very often get it.”

—William Somerset Maugham

What are you doing with your life? I’ve got this thing that I tell people. It doesn’t matter where you are right now; it only matters where you’re going. I don’t care if you’re super rich and you’ve got absolutely everything you want plus a private island. It’s irrelevant, because even if you’ve got all that, if you’re not working to keep it and making sure you’re continually improving, it could all disappear.

Ambition is important. On a subconscious level, all of us are aware of how important it is to continually grow and improve ourselves. So what you need to do is find the ambition to go and do it.

Alexander the Great had a great phrase. “If you’re not expanding, you’re shrinking. Because somebody else is growing.” Every single time I’ve ever given this advice to somebody and they haven’t taken it, within a few months, their business or their life or whatever else they’re working on starts to show signs of falling apart.

Take Action and Chase Your Ambition

I meet so many people who want to be actors and actresses and models. They always tell me how great they’re going to be. I know this one guy; he got on a plane and flew to New York to start his modeling career. He worked out a bit, got

some modeling photos, and then he lived in New York for six months working as a waiter. At the end of six months, he went back home. He had the idea that he was going to be great, but he didn't really know how it was going to happen. He didn't make any choices or decisions that would enable him to become great. He just sat back and stayed where he was.

Believe it or not there are a lot of people that have an ambition to get good at building attraction or seduction. Home grown experts, who give advice to their friends. They talk online about how great they are, giving advice to their friends and anyone else who happens to stumble across their blog or social networks. They are KJs – keyboard jockeys. They sit down and type and talk about girls or guys. They go to coffee shops and dare each other to talk to guys or girls, but each one of them just hides in secret; they don't want to do it. They hold themselves back; they're not ambitious enough to actually put a plan into action to get what they want.

I am guilty of this. Not with game, but with filmmaking. I want to do loads of things with film and movies. And I do take some steps; I go out there and I do little bit. I definitely do more than a lot of other people do. But I'm also a massive KJ. I sit indoors for hours reading books about it, watching videos of other people making movies. I spend time trying to get information about technical equipment. I've bought a load of stuff I don't know how to use because I just love the idea of it. Slowly but surely, I'm pushing myself to do it. Possessing dreams and ambitions is a strong way of displaying your long-term values. Your ambitions do need to be believable and based on a foundation congruent with your life. An ambition to become an astronaut without all the requisite

training is a little far-fetched. However, planning to become the head of your firm or setting up your own business is not only a believable ambition, but also a good goal to have in life. Possessing your own goals and ambitions can be a great way of demonstrating an attractive, non-needy nature and shows you to be well grounded in your own life. High value people don't necessarily believe they're perfect. They do realize they have flaws. And if they see someone who thinks they're perfect, it's going to make them feel inadequate. People don't want to be with someone who's perfect. They also don't want to be with someone who isn't going anywhere and just sitting indoors each evening on the computer or watching TV. People want to date others who are working at achieving something.

Ambition is simple. **It comes from wanting something.** The more you want something, the more you'll get it as long as you work at it – pure, hard work.



You Get What You Truly Desire

Back in the day, I used to be a removal man. That was my first job until I was about 18 years old. From then on I ended up working in the movie industry sweeping floors. By the time I finished my career in television, I was public relations manager. I'd worked my way up. If anyone met me when I was a moving man they might have laughed; they might have thought I wouldn't get anywhere. My accent back then was not the most respectable; I had a cockney accent from East London, one which is typically associated with people who aren't super successful. Not exactly the best accent to have when you explain to somebody how well you're going to do.

But the fact is everyone who met me knew that I was ambitious, even then. I wanted to work in television and I was going to do it – and I did it. I got in and worked my way up to a good level. I was really happy with what I did. It took a lot of effort for me to do that.

But ambition is attractive. I can say that one of the successes that I had before doing this probably came down to that one factor – ambition. I intended to push myself, because I'm driven. It's a quality you need: drive, ambition.

What is your ambition? Where are you now? Are you earning the amount of money you want to be earning? Are you living the lifestyle you want? Do you own the TV that you want to watch? Do you have time to go out and do the things you want? If not, then you haven't got ambition.

Resources



So many people think, “I want to be liked just for who I am. It doesn't matter. I don't need to worry about money and that kind of stuff. If someone is attracted to me, they're attracted to me for how I am now.” OK. Maybe you'll get a make-out. Maybe you'll get laid. What about beyond that? What about the next time? What about

the quality? Will they be as good as they could be? Are you honestly living up to your potential? That's what ambition is, it's the desire to live up to your potential, to not just let life run past you, but to control it, shape it, and get what you want. There's a great resource on finding your own ambition on this page. Check it out:

<http://www.attractionexplained.com/VIP-Ambition>

CONFIDENCE

Confidence is the quality of self-assurance or certainty. Our confidence is portrayed in everything we do. From the words we use to the way we walk, stand and interact with others, our confidence is revealed in all of our actions. One of the highest aspects of confidence is an understanding of self-value or, more importantly, lack of neediness. When you seek validation from others you are portraying yourself as having low confidence, and this is usually seen as a rather unattractive quality. Look at yourself in interactions with others. Are you asking their approval on things you're doing or wearing? These are key signs of a lack of confidence. **One of the key factors in confidence is belief in your own abilities.** This self-confidence is based on the knowledge that because you have done something before, you can do it again.

Now confidence is a really funny one because a lot of people, when they first start trying to be confident, get it wrong. What they end up becoming is actually arrogant. Arrogance is a type of confidence that's known as unmerited confidence, whereby you believe something or someone is capable or correct when this may not be so.

If you play American football and you always know you'll score the first touchdown; you might say, "This is it, I always score the first touchdown." But this won't always be received well there is a fine line between confidence and arrogance. You can say, "This is it! I've always scored the first touchdown up to now and I'm not going to give up now, I'm going to give it my best, and smash it again because this is what I do."

That second line of thought is much less likely to have you seen as arrogant, but as soon as you cross that line and start saying, "I'm definitely going to score the first touchdown next time. This is what I always do because I'm amazing," you've just crossed the line into arrogance. Once you cross that line, some people are going to want you to fail. People are looking at you, hoping you're going to make a mistake. Once you do that, you're losing some of the attractiveness that comes from confidence.

The True Meaning of Confidence

Fortunately, when some people are told they can't do something, they refuse to let that destroy their self-confidence and go on to prove that they indeed can. For example;

✓ Beethoven's teacher said he was hopeless as a composer.

- ✓ Thomas Edison's teachers said he was too stupid to learn anything.
- ✓ Leo Tolstoy, the author of *War & Peace*, was told he couldn't learn.
- ✓ Albert Einstein did not speak until he was four, didn't read until he was seven. His teacher called him mentally slow.⁸

Confidence is funny because it's almost a self-fulfilling prophecy. Some people, through fear of failure, won't attempt a task. They'll be so scared that something will go wrong that they won't even attempt to do it. What they've done is just fulfilled their own prophecy. They've just made sure that it didn't happen. You see this a lot in guys who try to learn how to meet girls. When guys see a beautiful girl, they talk about how beautiful she is. They talk about how they'd like to go talk to her. But they don't because they're worried it will go wrong. What if she says this? What if she doesn't like me? What if she's got a boyfriend? They've got a thousand excuses why they shouldn't open – so they don't. But of course, their biggest fear, the core root behind their lack of confidence, was the fact that they were worried that she wouldn't like them. They were worried that they'd get rejected and end up being without her. Which is of course, exactly what they resigned themselves to by not interacting with her in the first place. They set themselves up for their own failure.

Experience Comes From Doing

One of my biggest successes and one of the key things that I think made me good at this was the fact that on my very first

boot camp I made a decision to fail. On the course I attended I was told to play Kissing Bandit. Kissing Bandit is where you run up to a girl, stand in front of her and go, “I’m the kissing bandit; you’ve got to kiss me before you can get past!” And you stand there hoping she’ll kiss you. They explained what it was and we were told to go and do it.

It was my very first lesson. There was no theory back in those days. Back in those days you paid somebody a raging sum of money, you met up with them in a park; they told you go and play Kissing Bandit and off you went. That was my first foray into the seduction and attraction game.

I remember distinctly a point where I was thinking, “There is no way I’m going to do that. I’d look like an idiot. These girls, there’s no way they’re going to kiss me. They’re going to laugh in my face. And they’re going to think I’m weird.” I had all these negative thoughts instantly pop into my head. And then I had another thought – the fact that I’d just parted with a large sum of money to have a guy who was supposedly good with girls teach me those skills.

I thought to myself, it was either a waste of money or it wasn’t. And the only way I’ll know whether it was a waste is if I do absolutely everything this guy tells me to do and it doesn’t work. Then I can demand my money back. Then I can say, “You’re rubbish.” But he was a man who a whole bunch of other people were going to listen to, to get good with girls. Here was somebody that supposedly knew what he was doing. And if this man who was the expert was telling me that I needed to play Kissing Bandit to get good, then I was going to do it.

He said, “I want a volunteer. I want somebody here to go out

first; to go and talk to that girl there and play Kissing Bandit.” I raised my hand first and I went out there first. On my very first boot camp, with people who had done this before, I was the first one out there.

A cute girl walks by; I jump in front of her, “Hold on! I’m the Kissing Bandit; you’ve got to kiss me before you can pass.” She says, “Loser.” At that point, I remember feeling really bad. I was thinking, “That didn’t work whatsoever.” I went back to the guy, I said, “Dude, she didn’t make out with me or anything. It didn’t work.” He looked at me and said, “She never would. She would never have made out with you, man. But that wasn’t the point. Now you’ve done that, would you feel OK going up to a girl and saying, ‘Hey, how’s your day going?’” I answered, “Yeah, that’s a lot easier.” So he says, “Cool. That’s where our lesson is going to start.”

The whole point of the game was for me to realize that once the worst had happened and I’d got called a loser, I didn’t die. Nothing bad happened. I was OK with it. And I had this whole new point of view that I’ve come to understand. I realized that if I was going to get good at this, I needed to allow myself to fail. So I went out there and I failed over and over again. I failed a lot more than I ever succeeded. But that was at the beginning. Thousands of times I went out there and spoke to girls and failed. I tried everything, every single opener I could think of, every single line. And I failed consistently.

But every time I failed, I remembered why I failed. I remembered the look on her face. I learned to understand at what point I upset her, at what point she didn’t like it. I refined it and altered it again and again and again. And I started really

understanding what I was doing. The more I practiced, the more energy I put into practicing, the better I got.

I started to build up my confidence. I knew that if I went up to a girl and said hello, nine times out of ten she was going to be OK with it. And I knew it was because of the way I stood, the way I spoke, the way I acted. And it all came from that confidence.

☑ *Overconfidence*

It's really important that you make sure that you draw that line correctly between confidence and overconfidence – don't be afraid of failure. Confidence comes through competence. The more I practiced, the better I got at it and the better the results I was receiving. If this is something that you are aiming to do, check out our **hidden chapter** online at "<http://www.attractionexplained.com/VIP-overconfidence>" to get more information. Just remember, you want to tread that fine line between confidence and arrogance. You need to be able to recognize the difference, both in yourself, and in others.

☑ *Simple Steps To Be More Confident*

One of the best ways to become more confident with members of the opposite sex is to take it in stages. Begin by talking to random people until you are comfortable or confident enough to do it regularly. Continuing speaking to people, however, develop your confidence by staying in the conversation longer. Finally, move onto the other stages in the formula, trying each one until it becomes natural to

you. Having the confidence to express your own views and opinions can be an incredibly attractive trait. This is a key way to demonstrate a lack of need to others around us. This doesn't mean that you should deliberately develop ideas that are contrary to popular opinion just to get noticed, however, having strong beliefs that you are openly willing to discuss whilst maintaining your own ground can be a highly attractive quality.

This simple practice exercise is broken down in more depth for your convenience at the link above and in the resources section at the end of this chapter.

EXCELLENCE

**We are what we repeatedly do. Excellence, then,
is not an act, but a habit.**

—Aristotle

If you genuinely don't have a skill that you believe is worthy of demonstration, then absolutely find something new and start practicing. Hobbies are great ways to build your social circle, to keep yourself busy which helps prevent you from looking needy, to display your excellence, and to increase your general attractiveness.

I can talk to girls about all sorts of levels of psychology and all sorts of different matters because I study it. It's part of me. I can talk about seduction and dating and relationships. I can talk about film and movies. I can talk about acting and making independent films because that's something

else that I love doing. I've got these two facets to my life that I can talk about. I can relate to girls on both.

What unique skill and display of excellence do you have? What are your genetic traits that are beneficial? If you're a musician, a girl will look at you and think, our child's probably going to be a good musician. You've got the genetic make-up to be good at it. So it's a skill that's worth having for her child, as it may help them with their life too.

Born Into Greatness

Women are looking for some kind of skill that the male has which could be introduced into a child from a genetic point of view. When someone possesses a special skill it increases his or her attractiveness. People like Eddie Van Halen, Donald Trump and Michael Phelps can go out with almost anyone they want because they're skilled. Usually, skill occurs in tandem with passion, another appealing quality. When someone is really talented at something, but not "hot," it makes sense that they can still attract a lot of people.

In 2005, Hassleton and Miller found that when faced with a trade-off between talent and wealth, women choose talent more often when fertile; but only when evaluating males for the short term. Essentially, what the researchers were saying is, they discovered that when women are in a fertile period of their monthly cycle, they're much more attracted to males who have some kind of exceptional talent about them – but only for a quickie. They're only interested for a short relationship. They're not thinking about the long-term benefits.

We can interpret this as women evaluating genetic traits. They're looking for some kind of skill that the male has which would be beneficial to a child from a genetic point of view. The study had some pretty clear results to support this idea. It appears that women often do make this choice.

You've got to remember, that doesn't mean it's going to be the same for every single situation. They're not saying that every single woman every single month during that fertile period randomly runs out, finds a guy that looks like he's got talent – maybe he's really good at flicking ping-pong balls into beer cups – and she thinks, "That is a man with serious talent. I need to sleep with him." It's not going to be that cut and dry but still, they've shown that there is some kind of correlation that definitely influences women.

In contrast, Thornhill found out that non-fertile women looking for long-term mates are often a little more motivated by material benefits. They're thinking of things like houses, cars and money as being more important than genetics, as wealth suggests the males will be good providers, ensuring the long-term survival of their offspring.

People's interests and desires span the full spectrum; they're different for everyone, and it's hard to concentrate what all women or all men want into one or two attributes guaranteed to impress every potential mate. There are some safe bets though, for instance, skills that signify manliness or indicate your softer side, if you're a woman, which demonstrate that you're a complex and well-rounded person. Some take no real skill and require only effort, while others are harder to pick up later in life, but none are impossible if you're willing to try adopting them.

Start with what you already have – if you’re a good-looking person and you’re well built, you’ve got one of those great genetic traits, those displays of excellence; you’ve got to use them. It’s not cheating. Don’t be afraid to use your natural assets. However, if you’re slightly lacking in the looks department then look to your other skills. If you don’t have any then it’s time to start getting them. Developing something to help you stand apart and show some genetic superiority is only going to help you when it comes to the dating game.

☑ *Develop a Skill and Make It Your Excellence*

I don’t know what exceptional skill you possess – but you do. You know what you’re capable of doing that other people can’t do. The more you practice, the better you get at it, the more it becomes a display of excellence. It may be something that you have no idea can become a display of excellence right now.

A really good friend of mine is a professional hacker. This guy can hack computers. A lot of people reading this may have technical skills and may think that it isn’t particularly impressive. But this guy can hack Facebook accounts. Do you know how much people love that? “Oh my gosh, you can hack Facebook accounts? That’s so cool!”

You can’t make it up. Someone who heard about him would be cracking up inside because she knows how cool that is. They’re thinking right now about all their friends’ Facebook accounts and how they could hack into them and

change their name or password. Suddenly, this person's attractiveness has gone through the roof. Right now, they're laughing and giggling, thinking about this person's skill. That's what I'm talking about. **Their skill is a display of excellence.**

You want to make sure that you've identified what your display of excellence is. Maybe your skill is with Excel spreadsheets. It doesn't matter what it is. But as soon as you've got the ability to do something cool and other people see it – bam! You've got a desirable genetic trait. You've got something they can relate to, that they can be attracted to.

I always use this great example about one of my friends who studied Excel spreadsheets. She was the best person at Excel spreadsheets I've ever seen. This girl understood it inside and out. I was thinking, "That's boring, it can't be great." But she explained to me just how good it was. She knew so much about Excel spreadsheets that I was amazed. To this day, I've talked about it on previous videos and boot camps; about this one girl and about how this was her skill. Beyond her, I found it hard to talk about any other girl's skills. I've met hundreds of ballerinas, hundreds of models. I've met more strippers than I know what to do with. None of their skills stood out, but this one girl who had a unique skill – that was cool. I remember it.

Resources



If you're looking for a list of skills that you may want to develop which are exceptionally good for building attraction then you want to read this list to see what turns you on. It's a simple breakdown of some of the best skills to develop that members of the opposite sex find interesting, intriguing or alluring.

<http://www.attractionexplained.com/VIP-excellence>

SOCIAL INTELLIGENCE

Social intelligence is one of the more interesting parts of the principles of attraction. It's the idea that we understand how to act within a given situation. It's important to stand out from the crowd and have some kind of individuality. You don't want to blend in and look the same as everybody else. But, you also don't want to be that person who's just a little bit too out there.

In any social situation there is a perceived correct manner of behavior, and acting too far outside the boundaries will leave

you segregated from the group, making it harder to integrate. For example, turning up at the Queen's house for dinner and shouting expletives may not be the best way to behave. At the same time, going to a rave and sitting quietly in a corner isn't the correct behavior either. The goal is not to blend in with the crowd, but to behave in a way that makes you memorable, while ensuring widespread social acceptance.

I saw a guy going into a bar dressed in a black leather jacket, big boots, leather trousers, and slick hair. He went up to a girl and tried to break the ice with her. She walked away from him. He came back to me and felt the need to inform me that the reason his approach didn't work was because there was an issue with his tonality. I said to him, "Perhaps it's the big penis behind your ear." He was carrying a large plastic penis behind his ear as a conversation piece, which unfortunately for him proved to be more of a conversation killer than a conversation creator.

People with high social intelligence are often said to have "nourishing behaviors" which makes others around them feel valued, loved, respected, and appreciated. These people are very appealing to others and are often described as having a "magnetic personality." Conversely, people low in social intelligence are often described as "toxic" – they cause others to feel angry, devalued, frustrated, inadequate or guilty. They are often very alienating people. Interestingly, however, often people can be unintentionally "toxic" and their low social intelligence is simply due to lack of insight. In other words, they are often so preoccupied with personal stresses that they fail to see the impact of their behavior on others. They will often undergo radical behavioral or even personality changes when made to see themselves as others see them.¹¹

Social intelligence is understanding what we can get away with without looking weird.

There is a way you can get away with having a penis behind your ear. I thought about this long and hard after meeting plastic penis guy and realized that he wasn't being socially intelligent because he was the only one there doing it.

If he turned up with his friends and they all did it, suddenly it's a guy's night; it's a bachelor party. It's a bunch of guys out having a laugh – that's OK. Why is that OK? Because it becomes socially intelligent when there's more than one of them doing it.

The **key to social intelligence** is to understand what you can get away with and what you can't. Pushing the barriers – but not breaking them.

Resources



For a simple guide on social etiquette within bars and nightclubs to ensure you always behave in a socially acceptable way feel free to read this small article

<http://www.attractionexplained.com/VIP-Social-Intelligence>

SUMMARIZING P.L.A.C.E.S

When you look at these principles of attraction, you want to make sure that you're ready for every type of situation that could happen.

What are your genetic traits that display your excellence? What skill do you have that sets you apart from others? If you don't have one, now is the time to get a hobby. Now is the time to go out there and develop a skill. Take up surfing; take up boxing. Take up an activity where you can excel that isn't common for everyone.

What's your **ambition**? Where are you going from a financial point of view? Do you have your life sorted out? Do you have a good job? Are you working to get a better job? Are you going for a promotion? Are you setting up a small business on the side? Do you actually do it or do you just think about it?

Finally, add friends of the opposite sex to your life. If you concentrate on building up these areas, you're going to be attractive. The guy that goes out surrounded by a whole bunch of women, who's got a great job and is still pushing for excellence, who works out to maintain his physique and goes yachting with his friends; there's an attractive guy. You hear that story and you think, "That's an attractive guy".

It doesn't take a lot to develop those qualities. It doesn't take a lot to concentrate on building up those principles of attraction. When you add that to the game, you'll literally laugh all the way home.

Resources



Entourage game is a very powerful way of building pre-selection and it doesn't just have to be done within a nightclub situation, I've had students use the same technique in a movie theatre, restaurants and even club lounges. My amazing success with entourage game is largely responsible for my being voted the #1 Pick Up Artist in the World. For a more in depth breakdown on how you can build it check out this link for some seriously game-changing techniques:

<http://www.attractionexplained.com/entourage-game>

For lots of great ideas on how to put yourself into leadership roles so you can gain leadership practice, and **become more comfortable leader others**, plus some insightful tips on strength ening and enhancing your new leadership skills, check out this link:

<http://www.attractionexplained.com/VIP-Leadership>

There's a great resource on finding your own ambition and really getting in touch what you're most passionate about on this page. The problem is very rarely that you don't have any ambition. The problem is that your ambition is not what your parents pushed you into, it's not what guidance counselor told you to pursue in high school. It's something else. It's something you can feel inside but have trouble putting into words in a way that's practical enough for you to actually try to get what you really want. Hey, this can help! Check it out:

<http://www.attractionexplained.com/VIP-Ambition>

If you're looking for a list of skills that you may want to develop which are exceptionally good for building attraction then you want to read this list to see what turns you on. It's a simple breakdown of some of the best skills to develop

that members of the opposite sex find interesting, intriguing or alluring.

<http://www.attractionexplained.com/VIP-excellence>

For a simple guide on social etiquette within bars and nightclubs to ensure you always behave in a socially acceptable way, or at least keep you aware of when and how you're pushing the envelope of socially acceptable behavior, read this small article. It will help you become more confident and comfortable that you understand proper social etiquette, good taste and good form. This can come in handy in lots and lots of ways:

<http://www.attractionexplained.com/VIP-Social-Intelligence>

Part 3

Breaking The Ice



They call it *Breaking the Ice* because when you first meet someone they can often be cold. Once you get over that initial cold barrier, the interaction often becomes a lot easier. In fact, it's almost a downhill battle from that point in. The issue is, of course, breaking it down initially. The easiest way to do that is to heat up the ice a little first.

There are many different methods you can use to speak to someone whom you've never met before. Some have a better chance of success than others. We'll be dealing with

those later, though right now, it's probably fair to say the biggest concern you're feeling is the fear of actually approaching someone.

There was a girl in my drama class I secretly fancied for five years. I used to have drama class once or twice a week. We were in the same group, which meant that for five years, every time I went to drama class I saw this girl. I'd also see her every lunch when I'd sit down designing geeky characters to play in computer games – and I did nothing. I'd pass her in the corridors at school and say nothing. Not during after-school activities, after-school events, additional drama classes...in fact, not even when we acted in performances that we put on after school. I never said anything. It wasn't just that I didn't tell her how I felt about her; I didn't even go out of my way to have an initial, ordinary conversation with her.

On the final day of high school, I said goodbye to drama girl. We were all standing around collecting our grades for exams when we realized it was the last time we'd ever see each other. Everybody was pretty tearful. And there she was; in the middle of the crowd of people, my drama girl.

I went up to her just to say goodbye, realizing I'd never see her again. She looked at me, she smiled, she hugged me. She looked me in the eyes and said, "One of my biggest regrets is that I never really got to know you better." And then I cried. The entire school was standing around me crying because they would never get to see their friends again and this was it; this was a big change in their lives. And I was crying because I didn't do anything with regard to my feelings towards drama girl.

And that was it. I would never, ever get that chance to see or

speak to her again. It was then I made the decision to actually start talking to people. You have no idea how often, from that day on, I would randomly go up to people and ask them the time; not because I needed to know the time. Not because I was curious about it and not because I ever thought it would go anywhere further than finding out what the time was, but because I wanted to make sure that if I ever wanted to speak to somebody, I actually did something about it rather than let that moment pass me by.

APPROACH ANXIETY

Thousands of years ago humans used to live in small clans. In those times, if a man approached the wrong woman (if she belonged to another man or, worse, to the clan leader) the man could be killed. Approaching a woman in ancient times was life threatening. That's why men have developed this fear of approaching.

One of the biggest problems people have when it comes to approaching someone they're attracted to is overcoming the fear of the initial approach. I suspect every single person on the planet, with very few exceptions, has at some time felt the familiar fear associated with the idea of approaching someone they're attracted to.

This fear is what many people within the field of dating refer to as "**Approach Anxiety**," though this is not defined by dating and seduction experts, the roots of anxiety and its symptoms were explored a lot earlier in our history by the psychological community at large, including such great psychoanalysts as Sigmund Freud himself. We're all familiar with the symptoms: sweating, blushing,

fear of being judged negatively. Some people will actively search for signs of disapproval in others to convince themselves that they shouldn't bother speaking at all.

What's really funny is that **starting a conversation is incredibly easy when you know how**. There are better ways to do it than just asking for the time. Men have a collection of fears when it comes to approaching women. There's the fear of rejection ("What if she says 'No?')", the fear of failure ("What if she won't give me her phone number?"), and the fear of social criticism ("Everyone in the club will see me strike out!"). There are about 20 different fears of approach, and every man has one or more of them.

What we're going to look at now are the symptoms of approach anxiety and then the possible solutions that'll enable you to approach anyone you want at any time.

☑ *What is Anxiety?*

Anxiety is a state that affects us on a psychological and physiological level. Its symptoms include perceptual or cognitive components, physical components, and even behavioral components. What this means is that not only can we use proven psychological methods to identify the state of anxiety but we can also use proven solutions to remove it as well.

First, let's look at anxiety itself. Anxiety is far from an unusual state to us as human beings. In fact, anxiety is a very normal reaction to stress. It's designed to help us respond to difficult situations, but in a way better suited to an earlier evolutionary version of ourselves. Amongst

other things, anxiety sends a burst of adrenaline throughout our systems to make us hyper-alert to danger and to help us fight or flee in response to that danger. Unfortunately, anxiety still strikes today in response to psychologically challenging situations that don't really call for fighting or running away. When anxiety becomes excessive, not only does it not give us the skills to handle problems, it can prevent us from even attempting to solve our problems. The moment anxiety affects our ability to take action, it becomes known as a phobia. In the situations we're discussing, if it were to prevent us from approaching someone we were attracted to, then it would fall into the category of phobia.

Anxiety is considered to be a normal reaction to a stressor. It may help a person to deal with a difficult situation by prompting one to cope with it. When anxiety becomes excessive, it may fall under the classification of an anxiety disorder.

—*National Institute of Mental Health*, retrieved September 3, 2008.

Anxiety over meeting or interacting with people, whom we do not yet know, is a very common stage of development in humans. In fact, in infants it's a normal part of growth and is known as stranger anxiety. Sometimes this fear can persist into adulthood and then it can develop into social anxiety or even a social phobia. In adults, excessive fear of others that inhibits the ability to interact with strangers is called social anxiety.

☑ **Social Anxiety**

Social anxiety disorder, or social phobia as it is often referred to, is a fear of negative public opinion about oneself or a fear of public embarrassment. The fear is often associated with all social interactions, however, in a good deal of cases it can be specific to certain situations, for example, the idea of approaching someone in the street to whom you're attracted. Social anxiety is characterized by physical components such as sweating or blushing, perceptual components such as the belief that one might be judged in a negative way, and finally by behavioral components such as avoiding a "trigger" situation.

Some of the most common social fears or phobias are:

- ☛ **Fear of Dating**
- ☛ **Fear of Eating and Drinking in Public**
- ☛ **Dealing With Authority Figures.**
- ☛ **Anxiety/Stage Fright During Performances Or Public Speaking**
- ☛ **Using Public Toilets ("Bashful Bladder" Syndrome)**
- ☛ **Social Situations in General**

Clinical psychologists and researchers continue to investigate and further define the problems of shyness, social anxiety and its related manifestations. Many share similarities, but may also have distinct differences, which cause difficulties in defining them; especially the difference between anxiety and the positive feelings of anticipation. However, for our purposes,

we need only be concerned with whether or not we suffer from “approach anxiety,” the fear of approaching, and its possible remedies.

☑ *Overcoming Anxiety*

There are a number of different methods to remove anxieties. These range from exposing subjects to their fears directly to some of the more experimental methods of hypnosis. Many psychologists agree that one of the best ways to remove an anxiety or phobia is by a type of behavioral therapy known as Systematic Desensitization. This type of therapy has its roots in Pavlovian therapy or classical conditioning, and was developed by a South African psychiatrist by the name of Joseph Wolpe.

This method is essentially a two-part therapy. The first part involves teaching the subjects relaxation skills so that they can control their fears and anxiety responses. These can be breathing exercises or focus games. Something you can try is to simply regulate your breathing to match a slow count of ten. By taking slow, concentrated breaths and monitoring your own breathing patterns whilst exposing yourself to a fearful situation, you can slowly begin to relax, even in the midst of a phobia.

The second half of the therapy involves exposing the subjects to fearful situations with an ever-increasing hierarchy of fear, starting by exposing them to the smallest fear stimulus and then slowly escalating it until they are ready to face their fears in full. The following is an example of such a hierarchy:

The process starts at the bottom of the hierarchy to reinforce the person for engaging in this behavior, in this example,

touching or handling the stuffed animal. Once they master this level, they would then move to the next level and repeat the same process.

The question still remains, however, how can you use this method to help you overcome your fear of speaking to someone you're attracted to?

☑ *The 5-Step Method to Overcome Anxiety*

There's a simple five step method I've identified to guide you through the process.

- ☛ Accept
- ☛ Exercise
- ☛ Identify
- ☛ Overcome
- ☛ Understand

Accept

Accept you have a fear. You realize that you want to improve yourself and do something to help you meet your ideal partner. You have a fear and you're looking to get over it. Buying this book is the first step toward overcoming your fear, but it doesn't mean anything if you aren't willing to put into action the steps toward a solution. In this way, 'Accept' can also signify an action. Acceptance allows you to take the next step in your journey to meaningful change.

Exercise

Develop an exercise to help you get over your fears. Focus your mind on your breathing. Slowly count to ten, while slowly and steadily breathing in and out. Concentrate on your own breathing, the sounds of your breath and the motion of your lungs, instead of on the fearful situation at hand. This will give you something to help you focus on when you're exposed to a fearful situation.

Identify

Identify your specific phobia or anxiety. What situation scares you the most? Meeting a stranger online? Talking to someone socially? Identify the problem and then take steps to design the best way to expose yourself – gently – to fearful situations. For example, let's say your fear is approaching someone you're attracted to in a coffee shop. You want to start by choosing the least fearful situation imaginable.

So perhaps begin by triggering a longer conversation with the shop worker. After this, move on to talking to an older person in the same line as you. Then move on to talking to someone closer to your age and of the same sex. Eventually, move on to someone whom you're not attracted to of the same sex, and then, finally, speak to someone you're attracted to of the opposite sex. Even if, initially, the entire conversation only lasts 10 seconds, eventually, you'll work up to being comfortable talking to people in any coffee shop at any time.

Overcome

Once you've managed to increase your exposure to the fearful situations to a point where you feel you can't take it, simply rely on focusing on your breathing instead of the situation at hand. Remind yourself that you can't actually be hurt in the situation and that you can handle the consequences. Once you make this realization, you should find yourself calming down. Then you can begin to push yourself further again. You should be able to repeat this process for any of your fears and be able to overcome all of them.

Understand

Finally, you should come to the realization that fears truly are just that - fears. None of them are responses to situations actually dangerous enough to hurt you, and other than the occasional bruised ego, you should come through every situation completely fine, especially if you follow the advice in this book. You've learned how to approach someone you've never met before in the correct way. Eventually, you should come to the understanding that situations similar to those you've already encountered aren't to be feared and your phobias and anxieties will be a thing of the past. When that has occurred, you can continue to develop your social skills.

Remove Anxiety By Jumping In the Deep End

The second approach to removing anxiety is a little more drastic. It is commonly known as flooding.

Flooding is, as the name suggests, a technique whereby, in-

stead of increasing your exposure to stressful situations in increments, as we've just discussed, you jump in at the deep end and immerse yourself completely in your fear. For example, a claustrophobic patient might voluntarily be shut or even locked in a cupboard, a patient with a fear of heights might go to the top of a tall building and look over the side.

Flooding would involve throwing you, an arachnophobiac, into a bathtub full of spiders. When you eventually calmed down due to exhaustion from the stress, you would find that the fear had disappeared since exposure to the spiders hadn't actually caused you any permanent harm.

Right now, I'm sure you're thinking that being thrown into a bathtub full of members of the opposite sex doesn't sound that bad. However, unfortunately for the majority of you reading this, you don't actually have a fear of the opposite sex. Your fear is, rather, one of approaching them. In that case the flooding solution would be to make the approach so uncomfortable that once you did it and realized nothing too terrible happened, doing it under normal circumstances would be a walk in the park.

In the past, I've made students wear funny costumes, speak in funny accents, and even begin the conversation using expletives, though I've found the best way is to just wander up to someone and ask for their hand in marriage. It's a scary situation, incredibly awkward, but socially acceptable enough not to give you too much trouble with passerby's who may overhear you. The other benefit of doing this is that if the person says yes, you've saved yourself the trouble of having to move on to the next person, and you can finish your quest there after the one approach!

HOW TO TELL IF SHE'S INTERESTED BEFORE YOU SAY ANYTHING

A new study backs up what men have said all along: Women are difficult to read. And women agree. Researchers at Indiana University showed video clips from 24 different speed dates and asked male and female participants two simple questions: “Do you think the man was interested in this woman?” and “Do you think the woman was interested in this man?” Their answers were then compared with the responses of the speed daters themselves.

The, January issue of the journal *Psychological Science*, published results showing that both men and women are able to gauge a man’s interest in a woman, but are equally confused when it comes to figuring out if a woman is interested in a man.

There are a variety of signs that can let us know that someone is attracted to us and be open to the idea of a romantic or sexual situation eventually developing. If you are receiving these signs before even speaking to them, then the conversation will be on the right foot from the get-go, making the whole process a lot easier. Next to meeting people in your own social circle, looking for these signs in others is probably the best way to begin an interaction with someone. Some of these signs are easier to spot than others.

Smiling

Everyone smiles in the same language.

—Author Unknown

Proximity

When someone moves to stand close to you and lingers in your general area then it is effectively an open invitation to start a conversation. This is one of the more subtle indicators and it is also the easiest to misinterpret, but even if it was unintentional, their choice to sit near you fosters a greater sense of ease. If you're interested, start a conversation. As long as you get off on the right foot everything should still be fine.

Touch

A more extreme form of proximity, physical contact is a strong sign of attraction. Even if it happens by accident, such as someone bumps into you in public, that person will immediately seek comfort with you by apologizing or giving you a similar opening. You can also look to trigger these signs in others. People who may not actively be seeking comfort with you at the moment might do so given a small invitation. There are many different ways you could try to do so, but one of the easiest is simply to smile at them. A friendly smile is one of the easiest ways to build comfort with someone, and people tend to return a smile quite freely. If they reciprocate, then the invitation is almost as good as if they had initiated the smile with you. Try it! Go out and smile at someone completely at random. Many people are glad to respond.

HOW TO APPROACH

The first thing you want to identify is the kind of person you want to approach. Is she in a relationship? Wearing a wedding ring? How about an engagement ring? I know

guys who specialize in talking to girls with engagement and wedding rings at bachelorette parties. Guys email me all the time, “There’s this girl in my class. She’s dating this guy, but I really want her. I’ve said this to her, used this. Now I’ve moved on to using this. What should I do next?” I laugh. I’m like, “Man, your biggest problem is the fact that she has a boyfriend!” Give it up; don’t fight for that. It’s not worth it. That’s not something you want to get into.

The warmest response will often come from an introduction. While it might be possible for you to get a friend to do all the hard work by approaching people on your behalf and then introducing them to you (believe me I’ve seen this tried and tested and it does work), you may not always have that option. If you’re walking to work some morning and you just happen to see your ideal partner, you may want to approach her yourself, especially if you’ve managed to overcome your fear by using the techniques explained previously. So with that in mind what you need is a better way to generate the initial warm response. This is where we steal a simple technique from neurolinguistics known as mirroring.

Mirroring

Human beings have amazing facial recognition. From the day they’re born, babies will start to imitate the faces that they see. Which is why if you look at a baby and smile, it begins to mimic your facial expressions and return them to

Researchers at the Boston University Medical School studied films of people having conversations. The researchers noticed that the people talking began (unconsciously) to

coordinate their movements (including finger movements, eye blinks and head nods). As the conversations continued, these people were getting into a deeper level affinity with each other, and didn't even have a clue to what was going on. This is because we communicate our concepts and ideas at a 93% unconscious level.

In the world of Neuro Linguistic Programming (NLP), mirroring is a powerful technique, which can be used to generate a great deal of rapport with someone. By mirroring their actions, you can often generate a very strong connection with someone as they often begin to mirror your actions in return. What's fascinating about this from a point of view of generating attraction, however, is the fact that if you show someone a specific facial expression they'll almost always return that expression to you.

This is incredibly important if you're about to talk to someone you've never met before, because your facial expression as you approach and talk will govern their response. So if you were to walk up to someone with a fearful, awkward or arrogant look on your face, you can almost always assume that same look will be returned to you with the emotion to back it up. In contrast, however, imagine the kind of result you'd get if you spoke to them with a big smile on your face. You'd almost always be greeted with a warm smile in return.

So triggering a warm response to break through some of that "ice" is simply a matter of getting someone to smile at you. One of the best ways of doing this is to lock eye contact before approaching and then smile once they return the gaze. This should get them to begin to smile, giving you a warm position to approach from. Once you approach

someone who is already smiling, it's almost impossible for them to try to appear annoyed that you approached, warming what otherwise could have been a cold shoulder, ensuring the "ice" is a little bit easier to break before you move on to the real conversation.

☑ *What to Say*

Before you can begin to think about building conversation flow with someone, you do need to break the ice. Ideally, you will have eased this process by triggering a smile before approaching; now you need to speak. The good news is that nine times out of ten, people forget the very first thing you say to them within a few minutes of conversation. So you really don't have to say anything amazing and impressive, rather you have to say something that will get them to want to continue the conversation with you.

The aim of the icebreaker is to start a conversation with someone.

- ✓ A good icebreaker starts a conversation with a girl/guy in a way that makes you stand out from most of the other guys/girls who have approached him/her before.
- ✓ A good icebreaker allows you to start a conversation that goes beyond the boring small talk, which kills most approaches pretty fast.

There are three simple ways to break the ice. Although you could probably subdivide these further, for the sake of simplicity here we're going to look at these three categories as the prime ways to break the ice. They are:

- ✓ Functional icebreakers
- ✓ Compliment icebreakers
- ✓ Observational icebreakers

Each one has its strengths and weaknesses, but to be sure that you're equipped for any given situation, it probably pays to be "fluent" in all of them.

☑ *Functional Icebreakers*

When you're starting a conversation with a **functional** line, you're attempting to do one thing: Get a question resolved that has a practical application. Perhaps you want to know the time, perhaps you want to know if the bar gets busier as the night goes on, or perhaps you're just looking for the nearest Starbucks. Whatever the reason, the aim is simple, asking someone you're attracted to if they can help you solve the problem. The benefit of this approach is that it often comes completely under the radar. So when you do begin to work your magic and build up a conversation with someone, they often don't notice that you're hitting on them until it's too late.

The problem, however, is that because they're so unaware of the fact that you're hitting on them, it can be difficult to transition the conversation into anything other than gaining their help to solve the functional requirement. Basically, unless you transition correctly into a new topic of conversation, once they've answered your question, they're likely to begin walking away from you.

“The social psychology of this century reveals a major lesson: often it is not so much the kind of person a man is as the kind of situation in which he finds himself that determines how he will act.”

—Psychologist Stanley Milgram (1974)

I became quite famous among my friends and students for the Starbucks functional icebreaker: “Hey, do you know where the nearest Starbucks is because I’ve got some friends coming to meet me there?” But there are dozens of others. Sometimes people may appear too busy to help you with your request or may just try to hurry past without helping you. There is a simple technique that can greatly increase the chance that someone will help you with a functional opener, as discovered by Stanley Milgram in the mid-1970s. Milgram, a psychology researcher, conducted an experiment to determine how to increase compliance. The experiment essentially involved his going up to people already seated and asking them if he could sit down. He then recorded their responses. At the end of the study, he calculated rough percentages of compliance. He found that a lot more people said “no” than “yes”, if he asked only if he could have a seat where they sat.

He then repeated the study by adding a reason. He asked if he could sit down because his leg hurt. The results were nearly reversed. Suddenly, the great majority of people were willing to give up their seats. Only a small minority refused to give up their seats. **All he did was add a justification.**

You can skip the line in a coffee shop as long as you've got a good enough reason for why you should go to the front. If you're grabbing a coffee for a pregnant lady who's just about to go into labor who desperately wants coffee, then you'll find everybody will move out of your way so you can get it. Most of them won't even question the fact that she really shouldn't be having a coffee at that moment. They'll be too busy thinking about the pregnant lady and the fact that there are only a few minutes to get it to her. More than likely, they'll give you the space in the queue.

If you want to make a functional icebreaker work, what you really need is a justification. Going up to somebody and saying, "Hi, could you tell me what time it is?" could work. They might tell you the time or they might think you're hitting on them and ignore you. If you want to avoid that, just say, "Hey, sorry to bother you. Do you happen to have the time? I'm not sure if my watch is working." By adding a justification, you significantly increase the chances that they believe you and will tell you what time it is. That's a much simpler way of ensuring that you can get any conversation started with anybody, anywhere.

Examples of functional icebreakers:

- ✓ Sorry to bother you – do you happen to know where the nearest coffee shop is? I'm looking to grab a quick one before heading off to a meeting.
- ✓ Excuse me, I was wondering if you could tell me what the time is? I have a funny feeling my watch is incorrect.

- ✓ Do you happen to know what time the next train is due to arrive? I hope I haven't just missed one.

✓ *Compliment*

Compliment icebreakers have a massive benefit, purely because they do one thing - they stroke someone's ego. We all love receiving compliments. In fact, if you're having a bad day, a random compliment about your hair or clothing can completely turn that day around; especially when it's given by a complete stranger. As such, a free compliment can be a great way of starting a conversation with someone.

As with the functional icebreaker, you do want to make sure that you give a justification for the compliment, so it isn't just some random throwaway line. When a man working on a building site randomly calls out to a girl below that she has a nice bottom, it's unlikely to generate the effect he's really looking for. Whereas, if he took the time to give a well thought out compliment and an accompanying reason for giving it, he may find the results are a lot better.

The easiest way to think of a compliment is to take a look at someone and see which features he or she have obviously spent time taking care of, particularly what is striking about them. For example, while someone may have particularly nice legs, they haven't necessarily done much to keep them that way, whereas an obviously well maintained hairstyle can take hours of work in a hair salon and a lot in the way of upkeep. The harder they've worked to improve that area of themselves, the more receptive they're going to be to a compliment on it.

So, any time you want to ensure that somebody really enjoys receiving a compliment from you, make sure you give it a justification. If you're looking to start a conversation with somebody on the right foot, then the compliment is a very easy way to go.

Examples:

- ✓ Hey, I just had to say I love your hair; the way it's feathered and colored really stands out. I just thought I'd let you know.
- ✓ Sorry to bug you, I just wanted to let you know I love that shirt you're wearing; it really works with your whole get-up and is easily the most striking look in this bar.
- ✓ Wow, I really love your style. I had to stop you to let you know I love your shoes. They're really something quite different, I love people who obviously take pride in their appearance.
- ✓ You've got a great look – you must be very creative.

These few examples illustrate a number of different lines you could use, though obviously you want to be thinking of your own. You may also find they work incredibly well if you add a positive affirmation to the line. By telling someone you really like the style or look after the compliment you can really hit home the compliment and boost their ego a bit more. That'll make them receptive to anything else you have to say, which, of course, makes it easy to transition to new topics of conversation.

However, there is an opening line and an icebreaker that's

even better than a compliment. The problem with a compliment is that you put all your eggs in one basket. You've let them know that you're attracted to them. There's no way of getting around it. They're going to make a very quick and easy decision about whether they like you or not. If they decide they don't like what they see at face value with the benefit of the compliment, they might just tell you that they've got a boyfriend/girlfriend (whether they do or don't), just to get rid of you and let you down nicely.

☑ *Observational*

The final opener or icebreaker is known as an **observational** or **situational opener**. These are the best. If you execute these correctly, not only will they work incredibly well in hooking the other person into the conversation, they almost always react very warmly towards you. You come under the radar so you can keep the conversation going to assess whether they are in a relationship or not and whether you want to do something about it.

An observational icebreaker is all about observing the current situation and responding to it. Some of these can be very easy, especially when you get a helping hand from fate. For example, if a bus were to drive by and splash a whole bunch of people with a puddle, you could go, "Oh my gosh, those poor people! Man, I'm so glad I'm not over there, right?" and you just say that to the girl standing next to you. She'll laugh and appreciate the fact that she wasn't standing there next to them, and there you have the start of a conversation.

You're essentially making a statement about something

you're observing loud enough so the other person can overhear, then you bring them into it by getting their opinion on it and seeing what they think about the current situation.

Of all the different icebreakers, observational lines are the hardest to create on the fly. Yet, once you master the art, they really can be some of the easiest things to use and often yield incredible results. When attempting to start a conversation by being observational, you often start with a statement to yourself, spoken loudly enough to be overheard by the person you wish to speak to. After that opening statement, you'll repeat it as a question to that person. The benefit of this is you can use it easily if you're out with a friend as you can make the statement to them and still integrate the new person into the conversation.

The initial remark is the hardest part to come up with, as it needs to be something based on the individual situation. Perhaps it's a strange painting you've just seen that reminds you of something. Perhaps you can't remember the name of a song playing in a club or maybe you just saw something completely out of the ordinary. Whichever it is, you comment out loud to either yourself or your friend and then ask the person you want to speak to whether they noticed it too.

The problem is, it won't always be so obvious. Sometimes you're going to have to work to find those kinds of situations. One of the easiest things you can do is to offer someone help with their luggage. You can say, "Wow, you look like you have a lot of luggage there. Let me give you a hand." You give them a hand carrying the luggage and the next thing you know you're in a conversation. It's a simple, easy way of getting started.

You can observe something in the room; you can observe a piece of artwork and try to understand it, essentially doing the same thing every time. You're making a statement aloud about something and then directing it to the person next to you.

Since they almost always end up eavesdropping on what you're saying, they feel guilty listening in, and feel the correct thing to do now is to respond to your question – which works pleasantly in your favor.

The best thing about observational icebreakers is that they often lead to great conversations without the need for much of a transition. Of course, eventually you're going to want to change the topic. The weakness of this method is being able to easily identify great observational lines.

Examples:

- ✓ Wow, I love the décor in this room. I wonder what period it is. Excuse me, this is a random question, but I don't suppose you happen to know what style of décor this is?
- ✓ I know this song! I just wish I could remember the name. I'm sorry to bother you; you don't happen to know the name of this song, do you?
- ✓ OMG, that guy nearly knocked that kid off his bike! Did you see that? (You say this only if, of course, this actually happened and you witnessed it. Any situation out of the ordinary could be substituted here.)

Once you practice using observational lines more often they become a great deal easier to use, and soon enough you'll

be able to start conversations spontaneously with anyone you see. If you're able to use them comfortably while in conversation with a friend, it adds to your chance of succeeding as you already have someone else in on the conversation with you, making the entire interaction appear very normal. You're including them in your conversation. In many ways they're the outsider and not you.

Which Icebreaker Will Work Best For You?

The reason I've identified three types of icebreakers is because each one is better suited to a different situation and personality. If you're scared of going out and talking to people you've never met before, a functional opening line is the way to go. That's what I always used before I became more experienced at approaching women. It helped me actually talk to people rather than sitting in silence and hiding my feelings.

Compliment icebreakers will get you a warm response, but unless they decide that they like you, you're almost always going to get let down politely and then they go on their way.

Now, the observation icebreaker is the hardest to come up with as it does involve using your brain to calculate what you're going to say, but the benefits you get from this icebreaker far outweigh the other two. So really, you decide which of the three you want to use to get a conversation started. Remember, if you're not talking to anyone about anything, then nothing's going to get started.

Making a clean break in the ice

Talking to someone you've never met before doesn't always go smoothly. I remember asking a girl what the name of a particular dance move she was doing was called as I passed her in a club. The look on her face and her subsequent reaction were not particularly pleasing. It's necessary to develop a means to ensure that the initial opener works well, or for want of a better phrase, to ensure the ice is broken cleanly.

The simplest way to do this is to add a small, positive statement to the initial ice breaker, just a minor compliment to ensure that your opener is taken in a positive light. The key to making compliments work is to use them to elicit behaviors that you would like to see. The compliments must be believable. Complimenting someone that they appear clever will not accomplish your aims, as 1) their intelligence has no impact on whether they would like to talk to you or not, and 2) It's unlikely that you can make an assumption about their intellect based on only two seconds of acquaintance. Instead, try to keep all the positive statements about them focused on them being friendly, smiling, nice, pleasant people to talk to.

A few examples are:

Functional:

Sorry to bother you, do you happen to know where the nearest coffee shop is? I'm looking to grab a quick one before heading off to a meeting. I appreciate you helping me; you seem really friendly.

Compliment:

Sorry to bug you, I just wanted to let you know I love that shirt you're wearing; it really works with your whole get-up and is easily the most striking look in this bar. You also seem like a nice person, which is pretty rare in my experience.

Observational:

I know this song! I just wish I could remember the name. I'm sorry to bother you; you don't happen to know the name of this song, do you? I only asked you because you have a pleasant face with a big smile.

Adding these simple, positive statements help your opening line come across in a warm light, and will encourage someone to want to speak to you further. After all, very few people can resist a compliment, and besides, who is likely to be angry or rude to you after you just told them they appear friendly? In all my years of doing this, I have yet to meet someone that unmannerly. The key is to ensure you're smiling through the entire situation.

The more you practice using these icebreakers the easier they'll get to use. The important thing to remember is that you shouldn't be using any of the examples as pre-scripted chat-up line; they're merely here as examples to help you create your own. Otherwise, everyone who reads this book will be saying exactly the same thing and you'll end up coming off like some kind of Casanova clone.

Part 4

Transitioning



Breaking off chunks of ice is a great way to break down an iceberg; the problem is that large chunks of ice can still be a little bit difficult to digest. You want to allow the ice to melt a little first. So with regards to talking to people you want to find a nice way to shift from your opening lines to something that allows for a good conversation. We call this process transitioning.

I was working with a student recently who came to me with a problem. He had no problem in meeting and approaching

women. His problem was that the interactions never went anywhere. We met up so I could observe him and find out what was going wrong.

The guy wasn't the usual student you would expect to see. He was pretty handsome, had one of those smiles that you can't help but to reciprocate and was friendly to the point that you liked him from the moment he said hello. He approached me with a big smile and an eager look of anticipation on his face. Here was someone who really wasn't afraid of talking to new people. So, with very little delay, I set about sending him out to talk to people in our local Starbucks, just to see how the interactions went. Within two minutes I could tell exactly what was wrong. Mostly because that's how long his average conversation lasted.

He was walking up to girls with the biggest smile and giving them amazing compliments. Here's a sample conversation he started with a girl:

Student: "Hey! I just have to say I love your jacket, it's a stunning look that really shows you have an independent style and I just wanted to let you know how much I respect that in somebody."

Girl: "Thank you so very much!"

Student: "So where did you get a style like that?"

Girl: "I don't know, I just really liked the jacket."

Student: "Oh, so it jumped out at you and you thought, YES, I have to have it?"

Girl: "Yeah, that's it."

Student: “Are all your jackets this good?”

Girl: “Erm... I don’t know.”

Student: “I bet they are! What are your other jackets like?”

Girl: “Oh, they really aren’t that special, but I really have to go now; my friend is getting us seats.”

Student: “OK!”

It’s obvious to anyone who reads this that the situation fizzled out. But do you know why? He knew something was wrong, but he didn’t know exactly what.

So I pulled him to one side and said to him. “You’re getting stuck in the initial conversation, you’re not changing the topic, so eventually you exhaust the subject matter and she’s reminded that you’re the guy who randomly came up and spoke to her about her jacket. When you don’t change the subject, she starts wondering why you are approaching random people and talking about jackets.”

A conversation goes sometimes into personal things and that’s nicer. You look to each other and you have a different picture, you get into a relationship.

—Maximilian Schell

There are undoubtedly thousands of ways to shift onto different topics of conversation at the start of an interaction with someone. There are so many different things to talk about with someone new, so many things you have yet to discover

about them. In fact, it appears that there are so many new things to find out about them that it would be almost impossible to fail to find something additional to ask or comment on.

Yet so many people do flounder at this exact moment. It could be argued that, with so many different options, your brain becomes overloaded with choices leaving you stuck on the very first piece of conversation that worked. You desperately hope the other person will like you, without any plan of how to make that happen. Below are some simple suggestions to help you shift from the initial topic:

1 - More compliments! People love compliments. In fact it's very rare that you find someone who truly doesn't enjoy being complimented for doing something or behaving in a positive way. The more positive the response the more likely we are to continue performing that behavior. This is a form of "operant conditioning." In simplified terms, this is a psychological phenomenon whereby we learn (become conditioned) to repeat an action because of a positive reward. (There's a negative form of operant conditioning whereby we stop performing an action due to a negative stimulus, e.g. we don't touch fire because it hurts.)

We've already seen how people's love of compliments can be a wonderful way to begin an interaction. However, we can further use compliments to encourage someone to continue speaking to us in a favorable way.

Essentially you're seeking to point out how friendly they are as a person. This compliment given freely may sometimes encourage the person to act even more friendly towards you, as you're rewarding them for their friendliness with a compliment. This can become a continuing positive spiral where

their continued friendliness towards you is rewarded by compliments, which encourage even more friendliness.

2 - Transition the topic to something related to the situation at hand. Avoid jumping into some random topic. It's easy to become too fixated on one thing in a conversation. Widen your focus a bit – look around. There are always interesting things in your surroundings to chat about. For example, at a party or a dinner in someone's house it might be the fish in the aquarium, the record collection, pieces of artwork on the walls, books and movies on the shelves, some article of clothing someone is wearing, a song that's playing and so on. Make an observation on any one of those or something similar and you're off and running!

Likes / Dislikes are great topics of conversation

Favorite songs/albums

Favorite movies/TV shows

The nastiest-tasting piece of candy/food you have ever eaten

The best vacation ever vs. the worst one

3 - Ask an open-ended question. Most people love to talk about themselves, so a great conversation starter is to ask an open-ended question. An open-ended question is one that requires an explanation for an answer, not just a simple “Yes” or “No.” Open questions tend to begin with: Who? When? What? Why? Where? and How? Closed questions (are you? do you? have you?) only bring you back to the point of not knowing how to get the conversa-

tion going again, whereas open-ended questions move the conversation forward and get the other person talking.

✓ **Closed questions:** “Do you like books?” “Have you been to university?” “Do you like country music?”

✓ **Open questions:** “What sort of books do you like?” “What did you study at university?” “What kind of music do you like?”

You can use transitional phrases such as:

- ☛ It’s just like when...
- ☛ That reminds me of...
- ☛ Doesn’t that remind you of...
- ☛ That’s a bit similar to...
- ☛ Me too, I...
- ☛ I agree...
- ☛ By the way...

The art of transitioning takes practice, but it’s not as hard as you might think. With some patience and practice you’ll soon learn to enjoy a great conversation.

Additional conversation tips:

Finding things to say to people and dealing with awkward silences are possibly the two things people struggle with the most in conversations with people they’re attracted to. It isn’t that the initiators haven’t got anything interesting to say. The problem actually stems from most people’s lack of knowledge

about how real conversation is formed. As children at school, we're taught the importance of question and answer in conversation. We're practically trained to believe that conversation consists of one person asking a question and the other responding. The problem with this is that the conversation that ensues is more an interrogation than a conversation. **Example:**

- ▶ What do you do for a living?
- ▶ I'm a nurse
- ▶ Where do you live?
- ▶ San Francisco

Real conversation is actually made up of statements and replies. Real conversation flow comes about from our making a statement and then either waiting for the other person to reply or nudging them into replying with a follow-up from us. In the correct format, the example above would look more like this:

I've met a whole bunch of people this week and they all have really different jobs. What do you do for a living?

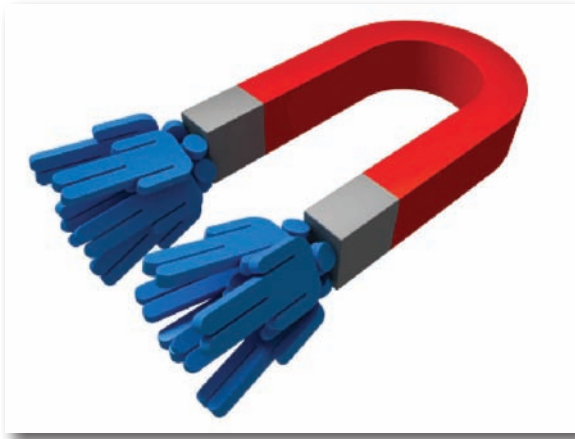
- ▶ I'm a nurse.
- ▶ That's so cool! My best friend was a nurse before they had to move away for work. What made you decide to get into that profession?

Notice how the conversation appears much more natural than in the previous example. It is incredibly important to make sure that the comments you make are in response to the person's answer.

One of the classic mistakes people make is to ignore something that has been said in order to change the subject. The problem is that if you ignore something someone says, then you're telling them that you aren't interested in listening. Eventually, they will learn that there is no point telling you anything, which, of course, removes both their investment in the interaction and their interest in you.

Part 5

The Formula



$$(C-R)+Q+S = A$$

I have simplified the art of seduction into a simple formula that can be applied to any pickup situation. It is important to understand the meaning of each notation.

- ✓ Comfort
- ✓ Rapport
- ✓ Qualification

✓ Sexual Escalation

✓ Attraction

Essentially, in every situation, you have to initially create comfort, break rapport, qualify, and then sexually escalate in order to produce attraction. We will go into more detail in the following sections. The key takeaway is that the formula shows the main phases of attraction and remembering how to execute each phase will lead you closer to building the type of attraction that you are looking for.

Part 6

Building Comfort



Congratulations! You've managed to start a conversation. But now what?

One of my best friends in the world is a beautiful Australian girl who spent a good deal of time living in London. We'd been friends for well over a year and she was always included in our group activities. From going to watch a movie at the cinema to playing paintball, she was always someone you could count on to turn up and join in. So, one nice sunny day in the summer I gave her a call.

Adam: Heya girl, wassup?

Aussie Chick: Hahahaha, Adam! Yay!

Adam: Wow, that's a really excited response, why so happy?

Aussie Chick: Because you called me.

Adam: You're starting to scare me now! Why is that such a great thing?

Aussie Chick: Because you only ever phone me with good news! Either you're offering me work or we're all going to be doing something fun.

This is when I realized that I'd hit on something. It wasn't just important to get into a conversation with someone. They have to actually want to be in the conversation with you. In short, they need to be enjoying the interaction. I call this building comfort with someone. What you're attempting to do is develop a situation where they feel pleasant and comfortable talking to you. The problem most people face is that when they meet people they often are not sure where to take the conversation. They don't really know what they should be talking about, and so eventually drift off into boring topics and items that no one really relates to, such as the weather or their own job.

Comfort is such an important piece of the puzzle. It is the thing that's going to allow the other person to actually listen to what you have to say. If the opening words out of your mouth don't make them feel comfortable, they're going to leave. At any point that you lose comfort, they will leave.

One of the big things I get asked a lot about is the comfort

part. Guys don't know when they have comfort; they don't know how to generate comfort. One of the first things you should be able to do is get comfort with almost anybody you meet within a moment of meeting them.

Comfort in this instance is defined as Trust and Rapport

Trust is essentially the belief that they don't have to be fearful of you in anyway. For example, it's going to be pretty difficult for them to enjoy a comfortable conversation with you if you keep eyeing her purse as if you're going to steal it, or if you're darting your eyes from side to side and ducking whenever the police come past.

The good news is that you don't really have to worry too much about building trust as much as making sure you don't destroy it. As long as you're not acting strange or shifty, you're pretty much going to come across as trustworthy in most situations. Maintain eye contact, smile, and don't make inappropriate gestures or actions and you should be fine.

There are several ways to build comfort. We'll go through them in the following sections.

PHYSICAL ATTRACTIVENESS

Some important conclusions from research on physical attractiveness and attraction:

- ✓ Though there are some features that are nearly universally regarded as attractive, there is considerable variability in what individuals find attractive.

- ✓ Though we tend to like those people who are physically attractive, the reverse is also true: We find people we like more attractive than those we don't like.
- ✓ Happy couples tend to idealize each other's physical attractiveness.
- ✓ Physical attractiveness is less stable than we think: Some less attractive young people get better looking with age and some great looking young people lose their 'luster' with age.

Psychologists say people form a firm opinion about you within the first 30 seconds to one minute of meeting you. This is especially true of women. How can you make a good impression on people? With your looks and attitude, body language, eye contact, and choice of words. Everything you do to improve yourself helps. It helps build your confidence and it helps you become more comfortable with yourself, which is the number one factor in any type of success with members of the opposite sex.

But again, looks aren't the be-all and end-all. Looks can help you get someone's attention, make starting a conversation easier, help score with members of the opposite sex, but you've got to back them up with something of substance that will keep the interaction going.

SIMILARITY

Why does similarity promote attraction?

- ✓ Similar others validate our beliefs and orientations.
- ✓ Similarity facilitates smooth interactions.

- ✓ We expect similar others to like us.
- ✓ Similar others have qualities we like.

Similarity is great. Life is full of similarities amongst people; we all know the triggers of attraction, yet we often ignore them. And similarity is one of those.

If someone goes on holiday somewhere else and meets somebody who just happens to be from the same area as they are, there's instant rapport. You both like each other. Whether you would have hung out with each other back at home is irrelevant. The fact that you're both on holiday in the same location and you come from the same place means you instantly like each other. That's similarity; the idea that you've got this connection with somebody already. But it doesn't just have to be based on location. You don't only have to use similarity as a technique when you're on holiday. There are numerous other times and places where you can use similarity to your dating advantage.

One of the biggest and the best is music taste similarities. There are probably only four or five different types or genres of music. You've got rock, hip-hop, and R&B all bundled into one, maybe classical music, jazz, and some other contemporary stuff. You've got dance, trance and all those kinds of styles. They're pretty broad genres, but they connect people.

Of course, there's so much more. What about movie styles? If you can find out that you and somebody else have a connection because you both like the same kind of movie then you have common ground. Imagine just coming out of a cinema and seeing groups of people. The second you come out of a movie theatre you almost have permission to discuss

with anybody else leaving the same movie what they thought about it, because you've both been in the same situation. It gives you that instant rapport, that instant like-ability.

One of my favorite demos I did, which you can actually find a video of online, was when I was talking to this Mexican girl in London. The game was getting a little boring, as I was making a lot of the effort. I found out she was from Mexico and I happened to like Mexican food. So I made an instant connection.

Adam: “No way! I love Mexican food. Did you know it’s going to be very hard for you to find good Mexican food in London?”

Mexican Girl: “Oh, no way! I’m going to miss my home food.”

Adam: “Look, I know some great restaurants.”

I gave her my phone number and I took her phone number to send her the details of the restaurants. What isn’t in the video is the fact that for three weeks straight she kept bugging me to hang out with her and go eat at one of the restaurants I’d suggested. It was because we had that connection.

But think about it – what kind of connection did we really have? She was from Mexico, while I was from England. She was on holiday, while I was working. I don’t even know what kind of music she liked. She was short and blunt while I’m not short and blunt. There wasn’t much of a real connection there. The only connection was the one I built by telling her I liked Mexican food.

The point is, I wasn’t lying. I do like Mexican food. It did

have a basis in reality, so it came across as genuine. I could talk about the different types of food and make a real connection. That's what helped us build that connection. The fact that we both had that similarity made it work and helped us build on that rapport.

One of the reasons I find it so easy to get people to like me when I first meet them is because I'm always looking at how I can build rapport with others. While speaking to them I'll listen very quickly to see what they've got that's similar. How can I make a connection with this person? How can I make it work so that they and I already have some kind of connection?

HOW OFTEN CAN SERENDIPITY STRIKE?

Quite often actually. Serendipity, or finding something by chance, can strike at any time. I was able to capitalize on making chance events happen. In order to take advantage of these opportunities I would put myself in places that could lead to a positive encounter. As a young man with a desire to improve his chances with women, it actually proves to be a pretty decent training ground for some intermediate level conversational and dating experience - which was exactly the kind of thing I was looking for when I found myself on the way back to London from a quick business trip up north. If you ever see someone walking up and down a train platform before boarding, looking in the windows, you may just be bearing witness to someone identifying an empty seat next to a hot, young, attractive person whom they wish to spend the next eight hours sitting next to, as I was.

It didn't take me long to find a suitable young lady. Short dark hair, a pale complexion, with a sort of rock/emo style. While she may not have been my ideal in another situation, at the time, however, compared to the sweaty, large man and the sweet, old granny, which were the only other options, it was more than optimal.

I hustled my way onto the carriage, probably not looking half as suave as I wanted, but I did manage to get a brief smile of acknowledgement from her as I sat across the plastic table in front of us.

The train pulled away and I waited a good 20 minutes before striking up a conversation. When you've got hours in between stops and there is no hope of anyone else stepping in or interrupting, you can afford to wait a while. Especially since that waiting time helps it look a little bit more like you're starting the conversation out of boredom as opposed to someone who is just desperate to talk to a pretty girl.

The more you practice talking to strangers the better you'll get at it. At that point in my development I was far from a beginner, but I still had much to learn. Still, I had progressed from standard chat-up lines and formats, and if I say so myself, had become pretty good at improvising fun and interesting ways to spark conversation. This particular time I chose to go for a pretty risky move that I suspected would yield incredible results if it did hit its mark.

I reached into my bag and pulled out an extra-large packet of *Maltesers*. These are a type of chocolate-covered malt balls similar to *Whoppers* found in the USA, but these taste about a 1000 times better, in my own personal opinion. I placed the unopened packet on the table in front of

me and waited a minute or two before striking up the conversation.

(A word to the wise: I've tested this out many times since. The success rate drops significantly if the packet is already opened. I assume it's to do with the fact that they may be worried about the contents being tampered with or that it's unsanitary. So let them see the closed packet for a while first.)

I then promptly tilted the packet toward her and said the following:

Me: Sorry to bother you, but could you do me a massive favor?

Train girl: Umm, yeah, what?

Me: Could you help me split the calories of this packet of chocolate? Otherwise I'm going to regret eating them.
I opened the packet

Train girl: *Giggles* Sure I can.

It didn't take long before the conversation began. Amazingly the conversation flowed thick and fast throughout the entire journey. It was only a matter of courtesy that we exchanged phone numbers when we arrived back in London and set up a date to catch up in the near future.

The question, however, is what caused us to be able to talk for so long? It was based on one simple factor – **commonalities or similarities**. We both had so much in common that we couldn't help but have rapport or a good connection with each other. Here are some of those commonalities:

She was traveling back to London after visiting Scotland like me. We both liked rock music and had a number of favorite

bands in common. She had friends who lived in London who liked going to the same restaurants that I often went to. She was studying marketing at university and I was working for a small startup company. We both liked comedy films.

The list went on but this illustrates the point that we had a good number of conversational topics to speak about and the more in common we had, the more we felt a connection to one another.

You're probably thinking now, "Yeah, but the only reason that worked so well was because you had so much in common. If you didn't have that many similarities, the conversation would've dried up and you wouldn't have been able to maintain it as well." You might go on to say it was fate that we managed to find each other; serendipitous, even.

We can create commonalities, however! What's amazing is just how **easy it is to identify commonalities with people**. Let's re-examine some of those from the example above.

First, the trip back from Scotland – obviously we were both on the same train, so that was a pretty easy one. She was either from Scotland visiting London or vice versa. Either way, we would have some kind of connection, whether from visiting Scotland or me giving her good tips for places to go in London. The connection works on both levels.

Second, the fact she liked rock music. This was an easy one. I like all kinds of music, most people do. However, when someone dresses in a certain style that's typically associated with a genre of music, you can almost predict his or her preference. It doesn't take much to identify some bands that you

both like, and the next thing you know, you're talking comfortably and suggesting new music to each other.

Identifying commonalities with someone's friends simply increase your chances of creating more with the person you're talking to. OK, so she hadn't been to the restaurants herself, but because her friends had, it became a mutual interest to talk about.

Finally, with her studying business and me working for a new company, there was an easy connection to be made. But, again, notice how the connection is made quite loosely. I'm not doing marketing, and it isn't my business. In this situation, I'm using stories about my friends or colleagues to form the bond with her.

The more commonalities you can find with someone, the easier it's going to be to keep the conversation flowing. They'll think of you as someone whom they're genuinely interested in as a person, if only because it appears like random chance that they've met a stranger with whom they have so much in common.

COMMON RULES FOR BUILDING COMMONALITIES

The problem that many people face when building commonalities is that they end up finding one connection and milking it for all its worth. Identifying that someone you're interested in shares your love for salsa music isn't an invitation to speak to them solely about salsa music all night. Drilling home just one connection is only going to end up boring someone and having them try to escape you.

The real trick to building a solid connection or rapport with someone is to ensure you have a good number of topics and things in common with each other. What would be even better in fact is to find commonalities that the other person is interested in, that way, the conversation will flow thick and fast, not from you trying to draw the conversation from them, but because they have a genuine love and desire to talk about those topics.

Different people obviously have a preference for different subjects. This is kind of an obvious statement. So why then do people insist on having the same boring conversations when they first meet? The questions are always the same. What do you do for a living? Where do you live? Mundane questions that we've all answered time and time again.

If you really want to identify topics that someone likes to talk about, then you need to ask them what really gets them going. In short, you need to identify their passions in life, their dreams, and their aspirations. You need to identify what they do in their time-off beyond the basic day-to-day drudgery.

Once they start telling you what they love in life, all you have to do is respond with a statement of your own about that particular topic and voila! You've managed to build a commonality. For example:

You: *What's your idea of fun when you're not at work?*

Her: *Curling up in front of a movie.*

You: *Yes I love that! With a nice, hot chocolate and maybe a nice fireplace in the background.*

Her: *Yes, yes, that sounds great, I love doing that.*

You: *I know, people just don't get enough quiet time to enjoy themselves. When were you last able to do it?*

As you can see, most of that short encounter was built up from statements, which, as we identified, is a very natural form of conversation, and as we know the conversational topic is one the other person enjoys and one we can relate to ourselves, we've built a commonality. The more of these we build up, the stronger the connection and the easier the conversation will be.

People often ask if there are any topics of conversation that should be avoided when you first meet someone. I suggested earlier that you stay away from certain topics, especially before you've had a chance to look for or create some commonalities. The problem is that there really isn't an easy answer to this. Some people love talking about politics, whereas some hate the topic completely. The real trick to making a solid friend is to be sure that you calibrate your conversation to the other person. Whether you like talking about soccer is almost irrelevant if you're trying to build a connection with someone new. You really want to talk about topics they're interested in. Likewise don't make the assumption that people want to avoid certain topics.

Magazines—Modern Day Marketing Marvels

I was standing in a hall in Austin, Texas, giving a talk to people on how to improve their dating lives. The seminar was in full swing when a young man stood up and raised his hand. His question was a simple one, in fact it was

so simple that it needs to be mentioned, as it is possibly one of the biggest issues that strike people in this modern dating age. He asked:

“How do I initiate conversation with a topic that girls would be interested in?”

You could spend your entire life trying to figure out what women or men want to talk about, making assumptions based on your previous experiences, but there’s no way you could ensure that you’re going to get it right. There are, however, a great deal of readily available resources that can give you that information, namely in the form of lifestyle magazines.

Magazines such as *Cosmopolitan*, *Glamour*, and *Marie Claire* have spent millions of dollars on research into the female mind. Likewise *FHM*, *GQ* and *Maxim* magazine give great insight into the thoughts and favored topics of males. Of course these aren’t always going to be sure bets on a perfect topic of conversation, but you’ll be using information that has been obtained and developed over a great many years with a lot of financial backing.

So, for the average woman, we’re looking at topics revolving around fashion, entertainment, relationships, sex, psychology, and celebrity gossip. Male topics tend to revolve around sports, action games and events, cars, relationships, sex, and videogames. Naturally, as you would expect, there are some significant crossovers, though, there are also some specifically gender-exclusive topics.

Study of young American couples and their interactions re-

veal that while women raise twice as many topics as men, it is the men's topics that are usually taken up and subsequently elaborated on in the conversation.

Silence Is Golden (Sometimes)

The most important thing about conversation flow is to understand that pauses are commonplace. Almost every time you have an awkward silence with someone it is rarely as bad as you think. Usually, what appears to be five minutes to you is only a few seconds. These pauses may seem incredibly scary when you're talking to someone you want to make a good impression on; however, there are pauses all the time in normal conversations with your friends. You may not notice them, as they're a very normal part of conversation.

New research from Holland suggests that good conversational flow has a powerful effect on people's feelings of self-esteem and belonging, and that even brief — just four seconds long — silences during a conversation are enough to elicit primal fears, activating anxiety-provoking feelings of incompatibility and exclusion. "Conversational flow is associated with positive emotions, and a heightened sense of belonging, self-esteem, social validation, and consensus," a research team led by psychologist [Namkje Koudenburg](#) wrote in the *Journal of Experimental Social Psychology*. "Disrupting the flow by a brief silence produces feelings of rejection and negative emotions."

The researchers suggest that sensitivity to signs of rejection and exclusion arose during our evolutionary history — one in which being excluded from a group could literally mean the difference between life and death. These days, luckily, the

consequences of social rejection are typically far less dire — even if it doesn't feel that way at the time. Bearing that in mind you can understand why we react so negatively to pauses in the conversation; but these pauses help other people find time to speak, and allow you to put the pressure on them to speak further. You need to make sure you don't take all of the weight of the conversation on yourself or else you run the risk of over-investing and chasing away the person you're trying to get to chase you. Remember, there are two of you in the conversation; if there is an awkward pause then it's the other person's fault as much as yours. Sometimes it's better to relax, sit back and let them find something cool to say.

If you keep having awkward silences after speaking to someone for over five minutes and you're finding that it's a real uphill struggle to continue the conversation, follow these tips:

Remember what we discussed before. If you're responding to everything the other person says, you're never going to run out of conversation. As long as they offer up something, there's so much you can pull from it. If somebody says 'The cat sat on the mat', you can talk about cats, you can talk about mats or you can talk about sitting on them – three different subjects from that one phrase.

Make a statement to relate to it like, "Oh my gosh, I have a cat!" and perhaps a question following that: "So what's the best thing about your cat?" If you are following everything they say with a statement then a question, you're never going to run out of conversation.

By keeping conversation flowing freely and allowing the other person to fill any awkward silences, you should find your

conversational skills are more than adequate to keep talking for as long as you need.

Sometimes though, not only is silence *not* awkward, it is definitely essential to two people understanding each other! With a greater level of appreciation comes more efficient conversation, a larger amount of knowledge conveyed with fewer words. A feeling of deep understanding can then flourish between them, leading to a strong foundation for a relationship and future discussions.

Awkward silences can also be an important gauge to measure if the person you're talking to is actually just boring. If you're having a conversation with someone and they look really attractive on the outside, but the conversation is incredibly dull and very hard to keep up, there is a chance that they are just plain boring. And if that's the case, you might want to think seriously about whether you do want to get into a relationship with this person or whether you want to move on.

FAMILIARITY

When I was first studying game and understanding how to work out dating, familiarity was one of the first concepts I looked at, specifically, a concept known as propinquity, which is the idea that the closer proximity we have to something, the more attraction we feel for it.

Equally, people tend to be more willing to accept potential partners if their style or looks are similar to their own or match current social or media trends; their familiar appearance raises their propinquity. It roughly translates to being close to someone else in some form or another. This could

be in a physical sense, such as living in the same area as someone, or not so physical, such as belonging to the same association.

In 1956 Alan C. Kerckhoff conducted a study on residential propinquity and found around 70% of the married couples lived within 20 blocks of their partners before marriage. This seems obvious when you think about it. Yet, it is something people don't really think about.

Propinquity can be more than just physical distance. For example, residents of an apartment building living near a stairway tend to have more friends from other floors than others. Propinquity also applies to social groups. These might consist of classmates, friendship social circles or even work colleagues, and explains the tendency for teachers to date teachers, members of the police force to date each other, and so on.

The closer your proximity to someone, the higher the propinquity you have. For example, those living on the same floor in a building have a higher propinquity than those on different floors.

Studies have been done into familiarity whereby exposing the subject to a specific piece of music, picture, or person, even if only for a short while, led those subjects to rate it higher than others. One common way in which this manifests itself is when people initially disliked a song, only to later find themselves singing along with it. After a few more exposures, it often led to them buying their own copy.

Propinquity Effect

Mere exposure effect occurs even when people are NOT aware that they have been exposed to the stimulus.

Three reasons for the power of propinquity are: (a) sheer *availability*: one has to come into contact with others to have a chance to know and like them, (b) *anticipation of interaction*: people tend to put their best foot forward for those they know they will see again, and (c) the *mere exposure effect*: simply encountering a person or object, even under negative circumstances, makes us like the target more.

This is massive. Understanding this concept enables us to use it so that the more often somebody sees you, the more likely they are to become attracted to you. So, something you can do is, ensure that before you approach someone, you're making sure they see you a lot.

CLASSICAL CONDITIONING

Classical conditioning is a behavior-modification technique that gets used and abused in psychology more than almost any other concept. It gets misinterpreted and renamed a thousand other ways or people take a certain aspect of classical conditioning, and then repackage it so it's an entirely different technique of its own. I'm going to talk here about the original concept of classical conditioning. It was first developed and made famous by Ivan Pavlov, a famous Russian physiologist, at the turn of the last century, who con-

ducted a study where, before feeding a dog, he would ring a bell. The dog learned to associate feeding time with the ringing of the bell. Dogs salivate when they're about to eat, over time, as soon as the dog heard the bell being rung, he knew food was coming and he'd start to salivate – whether food was subsequently offered or not.

That has huge implications from a psychological point of view for a number of reasons. First, because we're animals, we also respond to classical conditioning. If you were called for dinner every single day in exactly the same way, then one day you were called for dinner and there was no food there, you would still have come for the feeding. You've been tricked. But you haven't really been tricked; you've just been classically conditioned to respond to being called for dinner at a certain time.

That's how human beings operate. We learn quite often by classical conditioning. This can be used to generate a rapport with somebody – or to destroy it, depending on what you want to do.

Why You Don't Like That Person

Let's look at classical conditioning and the kind of responses it conditions. Let's think about people we know in our life. Take a moment. Think about somebody in your life whom you don't really like. If you think about it, you've probably got negative feelings you associate with them. When they're around you, they do things that annoy you. They may say things you don't like, behave in ways you don't like; it could be any number of things.

What has happened is that you have associated these negative behaviors, statements, or feelings with them. And this is incredibly powerful. What they have done is classically conditioned you to associate bad behavior with them which makes you not want to hang around them.

I had a student who's in a long distance relationship. Every time he phoned his girlfriend, he moaned to her about the distance. He complained about their being apart. When he got on the phone, he'd ask her about who she was talking to on Facebook because he worried about her cheating on him. When he wasn't on the phone to her, he told everyone else how much he loved her, how amazing she was, how beautiful she was. But he didn't tell her those things.

Let's break this down into the actual interactions. When he was on the phone with her, he was negative and moaning all the time, explaining how much he missed her rather than just talking to her and interacting.

He'd contact her to explain how jealous he felt; how he didn't like the fact that she was talking to other boys. But he didn't just call up out of the blue to tell her he loved her. He didn't just randomly send her flowers. He didn't do any of the really positive things that he should have been doing. They were always negative. So she made negative associations with his calls because every time she spoke to him, it was unpleasant. They had no or few good interactions. Of course, he did love her; but when he was in communication with her, he made her feel bad. So she broke up with him.

☑ *Why People Will Like You*

We can use classical conditioning in a positive way because we can generate positive associations in people. I've got a mental checklist in my head and when I interact with people, I'm wondering all the time, are they making positive associations or negative associations with me?

You should ask yourself if people are making positive associations with you. Are you classically conditioning them in a positive way to enjoy your presence, or in a negative way? When you think of your interactions like this, you become quite a positive person. You'll find yourself always trying to help people.

If you're someone who reads about my material and what I do, you probably notice that I give a lot of free stuff away. I'm always helping people for free. I'm always trying to help people around me. You need to realize how important it is to make sure you are benefiting people all the time. That's how you build rapport. You make sure that people enjoy your company and your time.

Remember my friend in England who said she loved receiving phone calls from me? When I asked why, she said, "You only phone me for two reasons. One is to offer me work, and the other is because you've got some kind of crazy scheme that's going to involve us all going out and having a great time."

I phone her up and invite her to paintball. I phone her up and tell her I've got some work, to come and help out over the weekend. I phone her up to tell her we're all going up to Scotland to stay in a cottage for a week. I've always got some-

thing going on with that group of friends, but I never realized it consciously. It's something I did unconsciously because I'm helping out people around me all the time. But it became conscious when she told me that she always has positive associations with me. She absolutely loves receiving phone calls.

When you're talking to someone, you want to think about that. Are you somebody they enjoy being with? Are you fun? If you can feel a relationship going bad, if you feel them not interacting with you or enjoying it, it's because somewhere in your interactions, they're having a negative conditioning experience with you. Maybe it's because 200 other people have just run up to them and chatted them up, so they don't want another person to chat them up. Relate to that. Understand what they're saying and work with them. Make sure that they're having a good, classically conditioned response to you.

SUMMARY

- ✓ Physical Attractiveness
- ✓ Similarity
- ✓ Familiarity
- ✓ Classical conditioning
- ✓ Associations.

All of these points will help build dramatic rapport and comfort after you've broken the ice. If we take just the one example of being on holiday and meeting somebody from your area, you'll see you always end up interacting with them and

they like hanging around with you. Why? Because of similarities. That's a great example and one probably everybody here can relate to.

I've broken the ice and initiated the conversation. We've been talking for a while. Do I have comfort with her? Is she comfortable being around me and chatting with me? Have we found several similarities between us and discussed those? Is the conversation flowing, so the pauses don't feel uncomfortable anymore? It's time to break rapport.

Building rapport in an interaction is crucial for breaking rapport. This isn't a riddle, but a key step in the attraction-building process, so read on.

Resources

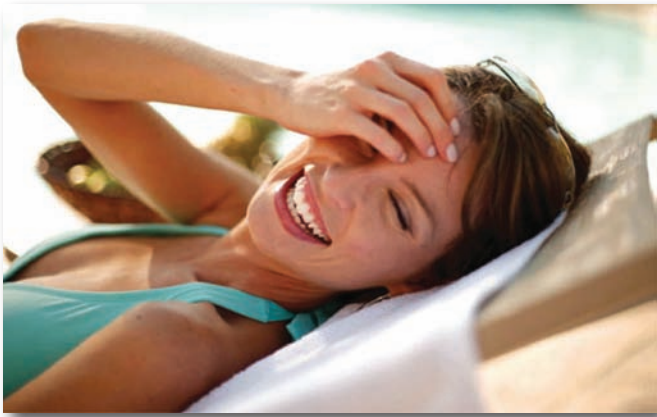


By now you're probably realizing that building comfort with someone is not really as difficult as it can sometimes seem to be. I've got another special bonus for you on the entire topic of building comfort. Check out this link and you'll see what I mean:

<http://www.AdamLyonsComfort.com>

Part 7

Break Rapport



Breaking rapport is all about creating a change in the dynamic of the interaction. What does that mean? Up to this point, your conversations have been friendly, flirty, and fun. You're smiling at each other; it's all very polite.

Breaking rapport literally means removing some of the connection you have with the person. When you've been talking to somebody for a while, you get a good connection with them. They feel comfortable talking to you, they feel there's a

level of rapport; they feel they can talk to you and trust you, they start to feel that you're interesting, that you've got some level of value. Now you want to create a sense of discomfort between you and them. A scenario where they don't feel like everything's as good as it was. Then they get the urge to fix it.

Make Them Work For It

When there's an awkwardness that the other person has to overcome, when there is some kind of conflict between you and them that they have to work at fixing, they're investing. That investment feels good to them. They feel they've achieved something. They feel there's a connection between the two of you.

At this point, you break some of that. You show them that the comfort they thought was there isn't really there, a situation that was good is suddenly not so good. Most people think that at this point they should do something to fix it – so they invest. You have so many options. There are so many different ways of breaking rapport. I'm going to take you through a few methods and tell you a few stories as examples.

I had a student at a boot camp once who wanted to test the theory of breaking rapport. On the second day of the course, as he was traveling to the boot camp, he sees this girl next to him and he breaks the ice with her. They start speaking and the conversation goes dead. So he decides that instead of speaking to her, he will just watch his watch. So he looks at his watch and he starts counting the time. 62 seconds. It took 62 seconds of absolute silence before the girl reintroduced the conversation by asking him a question. He said

that before he met me, he would never have sat there in silence. He would've felt it was his problem. He would've felt awkward. Instead, he had something to do – wait until she started speaking. The power shifted from him to her suddenly thinking, “Oh, maybe I should say something. OK, I'll break this awkward silence and I'll invest.” And she spoke. It's a powerful, powerful tool.

☑ *When To Break Rapport And How It Builds Attraction*

After you've been talking to her for three or four minutes, you move into breaking rapport. You've got to do it to ensure that there is a shift in the interaction.

You need to do something to show you're not like every other guy on the planet. Up till now she's given you her details and put you in her back pocket. You're stored as random guy number 57; random guy number 57 who might be able to help me if my car breaks down; random guy number 57 who might be able to help me if I need my homework done. She isn't attracted to you. She doesn't feel the need to do something to keep you because you're making her life easy. You add value in some way.

This actually is backed by real psychology and is another technique called “operant conditioning.” Operant conditioning is a process by which humans and animals learn to behave in such a way as to obtain rewards and avoid punishments. It is closely related to, and often thought to be a component of, classical or Pavlovian conditioning. We can find examples of operant conditioning at work all around us. Consider the case of children completing homework to earn a reward from

a parent or teacher, or employees finishing projects to receive praise or promotions.

If you've broken the ice correctly, maybe you've found them interesting, maybe you've complimented them; maybe you're just a decent person to have around. They have a good level of comfort with you. Something has to change. You need them to begin investing. If you don't do this, you will not get attraction. Breaking rapport is the single most important thing to do before you do anything else. Below are some different ways on how to break rapport. I classify every type of teasing, being cocky, being funny, false disqualification, and negging into the same category. They are all forms of breaking rapport.

TEASING

During the comfort phase, perhaps you've been using light touches such as a tap on the hand or the arm during the conversation to get your point across. When we break rapport, the touching becomes more playful. At this point, I do one of my favorite ones – the back kick. I love this one. It's the lightest kick you can do, where you just twist your leg and tap them. You're like, "Get out of here!" and you give a bit of kick. It's a break in rapport because you can sort of do that to your sister or one of your good female friends, not to a girl you just met. But doing that sets things in motion to be a little bit better because you've got a bit more of a connection with them as a result.

Playing childish tricks, such as pointing your finger at someone's chest and making them look before flicking their nose is another good way of breaking rapport. Any possible way

to test someone, calling them a geek, tripping them up and catching them, and so on are all forms of banter that will cause a spark in the interaction. Anything that enables you and her to laugh at her expense will spike the interaction in your favor.

One of my favorites, especially if you've been talking to a member of the opposite sex for a while, is to take a scarf and flick them with the end of it. You can be having a normal conversation and you'd say, "How are you finding it here? What's the occasion, what are you doing here?" and just randomly flick them. And they'll ask, "Why are you flicking me? What are you doing?" "Don't stop me," you say. "This is my game. Do you want to play?" And then you can start flirting with them. That act is breaking rapport. And of course, it's going to make them want to do it back to you. If they hit you, you're doing it right. If you manage to get it to a point where they flirt with you and fight with you, then you're doing it right.

Another form of breaking rapport: If they say something you don't like, pretend to strangle them with a scarf – in the nicest way possible. You say, "Oh, you're driving me mad!" Comments like that, along with the action of fake frustration, make them smile; it brings a bit of emotion to their face. You're not that boring guy that's just sitting there chatting with them. If you sit there idly flicking them with a scarf, they can't help but notice it, and the following scenario will play out:

Girl: "What are you doing?"

Me: "I'm flicking you with a scarf, what does it look like I'm doing?"

Girl: “Well, don’t do it.”

Me: “What are you going to do about it?”

Girl: “I’m going to hit you.”

Me: “Let me see.”

And there you are, you’re in a fight. That’s what you wanted. You’re playing around with them. You’ve built up that break in rapport to a point where she is going to get some kind of physical connection with you.

DISAGREEING

I find one of the easiest ways to break rapport is just to disagree with the other person. There’s a top psychologist on attraction named Dr. Persaud. He is an absolutely great guy who did some studies into disagreements. Some of the studies that he has analyzed and reported on involved speed dating. I absolutely love this because it completely illustrates the point of breaking rapport. He and his team conducted a bunch of separate studies. The first guy that went speed dating agreed with everything the other girl said. The second guy disagreed with everything the girls said. In the last example, the third guy agreed with everything for the first half of their interaction and disagreed with everything for the second half.

Out of all the studies, which guy do you think was considered more attractive? It was the third one. I can tell you why. The first one, the guy that just agreed with everything elicited this response from the girls, “He was a nice guy, not really my type.” The second one, who disagreed with everything

elicited this response, “I don’t really like him; he’s too up himself.”

The third one who had the agreement and the disagreement, for the first half they liked him then when he disagreed they felt there was something further that had to be explored; there was more to the conversation that needed to be had. When they did it the other way round and had the disagreement first then the agreement, they also felt a sense of connection.

☑ *Don’t Agree with Everything She Says*

If you say to somebody, “So what do you enjoy doing?” and they say, “Oh, I like horse riding.” “Horse riding - ughh! I’d never do that. That’s terrible! How can you enjoy horse riding? You like that?” At this point, what are they going to do? They’re going to justify enjoying horse riding to you. “No, horse riding’s great, actually. I really enjoy it.” By explaining or trying to win you over they start investing.

Another form of disagreement that I love is **non-supplication**. Girls are so good at handing me their glass. They’ll say, “Hold this for a second.” You can then reply with, “No, what do I look like, a shelf?” Afterwards, you want to make up and let them know you were only kidding. Joke about it afterwards; smile, take it off her. You’ve broken rapport, you’ve made her feel a bit awkward and then you fixed it. This is the art of making her realize she has to do something to keep you. That moment when you refused to take the cup from her makes her feel awkward. It makes her feel uncomfortable. And you’ll see it on her face. Then you say, “OK, hand me

your cup. I'll look after it. It's just a cup." Put it on the table. "There's a perfectly good table there. I don't know why you wanted me to hold it in the first place." Something like that – pick on her for not being observant.

BUILD SEXUAL TENSION

Building sexual tension is another form of breaking rapport. The beautiful thing about busy nightclubs is you have a perfectly good excuse to grip people around the waist – just to move them or guide them out of somebody's way. You can use a simple motion of gripping them lightly. It's not a solid grip. You don't want a solid grip because you might freak people out. But three fingers are quite gentle. You make a semi-firm grip around their waist and you move them to the side. You're being confident. You're leading. You're taking control of the situation.

All of these things are very attractive to do. More importantly, you've just gripped them around the waist, as only a few people have ever done in the past, never someone they haven't actually been with. You're getting that kind of mode already set up; you're building up sexual escalation and a bit of breaking rapport with them right off the bat. You're essentially being confident.

You can play fight. You can say to them, "Now we're going to fight, you and me. You're lucky I don't pull out my Jujitsu skills. You don't know about my moves." So you're getting physical, but on a playful level and breaking rapport.

Playful touching can also be a part of this process. Things like poking, play fighting, bumping them as you walk. This is

something pretty safe, but it still creates some sexual tension. You could hold their hand while pretending you're looking at their rings or maybe you can brush the hair out of their eyes.

The pace of your physical progression depends on their compliance. If they're open to fast escalation, you know you can take things forward quickly.

The most important thing is that after breaking rapport, you have to be nice. You can get too caught up in breaking rapport. If you keep winding somebody up, and you just keep breaking and breaking and breaking. In the end, they're just going to think, "You're an asshole," and they'll walk away. So you've got to mix it up. You'll get used to it; you'll get used to what's acceptable and what isn't.

Examples of breaking rapport:

"You and I would never get along!"

"You are bad news."

"Where is your off button?"

"I can tell you're a total troublemaker."

WARNING



Breaking rapport is first and foremost an art. Be very clear on the fact that in no way, shape or form should you be insulting people.

Resources



Obviously, I was only able to give you the basics of Breaking Rapport here. I hope I've given you enough for you to appreciate what a pivotal and powerful art Breaking Rapport can be. If you see the tremendous potential that can be yours if you get really good at it, I've got a special free gift for you. I have a **video demonstration of me using Breaking Rapport techniques** so you can see what it looks like and sounds like and feels like when it's done correctly. This will really help you to "get it".

Just go here to get the free vid:

<http://AdamLyonsBreakingRapport.com>

And remember, if you have women in your life that say you're not their type or they just want to be friends because they're not sexually attracted to you... then you need to master Breaking Rapport as quickly as possible so you can put an end to that.

Part 8

Qualification



Imagine for a minute that Bill Gates is sitting in front of you. Do you think he's going to sit there and tell you how great he is? Is he going to boast, "You know why I'm great? I'm great because I make millions every single second. In the time I sit down on the toilet, I make more money than most people make in a lifetime! I'm so rich, I've got so many cars, I'm very clever and I built this great company..." He's not; he's not going to sit there and tell you all those great things about himself because he would be qualifying himself to you. He'd be essentially

trying to prove to you how great he was. And somebody who's in a position of power doesn't do that.

None of the people that make this kind of money and are that successful in life spend their time telling you how great they are. They don't need to. They know how good they are. They know how successful they are. They don't feel the need to qualify themselves to you. Qualification works both as a way to build attraction and as an indicator as to how well things are going – the more they prove themselves to you, the more they care about what you think of them.

So the next step in the attraction building process is qualification. The real reason you should be qualifying is to get them to invest. Qualification is one of those things that people hear about, but never do; they don't really understand it. But if breaking rapport is the spark that triggers the fire, qualification is the blaze that is going to burn down the forest.

Qualification is essentially a method of taking a small amount of investment and magnifying it, turning it into something much bigger than it initially was. Qualification is a common way for us to demonstrate our position in society by questioning others as to their motives, skills or abilities. The person who is doing the questioning or testing is almost always in a position of higher value and therefore has the attraction. The people seeking to prove themselves are trying to build comfort by seeking approval and therefore investing in the situation, which explains why many people find power attractive.

When somebody's naturally very powerful they actually take the time to qualify other people. It becomes part of their natural language. They don't need to prove themselves to somebody else. It's a boring conversation to them; they've

had it thousands of times, there's no need to bother. It's a fact to them. People who have positions of power, people of value qualify others; they ask others questions or say, "So what do you do for fun?" or "Where do you hang out?" or "What's your biggest dream in life?" or "What do you hope to achieve in your lifetime?" Those are the kinds of questions they're much more likely to ask. People of value don't bother trying to qualify themselves to others. They're too busy qualifying others because they already have value.

One of the incredibly powerful things about qualification is it enables us to speed up and direct where the interaction is going. I think one of the biggest issues that I've had with students – male and female alike – is having them ask me, "I don't know where this conversation's going; I don't know where the interaction's going. What does the other person think about me?" Or, "I know where I would like the conversation to go and it never seems to go that way. Why doesn't the other person just make it clear what they want?"

Qualification can be used specifically to find out whether somebody does have key qualities that you're looking for, whether they might be the kind of person you want to get into a relationship with. It also gives yourself a level of value to understand that the only people that qualify others are those that have some decent value already, so you're going to transfer that and get across the idea that you're somebody with lots of value specifically because you're qualifying other people.

PRELOADING

The first part of the qualifying process is preloading. It's basically giving the other person a suggestion of how to behave

and how to act. This, of course, is an incredibly powerful tool and the first part of qualification. If we can actually control what the other person's thinking by giving out these subtle cues and these little bits of emotional nudges, indicating to somebody what they should be feeling or how they should be acting, if we can get that into their head and then they start acting in that way, we've built ourselves the first step in qualification. We've tapped into that part of their mind and we've already got them on the first rung moving towards qualification.

How do you go about tapping into somebody's head? How can we really get inside their mind? You can start by not thinking about a pink elephant. Don't think about it; don't picture it. Whatever you do, don't even think of the color pink, don't even picture that idea in your head, don't think of the word pink, don't think of elephants with their trunks... do you see what I'm doing here? Very few people can completely ignore that level of suggestion. It's a suggestion because I'm not telling you to do it, I'm telling you not to do it. I'm putting the suggestion into your mind even though I'm saying don't do it. It's kind of like reverse psychology. Don't start jumping to conclusions here; of course, it would be great to go, "Attraction...don't think you're attracted to me..." That would be brilliant if only that worked. Unfortunately, it's too big a jump. It's a massive leap. Attraction is a very big process and it takes a while to get that into somebody's head. You can speed up that process, but, still, it's going to take more than just one sentence.

I once had an interaction with a girl who was definitely not friendly. There was nothing about her that was friendly in the least. I met her in a club and I was talking to her while one of my students was talking to her friend. She was giving

me this very harsh and cold demeanor; it was a very chilly atmosphere. So I looked at her and I said:

Adam: “Wow, you’re really friendly! I love that about you.”

Girl: “I’m not friendly. There’s nothing friendly about me.”

Adam: “No, seriously, you’re friendly. I can tell it all over you, it’s great.”

Girl: “I’m not. I’m not a friendly person. I don’t like new people and I’m not friendly.”

Adam: “Listen, compared to everybody else that I’ve met in here, you are definitely very friendly.”

What was amazing was that she then adopted that behavior. She responded with, “Oh! Well, thank you.” The minute I said she was the friendliest person I’d spoken to she actually accepted it and started acting friendlier. She smiled and she warmed up to me and it was all because I hit home with the idea that she was friendly. I didn’t let her get away from it, I kept repeating it until it hit home and then she started possessing that characteristic.

There are two ways we can qualify others:

- ☛ Qualifying statements
- ☛ Qualifying questions

With both qualifying statements and qualifying questions we are able to elicit a response from the other person. We’re going to look at both in depth.

QUALIFYING STATEMENTS

We'll start with qualifying statements. Qualifying statements are a lot easier to use because they don't require a response from the other person.

If I say to a person I meet, "You know what I really like about you is that you're so friendly." I don't need a response from them. I'm telling them I like the fact that I find them friendly.

Any time we add a positive quality to somebody and put it in a statement, we're qualifying them as being friendly, intelligent, responsive, good at making conversation; all qualities we want that person to have. By saying that we like that about them, we're adding a positive connotation to that. We're making it a lot more welcoming for them to accept that quality and behave in that way.

Qualifying statements, although easy to use, aren't as powerful as qualifying questions, however, because they don't involve a response from the other person. Qualifying statements have a flaw in that regard one that qualifying questions can fix. Although harder to use, they make it more interactive with the other person. You get a lot of feedback from them. And if they do jump through what we call the qualifying hoop, they agree with the question and then you know exactly what's going on.

When you first meet somebody, you can get away with using a qualifying statement.

QUALIFYING QUESTIONS

These magic qualification questions – what are they? What

is a good qualifying question? Essentially, it's anything that's going to get them to justify themselves to you. The beautiful and ironic thing about qualifying questions is, it almost doesn't matter what you ask. The important thing is how they respond. You can say to them, "Hey, tell me three interesting things about yourself." Now they're about to qualify themselves. They're about to tell you things they feel makes them interesting. But in reality, it's the answer that's going to tell you whether it worked for them.

The two kinds of qualifying questions are open-ended ones and closed-ended ones. An open-ended qualifying question doesn't come preloaded with expectations, but is the sort of question that helps you learn about the other person. It is merely a question about them. Don't ask mundane questions that they're used to, such as "What do you do for a living?" Instead, ask about their hopes, dreams and aspirations. Ask them where they would like to be if they could be anywhere in the world right now and then ask them why.

One of my favorite questions I always ask people is "What did you want to be when you were five years old?" Again, it's a question that people don't ask. People ask what you do for a living, not what you wanted to be when you were five. And for most people when they were in school, it was one of those exercises that we wrote down what we wanted to do. I'll never forget it; I wanted to be a robotics engineer – and you can see how far that got me. By saying to a girl "What did you want to be when you were five?" I get her first answer. Then you can say to her, "Why did you give up on your dreams so easily?" Ask her that and watch her backtrack. "I didn't give up on my dreams!" She'll have a hundred reasons of why she did it. Maybe she'll joke or

laugh about it. Maybe she'll be offended that you've asked her. You say, "Hey, I'm only kidding, OK? Tell me about it."

Another great example of an open-ended qualifying question is "Where is the most interesting place you have ever been?" This is an excellent example as it presupposes that the place they talk about must be interesting, therefore it requires a deeper level of thought than just asking where they have been on holiday. Once they answer you can further develop the qualification by asking them to tell you why it was so interesting. You are enabling the conversation to continue to a much deeper level by asking them why.

A closed qualifying question is one that is pre-loaded with a specific cause and effect. In effect you are looking for a specific answer in order to ascertain their level of attraction toward you; the more comfort and attraction they feel for you, the more likely they are to answer correctly. A good example of a closed qualifying question with a pre-loaded statement is:

"You know, I only date people that can cook. Do you cook?"

No matter how they answer the question, by responding they have accepted that they are open to dating you. If they go on to tell you how great a cook they are then that is a fairly certain sign that they are attracted to you. They might even offer to make you dinner. In that case, you've hit the jackpot!

Once you're in the conversation, you're going to be using these qualification questions to actually make sure they tell you about themselves. Some additional qualification questions are:

- ▶ What are your passions in life?
- ▶ What are your aims and ambitions?
- ▶ What do you want to do when you get older?
- ▶ Where do you see yourself in two years?

Again, these are big qualification questions and they do more than that. They enable you to assess somebody's aims and personal dreams. The more you qualify them, the more they're investing. The more they invest in you, the more attracted they're going to become; the more you are going to be their point of reference on what they do that's interesting or fun.

Every time they qualify themselves, think of it as one more rung up the "qualification ladder." Some qualifications are easier to do than others. You can get away with asking someone what he or she does for a living and whether he or she enjoys it. You can get away with a lot more by asking them some other questions perhaps related to sexual relationships.



PUNISH BAD BEHAVIOUR

Whenever you come across behavior that you don't like, you punish it. That doesn't mean you go slapping anyone in the face. That's not a good way, we're not looking for real physical punishment. A few main ways to go about doing it is to either give negative body language or dismiss what they say. You can go, "Really?" and step away from them a bit. "Nothing interesting about yourself?" Make it sound like they're boring.

Punishment would be removing the fun. For example, if we were having a great conversation and then she doesn't have anything interesting to say, I could maybe ignore her and ask the question to one of her friends. She then realizes even though I wasn't rude to her, I'm asking somebody else the question because her answer was kind of lame. So by moving the conversation on to somebody else, she's not included, she's going to get bored and she's going to wish that she'd answered it correctly. So she's going to make sure that the next time she gets an opportunity to do so, she will be a little bit more forthcoming with the answer.

Any time that you're looking to punish bad behavior, you need to give somebody a way to fix it. If you don't give somebody a way to fix the conversation, a chance to make it up to you, all that happens is that you encourage them to not bother talking to you at all. Most people make associations with people. If they're having a positive interaction with you and if they're enjoying the conversation, they're going to want that conversation to continue. Essentially, you're rewarding and enforcing them every time they do something great, that's awesome; the conversation is going to continue.

A word of warning at this point; This negative punishment you've given them can create a negative spiral, a loop of you insulting them, them feeling bad, them insulting you back, you feeling bad, you insulting them; you create a horrible negative spiral that doesn't go anywhere. You have to stop it straight after your point of insulting them.

However, if whenever they make a mistake you punish them for it and then don't give them a chance to actively get involved again; maybe you ignore them and ask their friend

and don't bring the conversation back to them, or maybe every time they say something you say, "That sucks, that's terrible," you start creating a negative association with yourself. Basically, you're teaching them that hanging out with you is lame and that interacting with you makes them feel bad so essentially what they'll do is move off and find somebody else. If you want to keep them engaged in that interaction, you need to give them a chance to fix things. You need to give them a chance to come back.

If you're punishing them for not investing in you; if you're punishing them for not having anything interesting to say, if you're punishing them because they can't think of any fun activities that they like to do, whatever you qualify them with, you've got to give them a way out of it. You want to then say something that is easier for them to answer, rather than them trying to punish you back.

"I can't believe there's nothing interesting about you; that's terrible. Come on, I bet there's something... Give me just one interesting thing you've done in the last six months. Something that none of your friends have done."

That is a great example of giving them a way out. You give them a way to redeem themselves. Nine times out of ten, the reason they're saying to you they can't think of anything interesting is because they're just not bothering to give it the time of day to think about it.

By punishing them and showing them that you're not going to think they're very interesting or fun if they don't come up

with something, then asking them to come up with something again, they're going to give it the time of day. The second time around, rather than just going for the easy option and saying they're not going to tell you, they're going to think about it.

The words "I'm only kidding" will save you so often, I can't tell you. Any time you get an initial bad reaction, "Hey, I'm only kidding. God, don't take life so seriously. Explain, tell me the story. What happened?" Get them to talk to you. Get them to open up. Get them to tell you about their dreams and ambitions. Talk about places they've yet to visit:

You: Where would you like to go in the world if you could go anywhere?"

Them: "Hawaii."

You: "Wow, Hawaii is such a good one. Why Hawaii, why do you want to go there?"

You'll get someone to talk about something that they wouldn't talk about with anybody else. They feel they've got more of a connection with you than they've had with anyone they've met in the past X amount of months. You stand out from the crowd; they're investing; more importantly, they see you as an authority over their opinions and matters. Maybe not on everything; maybe not the highest authority, but definitely some kind of authority. Definitely somebody whose opinion they care about.

If they care about your opinion at this stage, you're doing very well. Because you've gone from hanging around someone you didn't know to one you've built comfort with and got their phone number, to one you can make laugh and wind

up, to one you can get to care about your opinion of them. You can see how, slowly, this is turning into some hard-core attraction.

You could also use negative punishment or negative reinforcement on others. The way I do it is simply by saying, “Don’t you just hate it when you’re on a really boring date? Like, the date’s just totally boring. Personally, I just think going on a date with someone who is absolutely boring is one of the worst things ever.” Again, I’ve seized it. We’re already talking about dates; I’ve already preloaded that into the conversation and I’m talking about how much I hate it when the date’s boring. That’s a nice little thing; it puts a bit of pressure on the girl because it’s making it clear that if we are going to go on a date with each other that she needs to not be boring. So that’s great. It means they’re not just going to sit there and put all the pressure on me; it’s a nice little subtle thing that they might accept.

Most people will agree with you that going on a boring date is bad. That’s because by definition a boring date is bad and you can’t really argue with that. So, it’s a really good qualifying statement to use. It’s something that’s really easy for somebody to accept and to agree with.

I then simply say to them, “You know what? I have a rule that I never go on boring dates.” Again, another qualifying statement. I’m making it really clear that I don’t do boring dates. Again, it works on two levels. One, I am telling her that I don’t do boring dates so she needs to not be boring. Two, I let her know that I don’t do boring dates, so I’m interesting. Hopefully, this should start tapping into the subconscious mind and getting her to realize that I don’t do bor-

ing dates; meaning if she did a date with me, it wouldn't be boring. In the same way we were talking about that pink elephant, I've tapped into her subconscious mind and I've got her thinking, "Wow, this guy, he doesn't do boring dates." So now I'm going to drop my cue: "Do you have any idea how my dates aren't boring?" I just throw that out there for her to answer. Just let her think about it. "Why? I have no idea." If she can't think of why, that's a really powerful form of qualification. Because if she can't think how you guarantee the date isn't boring, then I've basically managed to one-up her. I've said that I'm capable of doing it and built up my value. If she makes the mistake of saying, "I don't know, you have sex with everybody?" She's moved the conversation on to sex, which is brilliant because that's where I really want it to be anyway; but I can also pull back and say, "No, no, that's not it at all! Oh, you're such a seductress."

And the truth is, she has no idea what I'm about to say – because I'm the only one that knows what I'm going to say next. The chance of her guessing what I'm about to say is incredibly low. She's going to be wrong with almost every single guess, which again gives me that position of high value, showing that I know what makes a good, fun date and she can only think of boring dates. Remember, don't make that verbal. Don't say to her, "Oh, you can only think of boring dates," because you're going to be punishing her for answering the question. Whatever she says, you want to be like, "That's a pretty good idea but that's not my key, that's not my secret," because if you punish it and say "That's lame," you're encouraging her to not want to give you information. Remember, that's one of the weaknesses, one of the things we do not want to do.

Instead, whatever she suggests, “Yeah, that’s a pretty good idea actually; that’s not bad. But I really do think this is the best way to guarantee it – I make sure that every date I go on is an activity: something fun. So by only doing something fun I guarantee that even if the girl I’m going on a date with turns out to be really boring and is just a pretty package, the date will be fun.” What’s great about this is that I put it into her head that all the girls I date are pretty, putting into her subconscious that I only date hot girls and I think she’s hot, and to even consider her as a date she’d have to be one; so I’ve built up that idea that I’m somebody of value and I have abundance; I have other girls in my life. As well as telling her it’s going to be a fun date, it’s going to be an activity, so she doesn’t have to worry about getting bored. And if she brought up the sex thing earlier, which I moved away from, then she will not have the expectation that I only want her for sex. Some great things have been thrown into this. “Yeah, I always do an activity, something I enjoy. That way if the girl’s boring I can have a lot of fun anyway by doing something I’ve really wanted to do and if worst comes to the worst, the date’s not a waste.”

By selling that idea, I’ve made it really clear that that’s the kind of thing that would be fun for her; she should be accepting all of these other things I have been building up. I could ask her, “What do you think is a great activity; what do you like doing for fun?” Again, I’m building upon the ground level, finding out what activity she likes. If she can’t think of it I usually have a bunch of stock ideas that I think make great dates.

DISQUALIFICATION

There's another aspect of qualification that I love and that I don't often teach at a boot camp.

It's important to get them to qualify themselves to us. We're going to build these rungs higher and higher. At the end of this, before we move on to sexual escalation, I'm going to talk about how to build more qualifying rungs and turn them sexual.

Disqualification is important because it's how you start qualifying yourself to them.

A lot of the stories I've heard from people that I teach, regarding the people they really like, all have something in common. They give me all these reasons about why that person is so great. Then they tell me why they can't get them; all the things they've tried to do. Of course, what they're doing is qualifying themselves, instead of trying to qualify the other person.

All of the things they've done have failed. They're qualifying themselves. They're actively making a point of trying things to impress the other person – or maybe to not impress the person. Not with the techniques they're trying. But the point is, even in their mind, they feel they have to do something to get them. Disqualification is the act of actively voicing disinterest and actively removing yourself from that situation.

Disqualifying yourself doesn't mean you turn to them and say, "I don't like you." Yes, it's a way of doing it but it might

not be the best way. Because then they may feel they can't get you. They may feel they're not good enough to get you. The best way of disqualifying yourself is to be bland about it. Don't make it about them, make it general. Say things like, "Members of the opposite sex drive me nuts. I can't handle them – too much pressure. They worry about not having the right change for the subway and stuff like that. Life's too important to worry about things like that." Disqualifying yourself is beautiful because sometimes it will trigger a qualification from the person. Sometimes they'll be like, "Oh, I don't care about that kind of stuff." Thank you very much, they're attracted.

There are other types of qualification. You've got physical qualification. If you're talking to someone square on and you turn away from them and they move so that now they're facing you again, they're physically qualifying themselves. They're being compliant.

The act of being compliant, of doing things that you want, again is to try to please you. They're qualifying themselves. They're going out of their way to make things better and easier. They're investing. The more they invest, the more they want you. If you can get them to buy you a drink, if you can get them to introduce you to their friends, if you can get them to leave their friends, to come away and talk with you somewhere else, they're qualifying themselves. The more you get them to do this, the better it gets.

We're going to talk about getting through those final stages. Your aim is to qualify on a deeper level. You can gradually build up by using the following statements:

"You know what I like about you? The fact that you're re-

ally friendly; that's really cool. You're not just really friendly; you're friendly in that cutesy kind of way; a cute kind of friendly. I don't want you to think you're cute in a particularly cutesy, cuddly teddy bear way; you're cute in that sexy cute way. Like a cute girl that lays in the bed; she's got that cute girl-next-door smile but she's in sexy lingerie. So I suppose I'm saying you're a cute, sexy kind of girl. And in fact, I suppose you're dangerous, risqué. A cute, sexy risqué kind of girl. That's the kind of girl I like."

Bam – you've taken it from friendly right through to sexual. Not too fast, though; you don't want to be doing that as soon as you meet a girl. But you can take that through the length of a one-hour conversation. You could be saying every ten minutes or so, "Wow, I didn't even realize that about you. You are a cute kind of girl. You've got a cute bum. Show me your bum." That is a massive break in rapport. "Show me your bum, let me see it. Let me see all of you." If she lets you do it, she's compliant. And if she lets you look at her that way, she's probably going to let you qualify her with:

"Come on, do you work out? Tell me."

"Yeah I do, actually. I work out to make sure my bum is nice."

"It's working. I really like it. It's cute. Is it a hard bum? (slaps bum) It is."

If she's letting you do it, she's being compliant. She's qualifying herself. She'll take you. How far should qualification go? Just how far can we take it? We can take it a long way.

I've managed to get girls to a point where you can qualify them based on a relationship. You can get it to a point where the girl's about to kiss you and then you can pull her back and say, "One second. I need you to know I'm not looking for a relationship. This isn't the kind that I'm interested in. I'm not looking to settle down. I'm just up for having some fun."

That's a big qualification there. What's she going to choose? If she kisses you, she's being compliant in such a way that she's making it clear she knows it's not going to go any further.

SUMMARY

A big part of qualification is telling the truth. The best way of qualifying a person, of finding out the qualities they've got, is to have preset in your own mind of what you want in a person. If you want the kind of person that's interesting and can talk about politics and work, then at some point in qualification you've got to bring it up. You don't want to be flirting with someone who's not the kind of person you want to be with.

All of these techniques, whether you're looking to preload something and just add it into your normal conversation or whether you're looking to develop an entire sequence of qualification to get people moving down a path towards exactly what you want, qualification is an incredibly diverse and powerful process. It's easily one of the most misunderstood parts of attraction and dating and yet it's something that really shouldn't be missed; because if you learn how to qualify

somebody correctly, you can get away with talking about sex within three minutes of talking to somebody.

You can make sure that if somebody dates you, they're dating you in the way that you want; somebody who actually wants a relationship with you or who is OK with you seeing other people. Using qualification helps you set it up in advance so you can plan ahead, preventing any problems or issues that can arise. These powerful techniques of forced learning make people do the kinds of things that you want them to do; to encourage them to adopt certain behaviors. Holding them to their statements; if somebody says they're spontaneous, if they say they're fun and outgoing then they have to keep being spontaneous, fun and outgoing; and being aware that if somebody does verbally say that, they're much more likely to adopt that behavior.

The process of qualification is incredibly in-depth and powerful. Throughout this chapter you've learned some of the key techniques that can help you use this to develop your own game, to build up your own skills of attraction and dating; to ensure that not only are you meeting the kind of people that you want to meet, but that they are going to end up staying the kind of person you want to be with; whether it's in a closed relationship or an open one, you can set it up in advance so if worst comes to worst and you find that the person you're talking to isn't the person you want to be with and they don't have the qualities you are looking for, then you can just move on and find somebody that does.

Resources



There's a unique Qualification technique I want to share with you in a sequence of 3 free video tutorials. They cover the **3 key attraction-building components of qualification**. The focus is specifically on using Qualification to **attract the type of woman you're looking for**. Now that you realize how important Qualification is, you'll really appreciate how good these videos are... Go get them here, while everything is still fresh in your mind so you'll get the most out of them:

<http://AdamLyonsQualification.com>

I've discussed qualification at length, basically because it's an essential step in ensuring the success of the final step in our equation: sexual escalation.

Part 9

Sexual Escalation



It doesn't matter how much attraction you build up. If you don't have any indication of taking it anywhere and turning it sexual, you can forget about everything – it's just not going to happen.

How do we go about doing it? As far as I'm concerned, there are two main ways to build things up sexually. You can either do it physically or you can do it verbally. In an ideal world, you can use both.

After you break rapport with them, you've wound them up a

bit, you start qualifying them, then you sexually escalate. You start with simple things: talking about work, talking about traveling, talking about their hobbies. You move it on to some deeper things: emotions, relationships, family. You take it that way. After that, you turn it sexual. You start talking about sex. Once you start talking about sex, sexually escalating physically and verbally, then you isolate them and you kiss them.

PHYSICAL ESCALATION

Your touching should be a lot more prolonged. You want to get away with careful grooming techniques, like brushing hair out of the eyes; things that monkeys do to each other. That doesn't mean you sit there and pick nits out of their hair, but it does mean that you care for them. Brush the hair out of their face and stroke their hair. Take the time to guide them around if you're walking around the club. You've got your arm around the back of them to make sure that they're secure and held. These prolonged touches are all an important part of sexual escalation. You can get away with a lot more.

Physical sexual escalation is all about making a strong connection with the other person and getting things to escalate in a slightly more sexual way. I spoke earlier about breaking rapport; I used the scarf as a tool and flicked her with it. In sexual escalation, everything's got to be more intense. So at this point, I'd use this as more of a tool to pull her closer to me. During sexual escalation, I'm trying to make things a bit more sexual. Pulling her in with the scarf works. My hands – instead of light touches to the outside, instead of

just high fives to reward behavior, instead of just playing thumb war, everything turns sexual. What was originally just a light touch on the arm becomes a more solid touch, prolonged, to the stomach. If a person will let you touch their stomach, they will let you kiss them. It is a very delicate area. And if you can get away with holding their stomach while looking into their eyes, you can kiss. It's almost guaranteed.

If you've seen my 60-second kiss close demonstration on YouTube, you'll see that the girl is touching my stomach. And if a girl touches your stomach, she's not looking for your abs. I had a student say this to me once; she touched his stomach and he ran away. I'm like, "Why did you leave?" He said, "She was seeing if I have abs and I don't have any." I'm like, "How do you know that?" "She touched my stomach!" "Did she say she was looking for abs?" "No." "Dude, she was trying to kiss you!"

If a person touches you on your stomach and they're still looking at you, they're repositioning themselves and getting ready to kiss you and slip their hands lower. They're not testing whether you have abs or not. So, if you can get away with touching their stomach, it's a very key part.

You may have heard about triangular gazing, or you might not but it's an important part. Making sure that your eyes flicker from each eye to her mouth is going to trigger a lot of sexual chemistry between you and the other person.

VERBAL ESCALATION

Beyond your basic touching and building things up sexu-

ally with touch, you also want to be matching it verbally. You want to take the conversation into a completely different area.

Most people aren't comfortable talking about sex – they're just not, especially not when they first meet somebody. However, it's one of the best topics to talk about, especially if you want to build up sexual escalation with somebody. But how can you move the conversation on to sex?

You'd be surprised. People want to talk about sex. Because in reality, that's what we're all thinking about. When you're out in a nightclub and you see someone hot walking towards you, you're thinking about them sexually. You're not thinking, "I wonder if they have a university degree?" If you are thinking, "I wonder if they have a degree?" you're thinking, "They're really hot; I'd like to have sex with them. I wonder if they're interesting as well?"

I'll have broken rapport a bit and gotten some qualification going. We'll be talking about our lives, what she wants to do with her life, where she wants to go, etc. Then I'll say, "Look at that person dancing over there. Look how uncoordinated she is. You know she's going to be bad in bed." She says, "What?" "Look at her dancing. She's going to be terrible in bed. You see the way she's moving, she's all awkward and gawky – ugh! That would be terrible to sleep with, don't you think?" Get her talking about it. Get her discussing different people in the room and how they'd be in bed. Talk to her about it.

Again, talking about sex. Women like to have their imagination exercised. They liked to be turned on up there before anyone tries to do anything else. If you can get her verbally

thinking about what's going to happen next, verbally thinking about getting turned on while you're physically escalating and making things a lot closer, with solid eye contact and a triangular gaze, you're really going to find that the sexual escalation between you builds up and this sexual tension starts getting created. What was once investment for qualification, what was once just her appreciating your opinion on something has now turned into a stronger more sexual.

At some point, you can bring it to a very important place. You can say, "Hey, what's your idea of good sex? Go on, what's good sex for you? What do you consider good sex?" Get them talking about it. Get them describing good sex. Even better, get them so they're stuck and they can't think of anything and then you describe good sex. You say, "For me, good sex is when you lie someone down, slowly kiss them on the ear, tease them, stroke down the inside of their neck. You know; when you sort of hold them down and kiss her, then you're stroking her belly as if you're going to do something. She doesn't know if you're teasing her or driving her nuts. For me, that's good sex."

If you can sit there and describe that to a girl, under a very intimate situation where the two of you are looking into each other's eyes, then congratulations. You're building a lot of sexual chemistry between you two. The sexual escalation is building at a tremendous rate and she's going to get turned on. If you can get away with turning her on there, in a nightclub, going for a kiss is going to be a piece of cake.

Escalation is all about taking a chance. But with comfort and attraction in place there is very little chance involved. Your

goal is to close the physical gap between the two of you, reflecting the way you're both together. It's important to note that many people feel uncomfortable doing this under the scrutiny of their friends. Ideally, the two of you want to move off to somewhere quiet or at least amongst strangers. Elsewhere, a dance floor, another bar or anywhere they don't feel they're being watched will make them feel freer to escalate with you.

THE KISS

Going for the kiss can be a difficult point for many people but if you do it right it shouldn't be a scary prospect. You want to get to a point where you are both looking into each other's eyes. You will feel a sort of tension and likely have a small smile on your lips. This next technique is one you can use if you don't want to over commit yourself. First, you should move in for a hug and give a kiss on the cheek. Then, lean back but don't release the hug, slowly move in for another kiss on their other cheek. This time be aware of their head movements. Did they move towards the kiss or did they pull their head away from you? If they pulled away simply release the hug and begin escalating again, perhaps whilst building a little more comfort. However, if they move towards you, simply lean in and take the kiss.

Resources



All right, I can talk all day about going for the kiss, but there is so much more on the topic of sexual escalation. It's such a vast topic that I'm only scratching the surface. Check out this link for additional insights.

<http://AdamLyonsSexualEscalation.com>

Part 10

Back To Your House



We've spoken about all the different ways of building up attraction with somebody you've never met before. We've spoken about *how* to go right from the beginning all the way through until you get to kiss. That's it, right? No. The real end is getting her from whatever location you're at and taking her to your place.

How can you extract somebody from a club or from a daytime venue, to your place? I'm going to talk about two different methods of doing this. I'll talk about doing it directly from the club. In the next section, I'm also going to talk about doing it while you're on a day two – or a date.

First of all, let's talk about if we were going direct. How can you take somebody directly from the club to your place? Well, you've got to be kissing her already. If you're not making out with a chick, it's probably not going to happen.

One of the main issues you're going to have with taking a girl home on the same night is not from the girl; it's going to be from her friends. But by using these simple qualification techniques you can set it up so the girl agrees with you and she fights on your side to make it so much easier for things to happen on the same night.

A note here: You can lay down the groundwork in the qualification stage. During the conversation you can preload the idea that she's spontaneous. If she confirms that yes, she's spontaneous and doesn't just follow her friends, you might say, "Cool, because those girls just blindly follow what their friends say and don't make decisions for themselves. I always find they can be really boring to hang out with." At this point I want her to confirm that essentially she doesn't do what her friends say, that she can make her own decisions. That way if her friends do try to move her away later, rather than doing what her friends say because she's worried about upsetting them, she'll make her own choice.

Now this is a really hard one to enforce because I can't really reinforce it in front of her friends but usually if somebody's verbally confirmed that they don't just blindly follow their friends, they usually will make that decision on their own, which is incredibly important and something that I need in place if her friends try to stop me from interacting with her. It's not like they don't want you to date the girl or have any kind of interaction with her, they're just looking out for her.

They don't know how well the two of you are getting along and out of habit they'll often pull the girl away, wait for the girl to say, "No, no, I like this guy," and for her to stick around.

So if you can set it up so she's more likely to say, "No, I like this guy," it makes it a lot easier whereas sometimes it's a little bit late, she's tired, her friends are pulling her away; it's easier to leave than it is to stay with you – even if she wants to. So you're just setting it up to make it a lot easier for that to happen.

Now you need a good reason to leave the club. As far as I'm concerned, one of the best ways to go about it is to actually say about an hour before you want to leave, "I'm hungry. I'm getting kind of hungry." That sets in stone it's something you're going to do later. It's a good justification for what's about to happen. An hour later you say, "You know what? I'm going to grab some food. Come with me, let's go get something."

Another way, if attraction is on the cards and you're already making out, you can just say, "Hey, let's go back to my place." But I've always found what makes it a lot easier is again to give them a reason to do something. You could just throw something ambiguous out there like, "Hey, you know what? Let's do something spontaneous and awesome..." She's confirmed she's spontaneous, confirmed she likes doing awesome things so if you say let's do something spontaneous and awesome, it's a secret, I'm not going to tell you" and then take her away, there's a really high chance she's going to follow. If not, some of the things I've used in the past have worked incredibly well, saying something like, "You know

what? I make the best pancakes in the world, you have to try them. I don't know when's the last time you had pancakes at three in the morning but let's go and check it out."

Or, "You know what's really spontaneous? Walking through the park in the middle of the night - let's go and do it." Whatever it is, you just need some kind of reason that it's a little bit spontaneous and builds off the fact that she said she's spontaneous so she'll leave. The added benefit of it not being about "Hey, let's go back to my place and make out," is her friends are like, "Where are you going?" She's already got that excuse that you've put into her subconscious for her to tell her friends. It gives her that reason. It's already in her head. You've been communicating with her subconscious mind and you've placed it there so she's already got her answer for when her friends give her any kind of objection.

One of my favorite things about late night food places is that they don't often have a place for you to sit. They tend to be little trailers or food places without many seats. On rare occasions, they actually do have some kind of seating. In those situations, I'll try not to sit there. I'll say, "You know what? Let's get this to go. I don't much like the venue here, it's too loud." Or, "Let's get away before people start throwing up all over the tables." There are a lot of good excuses you can use. All of these things are going to work in order to get takeaway or food to go rather than eat in the place. Don't suggest where you're going to eat it. Just say you're going to get takeaway. With a takeaway in her hand, the only thing missing is a place to eat it. A quick cab ride later and you get her back to your place. If she's been there already, it's even easier to get her back. If not, there should be enough of a

justification there to go back and eat rather than eat on a park bench in the middle of the cold.

Something that does work is leaving the club before the end of the night, coming back to the club and then leaving again. In that situation, what you've done is built up comfort with the girl by letting her know that you're a trustworthy kind of guy. Sometimes in the middle of the club, I might make a point of going, "Hey, are you spontaneous?" That's a qualifying question.

The girl's like, "Yeah." "Really? You seem like the fun, crazy, spontaneous type, actually." Qualifying statement. "Let me show you something." You take her out of the club. "Where are we going?" "Don't worry about it, let me just show you something."

Take her out of the club; go show her a water fountain nearby. Go show her a park. Take her into a different club. See some friends of yours that may be doing something different. Stay for 10, 20 minutes then go back to the previous club. It's similar to taking her back to your house first. It will give her a precedent of a time when you left the club together and you've brought her back to the safety of her friends. It lets her trust you. It lets her feel comfortable being with you. From then on, when you go to leave the club, she's going to feel much more at ease leaving and going somewhere with you. Like I said, late at night the easiest one is food. Especially if you pre-empt it by saying you're hungry early on in the night. Go back to your place. You can take things from there.

Some people talk about something called "last minute resistance." This is the concept that if you try and sleep with a girl, she fights it. **It does not exist.** Last minute resistance is

a fallacy. It's something that's made up to explain something called "she doesn't want to sleep with you". If the girl wants you, there is no last minute resistance. You don't get it. If she doesn't want you, she resists. If you've built up enough attraction with her to the point where she's willing to come back to your house to hang around with you, to eat food, she does want to sleep with you. The trick is to not pressure her into doing it. You've got to make her want to do it.

This is where qualification becomes very powerful; you need to make it clear that you don't need to sleep with her; that you aren't desperate to sleep with her. You need to keep your position of being the one that is being chased. Keep it so she's investing in you.



Don't Let Logistics Screw You

Your logistics are one of the most important parts to ensure that you get what you want. At any point, if the logistics were wrong, everything will just fizzle out. For example, you and the other person could be completely attracted to each other but if you've got no excuse or reason to hang out with each other, you're going to have to play your cards nice and early. Sometimes you don't always have that opportunity. If you met somebody at a bar and they're on the way to leave with their friends and you've got five minutes to talk to them, it might be very obvious that there's an attraction between the two of you but the other person might not want to admit it yet. You might not have got to a point where you're actually talking about attraction between the two of you, even though there sort of is a dotted line underneath it all where you can see it's there. Maybe the other person just doesn't

want to seem like they're too easy in front of their friends. Once again, we can use qualifying statements here to help us build those logistics. I would have organized my iTunes playlist so that I had one set. That playlist on my computer was called something really cool. I think it was called *Chill Out*. The lights in my flat were set really bright by the door because if it was dark, you didn't have to come in and turn the lights up. As you walked through, it got dimmer. The play button only had to be pressed; I didn't have to search through and choose a bunch of songs. I didn't have to worry about getting ready to do the deed then realize I didn't have a condom. I had planned it out. I once had a motorcycle and when I went clubbing, I used to bring both helmets with me. One day I thought, I can't be bothered to carry the second helmet and thought I'd leave it at home. That made me think, if I meet a girl tonight, I can't bring her home. I can't bring her home because I'll only have one helmet and in the UK it's illegal to ride on a motorbike without a helmet, even as a passenger. So I picked up the second helmet and went to the club.

That night I meet a girl and sure enough, I ended up taking her home. If I didn't have my helmet, I would have been stuck, having to leave my bike in the middle of London and getting a cab back with her, or getting on the bike myself, getting her in a cab and hoping she actually came to my place. It was a unique problem that really I didn't want to have to deal with. So I used to bring both helmets with me.

My dad tells me, "You're so lucky in life, Adam. Everything that you work for, you get." I said, "You know what, that is really funny. I find that the harder I work for things, the more I get." My dad calls it luck. But it isn't luck. I make sure that

whenever I get an opportunity, I accept it and I set myself up to be as prepared as possible.

Be prepared; be ready. Sort out your logistics. Out of everything you do in game, logistics will fuck you. With everything else, if you get it wrong, you can kind of fix it, but logistics will kill you in a heartbeat.

When everything's going right, if you suddenly realize you don't have alcohol back at your house when you're inviting her back for a drink, you've killed it. Now you have to go find alcohol. You can get around that, but it's hard. It's harder than anything else you have to get around. Don't let the logistics mess you up.

Part 11

The Language of Attraction



There are predominantly three ways in which we use body language signals, movements and gestures, and they are:

- ☛ As a direct substitute for words – sign language is a prime example.
- ☛ As an enhancement of our words – we gesture to emphasize speech.

- ☛ As a mirror of our inner feelings and attitudes – people read our faces, body angles, distance etc.

Each of us has commonalities and actions we tend to perform during conversation. These subtle movements often change as our conversation does. From fast erratic movements to slow laid back gestures, or even not moving at all, these body language traits act as another form of empathy. To most people, these movements are unconscious.

By understanding the meaning behind other people's body language and by mastering your own movements, all of your communication will have a stronger impact on your audience.

MIRROR, MIRROR ON THE WALL

One of the easiest ways to build rapport with someone through body language is to mirror them. Simulating similar body language of the person you are attempting to build rapport with will help them feel comfortable. By mimicking their body language you will be matching their pace and again find more commonalities to help build rapport.

The way someone sits, tilts their head, or even the way they hold their cup are all things that can be mimicked to begin to build rapport on a subconscious level. Friends or people who live in similar areas will often have small physical gestures that they all share. If you spot someone repeatedly doing one of these actions and can mimic it, the level of rapport generated can be greatly increased. Obviously, it is important to mimic in a natural way.

Generally, avoid making over-exaggerated movements in

favor of subtle ones. Make them slightly less pronounced than those of the person you are attempting to build rapport with.

Mirroring rhythm is another way you can build rapport using body language. If someone has a relaxed breathing pattern then speaking to them in a rushed manner with exasperated breaths is likely to jar with the comfort you are trying to create. Matching their breathing style and pace will make a significant difference to the comfort levels you are experiencing.

Once you have established rapport comfortably it is even possible to lead their behavior. You should be capable of getting them to change their body language by simply changing your own body language or position, which should cause them to comfortably follow suit. This compliance is a good sign that rapport has been reached, and a good test to see how much rapport you have.

☑ *Eye Contact*

The eyes have a language of their own that, coupled with body gestures, invite or deter others from approaching and engaging us in conversation.

☑ *Paralanguage*

Paralanguage refers to the non-verbal elements of communication used to modify meaning and convey emotion. Paralanguage encompasses aspects of communication not related to language, including vocal quality, volume, tempo, tonality,

facial expressions and gestures. In written language, it can include punctuation and emoticons. Similarly, compared to body language, paralinguistic is a subtle form of communication. Paralinguistic is sometimes expressed deliberately on a conscious level though it may also be expressed subconsciously as a display of emotion.

As with body language, mimicking somebody's paralinguistic can make a significant difference in building comfort. For example, if you approach someone and begin shouting at them when they are quietly whispering, you are unlikely to build much rapport. However, if they were shouting across to you already, then it would be perfectly acceptable to shout back at them. Copying language is something many of us do without even realizing it. You will almost certainly have heard the prolific over use of certain words, and it is amazing to see just how far they spread. Modern examples of such popular words include basically, random and awesome.

Paralinguistic elements can also be found in modern communication such as text messages via the use of emoticons. This ability to express and build comfort through written word is something that can make a significant difference in building comfort with someone. It can be especially useful if you have only been speaking to them for a few moments before collecting their phone number and are relying on text messages to continue the interaction. Paralinguistic is one of the best ways to rebuild comfort if you have made a specific mistake in a later stage and lose a significant amount of comfort. Imagine sending a text message to someone that looked like this:

“I hate you.”

Naturally, that is not a particularly comfort building sentence. By adding a small amount of paralanguage you can completely change the context:

“I hate you! :o)”

By employing a friendly emoticon (if you’re not used to emoticons, just tilt your head to the left), the smiley face we have used added emotion to our written words. In this way we can employ paralanguage to establish empathy even via text message or email. Having body language, empathy, eye contact and the like available to us helps build comfort and rapport. Getting a conversation started is simply a matter of finding a realistic excuse to do so. This could be anything from asking for a good place to get a coffee, to saying hello to someone because they look friendly. As long as you are building comfort and not scaring the person then you can’t really go wrong.

As soon as you feel that you have reached a significant level of comfort with someone to the point that the conversation is flowing naturally and they don’t appear to be making excuses to leave, then it is time to break the rapport. There is no set time as to when this will happen. It may take longer to build a significant level of comfort with someone to reach a level where you feel that they are comfortable speaking with you, or sometimes it will happen immediately. In any case, when it does, it is time to break rapport.

PROJECTING CONFIDENCE THROUGH BODY LANGUAGE

If you’re really concerned with how you stand, you want to be looking at the *Alexander Technique*. It’s a great way of

understanding the human body and learn how to walk and stand properly, using your body the correct way.

However, with regards to game, we could actually discuss body language in much greater detail, looking at all the different aspects of it. The first thing I want to talk about is having a confident, alpha body language type. In the PUA community there's this big group of people that feel the broader you stick your shoulders out, the more tough you look, which they believe is attractive. And in reality, it isn't. Confident body language is all about looking comfortable. I think that if anybody stands with their chest puffed out that much with their hands on their hips, they're really not looking comfortable. It's all about looking relaxed and chilled out. You don't see Brad Pitt or Tom Cruise walking around like that, looking posh. They look relaxed. They look comfortable in their setting or scenario wherever they are. On my boot camps I actually teach this with live demonstrations, so if this is an area you need to improve, I definitely recommend signing up for one or seeking out additional information on the subject.

Your key point when you're looking at body language is to firstly ask if you are comfortable. You want to make sure that in every interaction you're being comfortable, from the way you stand to the way you sit. Look at your behavior when you're at home; how do you stand and how do you move around?

If you're sitting in front of the television and you want to change the channel and you try to reach the remote control, do you walk up to the television, pick up the remote control and sit back? Or do you try and kick it

up with your foot and then reach it? Most people try to kick it up and then reach it.

If you're somebody who doesn't put the effort into trying to get the remote control, why would you suddenly put the effort in to talk to a girl? It should be just this casual. You want to be like, "Hey, I want to ask you a question..." and try and reach her without reaching her, the same way you would with your remote. You want it to be relaxed and comfortable. When you're at home with your family and friends do you walk around like a stiff saying, "Hello, ma'am. Good to meet you." You don't, you're relaxed. It's more like, "Hey, I want to ask you a question."

So be relaxed. Duplicate that behavior. Take the time to look at yourself and think about how you stand and walk. One of the best ways to practice this on your own is to set up a video camera and take a video of you at home. While you're at home, which is often your most comfortable area, you will get to see how you react on a normal, everyday basis. That is when you are most comfortable so that is how you should be. Mimic that; use that.

Most of the attractive guys out there are confident of who they are. They're confident in going into social settings; they're confident talking to people. These are all areas you're going to have to develop. You're not going to have to get used to just talking to girls but to guys as well. Get used to going into social situations you're not comfortable with. Hanging out in areas you may not have been before. You need to be cool with all of that. You want to make sure you're leading. Don't get caught following the girl. Because nine times out of ten, a girl's just following another guy.

Lead. If she suggests that bar, go along to the bar; have fun at the bar. And then suggest that everybody go somewhere else. But make sure that when you're suggesting moving the whole group, that the whole group is happy with where you're going next. So take that control.

PHONE/TEXT COMMUNICATION

Calling a person on the phone is very similar to standard game, except you can't use physical touch. You want to refrain from using a phone call as a first point of contact after meeting someone. You're likely to find that you get a much better result from using text messages instead, as they involve less pressure and lower involvement for the person. Texts don't require an immediate response, which makes it easier to get hold of someone. You can send a text at any time and take comfort in knowing your message is resting in their phone, ready for them to reply. On the other hand, if you try to call them and they are too busy to answer, you may think they are not interested. It then leaves you in a weird situation, with you wondering whether or not you should try to call them again.

The First Text

I have a standard text message, which I send to girls after just meeting them. It is as follows:

**Hey [nickname]! So random meeting just now.
Are you always so friendly to people you've
just met?? :)**

Here's why it works:

Nickname – giving them a nickname (ideally created during the initial interaction) makes you stand out because only you (and no one else) are calling them that.

So random meeting just now – If you identify a potential objection first, then it'll no longer be an issue. Be the first one to point out that it was a random encounter so that they won't mentally surprise themselves with the thought, "Who is this random person I just met?"

Are you always so friendly to people you've just met?
- If they say yes, then that means they have to be friendly to you too. If they say no, then that means they're typically not friendly, but is being friendly to you because you're an exception.

Organizing a Second Meet Up

Within about three to four messages of banter you will want to have some kind of goal in mind. Either setting up a meeting for a first date, or escalating to a phone conversation, without a goal in mind, the messages will eventually just begin to die out.

Regarding when to text, don't focus too much on the "rules" you've heard thrown around. A lot of people think that you should wait a certain amount of time before contacting them, or mirroring the amount of time it takes for them to contact you. If you take up these rules you'll just delay the conversation. When they message you, it does not make you needy or weird to respond at your convenience, even if that is within a few moments.

Once you have organized a date, you can send a text to confirm on the day:

Hey [nickname]. Having one of those crazy busy days today! Probably going to run 10 minutes late. Does XX:XX still work for you? Let me know :)

Flaking—What To Do If They Don't Text Back

One of the biggest reasons why people don't text you back is because you didn't ask a question in your text message. You might be sending funny and interesting text messages, but to increase your chances of getting someone to respond and start a conversation, you need to give them a nudge.

If you've followed the steps I've provided so far, and they still haven't replied in over a day or so, then there are only three possibilities:

- ✓ They don't like you.
- ✓ They liked you at first, and now they don't.
- ✓ They are physically unable to communicate with you.

Part 12

The Day Two



The simple trick to working out a good base for a first date (or “Day Two”) is to keep it low pressure. Any situation, which takes away from the “date aspect,” is an ideal setting to meet with a person a second time.

I have four ideal types of day two locations, and these four categories can easily be expanded into an endless list of things to do. Use them as a guide.

LUNCH

Everyone has to eat! The great thing about lunch is that it's on a time constraint. It's something that can only take so long to do and can be a good distraction from the middle of a busy day. There is a lot less pressure involved than dinner and it doesn't involve as much time, energy or money. Dinner dates usually have to be planned, whereas most people are free at lunchtime.

Asking them out to lunch is the easiest part:

“Hey, when's your lunch break? Let's go grab a bite to eat”

HAPPY HOUR

People like to go out for a casual and social drink. Happy Hour, like lunch, is a relaxed environment without a lot of pressure. It is also under a time constraint, so we know it won't take forever. You can ask your date to bring their friends and make it into a post-work party or more of a social gathering, removing the “date-frame” from their mind.

COFFEE & DESSERT

Taking someone to Starbucks is an easy and common day two, but it can also be cliché. So how can we twist the ordinary coffee-date to be something more interesting?

There is a lot of family owned, non-traditional coffee shops around every city that most people don't go to anymore. A

lot of them include small art galleries, live music, open mic nights, alternative options for coffee, crazy flavored beans, teas, etc. These are the places you want to be taking a girl for coffee to set you apart as memorable and different, instead of cliché.

We can also put a spin on the basic ice cream date too! Introducing someone to gelato, the Italian version of ice cream, again shows your diversity and knowledge of fun new things. There are also great chocolate shops, fudge stores, pancake parlors and other equally delicious dessert places. You just have to look for them!

Next time you're walking around your city, keep an eye out for any place that provides an interesting spin on a normal clichéd date.

Activity

Suggesting an activity is something that will definitely set you apart from the dinner-and-a-movie person. Keep this rule of thumb in mind:

Anything that was fun when you were 10 years old is still fun now. Guys and girls alike still enjoy doing silly activities that we used to do when we were young. Laser tag, bowling, go karts, mini golf, carnivals, art and music festivals, street fairs, the zoo or flying a kite are just a few examples of the endless possibilities out there. Be creative and explore. You will often discover there are many fun things to do in your own city that most people haven't even bothered to check out.

Doing an activity with someone will help you get a feel for

who they are as a person and what personality traits they possess. Are they active? Are they up for trying new things? Are they competitive? Will they cheat to win? All of these questions can be answered quickly by interacting with each other and sharing an experience together.

Lastly, an activity doesn't necessarily require going out of your way to plan it. It can be as simple as doing your grocery shopping, helping to babysit your niece, or baking cookies. The key is to have something where the two of you get a chance to interact in a way that is different to a nightclub or dinner setting.

Practical Applications

When on a day two, it is important to remember that the tone of your interaction should be set from the beginning. If all you do is act like good friends when you first meet up, it will be harder to transition back into attraction later in the interaction.

When meeting up for a day two, start off as if they were your partner. Give them a kiss to start and then link their arm in yours as you walk. You should notice that you wouldn't be put in the friend zone if you treat them like that.

Don't feel as though you should always have to pay for everything on a day two. If you are doing an activity and grabbing food, feel free to let them pay. At this stage, think about how you would pay if she were one of your friends - you would probably try to split things. You want to communicate that you expect them to contribute but you aren't stingy either.

Part 13

Being a “Wingman”



When you're just learning the ropes of generating attraction, it's helpful to have a wingman - someone who is going to help you meet other women, motivate you, and who you will do the same for in exchange. Your wingman is one of the most important assets you can have when you're out gaming. Firstly, he's going to prove to the room that you aren't just some lonely guy out on the prowl. One guy standing alone is definitely looking to meet someone. If it is two guys together, they may just be going to the bar for a drink. You'll never look weird and alone standing by yourself.

Make sure you know your wing on a level other than just game. A situation might come up where you're expected to talk about your friendship or how you met. Don't get caught off guard and have pickup be your only commonality!

Finally, this is probably the most important thing to remember as outlined in the previous example: **never ditch your wing**. With all the benefits you gain by being with him, the second you leave, they all leave with him. If you're out with some of your real friends, you would never leave them high and dry to hang out with other people. The same should apply with your wing.

In the later stages of being with a girl, such as in isolation or extraction to another venue, it is OK to go solo, just make sure your wing is not on his own without anyone to talk to. Work out with your wing beforehand how to handle these situations and what to do.

By developing a good connection and friendship with your wing you're going to find the whole process of actually going out and talking to girls a lot easier.

Part 14

Health, Fashion, & Style



HEALTH

Health is the most important part when thinking of fashion and style. By the term “health,” we generally mean personal maintenance, grooming and hygiene. Your looks will be irrelevant if your hygiene isn’t taken care of.

If you don’t look after yourself, then expect a girl who also doesn’t look after herself. Do you want a slightly overweight girl who has stubble under her arms, breath that smells of

cigarettes and alcohol, and a longer moustache than you? Why should a girl who spends a lot of time making herself look beautiful date someone who doesn't take the same care to look attractive?

So if you're one of those guys who says you are comfortable with how you dress, despite what other people say, and shouldn't have to change for "some girl," then you are going to get a girl who is comfortable with herself too.

Below are some basic guidelines you should follow to ensure that your personal hygiene is up to scratch. They may seem obvious, but really take a look at the list and think about how they relate to you. Do you really do these things on a regular basis?

Shower

Shower every single day! When you're in there, use soap on your armpits, feet, and between your legs. Shampoo and condition your hair regularly. Depending on your hair type (greasy/dry) you may want to do this every day, or only every couple of days.

Wash your face with a face cleanser. We all get the occasional bit of acne, and face cleaning significantly reduces this. Like shampoo, face-cleansing solutions come in a wide variety of formulas for different skin types. Try out a few and see what works best for you. You should also aim to wash your face before you go to bed.

Moisturize. After a shower or washing your face, apply a moisturizer to keep your skin looking healthy and smooth. It will also prevent wrinkles and keep you looking young. Some

people may also want to apply moisturizer to other parts of their body such as their arms.



TAKE CARE OF YOUR SMILE

This is perhaps more important if you are a smoker. We all know smoking can stain teeth terribly. Visit your dentist every six months for a professional polish, and smile with pride. Keep your breath fresh with mouthwashes, and use gum during the day to avoid offensive breath!

Bad teeth is a sign of neglect and bad hygiene, not to mention bad breath. This is the biggest turnoff ever. We greet people with our smile, and nothing is more of a turn off than a mouth full of plaque, cavities, inflamed gums and broken teeth. If a guy doesn't care enough to care for his teeth, a girl figures he is just lazy, doesn't care about how he presents himself, and is not a potential mate.

Manscape

Get rid of your excess body hair. That includes legs, chest and most importantly, pubes. If you're a really hair guy then getting waxed may be the best option.

Trim your toe and fingernails. Try to remove most of the white part. This is as much a functional requirement for the bedroom as it is an aesthetic one. Don't leave any rough edges.

Make sure you have two eyebrows. Invest in a decent pair of tweezers and remove the hairs in the middle! If you want them to look extra good (or they're exceptionally bushy) get them shaped at a salon and upkeep them yourself by tweezing what grows in.

WORK OUT

You don't have to be a professional body builder to have a great body. Basic workouts are all you need to stay in shape, maintain your body and keep up your energy levels. Go outside for a run, join a gym, or do some weights at home.

Exercise has many benefits besides the obvious. The act of exercising releases endorphins, which actually improve your mood and make you happier.

Fragrance & Cologne

Use an antiperspirant or deodorant on your underarms each day after you shower. Antiperspirant physically stops you from sweating, and so it can be useful for many people, especially if you suffer from wet patches on your shirt whenever you lift up your arms.

Invest in nice cologne, fragrance and/or aftershave. Choose a fragrance that you like, and if you need some help get a female friend your age to come with you, but not your mum. The floor salespeople are also usually very helpful - just ask them for their favorites.

Now don't overdo the cologne. Put a couple of drops on your wrists and perhaps dab them together. Or if you have a spray, then spray once or twice in your general direction and walk into it. You can also put a drop or two behind your ears, which makes a girl want to lean in closer when she's whispering to you.

FASHION & STYLE

People often say that looks don't matter. This is not true! There is a difference however between being good-looking and looking good. It's not about how genetically attractive you are - it's about doing the best with what you have.

Being appropriately dressed is directly related to looking good. Wearing board shorts during the day is fine if you're in a beach town where the dress is casual and laid back. Those same shorts won't be appropriate during winter in London or while at a wedding reception.

If you're reading this book it's because you're on the quest for self-improvement. That means trying to be the best possible version of yourself. It is guaranteed that going out wearing a *Star Wars* t-shirt and sweatpants is not your best self.

Even if you are not in "pickup mode" and just want to run to the store to get something, you should still be prepared to look your best. Women put a lot of time and effort into their appearance, even for the little things, so you should too.

Fashion is something that comes and goes. It changes every few months and can be hard to keep track of. Your personal style is something that stays with you forever. Instead of worrying about the latest fashion trend, work on your personal style.

One of the most common issues with the way guys dress is that they just throw things together because they work. Think back to the past few times you have been out. How many guys were wearing a button-down shirt, graphic tee, jeans

and black shoes? Probably 90% of them were. Now out of all those guys, how many stood out?

The point of this is to help you build a style that is based around your current style. We don't want to drastically alter what you've already got going on. We just want to sharpen it. You probably wear what you have now because you're comfortable in it. Now let's take that style and make it unique to you.

The best way to form your personal style is to think of what the ideal man looks like. We aren't talking about David Beckham or Justin Timberlake; we are going to look way back in time at the *Vitruvian Man* by Leonardo Da Vinci. The DaVinci was made in perfect symmetry and proportion, which is what a perfect body type will have. Your clothing is what shapes your body, and your style can give you that body type.

If you have a pear-shaped body type, where your bottom half is fuller than your top, then you can add weight to your top and shoulders. This can be done by layering clothing, adding a sweater or cardigan or wrapping a scarf around your neck. Men always look better with layered clothing, so don't be afraid to add a few more items to what you wear normally. If you have broad shoulders but your waist is a bit slim, bulk it up with a belt or chunky belt buckle.

Next time you're out, check out what all the coolest people are wearing. If a guy catches your attention because of his sharp dressing, make a note of his fashion choices and see if you can replicate them.

If you need some guidelines on what's "in" at the moment

then pick up a men's style magazine such as *GQ* or *Esquire*. These have a lot of different photos with a range of different looks for men. Choose a look you like and try it out. If you don't like it you can always try something else.

There are dozens of different styles out there, so don't be conformist! Explore. Experiment. Find your personal style and then work on building it. Trying to change your look is also a great excuse to talk to women and get their opinion.

Closing Remarks

This book is based upon my own real life experiences and events as well as my own research into the subject of dating and attraction. Again, I can't guarantee that if you follow the same steps that I did, you're going to end up with the same results as me. It's up to you to go out there and discover your own journey.

Over time the techniques I learned and was using became known to a writer from FHM magazine. He came down and followed me and observed the techniques I was using. He commented that "Adam Lyons is wading in more women than either you or I!" My exploits grew and more people wanted to learn the techniques that had me surrounded by women, and so I went on to teach and become recognized as the number one pick-up artist and dating coach in the world 2009.

Naturally, there are many different aspects to consider when building interpersonal attraction with someone. Some people are easier to speak to than others, and not every battle can be won. However, understanding the core principles and

formula for attraction can help answer a number of difficult questions, such as “Why don’t they like me?” or “Why do I always end up as just a friend?”

That’s why, on my boot camps, I don’t teach how. I teach why. I want you all to understand what attraction is. I want you to understand it to a level that in any given situation you are capable of working out the exact course of action you need to take in order for you to achieve the result that you want.

This book really just provides some guidelines and reasons, just touching on all of the necessary topics and explaining the basics of each one. There is clearly more to each; for every topic in this book there is at least one volume on its subject out there somewhere. But for now the best thing you can do is to take what you have learned here, go out, have fun, and find the right one for you!

In fact, I’d love to hear your stories of your successes. Feel free to share and add them on this webpage I made for you so we can keep in touch.

<http://AttractionExplained.com/understand-attraction-stories>

Adam Lyons

Resources



And don't forget to check out our **hidden online chapter on practicing**. Going out there and doing it really is the only way to improve and get success! But don't worry. Once you read this hidden chapter you'll realize that practicing can become one of your most fun hobbies ever... You just need the proper mindset.

<http://www.attractionexplained.com/practice>



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