# Popular

## Instruction Manual

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## Second Edition

# Legal Information/Exclusion of Liability

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# Preface

It's depressing when your life sucks and you realize you've missed out on many important experiences because of your social inadequacies. You'll never get that time back. This being said, life goes on and now is the time to take action. One day you will look back upon this time as a turning point in your life. Get ready to make some serious changes.

You'll find that this program does not require you to have any preexisting friends or activity partners at all to implement. You can be totality isolated in your life and go out and make things happen for yourself. You'll learn how to break into the social world and dominate it, but only if you are smart enough to ditch your pride and do exactly what I say.

My techniques are not up for debate. The system works at achieving popularity and that is all that matters. Your morals, beliefs, past experiences, and opinions have no place here. I'm not out to change the world. I'm out to change your life. Let's get to it.

# Part 1: Loser Mindset

Let's get something straight: you're a loser. Oh, you don't like hearing that? Let me say it again: You're a fucking loser. You know it. I know it. People around you know it. You've likely been perceived as a total loser by most people throughout your entire life. If you weren't a loser, you wouldn't be reading this right now.

While some losers are ugly, poor, disgusting people, quite a few of them are not. Many are good looking, have careers, are intelligent, and have a good sense of humor. I laugh when I hear people say things like: "I'm good looking, I'm reasonably successful, why don't people seem to like me?" It's because of your <u>personality and behavior</u>. Many members of this club are educated professionals who are not functioning well socially. Understand that just like losers, popular people also come in all forms. Many popular people are ugly, nerdy, fat. I bet you can think of many such people in your own experiences because they are all over the place.

The only determining factors of popularity are personality and behavior. That's it. Having good looks, education, or money will never cause you to be popular. These factors may help a bit (boosts confidence, credibility, likeability); but they will never cause popularity. If you are ugly and poor you can still be popular; and if you are rich and attractive you can still be a loser.

No matter what your situation is, in order to change your personality and behavior you need to accept and admit to yourself what you know deep down to be true: you're a loser and you're wasting your life. Like an alcoholic in denial, realization and acceptance of the truth is the first step towards improvement. You're a loser and you've wasted some of what could have been your best years. It's a tough pill to swallow, but now is the time for you to say "fuck it" and move on. Let's get to the first trait that most of you losers tend to have that makes people uninterested in you: critical thinking.

## *Critical Thinking*

When I was in college I was instructed that the most important skill I would learn from my degree was how to become a "critical thinker". According to Wikipedia, a critical thinking is defined as:

"Critical Thinking is the careful, deliberate determination of whether we should accept, reject, or suspend judgment about a claim and the degree of confidence with which we accept or reject it. It is a purposeful and reflective judgment about what to believe or what to do in response to observations, experience, verbal or written expressions, or arguments. Critical thinking might involve determining the meaning and significance of what is observed or expressed, or, concerning a given inference or argument, determining whether there is adequate justification to accept the conclusion as true."

Don't just skim over that definition. I want you to read it very carefully. Done? People who are successful socially tend not to be critical thinkers. I say this because they are too busy and preoccupied with their social lives (talking, laughing, and going out and enjoying themselves) to stop and analyze/criticize the world (and other people) around them. They live in the moment.

Go talk to social outcasts and listen to what they have to say. They are critical, negative, and constantly trying to analyze things and give their opinions. If they say something positive, there's always a hint of negativity or critique mixed in. They'll say stuff like: "I thought the movie was good despite the fact that much of it was, like, completely unrealistic". And of course everyone else is thinking: "It's Spiderman you fucking idiot".

If you are a critical thinker, you are acting in a way that is counterproductive to social success for the following reasons:

1) you tend to come off as negative and unpleasant, which people do not like;
2) you are focusing too much on the quality of the comments you make, as opposed to the quantity of comments you produce (explained in detail later);
3) people will perceive you as taking too much pride in your perceived intelligence, which nobody likes;
4) you are not engaging in conversation, but rather commentary with people;
5) people will perceive you as not fun to be around and thus won't include you

Now being the "critical thinker" that you are, you are likely thinking in a critical way: "so he's telling me I have to go around acting like a complete dumbass and not always be trying to say intelligent

things and giving my opinion, that is like, so stupid…". Well first of all, congratulations on being right about my suggestion.

Secondly, if you don't take the advice YOU are the stupid one. Nobody likes people like you. We're not impressed. We don't think you're that smart. In 98% of group social situations, we're not even paying that much attention to what any one particular person is saying anyway, let alone is anyone taking the time to actually focus on whatever boring, opinionated, negative shit that you're saying. You're dragging us down and we don't want to be miserable like you. You can take your annoying, negative, critical attitude and fuck off. Okay? The only thing people are thinking when you're talking like that is "I don't like being around this person". By the way, that's a subconscious thought so don't flatter yourself. It's like the brain automatically screens you losers out as a defense mechanism as though you're not even there. Haven't you noticed it's like you don't even exist when you're in a group?

I don't mean to be harsh, but you don't think I was just like you? Of course I was. I know how you think and I also know what it leads to: a dull, uneventful, isolated life. So as you sit and criticize that guy at McDonalds laughing with his friends as he stomps on ketchup packages watching them explode, just know that the difference between you and him is pretty simple: he enjoys his life, you don't. Now ask yourself what you want.

To the Losers,

I can hear you pathetic losers out there criticizing what we do here:

"oh, it's all glorified common sense"

"how could anyone act so stupid as to be like that"

"I'd rather be a loser than a conformist prick/bitch"

"people like that are so stupid.."

Etc. etc. etc.

You people are so boring. And you wonder why nobody cares about what you have to say? Look, at the end of the day, my life is awesome, and your life sucks.

Now is the time to ditch that fucking pride that you carry and use every day to justify your pathetic, wasted life.

If you're planning on approaching this text "critically", you may as well just forget it. This is the mindset of a loser. A loser is going to read, criticize, be negative, take a contrarian point of view, and wind up failing miserably at it (you know, the usual for you fucking people). If you want to be a critical thinker, go back to college and write essays for a bunch of "academic" loners who share both your point of view and your wasted, lonely, miserable lifestyle.

## *Simplicity*

Critical thinkers (losers) will, almost as a knee jerk reaction, criticize ideas or concepts that seem relatively simple. Many of the suggestions I make are relatively simple concepts. Some of them are common sense. Unlike the critical thinkers out there, you should see this as a positive thing. Social success is not complicated. There is no complex formula that works. It's a simple formula. The best part about this is that it's something that is workable and possible for virtually 100% of the population.

If you fail at this program, it's likely not going to be because of a lack of understanding. It will be because of a lack of effort. These techniques take effort. They require you to combat longstanding personal issues of fear, lack of self image, self esteem, etc. One of my goals is not just to present you with the information you need, but also to change how you see the world and other people so that you have the proper mindset to actually go out and implement the techniques and suggestions. My audio program is very effective at providing the constant stimulation needed to motivate you to actually do what I say.

## *Distraction*

There are so many self help products out there and one thing that always amazes me is how similar they are in content. Go to the bookstore you'll see a wall of books on topics like motivation, believing in yourself, confidence, strength, finding yourself, etc. In them you'll find pretty much the same stuff: hundreds of made up terms, pointless diagrams, stories.. The truth is: you don't need ANY of this stuff. It's fluff that is included only to increase the length of the books and provide

a sense of "legitimacy" to common sense notions. Who needs all this useless junk?

Come on.. you should know who..

Here's a hint, you don't want to be one of them..

CRITICAL THINKERS. That's who. If these "gurus" didn't include all this junk to fill hundreds and hundreds of pages, critical thinkers wouldn't bother to buy their products. These people are <u>too fucking proud</u> to believe that they are failing miserably with their lives because of something relatively simple that they aren't doing, so they need to be fed a pile of useless garbage just to keep them happy. I'll never go out of my way to appease losers.

I don't disagree with many of the suggestions you'll find in most typical self help books. The problem is that by watering down the product, it makes it far more difficult for the reader to concentrate on what is important. This, in my opinion, can dramatically reduce the likelihood of success. I've done my best to keep this manual as short, focused, and to the point as possible. This means you cannot approach it as casually other self help books. You really have to digest everything I say and implement my suggestions. If you don't, you'll accomplish nothing.

The other reason other self help books fail is that they do not motivate the reader to make the necessary changes. Even if you only were to implement 20% of what I tell you, your social life will improve dramatically. I can't stress this enough.

## *This System*

When most people go to the bookstore and buy a self help book they go home, read the book, feel inspired, go to bed, wake up the next morning and act the same way they did before they read the book – it's useless. Well it's not useless, it's entertainment, but that's about it.

This is not meant for entertainment or one-liners. It's meant to change your life and how you see the world and other people around you. For this reason, it is not enough to present you with a document that you read and put down. Very few people have the mindset to stay focused implementing the suggestions from just reading a document.

It's just too easy to revert back to old ways. This is why I continually hammer you with my audio program to keep you on track.

This is your manual. It tells you what to do and how to think. The audio lectures provide both information and consistent stimulation so that you actually make changes. You have to continually download the new audio lectures and follow them.

Get excited. Your life is going to change. But, you really have to work at and practice what I tell you to do for it to work. You must implement, think about, and use my suggestions every day before things will start to work naturally for you.

Though many people intend to take my advice literally and seriously, some will inadvertently slip back into reading for entertainment or fun. You'll probably catch yourself doing this now and then. It's no big deal so long as you recognize it and get back into the mindset that you are doing this because you need to. Your life is not what you want it to be and as a result you are missing out. You have to take this extremely seriously.

Constantly remain active in reading, listening, and practicing. If you stay active and keep going, eventually you'll begin to approach your social world differently and without effort (it becomes natural). This type of change should be your goal.

Losers have a tendency to "wish" that someday a social life will just fall into their lap. They have this idea that somehow they will eventually be invited somewhere and everything will be fine and dandy. I will say that if you change your environment, as discussed in this manual, you may be presented with certain opportunities as a result of that, but you still need to be proactive in seeking out a social life. There is no passive solution. If you continue to do the same thing everyday your life will not change significantly. You'll just get older and older and more and more withdrawn. The world will pass you by. There are people all over the place who live in completely isolated existences because they failed to ever take action. The older you get, the harder it gets and the less likely you are to make your move.

You have to be proactive to make this happen for yourself. Say to yourself everyday that you want this more than anything and that you are going to make it happen. So drop the pride/critical thinking and get ready to change your personality and behavior into a socially superior form.

*Priorities*

There are three elements of happiness and success in life:

1. Social
2. Health
3. Money

I ranked these in order of importance. Obviously, an extreme lack of health can destroy a person's quality of life, but in most normal circumstances social is the most important. Of the three, money is clearly the least important, but I absolutely hate when people go on and on about how unimportant money is just because it's clearly not the -most- important thing in life. It's important too (just not as important as the other two).

My program focuses solely on the social element, but developing an amazing social life will normally have a positive effect on both your health and finances. No matter how rich you are and/or how healthy you are, if the social element in your life is out of whack you're going to hate your life and be unhappy. It's just such an important thing. There are many people who are poor and lack good health who live very happy lives because they thrive on their social relations.

**My point** in bringing this to your attention is that you have to prioritize this as the most important thing in your life right now. People put so much effort into their schooling and their jobs while dedicating relatively little effort and time to developing a social life. This is why so many educated professionals turn out to be total social losers who are unhappy.

Keep it in the back of your mind that nothing is more important than your social life. I understand that for most of you it's a lot easier to focus on studying for a test or focusing on your job than it is to work on your social life, but this does NOT justify neglecting it. You're going to learn the methods and then go out into the world and apply because deep down you know it's the most important contributing factor to your own personal happiness.

## Part 2: Personality

*Power*

So many things in life are beyond our control. We can't control what we were born into, what we look like, or what is given to us at birth. These are all important elements of who we are, but none is nearly as important as the element of personality. If you want to make more friends, have people like you, get further in business, make more money, move up the corporate ladder, grow your popularity and influence, and become happier, changing your personality is the only way to do it. You are your personality. It determines everything and is thus more important than any other skill or ability you possess. Fortunately for you, personality is an element that is under your immediate control. You must change your personality into something that is compatible with society.

Some people are very happy with themselves and their lives, but not everyone is so fortunate. Some people hate themselves. They hate how they think, speak, act, and interact. These people feel trapped inside their own minds. If you can relate to this, the only way to free yourself is to change your thought and behavior patterns. This is what personality change is. You alter your natural thought patterns and behavior. The result: You live a happier/more successful life.

I called you a loser before, but really what I'm referring to is that you have a loser personality. Losers are perceived as negative, judgmental, and not fun to be around. For this reason, people exclude and avoid them.

## Being yourself is not the solution. It's the problem.

People criticize my program because they find it offensive that I promote personality change. They think it's wrong for people not to just "be themselves". It amazes me how angry people get over it. Every day, I get email from losers all over the world who read my website and feel compelled to write me to express their dissatisfaction. It usually goes something like:

> "Yeah, I just came across your page and I want to say that you are scum for trying to tell people to be someone else. Being introverted is great. I love my life and find it very satisfying.. I wouldn't change a thing about myself.. etc. etc."

Imagine, here is a person in what is supposed to be the prime of their life looking up "introverted loser" on Google on a Saturday night who stumbles upon my website, reads it, and then takes the time to write me (someone they don't even know) and tell me how much they love themselves and how great their lives are.

What motivates these people? Pride. It's sad how desperate losers are to try to justify their existence.

Obviously, my opinion is that these people are wasting their lives and need to ditch their pride and make significant life changes. When you look at how society actually functions, it makes perfect sense as well. Our society both encourages individualism and punishes it simultaneously. Those who are individualistic, for the most part, are shunned and left out while constantly fed the same advice: "be yourself." This is a double standard. Being yourself is only a good idea if you are <u>compatible</u> with the rest of society. Otherwise, you're going to miss out huge.

Ask yourself, what's more important, being yourself or being happy? If who you are is not working for you, there is only one solution: <u>change into what I tell you to change into</u>. You'll never look back.

## *Personality Alteration*

Understand that it's impossible to live your life without personality change. No matter what, your personality will change overtime as you get older. Just think of how much your personality has changed over your life thus far. It happens naturally no matter what you do. Everybody changes over time.

One of the reasons your personality changes over time is that your experiences will alter interpretation of future events. For this reason, people who have negative social experiences tend to get more isolated from society as they age. This is a dangerous circularpattern that you must break proactively.

Most people believe personality is the combination of experiences and yet still think of personality as static. This is wrong. If you alter your experiences through behavioral changes you can change your personality. By guiding your actions, my program will mold your personality into what it should be. You just have to do what I tell you to do and give it time.

What's the purpose of this section? If you don't believe that your personality can change you will never follow my advice and you will fail with my program (and with your life).

Some "critical thinkers" (ie. negative losers) wonder why I take so much time hammering on the point of personality change and it's dynamics and benefits. The reason is because users of my program need to **believe in what they are doing.** Without this understanding, they'll never implement the advice to the degree needed for success. You have to read this differently than a "how to" manual. It's designed to change your outlook on social interaction – that's the only way you'll ever gain the confidence and inspiration to do what you need to do. But the critical thinkers miss this point because they are too busy focusing on being negative, which ironically is why they are such socially outcasted losers to begin with.

## *Dynamics of Change*

Most of this stuff is relatively simple in theory, but a little more difficult in practice. Some of what you're about to encounter are things you already know (at least deep down you know), but fear actually doing. To combat this, I'm going to give you detailed explanations about exactly how to go about doing it.

I understand that it's difficult when you are isolated to make things happen. Friendships tend to develop from other friendships and networking. If you have no friends to start with, it's far more difficult to break in. That's why my program is specifically designed to teach you more than just "here's how you act at the party", I'll also teach you how to get out to the party to begin with. You're going to learn specifically how to engaging people and break inside of social groups and dominate them. Some of what you'll learn is manipulative, dishonest, and involves trickery. Don't let your morals get in the way of your success. There is an element of dishonesty in all social interaction anyway.

Changing your personality is not an easy process, but it is a rewarding one. I can only change your life <u>if you let me</u>. I'm going to ask you to challenge yourself, and while this may be hard at first, it's what successful/happy people do every day. It's how they live their lives. It's going to take time for things to become natural to you, but they will if you keep at it. A better life awaits you.

You are required to follow my suggestions and implement my techniques. If you disagree with what I say (and I guarantee there will be things you disagree with), do it anyway. You have to see things from a new perspective. In order to fundamentally alter how you see the world and think about things, it's going to require difficult behavioral changes. I'm going to ask you to do things that you will not initially be comfortable with. I'm going to challenge your values and your individuality. Just remember: If you're not willing to do exactly what I say, you're wasting your time with this program.

So now you've come to the first fork in the road. You can choose to stop here and continue on the way you are, or you can choose to change. Changing means you will give up what you already are (a loser). This isn't about making people see your current personality as great (which will never happen because it isn't), it is about changing your personality into something people actually like and are attracted to so that you can have a better social life.

## *Personality Backbones*

Everybody's personality has a backbone, which is basically an overall theme to how they perceive the world and people around them. If you have the personality of a loser, it is due to a flawed personality backbone.

There is a huge difference between changing your personality backbone and simply acting differently. The goal is not to teach you to how to act in specific, targeted environments (ie. party or social gathering). I'm providing you with <u>a framework to live by that will eventually become so engrained that you end up fundamentally altering how you **naturally** behave.</u>

Anyone can deliver some one-liners in a crowd or make themselves out to be someone they're not (at least temporarily). The question is whether or not their behavior is natural or merely scripted. If your behavior is scripted, you're not fooling anyone over the long term. The reason for this is that the behavior is not sustainable. Sure, you may be able to hold up for a little while, but then you'll tire of the act and break down back to your shy little self. You'll find yourself slipping back into thinking about how long it's been since you said something witty. It won't work. You can't just expect to bang off a few jokes or lines and think that it's going to change your social life. I try to make this point over and over to people. Tips and suggestions are fine, but

you have to approach things in a way that says my **backbone** of my personality is going to change in order to make true progress.

The backbone of your personality can be altered. For evidence of this look at how religious cults are able to completely transform a person into someone completely different. Many view this "brainwashing" as negative because it is most often used by one person to take advantage of another. The point I'm making is that the brain and your personality is remarkably adaptive and is able to fundamentally change.

So am I trying to brainwash you with this book? Not quite. I'm trying to teach you how to brainwash yourself. Instead of somebody else forcing you to act a certain way and engraining ideas into your head repeatedly, you have to do it yourself. It's up to you. It's your responsibility. I can only provide the information and encouragement.

Developing a social personality doesn't happen quickly. You've spent virtually your entire life conditioning yourself to be the exact opposite and you can't just correct that overnight. One thing I tell people all the time is that while you can't change immediately, the ease at which you progress will increase with time.

## *Opportunism*

Let's get something else straight. I'm not out to make you what society would view as a "better person" in a moralistic way. I'm only out to make you into somebody society respects and admires (so you can reap the rewards that come with this). When I say "better person" I don't mean it in a moral/religious/right or wrong-type sense. While some of the things I advise you to do can be seen as morally superior, this is merely a coincidence. This is solely about what works and what doesn't.

Have no illusions: this program is all about YOU. It's not about your family, your wife, your husband, your girlfriend or boyfriend, your children (oh yes, that's right I said it), it's about YOU and only you. This is YOUR life. Don't be afraid to admit that you care about it. Only losers say "I don't care".

## *Won't People Notice if I Change?*

Losers worry that people will recognize they are behaving and acting differently and will perceive them negatively because of it. This is really a non-issue. You have to understand and get used to the idea that most people are not in the 'business' of analyzing others. Will others notice you have seemingly become more outgoing? Some will, yes. But of those who do, the vast majority won't think much about it because it doesn't matter to them. It's also accepted that people take some time to come "out of their shell." No matter how long you've known the people around you, before long they will not think twice about how you now act or how you acted before.

As for the small percentage that may have a problem with it, so what? Their resentment is likely rooted in their own loss of empowerment from you. Being introverted/shy gives some people a sense of empowerment over you because they think you are nervous of them (thus they must be important). Those who have a problem with your newfound ways are merely upset that they are losing this source of personal pride. So now they'll call you a prick: good.

**Part 3: Social Mindset and Understanding**

### *Compatibility and Conformation*

A good personality is one that is compatible with society and perceived as social. You need to be able to relate to other people and their interests and also have the ability to communicate this commonality of interests.

We all have ideas about what makes a good personality. Such ideas are usually derived from observing people we know. This includes both celebrities and people we know personally. Most authors would simply advise you to become what you want to become and emulate those you admire. The problem is that most people are doing this already and failing. You are not to 'choose' what you should become. I will tell you what you will become. You had your chance and you turned into a loser. Now it's time to swallow your pride and let me make the decisions for you.

You cannot be successful and well-liked if you choose not to conform to society to some degree. If your view is that conformity is bad, look at where you are today. Are you happy? Do you like your life? Do you have what you feel you deserve? If you're unsatisfied and want things to change, you're going to have to "suck it up" and lose the teenage attitude that not fitting in is "cool" or whatever else. Just to note, most members of this club are educated professionals, yet they still have trouble putting the teenage years aside.

Being different is not cool because you end up losing in the end. Smart people realize this and take advantage of it. They understand that the benefits of conformity far outweigh what you get out of it not conforming. Really though, trying to get what you want without conforming is like swimming against the tide on purpose. It's stupid.

If anything: just try to conform. See what you think. See if your life improves. You owe it to yourself to at least try to bite your lip and move with society instead of against it. As you read this manual, you will see that basically everything I promote can be tied into the idea of conforming at some level. You must always be cognizant of the people around you and their behaviors and beliefs and try to remain consistent with that. You will never be contrarian, argumentative, or try to stand out (unless you want people not to like or befriend you).

### *Futile Thoughts*

Don't think that someday people are going to see things your way if you continue on the way you are. This will never happen.

I bet you think that if you were President, you would be able to save the world, find peace, etc. Do you really think you, of all people, have the answers? I can understand if you do (because many people do -think- that way), but trust me, you don't. If it were that easy, it would have been done a long time ago.

Realize and accept that the world is what it is. Society is what it is. People are what they are. The only thing you have the ability to control/change is yourself and that's what you have to do. You have to become compatible with society (not the other way around).

The bottom line here is that living with a fantasy about people someday seeing things "your way" is counterproductive. Maybe you don't like this fact, but you must just accept it and move on. Move beyond your fantasies and accept and take advantage of the reality you are immersed in. Those who do this end up the best off, by far.

### *Ethnocentricity*

*Don't ever assume that other people see things your way.*

It's a distorted reality in which we live. It's natural to believe that the majority of people have similar views as us. In reality, they probably only agree with about 50% of your views. You have to be cognizant of this and watch what you say accordingly.

Already wait for people tell you how they feel/what they like before you tell them what you like. This gives you the upper hand in the conversation. If you know what they want, you're able to give them what they want. Never make the assumption that other people agree with you. Work from the perspective that you have no idea what a person's opinions are and thus you cannot reveal your own (or what you want to make them believe they are) unless you are sure they match. If you want people to like you, always aim to leave people with the impression that you have similar views and opinions (even if you don't).

If you don't like this advice and think it impairs your individuality just know that you're not alone. Many people think the same way: losers.

Ask people what they think. Simply say "what do you think about that?" People LOVE to hear that you are interested in their opinions and you also get the upper hand in the relationship by knowing how to impress them.

Every battle is won before it is ever fought. Prepare yourself and base your comments on what you know and not what you think.


## *Apathy*

People hate to admit that they care about what other people think of them. Those who go out of their way to say they "don't care" care the most.

Think way back to high school, who were the people who cared the most about what others thought? The preps? No. The jocks? No. The gothic/music people? Yes. It was the 'outsiders' who cared. These people go out of their way to act weird/different (as that is the root of their "group"). The message they want to project is: we don't care what you think. The reality is that those who truly don't care would never think to make a statement out of it. Do you protest things you don't care about? No. Why? Because you're not thinking about it to begin with.

In terms of popularity/happiness/success think about how far those who distance themselves go. Not very far. Those who reject society are rejected by society. If you are rejected by society, you are going to miss out huge on the benefits that society offers.

You have to think, what makes people happy? Being liked, accepted, respected, etc. Those who don't achieve these factors generally remain unhappy. What can you learn from this? Accept the fact that you do care and embrace it to the fullest.

For those who pride themselves on being apathetic, realize these two things right now:

1. You are likely among the least apathetic people out there (apathetic people don't go "out of their way" to show they are apathetic)
2. Since pretending to be apathetic is so obviously desperate/pathetic/non-social, people will naturally avoid/not care about you. The result of this is that you lose.

The truly smart people care what people think, yet never outwardly mention it either way. They go about their lives with a conscious awareness that they must "play the societal game" or suffer. Let's face it, not everything is going to be handed to you. You have to work, in one way or another, to achieve what you want. By playing up to societal norms, you are "working" to a certain extent. You either play along or lose out - plain and simple.

### *Conquering Your Nervousness of Talking to People*

The only way to overcome the anxiety you experience with talking to people (naturally), is to (1) alter how you fundamentally think about other people and (2) converse with people more often (practice).

Two points:

1. no single person you interact with is all that important, and
2. other people, as a whole, are your sole keys to opportunity.

While you must try to impress other people, failing to impress any one particular person individually leaves you no worse off. When it comes to talking to people, there is no penalty for failure. Some people get so nervous and worked up when dealing with other people that they simply cannot function. Being rejected is completely harmless. If you don't take chances approaching people, you're going to miss out on an endless number of opportunities. You'll also continue to grow more alienated from society as you age.

Nobody learns anything overnight. It takes time. Retraining yourself to think differently inherently takes a significant amount of time and effort. Just know that as you progress, it will only get easier for you. Losing your anxiety is one of the first areas in which you'll notice your progress. You may have to push yourself at first, but soon it will become natural. Push yourself.

There are a truly endless number of people out there who are capable of providing what you want. If you're after money, no one person is standing in your way. If you want friends, boyfriends, girlfriends, followers, whatever it is you want from people, there will always be new people to offer you this opportunity. YOU are the only person that is standing in your way. If you fail to impress someone, or if someone rejects you, you wind up no worse off. So what do you have to lose?

Nothing. That's what you have to realize. Once you start going after people, you'll learn to shrug off rejections. This is how successful people do it. You think the guy that gets rejected 4 times in a club cares when he takes home girl #5? Of course not. You're either successful or you're back where you started. If you're not embracing this, you're missing out.

If you work at and practice accepting this, it will eventually become second nature to you.

## *Talking to Yourself*

One thing that losers do a lot is talk to themselves in their head. You have to stop talking to yourself immediately, especially when in social situations.

Losers tend to debate their own actions and words with themselves. They criticize what they've done, second guess themselves, debate future actions/words, and talk themselves into being nervous. It's like living with a parrot on your shoulder constantly calling you down. It creates depressive thoughts and social anxiety. This is also one of the main reasons losers are always saying critical, negative, opinionated stuff that everyone hates.

Popular people don't "think" so much about what they are doing and saying. While you consciously question everything you do and say, popular people are impulsive and think very little. Talking/debating things with yourself is comparable to driving with the brakes on. You have to stop this. Right now you are simply in the habit of self-talking. You have developed this way out of "comfort", but it's something you can and will change with practice.

You're probably thinking "if I act on impulse and stop questioning myself, won't I end up doing a bunch of stupid things." No. You won't. I

hate to go back to the car analogies, as some mechanics likely would disagree with my last one, but here's another: If you were driving down the road and a child ran in front of your car, would you discuss with yourself whether to slam on the brakes or just do it? Subconsciously you are always monitoring your actions. Deep down, you impulsively know what is wrong or right and this is evident in urgent situations when your subconscious automatically takes over.

You need to learn to let your deeper impulses talk for you. You ought to approach group social situations knowing that whatever pops into your head first is the right thing to say. The vast majority of what the brain does is impulsive. What you actually have to "think about" is very slim. It is SUPPOSED to work this way. Excessive self-communication merely interferes with your own better judgment and prevents you from proper social communication.

When you are self talking in social situations, other people will perceive you as distant, non social, uncomfortable, or not wanting to be in the social situation. As such, they will alienate you from the group. You need to appear social and part of the dynamic of the group. By cutting out all the self talk and just letting your comments and participation "flow", you will remarkably improve your social skills and people will perceive you as much more likable.

## Self Talk Block

Stopping the self-talking is one of the most important aspects of your new, popular, personality. It will help you in unimaginable ways, making you more outgoing, interesting, likeable, and comfortable with yourself and social situations.

Here's how you do it:

*Monitoring* – Knowing that self-communication must be stopped is the first step in this process. You must monitor and teach yourself to "realize" when you are doing it so you can stop. This will be tricky at first (and there inevitably be times when you miss it), but with time and practice it will get easier.

*Realization* – This is the self-explanatory result of monitoring. It's when you realize you're talking to yourself. You must immediately stop. Using the focus shifting technique may help you accomplish this.

- *Focus Shifting* – This is a technique of psychological conditioning that helps a person redirect their conscious thoughts to "take their mind" away from other, problematic thoughts (such as self-talk). To focus shift, you use the realization stage as a trigger for other thoughts. It usually helps to have something preplanned or to focus on something in the environment.

*Preplanned Thoughts*
Having preplanned thoughts to prevent self talk can be useful because it eliminates lag time (during which you are vulnerable to accidentally revert back to self-communication). Maybe you want to think about lying on a beach, maybe you like to count numbers, whatever it is, so long as it takes you away from self-conversation, it will work.

*Continuation* – Here you must move back into acting without self talk. You move on. Continue whatever it is you are doing without talking to yourself about it.

Again, self talk and ongoing internal monologues will completely kill your ability to function in a group social setting. <u>You must free yourself from the incredibly bad habit of trying to produce good quality lines/contributions in group conversations</u>.

In a group conversation, you want to make short, simple comments to show that you are part of the group. Attention spans are short in group settings and you have to just put yourself on auto pilot and laugh, joke, agree, without thinking too much about what is actually going on. This is easy to do, but requires you to put yourself out there to some degree. Just listen to what people say and agree with it or make short comments relating to it. Someone says "wow this day is going slow" and you say "I know, it's killing me". Done and done.

## *Impulsivity – 2 Seconds*

You need to be impulsive and stop thinking things through when it comes to talking with groups or one on one with people. Overall, you want to ensure that you think for no more than 2 seconds before making a comment or engaging in a conversation with someone. 2 seconds is an ABSOLUTE maximum. The shorter the period of reflection, the more social and comfortable you will appear. Now, this relates very closely to self talk, which of course I suggest you continually practice trying to prevent, but the 2 second law places an absolute bar on all pre-social reflection.

If you see someone you want to talk to, talk to them within 2 seconds. If something pops into your head that you want to say, say it within 2 seconds. Any longer and you are behaving like an introvert and people will sense you are uncomfortable with social interaction.

Understand that social interaction is supposed to be an impulsive behavior. It's not something you are supposed to think about. It's like eating – you just do it. It's natural. For introverted losers, they have difficulty with this because they've fixated on social particulars throughout their lives and as a result it lost fluidity for them. People just can sense it if you feel that you making a comment or talking to someone is a "big deal", and they don't like it. It makes them feel uncomfortable. It makes you look non-social. It makes them not want to be around you and invite you places. It makes them feel like you don't want to be in social situations.

Stopping self talk and following the 2 second rule are both great tools to live by. You will be impulsive and your social interaction will appear natural. People will start to see you as social and extroverted and not non-social and introverted (of course many people who aren't losers aren't even aware of these words, but that is the best way to articulate it). Once this happens, people will want to be around you more and spend time with you. You'll be perceived as someone who wants to be in social situations and this is absolutely critical.

The hardest part about self talk and the 2 second law is that it can be tricky to break the habit that you've put yourself in over all these years. Sometimes you'll just forget all about all this stuff. This is why you have to be constantly reminding yourself and monitoring yourself to ensure you keep doing it. It takes active practice. Once you master it and start to get used to it, you'll start to see results and start feeling much more comfortable with social interaction.

## *Introvert to Extrovert*

You need to change from an introvert to an extrovert. Remember, I'm not just trying to change your personality, I'm trying to change it *for the better.* Extroverts are happier, healthier, have more friends, and lead better, more eventful lives. Being an extrovert is better than being an introvert. There, I said it. You're possibly thinking: "But what about all the great artists, inventors, and thinkers who were introverts?" When

you examine their personal lives, most of them were and are unhappy, miserable loners.

How many extroverted people are trying to convert themselves into being shy and anti-social? None. Nobody wants to admit their own flaws. But if you're thinking, "I like keeping to myself" or "my favorite artist was the same way" or anything else in support of being an introvert, remember:

1) you shouldn't be talking to yourself
2) your favorite artist was probably quite unhappy (and I stress was because there is also a good chance they're dead)

So how does one transition from being an introvert to an extrovert? It takes continued behavioral change over time. Basically everything in this text is teaching you how to act in an extroverted way. It will become natural but only if you continually practice it and make it part of your life. Certainly preventing self talk and implementing the 2 second rule are extremely important and will help you tremendously. My audio program is also designed to provide consistent exposure so that you don't make the common mistake of reverting back to your old ways after a few attempts. Every action and decision you make from this point forward should be extroverted in nature.

## *Yes*

Recently a movie with Jim Carrey came out entitled Yes, Man. In the beginning of the movie, Carrey portrays a person who is withdrawn from society in part because he consistently rejects offers from his friends and coworkers to engage socially. He then attends a seminar that preaches saying "Yes" to all offers and opportunities that come his way. When he starts saying yes, he ends up leading a much more social and interesting life.

There is a clear lesson to be learned here: you must accept offers from people to go out and do things when such opportunities arise. It doesn't matter if you are tired. It doesn't matter if you feel like being alone. It doesn't matter if you have a specific "routine" that you are used to and don't want to break. What matters is that if you want to be social and popular, you have to accept these offers. Even if you don't want to in the moment, you have to force yourself to just do it. Say yes. Go where you've been asked. This is what social people do. This is particularly important if the person who is asking you has never made

such a request before – rejecting them will almost surely cause this potential friend and activity partner to look to other people next time.

If you do have to reject an offer, make sure you invite the person to do something yourself within the next 5 days. You have to show reciprocity. You have an individual who is ready, willing, able and eager to befriend you, you absolutely must take advantage of these opportunities when they present themselves. Always say yes to offers to go out.


## *Elimination*

This idea that you somehow need to go out into the world and "win" friends is absolutely nuts. In reality, it doesn't work that way at all because people choose friends by a process of elimination. The key is to not say, do, or give off an impression that eliminates yourself from friendship. You can call it winning friends, but to me, that implies more is necessary than really is.

People really don't ask for much when it comes to friendship. They don't care if you are funny, entertaining, interesting, have cool opinions, etc. They just want someone who they **perceive as wanting to be around them and social**. Willing companionship is really the only impression you have to give off. Losers get so tied up trying to "win" friends by being funny, entertaining, interesting, trying to impress people with their "intelligence" (excuse me while I throw up as I type this), and other ridiculousness. These people end up excluding themselves by giving people the wrong impression. You just have to present yourself as social, available, and interested (not interesting). That's all it takes.

When it comes to friendship and likability, it works by a process of elimination. People will eliminate you based on a number of factors. You will usually be eliminated if people <u>perceive you as</u>:

1. *not liking social interaction
2. *being uncomfortable with social interaction
3. trying too hard to be funny or entertaining
4. opinionated or taking too much pride in perceived intelligence
5. negative and/or critical
6. unavailable
7. needy

These are the most common elimination elements. If you avoid giving off the impression of these, people will consistently see you positively and want to spend more time with you. On the other hand, if you give off the impression of one or more of these factors, people will push you aside and focus on other people.

I put a * by Number 1 and 2 because they are by far the most important elements. I would say that virtually anyone who gives off the impression of not liking social interaction or, perhaps slightly less importantly, are uncomfortable with it will automatically eliminate themselves. You just cannot give off an impression like that and expect people to like you. Losers often give off both glaringly.

The other factors are important as well if you want popularity or a significant social success. The bottom line with this chapter is that I want you to get away from this idea of "winning" friends. Sure, you are trying to win friends, but to express it in that way makes it sound like you have to try to show off, be entertaining, or whatever else, when in reality, <u>you just have to make sure you don't give off the wrong</u> <u>impression and be eliminated</u>. Maybe you had to win friends back in the 1700s or whenever that guy wrote that fucking book I never really read because it seemed too long, boring, and full of stupid, useless stories, but these days, it's just not that complicated.

## *Act As If*

You have to act as if you love social interaction, talking, being in groups, and spending time with other people. If you give off anything but this impression you will be eliminated.

A big part of this is not appearing nervous and/or uncomfortable with social interaction. Always try to look as relaxed and calm as possible. If you act like you have nothing to worry about, you won't worry as much (physical actions impact your own state of mind). People want to be around those who are in control and relaxed because it gives them piece of mind. You want others to get this carefree vibe off of you.

### *Attacking other people*

For the most part, you want to avoid attacking other people who are not in your presence (the exception to this is discussed in my extreme popularity section). It's easy to attack other people and you'll

hear it going on frequently. Some people seem to thrive on it, but trust me, it won't get you anywhere to instigate this sort of talk.

If you do not attack other people you will leave people with the impression that you are important. It makes you seem as though your own life is so successful and interesting that you don't need to reflect upon the lives of others. The result: People respect you more and feel more comfortable talking to you.

I'm not out to teach you how to be a good person. It just so happens that the "honorable" thing to do actually works in your favor on this one. Trust me. If attacking other people all the time led to social success, I would be encouraging it.

## *Selling People*

I'm not suggesting you apply for a job at a local car dealership. Just remember that everybody has something you want. Whether it's friendship, a date, good company, a job, or a partnership, it's useless to you if you're unable to get what you want out of other people. The only way to get what you want is to convince other people to give it to you.

Selling people in everyday life is a lot like selling people in a professional setting. All the same elements are required. You must present an offer and persuade them to take it. If you don't ask for, or otherwise make an attempt to communicate what you want, you likely won't get it. Don't be afraid to ask people for what you want.

Think of how a successful salesmen acts. They are positive, excited, never negative, and build good rapport with people. They laugh when you laugh and rarely disagree with what you say. This is how you have to act when dealing with all people in your life. When you want something from somebody, tell them <u>what they want to hear</u>. Listen to what they are saying because they'll tell you want they want to hear. Agree with them. Compliment them. Make people like you by appealing to them in this way, and <u>then</u> go at them for what you want.

Asking for the sale (so to speak) is commonly referred to as closing. There are a couple of ways to close a person. The first is to come right out and ask them (i.e. "so you want to go here with me next weekend?"). This is known as an opened ended close. While this is far better than not closing at all, an assumptive close is usually far more successful. An example of an assumptive close would be "let's go here

next weekend" or even "I'll take you there next weekend". You assume they are going to say yes. Believe it or not, this is how most people actually conduct themselves and it's what you have to start doing as well.

Many times people drop hints, beat around the bush, try to work around to the topic they want, etc. You'll be far more successful if you start closing people instead of waiting for them to make a move. It may be more difficult, but it will be far more rewarding.

## Part 4: Engaging People and Breaking Into Social Groups

### *Turning on Your Social Mode*

You have to be in your social mode at all times. This means you're going to be engaging people, smiling at people in a friendly manner, saying hello, and talking to people constantly. This does NOT mean you

will be making friends or lasting contacts with all of these people. Most people you engage you will have no intention of having any sort of relationship in the future with. But despite this, <u>you have to have an approach that is social with everyone around you</u> (and not just possible friends).

Losers often make the mistake of being way too calculated about who they engage. You want to be interacting with and engaging people even though there is no chance of ever developing a relationship with that person beyond that single contact. For example, you could be a 25 year old man standing beside a 50 year old man at a convenience store when someone spills pop all over the floor and you say "wow, what a mess". You are being social. You are in the mode. You're not necessarily always trying to make friends and plans, but you always have to keep engaging because:

1) it keeps you in your social mode all of the time
2) it's practice that will make you more comfortable with social interaction generally thus you'll be more skilled when it comes time to communicating with possible friends and activity partners
3) other people in your vicinity will see you being social and perceive you as someone they want to engage and talk to

More on point #3, perhaps someone behind you will see you make that comment to the 50 year man and be far more comfortable with talking to you because they will know you are positive about social interaction. Who knows, maybe someone your own age will even strike up a conversation with you. It happens. Even if it doesn't happen right away, you always want to project an image of approachability and nothing demonstrates this more than your willingness to converse with the people around you – even if it's just small talk with someone you will likely never see again.

You have to live out being social in all aspects of your life. It's not a light switch that can be turned on and off – this is who you are all the time. When you act like this you'll also notice that you'll feel better about yourself and happier as you are continually connecting with other people (even if just for a few words with strangers). This further leads to your natural body language and verbal communication skills improving. Other people are out there doing this everyday because it's part of having a social identity.

Just try to see the big picture here. You want to change your personality so that you are consistently behaving in an extroverted manner. Extroverts chat with all people and are social at all times. It doesn't matter if they'll never see that person ever again. You have to be like this as well otherwise you'll never truly develop a social personality.

## *Hitting the Numbers*

A lot of losers will let one negative experience destroy years of opportunity for them. Perhaps they tried have to contact, call, and befriend a person and got nowhere. This rejection led to negative feelings that they didn't want to relive and thus they avoided making efforts in the future. This is a sad, but very real experience for a lot of people out there. It may not take this exact form, but even a few rejects can, in some cases, cause a person to give up and withdraw themselves socially. It ruins people's lives.

What's particularly upsetting is that what these people are experiencing is just "business as usual" in the social world. There are myriad reasons as to why friendships do not develop or why people don't reciprocate and many of them are extraneous to you. For every ten people out there, perhaps only one is available for friendship or activities. Many are in romantic relationships, are tied into very close and limited social circles, have no free time, have children that occupy much of their time, or are satisfied with one or two friendships. There are all kinds of reasons why they may be uninterested (and they are practically all EXTERNAL to you). You really have to cast your net as wide as possible and do so knowing the majority of efforts will be going nowhere.

You also must realize that people have different levels of availability. Some people may only see or talk to a friend every couple of months – maybe they'll go out to a party or something. This is fine. It's not a write off, it's an option. There's just limited time in people's lives, and you have to understand this and accept it. It's nothing to be offended about. I have a friend I hang out with 4 times a year – fine with me. This is normal.

Have a look at advertisements on TV. 95% of the population has no interest whatsoever in the product being sold, yet the ads keep running because of the 5% that do. In order to get to the interested 5% percent, they have to expose themselves to the other 95%. They don't

stop advertising because 95% don't want it – that would be stupid. It is equally stupid not to appreciate that social situations work the same way. You talk to twelve people, you may hang out with 2 of them, and 1 may eventually become a friend. As for the one who you hung around with that didn't become a friend, perhaps you met even more people through the exposure of hanging out with them. It's a continually expanding network and there will be lots and lots of dead ends (mostly due to external unavailability). You have to see this as normal, external to you, and nothing to even think about. People will come and go and will be part of your life to many, many different degrees. That's life (if you have one).

## Driving Social Plans Forward

If you want to go places with people and have social plans to go "out", it is incumbent on you (the loser) to consistently bring up and inquire about what people are doing on the weekends, nights, and days. I call this driving the social plans forward. Throughout this text I give examples of lines and conversations and you'll notice that I'm always driving towards getting to the topic of finding out what the person is doing on a particular night or weekend. This is critical if you want to develop a social life for yourself.

Many people make the mistake of going about things passively. They may start to socialize and talk more, but they passively wait to be invited places and as such rarely are invited. You have to show your interest by inquiring about what people are doing, where they are going, what they did on previous weekends, etc. If you don't ask these types of questions, the other person will either assume you are busy or uninterested, or the idea to invite you along will simply not pop into their heads. Driving the plans forward also leads to you creating plans together with the other person. It can be as easy as "what's going on tomorrow" and they may say "nothing, give me a call we'll head out or something". Keep it light, casual, and relaxed and things will start happening for you more often.

People interact socially every day. Most conversations people have are with people they don't hang around with or have in their close social world. If you don't drive the social plans forward, you will remain in the "acquaintance" category with people. You're out to make friends and activity partners, not acquaintances, and in order to make this happen you must consistently drive the social plans forward.

### *Talking Shamelessly*

There is nothing that makes a person more respectable than one who is able to just walk up to someone and smoothly talk to them. Now, I don't mean to freakishly approach someone and start talking about some obscure topic. I mean open up conversation/or comment to people who are naturally in your proximity (standing next to you, sitting next to you already, otherwise similarly close by).

Think about it: when someone is so confident to think nothing of talking with people they don't know, do you look down upon them or respect them? The vast majority of people are respectful and even envious of them. If you can do this, you will unquestionably become more social and likeable. The only question is how to pull it off.

Most people are unable to smoothly initiate conversation with people they don't know (and thus rarely do it). Here are some pointers of how you can do it:

1. Topic – You MUST speak of something relevant in the environment. This is usually something that just happened in both your presence. Whether someone else said something, something physically happened, etc.

    Positive: You're standing in line and a couple in the periphery starts fighting loudly with each other. You may comment: "now that's entertaining".

    Negative: You're standing next to someone in line at the DMV. You say "so how about that war in Iraq"

I don't care how anti-social or strange you are. Practically everybody can recognize that the "negative" situation described above is just plain awkward.

I talk to people everywhere I go. Maybe I'm at the grocery store and I say the person next to me "Gotta love when they leave expired stuff out.. makes things interesting".. if they react in a friendly manner to the comment, I may then follow up with "I love buying expired stuff and not realizing it until I get home". Sure, it's a little negative, but I say it sort of in a joking way and it comes off fine. You just don't know what things are going to develop unless you put yourself out there and communicate with people. Sometimes it will go nowhere, but other times it will go places. This is what being a social person is about – it's

about talking to the people around you all the time. Throw comments out there and see what happens. You start to get to know the people around you and in time things develop into friendships, invitations, and other opportunities. If anything, you'll grow more and more comfortable and talented as a social communicator.

To revise the title: You don't need an excuse to talk to someone, you just need to do it and do it properly.


## Using Questions to Engage People

Questions can be a great way to meet new people because it is not taboo socially to ask someone you don't know a question (assuming it's not an offensive question). It's a quick, effective, and easy way to put yourself out there. Another advantage with questions is that, unlike with the story method, you can literally walk up to anyone and ask them a question (as opposed to trying to appear to just naturally have come into their vicinity).

I engage all people, however, it is particularly important that you engage people who are your neighbors, coworkers, classmates, and people you are around on a daily or frequent basis.

There are two types of questions: 1) social 2) non-

social. *Social Questions*

Social questions are questions that are obviously intended to open up the lines of communication. These are more daring and anxiety producing for those new to the practice because your intent is evident right from the start (to socialize). They can also be more efficient because they quickly allow you to transition to making plans/exchanging numbers. It just can create a smoother feel with less transition than starting with a non-social question and trying to transition. Social questions solicit background information, opinions, and commentary from the target individual. They should be short and easily understood.

Typical examples would be "You from around here?", "How long have you lived here? (good way to engage people living in your apartment/area)", "Do you work here?", and any other question that relates to the background of the person you're asking. I like these because they are socially acceptable to ask in a non-romantic way. Guys can ask them to other guys and girls to other girls without a romantic

presumption (they won't assume you are gay/lesbian and trying to hit on them). They also are good conversation starters because once they tell you they've lived there that usually opens up the lines of communication to discuss related topics of mutual interest.

Also keep in mind that this small chit chat is not necessarily going to lead to anything right away. Chatting with people in your vicinity (office/workplace, apartment building, neighborhood, etc.) allows you to plant social seeds that will foster and grow with time if you continually make conversation and then begin to drive social plans forward. Popular people do this constantly.

*Typical Non Social Questions*

A typical non social engagement question would be something like asking for the time or directions. I find with these it's more difficult to transition it into relationship forming dialogue. They can be a good starter though before moving into social questions. Keep in mind, if the person is in your proximity on a daily basis (perhaps a coworker or neighbor), you could start with non social questions and work your way up overtime to social ones.

*Useful Non Social Questions*

The best non-social questions solicit information or an opinion on a mutual thing in your environment. "What do you think of the construction outside?" – "Oh, it wakes me up I hate it" – "Yeah, me too". Then you can extend your hand and say "I'm Joe, by the way" or whatnot. Next time you see the person, engage again and in time something may develop. Keep in mind, the idea is to open communication with numerous people consistently.

## Universal Short Story for Engagement

I get emails from guys all the time asking for tips on how to engage women in conversation for the purpose of dating or picking them up later. While I don't teach this specifically, I will say this chapter provides excellent advice on how to do this. Furthermore, dating and meeting new people of the opposite sex is actually a great way to gain access to new friends and social resources. Just by dating people, you will be exposed to their social circle and this leads to opportunities. Whether you are a man or a woman, you can still use this technique.

An easy short story that can be used to engage new people are "one time when I was here" type-stories. This means you tell a story about something that supposedly took place in the same location you are standing/sitting with the other person. This could be sitting on the subway, looking at books at the bookstore or library, the grocery store, coffee shop, or any other public place.

What I do is specifically seek out places where I can be put in proximity to people and then present them with the story (which usually is completely fabricated). There are really two ways you can go with this: 1) you can maintain that the story is true, or 2) you can later tell them you were just kidding and made the whole thing up (right after you're done telling it). If it's going to be a "no, I'm lying" type of story, I tend to up the hyperbole to ensure they say "really?" which then allows me to respond "no, I just made the whole thing up sorry.. [then she laughs as I take out my cell phone and say] give me your number I'll text you sometime".

So for example of a story I maintain to be true, perhaps I'm at Wal-Mart and I'm standing next to this girl and I say "the last time I was here I saw this guy get busted shoplifting", and she says "really? wow that's crazy" and I say "yeah, he flipped out when they confronted him.. it was hilarious.. [then I may mimic the shoplifter] "just cause I put it in my pocket doesn't mean I wasn't trying to steal it". She may then engage you in conversation or laugh (meaning she is interested), or she may not (meaning she is shy and interested or uninterested), then I whip out the phone and say "let's do coffee, give me your number and I'll text you". Now, I have an opportunity to either have a date or make a new friend (and gain access to her social resources).

It's just that simple and all you have to do is step out of your shell and make it happen. Chances are you're never going to see this person again anyway, what do you have to lose by putting yourself out there? Friendships and contacts develop this way and before long you may find yourself out at some great party meeting all kinds of new people on the weekend just because you made this one move and told this quick, perhaps fabricated story.

I will intentionally seek out places where I can practice this. In fact, sometimes I'll make an afternoon of it collecting numbers – it's just business as usual for me at this point and I really enjoy it. I have my own car, but sometimes I'll ride the bus just for the purpose of meeting new people through the story method. I'll be sitting down next to some girl and say "last time I was at this bus stop, some old guy rode into the

bus on his peddle bike and then got on the bus and asked if everyone was okay – and he was deadly serious – fucking crazy people". Once I say this, I see how she responds and if it's positive grab the number, fire off a text, and everything is a go. Next thing you know I'm at a party on the weekend making moves.

In general, you want to keep the stories short – just a couple lines. Anything long and they'll perceive you as a crazy person and you'll bore the hell out of them. You want a simple, easily told and understood story containing an element of humor. Again, women can do this as well with men - it works both ways (sorry for not writing this in a gender neutral fashion, but it just reads easier this way).

One simple story I use all the time at libraries, stores, coffee shops is "Last time I was here, I saw some drunk guy get arrested" – she responds "oh yeah?" or shows some interest – then I'm like "yeah he passed out right here on the floor". It's important that you don't overtly approach a person for the purpose of telling a story. You have to put yourself in their vicinity and then spontaneously start talking to them. Better yet, you position yourself and wait for them to come to you. This way it doesn't appear that you are soliciting and they are more likely to have their guard down towards you from the beginning (though takes away your power of selection).

Be prepared for a possibly high rejection rate here. I can easily engage 5 people in a row and get a poor response. Also, many will provide the number but will not talk to you or show interest beyond this point. You have to work the numbers and anticipate the high rejection rate. People will, at least in the beginning, presume a romantic intention, and at least 50% of people will be in relationships so this one fact alone guarantees significant rejection (never ask a person if they are single by the way). I may engage 20 people in an afternoon, get 10 numbers and of those 10 only one or two will develop into anything, but, these few people are there to open a whole world of new opportunities for me (be it friendship, relationship, access to social resources, etc.). Numbers and success rates can be much higher as well.

## *Using Commentary to Engage People*

Sometimes short stories can work, but they aren't the only option. The other option is commentary on a common object or event in your environment. Perhaps you're at the library and you say "every time I

want a book, it's always on the shelf that I can't reach". Maybe you're at the Laundromat and you comment "gee this machine never really dries my clothes 100%" (in jokingly and non-angry way). What you're doing is you're engaging and opening up communication through commenting and inviting them to comment on something that is going on both in front of you and the other person. You are bringing them into your reality.

Commentary naturally comes off a little smoother than stories and easier to execute. For people just starting out they likely will find commentary easier. Perhaps the down side is that it forms a little less of an immediate bond with the person than telling short stories will. Either way, you're looking for people who respond in a positive, friendly, interested manner and both stories and commentary can bring that out.

## Engagement Results

You may not have a clear plan as to how engaging people will develop into a friendship or a social opportunity, but I assure you that if you do it enough things will happen for you. You are going to engage people who are introverted, shy, unavailable, and perhaps useless to you, but also you will encounter people who are very outgoing and social who will open doors for you. You won't even have to do all the work. It's not uncommon that a simple story or comment will quickly shift into the other person inviting me somewhere or requesting my contact information. Usually a quick exchange will only happen if the person has a "romantic" intention (though I still use these people to access parties and their social resources).

Even if in the beginning you are just feeling things out and making comments/telling stories without asking for numbers or inviting people places, this is still productive. It takes nerves at first to engage people you don't know, but you'll become more comfortable with it as you do it more and more. You absolutely have to engage people who are consistently in your environment. Your neighbors, coworkers, people you meet through others, people at gatherings, and generally people in your usual proximity are an absolute must. It could takes weeks, but gradually friendships start to develop. Remember, you're planting seeds.

Also, while I focus most on people in my vicinity, I always engage people who aren't as well because it keeps me in my social mode and builds confidence and skill. Don't ever stop engaging people. I'll go right out on the street (in the day time) and start talking to people. It's an art

that takes practice, sure, but really, it's no big deal once you get into it. So baby step it if you have to, just start doing it.

## *How to Break Into Social Groups*

One of the toughest parts about creating a social life is breaking into established social groups. There are some life events that will give you an opportunity at access, such as when you are dating someone you are temporarily made part of his/her social group. Another example is when you work in an office or setting where the "gang" gets together as a group to go out and do things. As I said, it's good to try to put yourself in these situations, but what if you don't have that opportunity? How can you just break into social groups of strangers that you have no real-life connection with? You must be "let in" by one of the current members.

Unlike in the dating world, where it is acceptable to simply approach someone, either in real life or online, and ask them to go out and do something with you, it's not quite that simple to ask people to just be regular friends. It's just not socially acceptable for a straight guy to ask another straight guy he is chit chatting with in line at the grocery store for his number to go out for a coffee. On the other hand, it's perfectly normal for a straight guy to ask a girl to do this. It's thus arguably a lot easier to find new dates than friends!

A great technique that gets around this problem is to ask members of the opposite sex out on dates <u>simply to befriend them</u> and eventually gain access to their social resources (activities, groups, parties, friends). Now, here's the caveat, <u>you don't actually tell them</u> <u>that your intention is to just be friends (especially not at first)</u>. It's a hidden intention. In the beginning, you want to make them believe that you want to date them, but then subsequently act in a way that allows the relationship to develop into friendship and not a boyfriend/girlfriend relationship.

Before getting into the specifics of how to do this, let me point out one more thing: since you are not actually looking for a romantic partner, you don't have to worry too much about how attractive the person you're asking out is. Asking out less than super attractive people will remarkably increase your chances of success. Ugly people will also have a much greater chance of befriending you when it just "isn't working" (though may offer fewer social opportunities for you).

Let's break this down and tell you exactly how to do it:

Step 1: Initial contact

There are two ways in which to meet people: 1) in real life, or 2) on the internet. Since I spoke a lot about how to engage in real life, I'll briefly discuss making contacts on the internet.

The internet can be remarkably easy through websites like www.plentyoffish.com, www.craigslist.com, and myriad other paid sites. There are literally hundreds of girls and guys in your hometown looking to meet up with people online. Now if you are looking dates that's one thing, but you should know that many will be very happy just to befriend you if things don't "work out" as well (assuming availability). Depending on the person, they may also provide you access to parties, groups, and other social resources at their disposal that you wouldn't otherwise have had access to. My goal here is to teach you how to foster the situation so that it doesn't work out and that you become friends with the people get gain access to their social resources.

If you want to be successful in scoring cheap/easy "coffee dates", don't choose the people with the most attractive profile pictures. They are over solicited, have little time, and will be resistant to you. Go for people who are less attractive or have no profile pictures. Overweight people will be the most available. Again, I'm not trying to get you sex or a hot date here, I'm trying to get you into their friendship circle.

Start by sending out mass messages to something of the tune of "Hi, I read your profile and I'm definitely interested:) I'm into [mention something from their profile here] too. Let's chat.". Many people will ignore you, this is why it's a numbers game to just send them out to the masses. For those who reply, if they seem cooperative/chatty, these are the best people to focus on. Those who give one word answers or seem to lack interest are likely going to be a waste of time. Next, ask them if they are having any luck finding someone with the site and agree with whatever response they give you. You may want to go back and forth a bit more, but I suggest quickly trying to move the conversation to AIM, Yahoo, MSN messenger, etc. for a more personal conversation.

At this point, it's up to you whether you want to chat for a while before asking them out or not. Some people will want to talk more than others. If the person seems particularly reserved, nervous, slow to respond, etc. you should simply delete them from your list and not talk

to them again. Even at the messenger part of the game, it is a numbers sport and not all are going to be available enough for your purposes.

I'm not going to get too detailed about how to have an online conversation. Unlike other social areas, I'm sure many of you losers have a pretty good sense of this already :) Eventually, however, you want to get the person to go out with you on a <u>coffee date</u>.

The type of date that is ideal to go on is a coffee date. You either pick them up and go park in a public place and chat, or you meet them for coffee at a Starbucks or someplace similar. Once here, you have the opportunity to talk to and get to know them. If you want easy conversation you can question them about their backgrounds (job, family and history). I would recommend trying to avoid these topics however because they are boring and expected. More interesting conversations can likely be found discussing <u>their</u> experiences in the dating world and meeting people online or in real life. I try not to talk too much about myself, but rather ask them open ended questions like "how do you feel about this" or "what's your opinion of that". The more you talk, the greater your chance of saying something wrong (and being eliminated). Further, <u>people love to talk about themselves and if you</u> <u>seem interested in their stories and you encourage them to tell them, they will naturally develop a liking for you.</u>

While I recommend trying to listen to them and talking the least about yourself as possible, you may also want to share your stories. If you don't have any, feel free to make them up.

You also want to get a sense of the extent of their social life and social circle is as well. Do to this, ask them what they like to do on the weekends where they usually hang out. Also, pay attention to how long the person has been in the area. If they're new to the area, they likely has few social connections set up and are less useful to you socially (though they are more likely to have a high degree of availability). Some people you'll get the sense that they don't have a lot of friends or opportunities and you may want to focus on those who do instead.

On the "date", don't feel pressured to impress them or make them like you in a "dating" way. Keep the goal in mind: using them to access social situations. This is so easy because it takes all the pressure off you. You just want to come off as laid back, nice and fun. It is okay if he/she likes you in a romantic way at first and I have to warn you that if you are preying on ugly/overweight people, many of them will be interested. <u>You want to keep it non-sexual though</u>. This means you

should not try to kiss, romantically touch, or have sex with the person or even discuss these topics. Just don't make a move. Try to avoid physical contact with the person.

After the "date", the next day, send the person a text and ask what's up for the weekend. If she has a group social activity planned (involving members of both sexes), tell them you're coming along. You have just put yourself in a situation that allows you to network and make friends. You have busted into a social group. Congratulations. Now you have the opportunity to further apply your skills.

What will happen with the relationship between you and your date? If their social resources are good, you should continue to talk to them via text and even continue going on coffee date-type activities with them. Eventually tell them "you don't want to mess up the friendship thing". Some people will excommunicate you at this point, but many will keep you on as friends. Either way, by this point in time you've already had access to their social groups, parties and new people, and hopefully you've managed to score some new friends and activity partners (perhaps both male and female).

This activity (coffee dates for making friends under the guise of a sexual/relationship interest) can instantly put you in the middle of numerous social groups and you need zero friends to begin with do to it. The best part about it is that if you fail with one (and you will), there are UNLIMITED numbers out there that you can bust into using this method.

*Double, triple, quod booking, etc.*

I don't want you to limit yourself to one coffee "date" at a time. It's a numbers game, meaning there is no reason why you can't line up several in one night. Say on a Wednesday you do three hour long coffee dates. On Thursday you inquire as to weekend plans via text. You then get to choose your situation. Sometimes they'll be going out "with the boys/girls", which is of little use to you. You want to look for opportunities to go to parties that involve both men and women. A group that plans to go out to a club is also a great opportunity. So you can pick and choose depending on which coffee date's social plans seem to benefit you the most.

Depending on your friend resources, it is a remarkably good idea to bring a friend along with you (for those just starting out, I realize you may not have this option, but you will eventually). Friends bringing

friends together is what having a social life is all about. Once you start meeting new "friends" via fake-dating, you can not only break into social groups, you'll start bringing people and groups together and thus become an activity creator for other people's social lives (this is the root of popularity itself).

## *Forcing Your Way into Social Situations*

Ideally you want to be invited into social situations; however things will not always work out this way for you. Sometimes you have to be more aggressive with people. The fact that you have to be aggressive doesn't mean you're not welcome, it just means that things haven't developed in such a way that you've been formally invited.

Before I get into this, I just want to stress that the absence of a formal invitation is usually not something to take personally. Sometimes people don't invite because they are insecure themselves that you'll say no, sometimes they'll assume you have something better/else to do (lack of availability), sometimes they forget or innocently don't think of it, sometimes they think you're already invited or going, sometimes the conversation just naturally develops in a way that a formal invitation just doesn't happen. Also, sometimes people will be waiting for you to invite yourself to come along – this is what this chapter is about.

I talk a lot about the importance of asking questions like "What's up for tonight?" or "What's going on this weekend?" If there is a group social event going on, sometimes you will get an invitation just from asking this question. If you don't, however, and you want to go, you're going to have to inform the person that you want to come. There is a good way of doing this and a bad way. The bad way is to say, "can I come?" or "I'd like to come with you all". This makes you look insecure and overly formal. You don't want to use this approach. What you want to do instead is use an assumptive close and say something along the lines of "yeah, I'll give you a call/text and we'll go down together", or "yeah, give me a call/text I'll go with you". It has to come off carefree and relaxed. If you don't have their number, it may be better to suggest that you call or text them because this gives you access to their phone number and because it gives you more control of the situation.

Don't think that making such an assumptive close is abnormal or strange. People do this all the time. There is actually a social presumption that a person should express interest if they want to come along. A lot of social losers get so worked up over not being specifically

invited, but they are just simply unaware of the fact that many times this doesn't happen for reasons completely extraneous to them. Not everyone is an inviter – some just provide the information and wait for you to invite yourself. You are now going to start doing just that.

Another thing I want to say is that you don't have to necessarily commit to going with your assumptive close. You also can say "give me a call/text later and let me know what you're up to", or "I'll give you a call/text later and see what you're doing". These work well when the person is unsure of their plans, but also it works when you are just in the process of feeling people out and seeing what your options are. I commonly line up three or four potential sets of plans and not commit until the last minute. I don't want to get stuck playing ps3 with one friend, when I can be out at a party somewhere else. In time, if you continually feel people out you'll be in a similar situation yourself.

## *Proximity Theory*

I touched on this indirectly in the chapters relating to engagement. Think back to when you were a kid. You likely hung around with kids you met from school, sports/activities, or your neighborhood. In other words, you hung around with people in your proximity. As an adult, people in your proximity are also the most likely people to befriend you. You have to be interacting with and engaging them at all times.

Stop thinking that people are out there hanging around mostly with their lifelong friends. In reality, people tend to hang out with people they work with and are around on a daily basis. Lifelong friends who people hang around with regularly are <u>not the norm</u>. Think about it, people are constantly moving to different cities, and getting married/having children which consumes virtually their entire social life. If you have reached adulthood and have found that many of your "old friends" are unavailable or have fallen by the wayside with time, this is **normal.**

Expect to spend your time with the people that are in your proximity currently. Now, this presents a problem for people who have careers or life situations where there are not a lot of available people around. What's the solution? Well one solution is to move or do something else. If you want an active social life, you need people around you to make that happen. Weigh the pros and cons, but I don't

care who you are, if you are in an isolated environment, you likely aren't going to have much of a social life.

Moving to a new place and getting a new job can allow you to instantly gain a new and exciting social life. First of all, if you are new to an area/social circle, people will have a much greater propensity to invite you places and welcome you (the –new- you that is). Being new also allows you to escape the pressure of people expecting you to have a social circle lined up. You get a free ticket to start over and implement this technology. Now I know many of the people reading this don't have this option and that's fine (I understand that completely), but for those who have few ties to their current area I strongly urge you to consider moving.

*Selecting a work environment*

For those looking for a job or thinking or switching, think about the social situation you are placing yourself in. Find out if you going to be working with many people of a similar age to yourself and interacting with them on a daily bases. If the answer to this question is no, you may want to search for another job if developing a social life is important to you. I would say that most people with normal social skills people do consider this actively so don't think it's strange to put so much weight on the social element (it's how social people think and how you need to think as well).

*Selecting a place to live*

If you are moving to a new city, or if you live in a big city, or even if you don't, you may also want to consider finding a shared living arrangement with a number of roommates. This will instantly put yourself in the middle of a social universe from which you can be a part of. An entire social live can be found simply by moving into the right place.

Now, loser introverts do like to live alone. They value their privacy. They don't like people watching them or bothering them. But here's the thing: you don't want to be one of those fucking losers anymore because your life sucks. So take this advice: don't live alone. Find people around your own age who appear to be in similar life situations and get an apartment with them. There are so many classified ads out there soliciting roommates. Check craigslist.com or your local newspaper. Don't overlook this. For those who have the ability to make this type of change, and of course I understand that many members of

this club do not and that's fine, I want you to really consider giving it a shot. Go look at some places. Evaluate the people who would be your potential roommates. When you see the apartment or shared house or whatnot ask if they are all friends and inquire about things. This alone can change your entire life.

Again, I know most people can't just change jobs or their living place, but I'm including this section because I want to highlight this possibility for the few that can. Yes, it is common sense, but for some reason so many people still choose not to put themselves in places where they are going to be around other people (and then they complain about having nobody to hang around with). Part of the reason why I have "legions of friends wherever I go" is because I expressly pick out and go to places that allow me the opportunity to enter a large social scene and dominate it.

## *Showing Up Alone*

Some people are absolutely terrified to show up to a party or gathering by themselves. There are plenty of things you can show up alone to (if you must) where virtually nobody will notice or realize (except other losers perhaps), however some events are better avoided when alone.

The best places to just show up alone are public events, bars/club, and open house parties with large, diverse, crowds. It is important to verify that the house party you are going to meets this definition because if you accidentally show up alone at a gathering with a limited crowd where there wasn't an open invitation this can be an incredibly awkward situation. It seems that as people get older, they tend to gravitate towards more intimate get-togethers so be cognizant of this. For these, it's best to get an invite by using an assumptive close or to show up with someone.

As for showing up to parties alone, so long as the gathering is large enough to absorb your presence without making a scene this is perfectly fine. Sure, it's always better to go with someone else, but just because you don't have this opportunity is no reason to stay home. Most people just aren't paying attention to even notice that you showed up by yourself. If they do notice, it's not really all that strange. So long as you are confident, look like you are having a good time, and acting social, nobody is going to think much of it.

Keep in mind that the only people who think a lot about this sort of thing are other losers. People with normal or popular social lives just simply don't think about this stuff. They operate from a mindset that is naturally unreflective and naturally assumes you are similar to them. So you're going to stay home because some introverted loser may have noticed you showed up alone? Who cares what they think – they are useless anyway.

Also, one last point, it's very hard for people to distinguish whether you showed up alone or whether you were just outside and came in. If the party is large enough to absorb your presence, people just have no idea. You may feel they know, but they don't – they're not even thinking about it.

Showing up to public places and clubs and bars alone is also no big deal. I've done it to great success. Lots of people go to these places alone and form new relationships. As with many things, it doesn't hurt to lie and present a false image. I used to just casually throw out to whoever I was talking to that "my buddy went home with the first girl who would let him buy her a drink.. some friend that is!" Then we laugh. It almost becomes a conversation piece. Also, if I'm from out of town I mention I'm from out of town (I normally don't lie about this one). Don't ever let having to go alone stop you from getting out and meeting people. It's not nearly as big a deal as you likely think it is.

## Text Trick

Just a quick tip for times when there is a party or event you want to go to, but you haven't been specifically invited to it (and it wouldn't be proper in these particular circumstances to go alone). Further suppose that you don't have much time to work with. It's the last minute, you want to go, what do you do?

You send one text to someone you know is going and say: "You going tonight?"

You don't have to start a conversation, casually approach it, or worse yet get all formal on someone. All you have to do is just fire off that one text verbatim. Automatically you're already talking about making plans. You can Add Recipients to it as well and send it out to a number of contacts you know are going, but just be careful because you don't want it coming out that you texted 10 people and said that. Maybe 2 or 3 would be better.

At this point, you should get back some responses which may either include an invitation or allow you to force your way in by saying "yeah, I'm coming with you". Don't think there is anything wrong or abnormal about approaching it this way. Chances are, nobody knows who is going with who anyway. Most people just probably assumed you were going with someone else. No harm, no foul.

What about the other two people you texted but aren't going with? You've instantly gone from having nobody to go with to having the power of selection. Just tell the ones you aren't going with that you'll see them there. Your text question/communication still works to your benefit even with these people because you've opened a dialogue with them and demonstrated your interest in seeing them at the event. As a result, they will perceive you as more likable and social.

## *The Internet*

I don't focus much on how to use the internet to engage and meet new people because most losers are already well versed with this as it is. No matter how good you are at conversing on the internet, you still will have no social life and be a loser without the ability to converse and interact in person (so this is where my focus is). When the internet was in its infancy, social sites connected people who had no real life connections for the most part. These days, particularly if you look at many social networking sites, it's all about existing real world connections. Facebook, clearly the most popular at the moment, is not about meeting new people – it's about connecting with the people you've already befriended in real life. If you're a loser with a boring life, it will show on Facebook (absence of people talking to you, lack of pictures of you with other people, etc.).

The point I'm making is that you really have to forge friendships in the real world. You cannot do it in front of a computer. What you can use the computer/internet for, however, is to initiate engagements. It can bring you in the presence of people and give you the opportunity in real life to make progress with them. I touched on this when I talked about using dating sites to make friends and access social networks. I will say that, depending on where you live, you may also have some luck meeting people in www.craigslist.com personals (some even platonic), and through sites like www.meetup.com and www.yelp.com. Again, these may open the doors for you, but you have to go out in the real world in person and create connections with an improved

personality, social skills, and ability to confront fear and demonstrate confidence. I feel like I'm preaching to the choir a bit here – teaching losers about talking to and meeting people on the internet, what a concept.

## *Befriending Losers*

While I don't like to encourage this behavior because it severely limits the extent of your possible social life, befriending other losers can give you some leverage if you're looking to show up to a social gathering and you have no one else to go with.

This is not an uncommon technique. I know people whose entire social lives come down to a hanging around with a limited number of social losers they've selected to be their friend and that they can effectively boss around. Arguably both parties are better off from this arrangement, but it does limit your capacity.

If you're going to start doing this, and maybe it is an okay place to start if you commit to other methods as well, I want you to do it the right way. It's very important that you select people who are at least reasonably attractive and present themselves socially reasonably well. Sure, outcasts tend to be the most desperate, available, and easy to target, but you don't want to make a fool of yourself either. Remember, people are going to be judging you based on who you are with – so long as that person does not stand out you'll be fine.

Losers will have a greater degree of appreciation if you talk to them and also have a greater chance of not being busy/unavailable to you when you need them to accompany you somewhere. You also don't have to listen to their social life stories because they don't have any. They do tend to be very negative, depressed, opinionated, etc. (it's nothing personal – you know that). But, you don't have to listen to the negativity because as opposed to trying to befriend a popular person, here you are in the position of power. They need you more than you need them. I usually just tell them straight up that I like to keep things positive and they usually clue in. They can also get awkward if things go silent and they'll desperately try to keep the conversation going (say, when we are in the car driving somewhere for example). When this happens, I usually just tell them straight up we don't have to be talking all the time and to sit back and relax (turning up the stereo).

Losers appreciate these tips. It makes it easier for them. You have the power with these people. You can boss them around and they need

to be guided a bit frankly. You're using them, yes, but they are also using you (just like any other friendship). Maybe they'll also learn a thing or two – it's practically volunteer work! Now where's my trophy?

## *Social Connections*

It's interesting but often the difference between a person with an active social life and a person with zero social life is just one or two friends. I want readers to understand that many normal socially functioning people, who find themselves in social situations daily, really only have a few friends connecting them to their social worlds. You are really never that far off from having a reasonable social life. The notion that most people have legions and legions of friends is an illusion that comes from observing people in groups. In reality, most are connecting in through a relatively modest number of friends. Problems arise when their friends get into serious romantic relationships, move away, or when there is an argument. At this point, these people need to forge new connections to continue having a social life.

No matter what you do, friendships will fall by the wayside or lose their value because of romantic relationships and other extraneous events. This is part of the game and you have to be prepared for it. You can insulate yourself from this by having a sufficient volume of people that you can go out and do things with. If you are tied in to a social group by just one friend, you ought to actively befriend more than just that person because you never know when your "buddy" or your "girlfriend" is going to find themselves in a relationship and lose the desire to go out to parties, clubs, etc. with the group and bring you along. You need to be forward thinking and develop your own connections while you have the chance (or while your connection is still active/available).

## *Developing Deep, Close Friendships*

I get a lot of heat from critics who say my program does not teach people how to form close friendships, but only trivial, less important ones. It's true that I don't teach people how to make "best friends". This was never my intention. I will say that, in my observations and experiences, such bonds need to develop naturally, are built on an appreciation for one another and in situations of reciprocity (both calling, inviting, and showing interest).

While my program does not focus in detail upon attaining close friendships, I will say that such friendships develop from the very, perhaps more trivial, bonds that I teach in this book. A best friend needs to be a friend before they become a best friend and you will encounter closer friendships along the way as you maximize your social interaction with other people.

Close friendships definitely take longer to develop and will require you to divert resources from networking through social groups to focus on one particular person. I would just suggest that if you are going to do this, it is extremely useful if the person you are befriending is somewhat social themselves and has, or has connections to, good social resources.

# Part 5: Communication

### *How to Behave in Group Conversations*

*Remember #1: It's not important what you say, it's that you say it.*

*Remember #2: No self talking and 2 second rule are extremely important to success in group conversations.*

While quality is more important than quantity in many things in life, it does not apply to talking in group conversations.

If doesn't matter what you're saying in group conversations, if you're talking people will like you. This is what I want you to realize. The more you talk, the better off you'll be (within reason). You have to keep this in mind.

One common mistake losers make is thinking they actually have to have something witty/funny/intelligent to say. You don't. Successful people are talking all the time. You really think much of what they are saying is overly great? It's not. The reason they are successful with people is that they are talking.

You must only continually contribute small, simple, relevant comments. Keep on topic, but don't worry about saying something particularly inventive. Think about it, people talk constantly in public,

how much of the conversation do you think people actually remember? Most people walk away from conversations (particularly group conversations) and never mentally return to them (or even remember them) again. This is natural. People won't remember what you've said, they'll remember that you had something to say and thus were part of the group.

This is another extremely important realization you have to make. The content is almost meaningless, it's all about contributing. You must contribute.

## *Your Comment Goes Seemingly Unnoticed by the Group*

We've all experienced this. You're talking in a group of 3+ people and you make a comment that is seemingly ignored. There are a number of possible reasons for this. Perhaps someone else's remark overshadowed yours (the LIKELY scenario), maybe a situational factor coincidentally killed your comment, maybe the topic of conversation was switched at the same time you introduced your remark.

Now, the loser personality will take this and think: "they didn't care about what I had to say". If this is how you think, this is something you must work on. Just remember, it's a personal sign of weakness to be so concerned with rejection. Learn to accept that it has NOTHING to do with you.

EVERYBODY has times where their remark has gone unnoticed. Pay attention to that: unnoticed. For whatever reason, nobody noticed. What does this mean? It means you still have a clean slate. If you take such incidents and use it as an excuse to hate everyone and stop talking you are screwing yourself over. The reality is, like many comments, yours has slipped into oblivion, which is completely normal. The popular person thinks nothing of this. The loser questions their self worth and restricts future speech.

When your comment goes unnoticed you must move on and think nothing of it. Really now, think about it, if you were a successful, liked, popular person, would it really matter? Of course not. If it naturally matters to you, practice moving on and thinking nothing of it (because that's the rational response). Just give it a try. Keep talking, laughing out loud, agreeing, and making brief comments of little substance. Ignore your doubts and move on. Pretty soon those doubts will be all but forgotten (or unnoticed, much like your comment).

### What to Say and Not to Say in Group Conversations

What I'm about to say applies mostly to group situations. This is where you have between 3 and 10 people talking to each other. This is not to be applied so much to one on ones or romantic dates where slightly more involved responses are expected.

The main thing here is getting away from the common misperception losers have that they must have something interesting to say. Again, you don't. You simply need to say something. As much as it pains us to realize, people just don't pay that much attention to each other when there are a number of people talking (you know this from above). This is just a natural phenomenon.

Don't approach regular conversations like you would an interview on Larry King Live. If you look at the way people converse, the most successful people are not the ones who meticulously plan each word like a movie script, but those who basically say anything, within reason, that pops into their head. Remember, no self talk and 2 second rule.

If you're the typical reader who sees this and sarcastically thinks: "oh that's intelligent now." THIS is your problem. You are thinking too much. Look, all this intelligent conversation is fine in "one on one" situations. But, in general, if you are the type of person who has trouble conversing with a number of people at one time, this is the reason why.

Group conversations simply work differently. People are not paying the same level of attention and your remarks must reflect that. Otherwise, you may as well not be there.

*What goes through the mind of a loser in group conversations*

Losers have a completely different mindset in group conversations than regular people. They internalize it to an incredibly high degree. They analyze all the people in the group and consciously keep score (so to speak) of what the contributions to the conversation are from each person. All this thinking is generated by their erroneous belief that everyone else is thinking the same way they are. If you aren't saying anything, the only people who will consciously notice are the other losers (and who cares about them – they're losers!). Everyone else won't notice you at all, which of course is very bad too because they won't think to direct comments to you, befriend you, or communicate

with you outside of the group. You'll get nowhere, which you already know since you've experienced it.

The point that I'm making is that you need to stop thinking that other people are paying attention to you – they aren't. Stop worrying about the perception of you by the members of the group, if you're not contributing you're not even on their radar. Losers appear uncomfortable in these settings because they <u>are uncomfortable</u>. It's stressful for them trying to analyze their performance, which of course turns into a self fulfilling prophecy of failure. You want to contribute useless remarks that are positive so that the people in the group notice you and see you as a part of the conversation. That's all you have to do. "Yeah I the last weekend was awesome", "I loved that movie", "Those shoes are hot".

One thing you do not want to do in group situations is ask questions. Don't ever throw out a question because it interrupts the flow of the group conversation and makes you look like you don't fit in (because you don't know what they are talking about). Sometimes it's tempting to ask a question about the topic because it's easy, but it's very unproductive. It's better to just laugh along, agree, and pretend.

## *Laughter*

Most losers know what it's like to be in a group of people who are all laughing at jokes and comments and you're standing there with a forced smile on your face thinking about how stupid and unfunny you find it. You know what I'm about to say here: BAD MOVE.

You need to always laugh along in a way that is audible. A smile is not sufficient. You must have a laugh that is loud enough for people to hear and you have to laugh along and pretend to find it funny. If you stand there grinning, you are not part of the group. You appear non-social and awkward and people will perceive you as an outsider (which you are). You have to conform. Practice your fake laugh and, like I say, make sure it's audible. It doesn't have to be overly loud, but it must be audible.

## *How to Have a Conversation in Person*

There are three separate pieces of everyday conversation: the intro, content and the end. Losers fear all three of them. Here's how to deal with it:

## Introduction

This is the approach phase of conversations. One person speaks first and the other reciprocates.

If you can't enter the first stage, it's also impossible for you to form new relationships at will. Your sole source of connection is through other people approaching you. As you know by now, social people don't approach those they perceive to be uncomfortable with or not liking social interaction to a significant degree.

You're going to have to start conversations yourself. This way you'll vastly increase the number of connections you make and get to select who you talk to. As you become more sociable, you'll also become more approachable and thus people will start approaching you more (they read your body language, see other people talking with you, hear about you from other people, etc. (in case you're wondering how this happens).

## Content

One reason losers choose to avoid conversations is that they fear they won't have anything to talk about. Generally, you want to talk about things you and the other person have IN COMMON. If you work with them, discuss something work related. If they are a classmate, talk about school. Get it? Again, remember that you don't need to say anything overly intuitive or interesting (just make conversation about a commonly relevant topic). You just have to have a few things to say.

Avoid interviewing people: this is a huge problem many people have. Never allow a conversation to operate like an interview on Larry King. Don't just ask questions. Make comments and let the other person respond. You just need to talk to them like you already know them (whether you do or not) about the common topic. If you're able to do this, people will sense that you're socially talented because you don't need to ask the easy/boring questions and you're comfortable enough to break out of traditional comfort zones.

Awkwardness: Awkward pauses are perhaps the most difficult parts of conversations. They are also one of the reasons people are so

positively responsive to those who talk (as they prevent awkwardness from occurring). My advice when it comes to awkwardness is to end the conversation as soon as you feel it coming. It's like when your house is on fire, you get out. Immediately move along and resume later. Don't try to fill silence by repeating yourself, saying "yup" over and over, or anything else. Don't hesitate, proceed to ending.

<u>Ending</u>

While how to end a conversation never receives much attention, your ability to end a conversation is absolutely critical. It will help you both approach conversations (because you won't have to fear awkwardness) and improve your social skills.

My advice on ending a conversation is to make it swift, smooth, and without explanation. You don't have to keep standing around talking to someone. When you're finished discussing what you wanted to discuss, or you feel awkwardness coming on to any degree, get out.

You must realize that other people respond quite well to conversations breaking off abruptly. It's surprisingly easy to say "alright then", "sounds good" or anything else and simply walk away from a conversation. You don't have to say goodbye or that you have to go or anything else. Just say "okay" and leave. Of course, you do it in a reasonably friendly manner, but you don't have to make excuses for yourself. You just leave.

If you're reading this and thinking "that may leave the other person thinking that something is wrong or that I don't like them", you're wrong. This is how most people do it. No explanations, excuses, or anything else. These quick exits are painless and simple. If you go out of your way to excuse yourself or say goodbye, you're going to make the other person uncomfortable by being too formal about it. Maximum courtesy is not a good thing when it comes to conversations in this day and age.

When you leave the conversation without explanation it also puts you in a position of power that people are naturally attracted to. We like people who make things easy for us. If you make decisions on your own, you're going to be more respected. You also will appear busy or as having things to do which people find likable.

So to recap: No excuses, reasons, or anything else. Move on and exit with <u>confidence</u>.

This same principle also works for phone conversations, though a bit more of a transition/explanation is required. I discuss this more in the next Chapter.

## *How to Talk on the Phone*

Many losers have fear and anxiety regarding talking on the phone. They are afraid of awkward pauses, being perceived as annoying by the other person, and feeling rejected. There is a right way and a wrong way to handle phone conversations, which is the point of this chapter.

The first thing you need to know is that you should not be calling people you wish to befriend to chat for extended periods of time. A long conversation may develop, but as a general rule this should not be the intent of the call. The reason for your call should generally fall under three main categories:

1) See what they are up to that night or that weekend (or what 'people' are up to;
2) To ask a question;
3) To discuss a recent social event that would be considered news to both of you (ie. someone at the office gets fired/makes a scene, behavior or actions of someone you both know etc.

Note that each of these topics are:

a) relevant to both you and the person you're calling;
b) easily described;
c) easily answered; and
d) demonstrate your involvement as part of a social group (the exception perhaps being #2 at times)

How it works is pretty simple, but I'll spell it out. You call them up, once you know it's them on the line you start the conversation by asking one of the following three intro questions:

1) What's going on?
2) What's up?
3) How you doing?

Most people will give a generic "not much", "this is it", or "I'm fine" type answer at which point you go right into your preplanned topic. In fact,

unless they have some remarkable story they seem to want to talk about, always go directly to your preplanned topic: "Just calling to see what's going on this weekend", or "you hear about what happened at work", or whatever it is.

At this point a conversation should be born. If not, and the person seems difficult to talk to, just let them go. Don't take offense. It's not a big deal. Just say "I'm going to let you go, I'll talk to you later/see you tomorrow" or something along those lines. Back to if they seem reasonably talkative. At this point, you listen to what they have to say, laugh if appropriate, and insert your comments (try to keep them positive and funny). It is your job not to allow the conversation to become redundant or awkward. Once it appears they've said all they have to say or either you or they start to repeat yourselves you need to HANG UP (you say "alright I'm going to let you go I'll talk to you later"). Before hanging up, it's always good to question them on what they are doing that weekend if this topic has not already come up (assuming this was not your primary purpose for the call). You want to establish a relationship that is built on going out and doing things.

Just remember, you don't have to ask what they (as in themselves specifically) are doing. You can frame the question in a group sense as well: "what's everyone doing this weekend?" This is assuming of course that you are reasonably familiar with their social group.

Many of these phone conversations can actually be accomplished through text messaging just as easily so consider this option as well. You have to learn to start calling/texting people and initiating conversations. The best people to start calling/texting are people who have called you before (you must reciprocate). If someone calls you and you don't reciprocate by calling them back, they will move on to other people. Put effort into people and start by putting effort into those who have already put it into you.

Another way people end conversations is to say "I'll call you back". Unless they are specific about it ("I'll call you back after I get off call waiting"), don't expect a call back specifically based on their comment. This is something people just use to get off the phone. It's absolutely nothing to take offense at. It's a normal part of phone conversation. Feel free to use it yourself if you like.

*Importance of Creating Reasons to Call*

Another thing I want to stress about calling people is that you need to be actively thinking of reasons to call people and keep in touch. It should always be simple questions and topics. Maybe you're calling someone at work and you want to ask about something that happened at work "what happened with [whatever issue] at work today?", maybe you're in college and you make up a question about an assignment, test, etc. Think to yourself, "how do I know this person (work, school, social group)" and then think of a question that relates to the topic of how you know the person. I don't mean to be redundant, the point I'm trying to make is that you have to be ACTIVE in thinking of questions to ask. Even if you know the answer, that's fine. You just need to be in contact with people and have opportunities to feel them out socially. If you're not calling and keeping in contact, even on this small level, the potential friendship/social connection will likely not develop. This, by the way, is what normal socially functioning people do. They go out of their way to find reasons to connect.

## How to Hang Around with People

How do you handle yourself when you actually are hanging around with someone else? Maybe you're walking somewhere, driving somewhere, or just sitting around hanging out with someone. This Chapter is to highlight that there will be times where you have to relax and <u>let the silence happen</u>.

Many people do not talk constantly when they are hanging around with each other. They are simply in each other's company. Silence happens and is normal. Unlike in a daily conversation where you end and get out, when you're hanging around with someone sometimes you need to let the silence happen. If may be awkward in the beginning, but don't try to keep a conversation going at all times. It's unsustainable and makes both people feel uncomfortable. Hanging around is not a formal activity. Having an expectation of constant chatter turns it into one.

So, I just want you to learn to relax when silence comes. It's normal. Maybe you're driving with the music on and a couple minutes later you comment on how attractive that guy/girl is on the street. Things pop up that you'll comment on and chat about perhaps, but don't think it's always going to be going back and forth. Silence is normal and expected and social people are aware of this normalcy (you now are too). If you get nervous and awkward you will blow your cover and people will see you as a non-social loser (and thus they won't want to hang around with you in the future).

### *How to Get Popular People to Like You*

Throughout this text I stress how beneficial it is for you to develop relationships with people who have social resources (lots of other friends, invitations to events, parties). If you are new to this, you are likely an individual who does not currently have significant social resources (a loser). You want to get popular people to like you so you have access to their social resources. I want to focus a bit on how to engage and maintain conversations with these people in a way that they will like you and want you around them.

In short, you need to listen to them and express interest in what they have to say. People, especially those with social resources, love to chat about themselves and the experiences they've had. This includes talking about their friends, the places they've gone, and stories of social events and experiences. This is all pretty boring and depressing stuff to you. You can't relate to the stories, you have nothing in common with their lifestyle, and it probably brings you down listening to it since your life sucks so much in comparison, BUT, how you react to their stories will determine whether you get to join their social circle and live out some of these great times yourself or not.

You absolutely must let them talk and tell their stories and demonstrate to them that you're interested and that you like hearing it. This can be hard when in fact the opposite is true, however, if you do it right and you're convincing, they will love talking to you and befriend you. They don't want to hear your stories of course so don't try to tell any (just like you don't want to hear theirs). Social people LOVE talking about themselves and they LOVE people who listen to them and are interested. You know, it's really not that hard, all you have to do is appear interested with some eye contact and give them a "is that right, wow", "that's awesome", "that's hilarious", "really? Wow.. that's incredible" every now and then and they will be satisfied.

It's also useful to listen to what they say and then ask a question that relates to the actual content of their stories -and- that you feel will act as a springboard to allow them to tell more stories. Maybe they are talking about the time 5 of their friends to a trip to Dominican Republic and you ask "How'd you find the beaches there?". It's hard to imagine anyone who went to Dominican Republic wouldn't have an opinion on this question and it shows you're listening to them.

I can't stress enough that you try to appear genuine in your interest. Now, nobody likes listening to this stuff for the most part (unless they have a common interest), but non-social losers hate it more than most. For this reason, it's really difficult for them to not appear disinterested and unhappy towards the other person. I want you to start REALLY feeling happy. Feel happy because it's a means to an end. You're just putting in a little work to get the person to like you. Most people, including most losers, do try to be polite in these situations, but this is NOT ENOUGH. You really have to push yourself and go out of your way to show your interest. I'm telling you, they will love you for it.

I try to transfer the positive energy that I get from knowing that I'm manipulating this person into liking me and that I'm going to be exposed to some great social times as a result of it to cover up the negative energy from having to listen to the actual stories. I take the negative, replace it with the positive, and use that to truly appear interested. While I'm not truly interested in the stories, I am truly interested in befriending that person and that natural, true interest is what I try to portray.

*Disparity*

Some people will comment that the advice in this chapter creates a relationship of unbalanced proportions. Critical thinking losers may even perceive it as unfair – "so we have to put up with listening to all their crap and they don't have to put up with anything from me". YES and it's completely fair. This is not an EQUAL relationship/friendship to begin with. You benefit from the friendship far more than they do because they already have a social life. So, in reality, while they are using you as a listening post for their boring, self interested stories, you are using them for their social resources. It's perfectly fair and reasonable.

I'd also point out that it's easy! This is such an easy thing to do in a technical sense. Do you really wish there was some elaborate technique of conversation that I had to teach you instead? Didn't think so.

## The I'm Bored Technique

Losers tend to go places alone. Social people invite others along. Since being a loser sucks, you need to start behaving in a social way

and going out with other people. Now, throughout this text I discuss many techniques of gaining contacts that you can invite places, but I want to just take a moment to share with you an easy method to throw out an invitation that I call the *I'm bored* technique and how to make the most of it.

The move is simple, you call a contact, text, or message them on the internet and after the usual "What's going on/not much" introduction, you say "I'm bored, let's go do something". Notice this is a leading question. Asking it in a "do you want to do something?" sounds awkward and is way too formal. Remember, always appear relaxed. You want to just casually mention "yeah I'm pretty bored, let's go grab a coffee or something". Sometimes people will deny you because they are busy, or they don't want to (usually for an extraneous reason – nothing personal to you), and you just say "alright, give me a call later or something" and let them go. These rejections are **not** a loss. Simply by inviting this person they will think to invite you places in the future and see you as more sociable. Some, however, will be free and willing and so you say "pick you up at 3" and go hang out with them.

Now, if you have more available contacts, it's a great idea to invite a third or even fourth person to come along. Call, text, or message person number 3 and after the "What's going on/not much" introduction you simply say "Me and Susan are going to Starbucks, you coming?" Now you have arranged a group outing, which not only has double the positive effect on your social life, it also takes the pressure off you as you don't have to worry so much about conversations going awkward and such.

This is so elementary, I know, but losers avoid doing this stuff, or mess up with a formal delivery when they do. It's doesn't take much more than a little effort and putting it to people the right way and you've gone from being alone to making things happen. This is how plans get made and future plans develop. Don't forget to see what everyone is doing on the weekend, or if it is a weekend, what they are doing that night – this can be the genesis of a fun night out and is what having a social life and being popular is all about.

### How to Make Everyone Like You

Almost all socially successful people get there by telling others what they want to hear. This is a fact. You have to <u>play to your audience</u>. Consider what these people are about and what their ideals

are then respond accordingly. If you know someone is into sports, act interested. Educate yourself on the topic and give them what they want. People like those who they feel have similar views and interests. If you want someone to like you, you have to express an interest in what they are interested in.

Many people take this as meaning you have to be an ultra politically correct person who never says anything risky or interesting. This is not the case. You just have to aim your comments within the realm of acceptability of your audience. Don't think that everybody, or even the majority of the population, must agree with what you're saying. It's only the people you're conversing with that must agree with you. Know your audience.

*What about people who make careers out of saying controversial things?*

Sometimes readers will see guys like Bill Maher on TV making obviously unpopular statements and think: "well look how successful and interesting he is, I'll have to be more controversial." This is completely wrong. When you have an audience of millions of people, and 20% of them like what you're saying, you're going to be incredibly successful. Unlike Bill Maher (or Ann Coulter, or whoever else), you don't have a random audience of millions of people. It's a completely different situation in real life. You're going to be around groups that have different ideals/values and if you want to develop friendships and fit in, you have to pretend to share such views and interests to a relatively significant degree. For example, maybe your potential friend loves cars and particularly loves Cadillac vehicles. At a minimum, you want to show an interest in cars even if you choose not to go all out and love exactly the same type he does.

Don't be fooled, Bill Maher is no different. He is playing into the hands of his audience – and you should too.

*Won't I have to act like a completely different person depending on who I'm around?*

To some extent: yes. But keep in mind you're likely doing this anyway. Almost everybody acts different depending on who they are talking to. I'm sure you act like a completely different person around your coworkers than your immediate family, for example.

There's a famous episode of Seinfeld where social "worlds" are discussed and how combining them is bad. The reason for this is that the way we act around some people we know is not compatible with how we act around others.

Acting different is thus natural. The only question is whether or not you are going to be smart and play to your audience as much as possible, or if you want to maintain your personal stance and let the rewards/benefits of conformity fall to the wayside.

## *The Ultimate Topic of Conversation*

I received a lot of correspondence asking for help with two person conversations that are of a long duration. In the above section on phone conversation I described a set of topics that are good for discussion. These are always excellent starters and can act as springboards for new topics in person as well as over the phone. Other good topics of conversation will depend on the gender of the person you are speaking to.

If you are speaking with a guy (and you also are a guy) talking about women is probably one of the most productive (friendship inducing) topics of conversation because it instantly forms a bond between the two guys. You generally want to comment on girls you both know in real life (as opposed to celebrities if possible) and ask questions like "would you fuck her?".. "if you had to had your choice between X girl and Y girl, which one would you pick?".. [if a girl is somewhat unattractive] ask if he thinks she's doable. Then you can say "what if you were drunk"? Get him to rate other girls and share your opinion. Hopefully this gives you the right idea. Also feel free to tell stories of experiences you've had as well. It's all about finding a common bond and this always serves as one.

Women like to talk about men (preferably those common to both), experiences with relationships and men, current dating life, fashion, family, current events in their social environment. You just can't go wrong with these topics. Whether you are a man or a woman and speaking to a woman soliciting her opinion on a dating/men/relationship type question is never a bad idea. Just ask her what she thinks and let her talk. Then actively listen and ask further questions based on what she says. It's all classic girl talk.

Generally speaking, dating and relationships should be your fall back on topic of conversation whether you are a guy or a girl and whether you are talking to a guy or a girl.

## *The Entertainer Complex*

People want company, not entertainment. I'll repeat it: <u>People want company, not entertainment</u>. Social losers always get this wrong because they simply do not understand the fundamental reasons why people "hang around" with each other. The reason people invite other people places is that they want someone by their side. They are not looking for great conversation, humor, intelligent opinions, or anything of substance. If this happens, that's fine, but it's not a driving force behind an invitation or an idea to go out somewhere. The only thing that motivates people to invite others along is a desire to be around another living human being (or beings). People just don't want to be alone.

I often get emails from losers who say things like "people think I'm so funny and interesting, but I'm never invited anywhere". These losers are confused because they think that being things like "funny, entertaining, or interesting" are what motivates people to invite, when in reality all that people look for is, get ready for it because it's important, a **person who they perceive as also wanting be around them for the sole purpose of not being alone.** It's just about company, nothing more.

If you are perceived as social, as enjoying being around other people, as laid back and relaxed, as open to invitations, people will think to invite you. When you are thinking that you have to entertain, and be funny and interesting, you are giving off the wrong vibe because the other person will perceive you as someone who doesn't enjoy just simple company. You also will give off a certain level of awkwardness and leave people with the impression that you don't enjoy social interaction and that you have to put a lot of effort into it – this is the absolute worst case scenario. Also, trying to entertain puts the other person/people in an uncomfortable position because they then feel compelled to give opinions and laugh along – quite frankly, you're making them WORK and people don't want to work.

People just don't want to be alone and they look for other people who they perceive feel the same way. This whole program is about changing how you interact and behave so that you are perceived in the

proper light. Shedding the thought that you have to be entertaining/funny/interesting is an important step. In fact, I would suggest that being any of these three things actually hinders social success for most people on a "person to person" level.

## *Gaining Trust Through Manipulation*

We live in a naturally suspicious society. For this reason, it is essential that you gain people's trust. There is no better way to do this than to make them believe you are speaking against your own self interest. In other words, learn how to give people a small degree of information that makes you look bad.

If it is obvious that what you are saying is not to your complete advantage, people will naturally develop a level of trust for you. They will think "this person is willing to say things against his/her own self interest". In reality, you are acting IN your own interest. The key is to never say anything so against your own self interest that it will hamper getting what you want from the other person.

You simply must give enough information for them to believe that you are not trying to act 'in your own interest'. Tell them 95% of what they want to hear. Hit the right buttons, but mix in a few things that are less compatible. It's also important that you only "disappoint" them on fairly irrelevant factors. This requires you to gage what is truly important and what isn't. Let them down on a few less important things.

By disappointing them on irrelevant information, the other person grows to appreciate your 'honesty' and is thus more willing to give you what you want from them. In other words, letting them down marginally can work to your advantage.

I get a lot of correspondence on this section asking for a specific example of this. Suppose you're talking to an excited coworker about an upcoming bowling tournament where you will be bowling together against another team comprised of two hot girls/guys. You want to also say you're excited and express how lucky you were to be matched that way. The irrelevant letdown you could disclose is that you suck at bowling. This makes you look honest about yourself even though you are disclosing something that is unimportant. He or she isn't excited about going bowling because you're as good bowler, but because of the opportunity to get close to the other coworkers. Now, what you don't want to do is disclose that you don't care about bowling with two hot

girls/guys because you're married. Sure, it's honest, but you've just killed a potential friend (or several potential friends when he/she goes and tells other coworkers about the stand off'ish/loser'ish thing you just said).

## *Negativity*

This applies to both group and two person conversations. If you criticize things, talk negatively, or complain, people won't like being around you. Negativity restricts the ability of other people to be happy. If you are preventing the happiness of others, they won't like you. This can happen on a subconscious level, but be aware that you never score points with anyone by criticizing things (even if they completely agree with what you are saying).

Losers are naturally critical/pessimistic for a number of reasons (in addition to the pain of having to live their pathetic, miserable lives). Many losers criticize because for them it makes easy conversation. It is easy to think of something to complain about. Losers are thus using it as a defensive mechanism to awkwardness or lack of conversational ammo. In this way, it helps them move conversations along and gives those who are scrambling for words something to say. The problem is that doing it hurts your overall success rate in terms of people liking you.

Losers who frequently use critical comments to contribute to conversations are doing so largely out of habit. Somewhere along the line they have discovered how easy it was to point out negative things other people can relate to. When you point out an obvious negative you don't have to worry about other people missing your point – this is why I say it's easy.

For the critical speaker, there is an ill-perceived notion of success. They see other people react to their comment with agreement and falsely believe to be scoring points with the other person. In reality, they are contributing to the other person's dislike of them. The <u>illusion</u> of success leads them to repeat this behavior and eventually a habit is formed.

An example would be perhaps you're stuck in traffic and you say "god, I hate all this traffic we're going to be late". And the other person is like "yeah, I know". The only thing you are doing is stating the obvious and dragging the other person down unnecessarily because you

are pointing out a negative thing. When you depress people around you, they don't associate being around you with being a good thing. People want to be around people who make them happy.

You have to stop doing this by monitoring what you say and screening out the negative. Comment on good things instead. "I like this song", "What an amazing day", "They have the best ice cream there [pointing to ice cream store], or whatever. These types of comments will increase likability towards you.

## *Body Language and Appearing Happy*

First of all, I realize I'm not the first person to recommend this and I don't care. It's useful, important, and it works.

Ever notice TV personalities are always smiling? How often does Regis frown? There's a reason for this: viewers like and appreciate people they perceive as happy and will continue to tune back in.

People in real life are the same way. They want to see you smiling and happy. This not only makes them feel happy, it also signifies that you enjoy talking to them. If you want people to like you more and feel positive about you it is imperative that you smile more often. This is all about body language. When you smile it makes people more comfortable and happy being around you. As a result, they like you more and will want to continue to talk to you, hang around with you, and develop a relationship with you.

If someone approaches you and you appear unhappy and negative, they will take it personally (though perhaps only subconsciously) even if you tell them you are unhappy about something extraneous. If you have someone putting in the effort to talk to you, you must smile and appear happy. If you don't, they'll talk to someone else next time instead – there are plenty of happy, pleasant people out there.

Another reason why it pays to smile is that it's been proven to actually increase your own level of happiness. Our brain is influenced by what we do physically. By smiling you, in a sense, trick yourself into thinking you're happy (which, I suppose, means you are "actually" happy). This is a good thing. You'll be able to communicate better, illicit positive responses from people, leave positive impressions, and be more willing to take needed 'risks' if you smile more.

## *Appearing Open to Conversation*

It is incredibly important that you consistently present yourself with an open posture. Don't cross your arms creating a barrier with other people. Your hands should be open and your arms uncrossed. If you're taller than the other person, don't try to stare down at them in a domineering way by putting your chin up. Be accommodating. You want to appear open, ready, and willing to engage in conversation.

If the other person is sitting down when you talk to them, you should also sit down. Don't stand there looking down at them. Standing also makes you look like you have somewhere to go. Don't look at your watch. Don't check your text messages or play with your phone. People HATE this stuff. There is no greater turn off than trying to talk to someone who is engaging someone else with their phone. If the conversation is one on one, I actually recommend turning the ringer off. If you have to go, still don't look at your watch, just tell them you have to be somewhere. Looking at your watch is ALWAYS BAD.

The key here is that you always want to demonstrate that you have the other person's attention and that you are open to conversation.

## *Liar Trick*

I tell people to lie about things frequently in order to avoid social confrontation (i.e. "Oh I don't know if I can go out with you because I told my cousin I'd go over his place" – when in reality you are just waiting on a better offer from someone else). Sometimes, you may get caught in these little white lies so I want to talk about the best way to react to getting busted in a verbal lie.

First of all, the chances of this happening are rare. If it does happen, most people would only bring it up in a nonchalant way (meaning: they are just making conversation and don't really care). If this is the case, the best thing to do is say "oh yeah" or "yeah well you know" or something similar and simply move on in the conversation.

It's important that you react without surprise or concern. If your body language is smooth, it will go smoothly. You <u>don't have to explain yourself</u>. Never explain yourself. The ABSOLUTE worst thing you can do

is act like a deer caught in the headlights and then try to argue your way out. Be smooth, don't disagree, and then change the topic.

Okay, but what about getting called in a more "serious" fashion? What if the person is concerned about your inconsistencies and won't let up? First of all, if there is any doubt as to whether you were actually lying or not, there may be no reason or benefit to admitting to it. As I explain later, people will give you there benefit of the doubt up until the point in time where you actually verbally admit to something.

So what if there is absolutely no doubt and you have been completely busted lying. What I like to do is simply say without emotion "I lied" and proceed to change the subject. I refuse to discuss it further. This will work wonders because people will find it humorous. Many won't know what to think other than to laugh. This also leaves you looking in control, confident, and seemingly unconcerned. This is what you want to happen. If this doesn't work and the person continues to press you, simply say "I changed my mind" and move on. If the person still continues to try to make a big deal of it, I just said "I already told you I lied about that".

If you act like it's not a big deal, it won't be. Stay relaxed and in control.

## *Maintaining/Forming Relationships*

In a perfect world, we would never have to put effort into forming relationships (large or small scale). In reality, it's an absolute must. This isn't just about approaching people for the first time, it's also about people you deal with on a daily basis. There has to be some level of balance to each relationship. If you're not making efforts to contact/keep in touch with those you meet, eventually these people will stop also (because it serves as evidence they are not wanted).

If you're the type of person who doesn't start conversations, call people, or approach people you're simply going to fail. People are not going to care about you and you'll end up missing out on all the benefits involved in having successful contacts.

People fail to make an effort both because they fear rejection, and also because they get lazy. Let's face it, not everybody in this world is a pleasure to deal with, but if they have something you want, you're going to have to grit your teeth and go after it.

Following the advice in the above three paragraphs is an absolute must. You simply cannot have a successful personality if you don't consistently work to maintain and grow relationships with people.

## *The Right People*

If you want to be popular, you ought to fit in with and befriend other reasonably popular people. If you wanted an actor's autograph, would you rather get someone acting at a local playhouse or Tom Hanks'? One is worth more than the other. No matter what you're getting, getting what is worth more leaves you better off.

Google.com indexes websites by rating them on a basis of importance. If a website with a high rank links itself to your website, your website's rank will automatically be raised. It takes importance to get importance. The exact same is true in the social world. Some people have far more value to you than others.

One of the reason's people go after those at the lower rung of the social ladder is that it seems easier. There is less of a threat and less fear of rejection. While I don't completely discourage this, I want you to remember that befriending losers will limit your potential success (though admittedly some people are not after extreme popularity and that's fine). For the most extreme results, focus your efforts on impressing those who are most popular.

## Part 6: Barriers to Social Success

What makes people develop introverted, non-social, unlikable (loser) personalities? Well, their life experiences and interpretation of these experiences plays a big part. A damaging experience sometimes sets off a <u>chain reaction</u> of thought patterns and habits that can be very difficult to break. Like any habit, however, it's something you have the ability to control.

### *Perceived Obstacles*

I want to take some time to highlight some of the things you likely perceive as standing in your way of success and <u>why that</u> <u>perception is wrong</u>.

### Rejection:

Fear of rejection is by far the #1 reason people become losers. Fear of rejection holds them down. When losers develop that "critical thinking"/pride shield that I talk about it's based on their fear of rejection. In response, they typically attempt to insulate themselves by attacking, criticizing and telling everyone how much they "don't care" (but of course we all know they are the ones who care the most). Saying they don't care is just a defense mechanism.

From birth society has programmed us to fear rejection. This is perhaps logical because those who are rejected, in general, reap fewer benefits in society (as you would know having lived much of your life being a total loser). In order to get anywhere with other people, <u>you</u> <u>must risk rejection</u>. Avoiding social risk (to subsequently avoid rejection) will leave you in the same position as someone who is rejected 100% of the time. You cannot get anywhere without confronting the fear that holds you down.

This is not groundbreaking news. You already know this. Why do you still avoid rejection? It's because: 1) you've irrationally prioritized avoiding rejection above the benefits of confronting it, and 2) you are wrongly attributing the reason for rejection to yourself, when in reality it is usually for an extraneous reason (ie. unavailability).

You must learn to accept that rejection as natural, usually unrelated to you personality, and move on in spite of it. Each new person/group that you attempt to socialize with and befriend is a new and free opportunity. It's like playing the lottery for free. If you are successful with someone, you're ahead. If you're not successful, you're essentially in the same position as before. So start taking these free spins because if you don't you'll always miss out.

Some will argue that the rejection itself is a loss because it hurts. You must realize that it's only a loss if you <u>view it that way</u>. You have to develop an understanding that other people's disinterest in you is largely irrelevant. It just doesn't matter at all. Because there are so many different people out there, individual rejections are no loss. What would you rather? 3 people who like you and 3 who don't, or 6 people who don't know you? The latter is completely useless to you. It's a waste. Don't live this way anymore.

When you watch a horror movie, it's always scariest the first time. Try watching it over and over. Eventually, it's not going to be scary at all to you. The EXACT same thing is true about facing rejection when it comes to people. When you lose your fear of rejection with people, you become an unstoppable machine. It's a tremendous power to have and the best part is that you have the ability to obtain it with continued exposure and practice.

By the way, **you will be rejected.** Rejection happens and there are myriad reasons for it. Some of the reasons are internal to you. As you know by reading this, people will reject those who they perceive to be negative critical thinking losers. This you have control over. Other reasons for rejection are completely extraneous to you and beyond your control. Lack of availability is the most common and is unavoidable. Rejection is thus nothing to take personality. Socially successful people can be very busy and there's not always room for new people in their lives. They don't always have the time or the interest to expand. This isn't a big deal – it has nothing to do with you. **It's only a big deal if you are being rejected for internal reasons (which you are also working to change of course).**

**Judging:**

It is natural for us to fear being judged. We don't like people forming opinions of us because we fear they will be negative. Much of

what I said above under rejection is also relevant here (as both are closely related) in terms of cost/benefit and there being almost no practical negative effect of negative judgments. Let me focus on another, more important point instead: You're <u>hardly being judged to</u> <u>begin with</u>.

We tend to have a perception that other people are genuinely interested in what we say and how we conduct ourselves. This couldn't be further from the truth. 95% of what you do and say goes largely unnoticed (or is soon forgotten). Trust me on this. Most people worry too much about themselves to care about what other people say/do. It is thus foolish to worry about people judging you because they likely aren't paying attention anyway.

People are quite black and white in their perception of others. They either like them or they don't. What determines whether they like you or not is the **absence of a negative experience with you.** You don't have to impress them at all, you just have to not not impress them. This is the idea of elimination that I talked about earlier. They aren't going to be breaking things down much more than like or dislike. How you avoid elimination is by **coming off as someone who participates in conversation as a neutral and dispassionate communicator (and not a critical thinker)**. Simple stuff.

People will notice, remember, and negatively judge you only if you do one or more of two things:

1. Avoid or not take part in the conversation
2. Take part, but as a critical thinker

By not participating in the conversation you are going to be judged to not part of the group. This means people will judge you as being shy, nervous, awkward, or worse yet, as someone who does not like social interaction.

If you take part in conversations you will earn respect and friendship no matter how pointless your remarks are.

As you know, if all you have to say is critical or negative or unhappy type comments, people will form the opinion of you that they don't like you.

*Experience Makes the Difference*

I know what it's like to fear social interaction. I know about the butterflies, the feelings of inadequacy, fear of rejection and the unknown. I get it. Look, at a certain point in my life I committed to confronting this fear and making the moves necessary to live the life I wanted to live. Having done this, I can tell you that with practice and time the fear <u>fades away</u>. This is because you become familiar with the responses you'll get from people and comfortable with social interaction to the point that it's no longer fear inducing. You're also going to have responses and comments ready to go on your own to the point where you know exactly what you're going to say or how you're going to react in advance of saying it.

People interact socially in very predictable ways. You learn what people talk about and how you will respond to it. As you put yourself out there more and more, it will soon feel less like you are taking a risk and more like it's business as usual. I swear to you, I don't even feel the butterflies anymore, and frankly, it didn't even take that long for this to happen. Remember what I told you, a scary movie isn't scary anymore after if you keep watching it over and over!

## Needing Other People

Another reason some people develop into critical thinking losers is that they are afraid to admit (to themselves and others) that they need other people. They see needing other people as a sign of personal weakness. Popular and social people take the opposite view and even will declare they need people to do things with and go places with. Essentially, for losers with this problem, their pride is getting in the way of social success.

When you avoid people and conversation others will view you as weak and gain a sense of empowerment from you. Instead of seeing you as independent, they see you as afraid. Don't believe me? How many loud, outgoing kids got beat up/made fun of in school? It's always the quiet, shy, reserved, people that end up taken advantage of. If you're one of these people in your adult life, the world and society is going to beat down on you (just like it is doing right now).

Think about how you see people. Do you view outgoing or extroverted people as weak? Or do you respect/envy them? Even the proudest of losers will choose the latter.

Realize the same is true when it comes to yourself. You're not demonstrating independence by avoiding others, you're demonstrating weakness and people are picking up on that subconsciously and assigning to you an incredibly counterproductive label: loser.

I also want to point out that most social people are very vocal about their need for social interaction. They'll say things like "I need to find people to go with me" or "I don't want to go alone". They outwardly announce that they need and want company. This is the opposite of what losers do because they are worried about appearing weak. Now, I think there is a line between sounding needy and sounding like someone who is social and wants social interaction. It's always good to be perceived as social. For social people, discussing their desire to be around other people is just a regular conversation topic. You should make it one of yours as well.

## *Imitation*

Sometimes people assume it is a good idea to form their personality around celebrities they respect. Music lovers tend to be particularly guilty of this. While -you- may think it is cool to be apathetic and withdrawn like Kurt Cobain, such attributes will work against you. But it worked for Kurt Cobain? Well, not really. Being a rock star worked for Kurt Cobain (at least until he decided to put a bullet in his head). You're not a rock star, so you have to accept that you must find a personality that matches your lifestyle. It's all about compatibility.

People try to mirror the behavior of those in the public for two main reasons:

1. They see someone who is successful and figure by imitating them they will also be successful.
2. They have developed an appreciation for things this person says and believe others will develop a similar appreciation for them by replicating their behavior.

Don't ever do mimic people in the public eye. No matter how good you think it appears you must realize that you are not helping yourself by emulating celebrities. By using lines, styles, and opinions of people in the public eye you run the risk of people noticing what you are doing. Being 'caught' ripping someone off will destroy any credibility you once had and is, not to mention, completely embarrassing. More importantly,

by imitating others you hamper your ability to develop both a new personality, and new friendships.

Imitation prevents you from adapting your personality because it is not natural. You become an actor and thus conversations are not truly conversations. It also hinders the development of a relationship with the people you are talking to as well because you will never come off as being naturally social. You're merely delivering a script and no matter how hard you try, it's acting and people are very good at perceiving those who are not naturally social.

This is not to say that you won't encounter scripted lines and specific conversational advice throughout this text. The difference is that the lines I teach you are universally used logistical techniques to put you in and guide you through social situations. They are social norms which people expect of you. It's okay to follow a script if everyone else is doing it.

## *Burning Bridges and Getting Control of Yourself*

Social losers have a tendency to internalize things to an incredible degree and as well are prone to speaking out and complaining about neglect from other people. They'll easily excommunicate people by making statements like "don't call me again" or "don't talk to me again" when they get upset. Perhaps their text or calls were ignored or not returned, maybe they found out they weren't invited to a party or gathering, maybe someone ditched plans, or maybe they were flat out rejected for internal reasons. There's really all kinds of different scenarios that can cause social losers to react strongly.

I know it hurts. I know in the moment you want to speak up and say something. I know it's tempting and you feel you can improve the situation with language, but you can't and you'll only make things worse by speaking up. When you are neglected, you want to ignore it 100%. There are several reasons for this:

1. You don't necessarily know the reason for the neglect – it is entirely possible that an extraneous factor, unrelated to you, is behind it;
2. Even if it's not an extraneous factor, you don't know the circumstances surrounding things. Sometimes social situations just evolve and it would have been unnatural to invite new people (you just don't know);

3. You will never be invited or completely satisfied with other people 100% of the time no matter what you do and thus you will never be able to sustain any friendship or relationship;

4. You will show tremendous personal weakness and neediness which will turn people off and make you look bad. People will also discuss your outburst (because it is a gossipy/conversational topic) and your reputation will be destroyed. Once your reputation is destroyed, you'll never be able to recover from this fully.

More on point #4, you can spend years building a reputation and then destroy it all in one outburst or incident. People will then always remember you in a negative light. They'll always remember you as the guy/girl who [made that scene at the party] or [said this to so and so], or whatnot. I know rejection or perceived rejection is upsetting and frustrating, but everyone experiences it and you have to start reacting to it properly. You have to turn the other cheek.

Maybe you send someone an IM and ask what's going on and you get no response. Perhaps you even know 100% they saw your message and ignored it. What do you do? You close the window and talk to other people. You say absolutely nothing. Don't make a scene EVER. I don't care how frustrating it is. I don't care how wronged you were. It doesn't matter. Anything you say will just make you look weak, pathetic, and like a loser. Frankly, only losers make a scene like that. Social people turn the other cheek and move on to other people without much thought.

The social game is a tough one and it involves rejection – you have to be able to accept that. Don't let it stand in your way and don't let your emotions overrule your good judgment. So no more "are you there?", "how come you're not answering?", "I guess you don't want to talk to me", or the million other horrifically pathetic responses you may have. Close the window and MOVE ON. Lots of times, it's nothing even personal, they may not be checking their phone or at the computer, but either way, you say nothing.

This is why I talk about having a complete change in personality. You have to learn to accept rejection and let stuff go. Kobe Bryant misses all kinds of shots every game, he doesn't stop shooting and I doubt he thinks much about the shots he misses. If you want to play the game, and this is a game, prepare and expect resistance and rejection and know in advance exactly how you will handle it (you will IGNORE it).

### IAPs

"Intelligent Acting People"

Ever notice that those who pride themselves on being intelligent (or their perceived intelligence) also tend to be fucking losers? It's not a coincidence. If you're one of these people, you must stop. Nobody is impressed. We think you're pathetic. If you want people to respect/like you, don't try to go over their head and demonstrate your own intelligence. It looks bad, it sounds bad, and most importantly, people will view you negativity and will not like you or want to be around you.

Unless you're defending a college thesis in front of a bunch of academic losers, spare others the "smart talk".

### Job Talking

Talking about your job is incredibly boring and depending on what you do for a living can turn people off tremendously. Nobody wants to hear about how much money you make or how easily you make it. Nobody wants to hear about how much money you're going to make in the future. Nobody wants to hear about your pension or when you are going to retire. Nobody wants to hear about how much you love what you do (usually an indication of the exact opposite). People who talk at length about what they do are generally perceived negatively. They are perceived negatively because they give off the impression they are insecure and have nothing else to talk about AND because nobody likes listening to that shit!

There is an exception to this rule:

1. Talking to a coworker or someone in a similar industry with a similar job as you about mutual experiences, situations, and people you both know.

Better topics:

1. Commenting on things in your surroundings
2. Talking about experiences the other person/people can relate to

3. Talking about mutual interests (could be sports, technology, news, etc.)
4. Social scenes you're both involved in, or other people you mutually know

The key here is that you want to focus on topics where there is a mutual interest and knowledge of the topic area (much like the four recommendations above and also the exception to the no job talking rule).

Just a note, it's fine to tell people what you do, but for the most part, leave it at that. Even if the person starts asking questions about your job, I suggest you taking control and switching topics. They are likely not asking because they are interested, but because they can't think of anything else to keep the conversation going. Again, exceptions to every rule, if they tell you they want to be a police officer and you are a police officer (thus there is a MUTUAL interest), it's fine to talk about that.

## *IQ*

The absolute worst thing you could ever bring up or discuss is your IQ (or fake IQ as some people tend to exaggerate and lie about IQ scores). Don't ever, under any circumstances, say that you have a high IQ, that you're a member of MENSA, that you were supposed to have a high IQ when you were a kid, or anything that expressly states or implies that you have a high IQ.

When I hear people say anything about IQ, I absolutely fucking cringe (as does everyone else). Nothing sets off the loser-radar more. It's probably the most desperate and pathetic thing you could possibly ever say. Even if someone else brings this topic up, keep your mouth shut. People with abnormally high IQs that want to fit in should be "smarter" than to be bragging about a fact (or fiction) that alienates them from other people. People with high IQs also tend to be natural outcasts (that's the nature of the bell curve). If you're a member of this group, you have to: 1) adjust your behavior so that it is consistent with that of 98% of the population (which is what I teach), and 2) shut the fuck up about your IQ.

## *Money*

People absolutely hate listening to other people talk about their money or their financial situation. Do not discuss your financial situation no matter what. There is a huge difference between demonstrating wealth through large purchases (which is fine) and vocally expressing it (which is a major turn off). People will be jealous of you for being rich, but when you vocally express it they will also perceive you as unlikable. You could have a Bentley and a mansion and that's fine, but the second you verbally point it out, you turn people off. It comes off as pathetic and driven by insecurity – it's like you have nothing else to offer (or you feel that way about yourself). There's absolutely nothing good that can ever come out of mentioning that you make or have a certain amount of money.

Also, if you are poor, you are better off keeping this to yourself as well. Don't ever discuss finances. Let people wonder. It's just not attractive to be poor. I'm not saying expressing this will make you unpopular, just that it's not advisable. I can't ever see it as being a positive thing to express, even with other poor people.

## *Politics*

I want to address the importance of not showing too much of an interest in or talking about politics or political issues. Losers develop a natural interest in politics because they use it to fill the void left in their lives by not having a social life. Like a social life, politics is unpredictable, ever changing, and social in itself (as people are debating and talking back and forth). For this reason, people without social lives pay attention because they get some of the social stimulus (drama) from it that they are missing in their own personal lives. It sort of becomes their social life in a way. As you develop a social life for yourself using my techniques you'll find yourself paying less and less attention to political issues and discussion.

Popular people tend not to be interested in politics because they are too busy with their lives to follow it. Losers, however, get passionate, love to debate and give their opinion about this stuff. Just remember, if you discuss your political views, people will dislike you based on your beliefs. Nobody is impressed with your argument. In social situations, there's no such thing as a healthy debate. All you are doing is making people hate you. It's thus better to always remain neutral and never reveal how you feel or where you stand. I'd never identify myself as a democrat or a republican, a liberal or a conservative, or anything else no matter what. You're always better off,

from a social perspective, by limiting your contributions to a political discussion to asking questions and inviting other people to give their opinion. As you know, people will develop a natural liking towards you if you demonstrate an interest in what they have to say.

Also, keep in mind that you never "know" how another person thinks and you can't predict their opinions on various issues based on certain identified beliefs. For example, people often make the mistake of assuming that someone who is a moralistic individualist (socially liberal), must also be an economic collectivist (someone who supports redistribution of wealth/Marxist ideals). In reality, this is not always the case. You can't group people and make blanket assumptions. Always let them identify their beliefs on each particular issue first.

### *Neediness*

I can't say this enough: never show neediness. Confident, successful people are not needy. If you demonstrate to people that you are needy, they will assume you are a total loser (and such an assumption would likely be correct). Neediness becomes a self fulfilling prophecy that will hold you down.

A lot of times, people exhibit neediness through their use of cell phones and computer IM messages. For example, you send someone a text message or IM and you get no response. You could:

a) Send a message asking if you received your message

b) Send a message with reference to them ignoring you

c) Resend the message

d) Wait 10 mins and send something saying something else

All of these are bad ideas. The correct response is to do nothing. Once you do any of the above listed things you will immediately signal to the other person that you are desperate and needy. Worse yet, most likely the person's lack of response had nothing to do with you personally anyway. People are busy, they don't always check their phones, they are away, etc. Most of the time, a lack of reply or delayed reply is nothing personal – it's just a reflection of the person on the other side not being in a position to reply. Maybe they put the phone down, maybe they were on a call, maybe they were doing something and not checking their phone, there's millions of reasons.

If you make the mistake of sending subsequent messages, you will come across as being needy and getting your back up and the other person will instantly lose a great deal of respect for you. I discussed this on the Chapter on Burning Bridges, but it is just so important that you let your messages gestate and not send subsequent communications out that I don't mind being a little redundant.

You want to give off the impression that you have lots of people in your life, around you, talking to you, interacting with you and inviting you places. As such, you really don't have time to pursue a lack of a response from another person. You also don't want to give the other person a feeling that they are important enough to you to upset you by not replying. This would lead them to see you as having few social resources or connections.

It's also important not to appear too eager to reply to text and IM messages you receive. Try not to reply to messages right away all the time, especially the first message that a person sends. Give it 5, 10 minutes and then respond. After that, feel free to go back and forth without delay, but you just don't want to look like you're sitting at the computer or with your phone in your hand eagerly awaiting a message.

Also important in not appearing needy is that you not try to make plans with people too early in the day. If it's 10 AM and you are texting people asking what they are doing that night, it makes it look like you are desperate to find something to do. Popular people always have things to do and they certainly aren't trying to secure regular plans in the morning or early afternoon (for more extravagant/involved plans this may be okay).

## *People Who Like the "Old You"*

Don't think that just because you have found a limited number of people who accept/enjoy you and your current personality that you are doing okay. The flawed thinking that happens sometimes is: "well if these people appreciate me, surely others can as well and thus there is nothing wrong with me." This is completely wrong.

There are people out there who believe that "Achy Breaky Heart" is an awesome song. Given the volume of people out there, there will always be people who agree/like what you're doing. Think of all the death row inmates getting letters from interested women.

You have to be strong enough to realize that just because an extremely small percentage of the population appreciates your personality doesn't mean you're not losing out. The truth is, you are missing out huge. People who are liked by the majority of the population share an unimaginable amount of benefits. If the number of people who like you is small, the rewards you get in return will correspondingly also be small.

You have to go after more people. Don't be satisfied with a few people seemingly liking you the way you are. You are only selling yourself short and acting against your own best interest. You can do much better.

## *Relationships*

It's relatively common that people have one boyfriend or girlfriend and that's it – that's their social life. What an awful way to live. I know it's tolerable for some, but that is not a good quality of life. Further, it tends to work out horribly because when the relationship ends (and this could happen when you're 35, 40, 50), you are completely alone and completely fucked. You realize you've lived an isolated existence despite not being technically alone, you have few social resources, you have to deal with the financial consequences of the breakdown, and generally, you're life has been a total waste. What a nightmare.

Sometimes in life you have to make tough choices. There are people reading this who live with their significant other and spend virtually all their time with them. This usually involves doing absolutely nothing other than live under the same roof. It would be incredibly difficult to truly develop a social life in this situation. I'm not here to tell people what to do with their relationships, but it is important to highlight that if you really want to have an active social life, with lots of people, events, friends and fun, you may, depending on the nature of your relationship, have to end it, move out, and live somewhere else. This DEPENDS on how the relationship functions.

Some relationships aren't like this. You may have a boyfriend who is out all the time and you're home alone (or girlfriend, whatever) which wouldn't necessarily interfere with your implementation of the techniques. But if you're both highly dependent on each other and spend all your time together, it's going to limit your ability to become popular.

Just as a side note, I've seen many people with extraordinary social skills and extravagant social lives turn into completely isolated, miserable people once they enter into a long term relationship. It's a lifestyle choice, but be aware that it can and will happen to social connections you depend on rendering them largely unavailable, and can also happen to you as well.

## *Revealing Details about Yourself*

You must operate with a presumption of gossip and play your cards very close to your chest when it comes to social interaction. In fact, you must assume that everything you tell someone will become public knowledge. Never, ever, admit to anything that makes you look bad.

What sort of things may make you look bad? There are myriad things, but some of the common ones that people tend to make mistakes by talking about are:

1. that they take medications for depression or anxiety
2. that they have a drug or alcohol problem
3. that they had a drug or alcohol problem in the past
4. sexually related things
5. that they lie or cheat
6. stories of childhood abuse or problems
7. that they are anti-social or introverted
8. generally speaking, anything relating to social problems and difficulties making friends.

You may think that being open and honest by telling people this sort of stuff will make them like you, but this is not the case. They will view you negatively and see you as less likable. It doesn't matter that you recovered from your problem, learned from your experience, or anything else, these are bad characteristics and people view them negatively. Moreover, and this is even worse, they will also take that information and tell other people which will compound the negative effect over and over and irreversibly destroy your reputation. Nobody ever gains or looks good by volunteering personal details that are negative. Even if the story is positive (such as "I am a recovering alcoholic", or "I used to have a problem with drugs but I beat it"), you will damage your reputation forever and always be viewed in the shadow of your past struggles.

Understand what negatives are and that you have absolutely nothing to gain by volunteering negatives. The question you want to ask is whether the information reveals a personal weakness that either exists currently or existed in the past. If the answer is yes, don't ever volunteer or admit to it.

## *Suspicions vs. Admissions*

There is a significant difference between people **suspecting** that you did something or do something and them **knowing** that you did something or do something. Generally speaking, the only way people will ever know anything 100% about you is if you admit to it. It doesn't matter what the evidence is, it's never certain until you actually confirm it verbally (and people will look for admissions).

For this reason, when maintaining and building an image, you must never admit to anything negative that is suspected of you or that you are accused of. You have nothing to gain by making an admission because you are erasing all doubt. The second that you confirm something and erase the doubt in everyone's mind, they will immediately readjust their opinion of you downward.

For example, let's say there is a rumor going around that you cheated on your spouse. Let's further suppose that you did cheat on your spouse and the person you cheated with is going around telling people. If you deny it, you are someone who may have cheated (just like anyone else –may- have cheated). The second you admit to it, you're a cheater. You may think *in your own mind* that everyone thinks you're a cheater anyway, but they will overlook it **until** you admit (at which point they'll punish you for it socially). This is just one example. Whatever the issue is for you (bad behavior, drug/alcohol problem, etc.), never verbally admit to it.

Despite all the evidence against him, OJ Simpson was acquitted and ended up on the golf course because he kept his mouth shut. Never underestimate the power of denial. Most people **will give you the benefit of the doubt**, but not when you actually admit to something. Once an admission is made, everything changes (and not in your favor).

I would note that being this is a little different than being confronted with a relatively minor inconsistency in something you said. Perhaps you lied to someone to get out of plans (as I advise) and they later discovered your lie. I talk about this in an earlier chapter, but

many times a quick "I lied" and then changing the topic is sufficient to get around this. When it comes to people accusing you of actually doing something wrong or having a problem, it's almost always best to deny regardless of the evidence.

## *Weight*

And you thought black people were discriminated against? I don't care what color your skin is or how insane the religious stuff you believe is, nobody in society is discriminated against more than overweight people. If you are fat, people are looking at you and feeling a sense of empowerment and privilege from comparing themselves to you. They will treat you and view you as a second class citizen. If that makes you feel like shit, it should. Realize this is harming you tremendously (especially if you are female).

I should go on. Overweight women are at an extreme disadvantage in our society. You will almost never be accepted/respected to a fair degree unless you lose weight if you are female. If you are male, you also should lose weight. I like to 'keep it real', or whatever, so I'm not going to pretend that this isn't a bigger deal for women than men, it is. Don't blame me, I don't make the rules. I'm just detailing the reality we are all forced to accept.

Don't believe any nonsense you see on TV about Queen Latifah, Oprah, or whatever else, you MUST lose weight if you are noticeably overweight. Society is very hard on overweight people (and frankly, this couldn't be more obvious). You'll never be treated with respect and you'll never live up to your expectations if you are fat. It's not fair, it's stupid, it's wrong, but it's <u>reality</u>.

This is no weight loss book, but I'll tell you how to lose weight nonetheless. It doesn't matter how much fat you consume or necessarily about how much you exercise. It's all about CALORIES. Calories are the amount of energy you get from food. If you get too many, you will store that extra energy as fat. If you get too few, you will lose weight. It is impossible to lose or gain weight without a caloric deficiency/oversupply. It IS just that simple. Vegetables, fruit, water, jogging, gym, rice, low fat products, Atkins diet, zone diet, dr phil's bullshit, everything else on the "Nutritional Information" provided, etc. etc. etc. FORGET all this.

If you want to lose weight, lower your caloric intake in comparison with what someone your age/gender/weight/height needs to maintain their weight. This is ALL that is needed. BELIEVE ME.

Why else would nutritional labels always so prominently feature calories first? I listen to these people talk about carbs, and sodium, and fat, and whatever the fuck else and it's like.. who cares? How many calories? That's all that matters.

I don't mean to offend fat people. Being fat is something you can change. I know it sucks that you're discriminated against, but at least you have control over it.

I don't care how angry you are about what you just read. This is the reality we ALL live in. Accept it and capitalize on it. If you lack the common sense to take advantage of this, it's your loss. You're not going to change the world – I already told you that a long time ago.

Oh, and do see a Doctor before making any dietary changes. Can't forget the disclaimer

## *Facial Hair*

If you have a full beard, you'll be doing yourself a huge favor by shaving it off (especially if you are female (joking (well not really – I do encounter this and it's like 'are you out of your fucking mind? Are you nuts?'))). Most people deep down feel uncomfortable with bearded people and perceive them less favorably then non bearded people. Survey after survey has proven that in our culture a beard is simply frowned upon. People don't like beards.

I think having a full beard also leaves the impression that you don't take care of yourself, or that you are some loser who doesn't have anyone to look presentable for. Of course, there are exceptions to this. If you're older, so long as it's neat and tidy and you look like you put effort into being presentable, it's okay (former TV salesman Billy Mays comes to mind). This does not hold true for all cultures either. For instance, in some Muslim cultures, if you don't have a significant beard, they'll kill you. Since you are not living under the Taliban, you should just shave it off.

By the way, some of the advice given in this book is less important than others. Cosmetic suggestions like these are obviously

not a priority (unless you are taking something to an extreme), but nonetheless will help you with your changes.

Changing your physical appearance may also help you combat the fear and anxiety you will face initially in engaging and conversing with people. When you see a different person in the mirror, it's easier to act like a different person. You feel more in the mode and it's easier for you to implement my suggestions and change naturally.

If you're reading this and you're sporting a Goatee, or scruff, I'm not so much referring to you. Goatees just don't seem to have the "turn off" factor that full beards do. Neat mustaches can also be fine (assuming you are over 40 years of age).

In short: A little facial hair is fine, but lots will hurt you.

### Clothes

You can't go around dressed like shit. If you haven't updated your wardrobe in a number of years, now is the time. This stuff matters. People don't want to be seen with people who look bad. You have to ensure you are dressed reasonably well with clothes that are not too old. If you don't, people will be embarrassed hanging around with you and this will harm your ability to gain popularity. You don't have to spend a fortune or be all Gucci'd up, but you do need a reasonably modern wardrobe. Check out a JC Penney for some reasonably priced, reasonable clothes. Get your shit together people.

### Vampires

Don't dress like a fucking vampire.

I see these people walking around dressed in all black with trench coats and super white skin and I think to myself "what a fucking pathetic loser." Oh my God. How desperate does one have to be for attention? Seriously. We're not impressed. It's like you may as well just walk around with a huge sign that says "Hi. I'm going out of my way to try to stand out because I don't get enough attention or because I'm trying to live vicariously through Marilyn Manson". Better yet, try this sign: "I'm a fucking loser."

Now, most adult readers have passed this stage for the most part (as they are over 25 years of age), but I want to address those readers

were once really into this stuff but have now tamed down their gothic appearance. I see you people walking the streets. You still have the dyed dark hair and generally dark clothing with maybe some brighter colors mixed in. You may have given up painting your face white and whatever other freak makeup you used to wear, but your appearance is <u>still influenced</u> by this stupid, pathetic, "gothic" trend that only total losers take up. **GIVE IT UP 100%.**

You look like a fucking idiot. There, I said it. I'm embarrassed to be around people who are dressed like that. I won't be around people dressed like that. I can't even begin to explain how ugly, desperate, and pathetic it looks. You may think it looks good, but it doesn't. You may think people will perceive you as being artistic, strong willed, independent, but in reality they perceive you as a loser who is desperate for attention. Can you really blame them? You are just that.

## Hair on Men

Guys, cut the long hair. Even if you play in a band, you're not a rock star, you're a loser. You likely have far more in common with the long haired homeless guy sleeping on the bench downtown than whatever celebrity you're trying to imitate. When people see you they think of the homeless guy.

Having long hair as a guy is so incredibly damaging to your ability to be socially successful, and for what? For nothing. People are not attracted to long hair on guys. Sure, exceptions to every rule, but the vast, vast, majority of people don't like it. You have to cut the hair. I don't care how long you've been growing it, long hair on guys is loser'ish and there are very few exceptions. I'm not saying you have to go army or anything, but it needs to not be girly long.

It's amazing how the brain works. When you grow your hair (or beard) you will become familiar with that look and think you look better because the brain likes familiarity. This is why you will almost always prefer your mirror image to your image in a photograph (you are most familiar with your mirror/reverse image (faces are not perfectly symmetrical). The problem is that you're the only one who prefers the look. Other people perceive it as less attractive. Take my word for it, unless you are a rock star, cut it off. Hell, it seems even most rock stars these days don't have long hair.

### *Hair on Women*

Women under age 45 should not have super short hair. It just doesn't look good short. Short hair gives off the impression that you're either weird or that you don't want to put effort into your looks. Girls who don't want to put effort into their looks are perceived negatively for the most part by both guys and other girls.

Perhaps the one exception to this is the within the gay and lesbian community where it is perceived as a social norm for women to have short hair. If this is your scene, that's cool. I support you guys, but I'll tell you right now I think your parades are counterproductive. I mean come on, if you want to be accepted by society and treated as equals, does it really make sense to have a parade every year where you go out of your way to hit the streets and act like fucking idiots?

What? Did I say something wrong? I don't care if you're gay or not, anyone who dresses up like a peacock (or whatever the fuck else) and dances through the streets downtown while simultaneously shouting "treat me equally" is a fucking idiot. Frankly, I feel sorry for all the gays and lesbians out there who have to tolerate continued discrimination partly because of all these fucking clowns out there making them look bad.

### *Appearance Generally*

I think the bottom line here is you don't have to go out of your way to look super good (though it certainly doesn't hurt), but you CANNOT stand out as looking bad either. Remember, you don't want to be eliminated and appearance can eliminate you. I'm just trying to keep it real here and let you know things I see all the time that just so unnecessary destroy people's ability to fit in and be liked. This can be easily corrected. Don't let these easily things cause your elimination.

# Part 8: How to Achieve Extreme Popularity

## *The Difference*

So you've managed to change your behavior and personality. You're breaking into groups, conversing with new people, finding and making plans, and generally speaking, you now have people in your life. How do you take it to the next level of extreme popularity? First of all, you should know that there is a significant difference between a person who is social/has plans all the time/has lots of friends, and someone who is truly popular. The popular person is not only being solicited all the time, but also is widely viewed as a social connector. Popular people hold a significant degree of responsibility because other people's social lives depend upon them arranging, inviting, and creating plans.

If you want to become popular, not only must you continue to work on and consistently practice all the skills and techniques you've learned thus far, you must also employ some more advanced techniques that are largely focused on creating group activities. I understand that not everyone is interested in becoming super popular. I also understand that many people just simply don't have the time to accomplish this. That being said, I'm providing the information for those who do wish to take their social skills to the popularity level. Keep in mind, this chapter is for those who have already had some level of success. You can't pick up a baseball bat for the first time and start out in the Major Leagues. These are advanced techniques and I don't expect you to start doing this stuff right away either.

## *Dominance*

If you want extreme popularity, you have to consistently establish yourself as the most socially dominant member of the surroundings you put yourself in. You need to be the most talkative, perceiving as wanting the most interaction, perceived as having the most friends and social resources, and perceived as being the go to person for events and outings. People need to view you as their own path to a better social life. The popular person is always pushing people more and is focused on *creating* social situations even more than *participating* in them.

By consistently creating social situations and inviting people into them, you will automatically establish yourself at the top of the food chain socially. I remember a few years ago, I took a job in a large

corporation. Within the first week, I threw a party (had a bunch of people over to my place, then we head out to the clubs). That one event put me near the very top of the social ladder at the organization. Next thing, people were messaging me, texting, and calling trying to find out what was going on. And really, what did I do? Nothing. All I did was approach some people confidently and said "listen, I'm having some people over then we're hitting the club later on Saturday". Some of the people probably hadn't been out in months and they automatically saw me as their hero.

It's funny and a little unfair when I think about it. There are all these people are out there desperately trying to fit in, be liked, and get ahead, but receive very little in return for their effort. I get in there and within days I'm at the top because I have the confidence to create social activities for people. Now, keep in mind, you have to be cognizant of the surroundings you're putting yourself in as well. If you're 25 and single, and you put yourself in the proximity of a bunch of married 45 year olds with children, you may have trouble getting really popular in the way you'd like.

## *Becoming a Social Group Activity Creator*

Popular people create group social activities and are not just simply participants. They host parties, invite groups of people to get together (even diverse groups of people who don't know each other), and activity plan and create events.

Creating plans means you contact numerous people and suggest a group activity. The easiest is perhaps inviting a bunch of people to your house or apartment for drinks and then perhaps out to a club or bar afterwards. Keep in mind, this could be an all guy or girl thing, or you can mix it up. This is pretty common sense stuff, but people choose not to do so out of fear of rejection. In short, losers fear embarrassment if things don't go well. Like many things, this fear is quite irrational and based on a loser mindset that inaccurately portrays what is actually going on in other peoples' minds.

Creating group social activities is a numbers game. Many invitees won't show up, but you have to understand that other people won't view low attendance numbers, if that even happens, as a negative reflection on you. I should rephrase, only social losers would see it that way (not that it matters because you won't be inviting them anyway). Normally

functioning social adults just generally don't think this way. They will attribute a low turnout to extraneous factors (which is reasonable).

Understand also that by simply inviting people or creating group plans, people will <u>view</u> you are likable, social, and someone to invite places **even if** they don't go to your event/party, and **even if** your event/party has a low turnout. You instantly will be seen as a social person who is important on the social scene.

The power of this is tremendous. There are popular people who focus **only** on this one technique to build their entire social lives. They don't bother with anything else other than inviting groups of people places. They then sit back and watch the results come in. You can too if you have the courage to make your move.

In many ways it's actually easier to create group activities and invite people to them than it is to instigate a one on one with someone. This is because it is perfectly socially acceptable to invite a mere acquaintance, or even someone you have virtually no contact with at all, to a group event. Say you work at an office, it would be far more difficult to approach a coworker who you don't really know on more than a "hello" type basis to go hang out with you individually than to say "listen, a bunch of us are going out to Tribecca for drinks after work, meet us there at 6". You do this and you instantly generate likeability for yourself with the person you're inviting.

*Common group activities you can "create"*

There is no reason to reinvent the wheel here. I just stick to the following three activities: 1) drinks at a bar/club, or 2) drinks at my place, or 3) drinks at my place and **then** go to a bar/club. 95% of the time I go with #1. Only on special occasions will I vary from this, which I'll explain.

Now you may have a group activity in mind that is more specific and liked by the people in your environment, but I personally like to keep it simple and something that a large number of people tend to enjoy and be comfortable with. When getting into more specific/formal things, just keep in mind people generally don't want to feel like the group activity will be expensive, an awkward social situation, or a lot of work on their part to attend. These are things many people react negatively to and keep people away. You generally want to keep it accessible and easy. Perhaps a ski outing is a good idea in your crowd, but I personally avoid this sort of thing.

*What I do specifically*

So what I do specifically is I'll approach people at work who I know on at least a first name basis and just simply say, for example: **"Hey Greg, listen, we're all going here for drinks at this time, see you there".** Sometimes I'll say it to groups of two or three people as well (I'll just approach the group and say it). So long as you have the person's attention, throw it out there. Just approach people in the halls, water cooler, cubicles, at their desks or office doors, at the sink in the bathroom, in your classes, lunchroom, or anywhere else and toss out the line. Try to pick a drink location that is accessible and within walking distance. I also advise you to only do this in the afternoon because people aren't in the right mindset in the morning and will forget about the plans by the time it comes around.

One interesting thing about this is that from the perspective of the people you are inviting, they don't necessarily know you are the creator of the activity, only that you invited them to it. This takes the pressure off you (for those scared no one will show up). I've had times where I arranged group outings like this and I didn't even attend myself (for an extraneous reason, I don't recommend not going). But either way, the group carried on without me and virtually every single person there enjoying themselves attributed this to me. And what did I do to make it happen, I basically just approached twelve people at work and said one or two easy lines to invite them. Just another note about this method, it's also preferable to inviting people to your place because it costs you nothing financially to arrange it. People also feel more comfortable going to a public place than to someone's house.

Of the twelve people I asked, maybe 5 will show up and see me as social/popular/someone to invite places themselves, and the other 7 will not show up, for whatever extraneous reason, and also see me as social/popular/someone to invite places themselves. You cannot ever lose with this.

## Making Fun of People

Extremely popular people are effective at fusing groups of people together by creating a bond of commonality. One of the ways this happens is that they call down, make fun of, and attack outcasts and outsiders. Maybe you have people over your place from work and you talk/laugh about that loser at the office who spilled water all over a

computer, or the guy who made a scene, or whatever else. It's important that the person or people you are making fun of be *known* to your group and not present with your group. Never do it in front of the person. It's also important that you make fun of their <u>behavior</u>, <u>not their</u> <u>life situation</u>. If you start making fun of people because they are ugly, poor, or whatnot people will resent you for it. You want to <u>only</u> make fun of stupid behavior (actions and words).

This stuff happens all the time and it's cruel, but this is a remarkably effective way to make people feel they are part of something. They feel they are on the inside unlike the loser everyone is making fun of. You are creating a common bond through <u>exclusivity</u> <u>and</u> <u>sacrifice</u>. To those who think this is morally wrong, don't blame me, blame human nature. Again, this is an advanced technique and you don't need to do it to be socially successful.

## *Pushing and Pressuring People*

Really popular people tend to be pushy and persuasive with other people when it comes to social invitations and plans. If someone rejects an offer, they'll actually go out of their way to pressure the person to accept. They tend to also be intrusive about what other people are doing and why they don't plan to show up or didn't show up. For example, if they say to someone "listen to we all going out to Club X tonight.. you going to be there?" and the person says "I'm not sure", a popular person will likely hammer them as to why not and what possibly could be more important. They don't make it easy for people to say no (or who say no).

The attitude popular people take is that social interaction is number 1 and there really are no good excuses to turn it down (except perhaps for another social engagement). When you push, pressure, and bully people towards social interaction, it gives off the impression that you are an extremely social person who is dominant. As you know, being perceived as someone who enjoys and seeks out social interaction is required for you to gain friends, but the more of this impression you give off the better. When you are going out of your way to pressure people and give them a hard time, you create a hyper-social image of yourself.

I personally give people a really hard time for not showing up places and I make sure I do it in front of other people. For example, it's Monday morning at work and everyone is standing around getting coffee

and I notice Joe is standing there (who failed to show up to the house party on the weekend). I usually will say very loudly "What happened to you on Saturday?" Everyone is then looking at him and waiting for his answer. He may say something along the lines of "oh I was tired [or something similar].. I'll then loudly shout out "man you're such a wuss" and everyone will start laughing.

I'm loud, obnoxious, and I'm calling someone out for being anti social. It gives me the attention of the crowd and allows me to present myself as both extremely confident and incredibly social. Joe is sort of being sacrificed, but at the end of the day he really should have taken up the opportunity anyway (remember the Chapter on saying Yes). I may follow it up with a slightly more friendly "well you're coming out with us next weekend and I'm not taking no for an answer". I'm using his loserish behavior to dominate the social situation and assert myself as super social and popular.

## Overtalking

If you're popular, you are dominant in social settings. The only way to be dominant is through demonstration. One great way to do this is to talk over people in group social settings. When I'm with a group of people, I make sure I'm the loudest person in the group. What am I saying? Well, nothing of substance. I stick to short, quick comments that are relevant to the conversation/environment. Perhaps we're in line outside the club and people are talking about it starting to rain and I'll be loudly saying stuff like "can we get some more girls in white out here". I try not to pay any attention to whether other people are talking or not. I just talk over them loudly. Keep in mind, these people are with me because I invited them there. They are lucky to be out.

Talking over people is a very socially dominant behavior. I do this only in group settings, not one on ones. In groups, the louder you are, the more attention that will be placed on you and the more people will see you as a social leader. It's all about attitude and confidence. When I'm in a group, my attitude is clear: "I'm better than everyone". I don't care who is leading the conversation when I get there. I don't care how good looking or liked the person who is talking is. No matter who is there, I'm the best. That's my attitude. I'm the loudest. I'm the most forceful. I make sure everyone hears me and I will take control of the entire conversation. This being said, I always keep a smile on my face and appear upbeat and happy about it.

### *Topic Jacking*

When I bust into a group conversation, it's not just about being the loudest and most outgoing (while appearing happy and relatively friendly). I also want to demonstrate my control by intentionally changing the topic of conversation. Perhaps the group is talking about something work related. I'll show up, start talking over people loudly, and immediately switch the topic. As you should know by now, the topic that I'm going to pick is going to be a social one usually about what happened on the weekend or what is coming up for next weekend. Sure, it's a little obnoxious and rude, but this is how socially dominant people behave.

### *Exiting*

The same rules for exiting one on one conversations apply to group conversations. You simply walk away without explanation. You can also say "I'm out of here" or whatnot as well, but it's not necessary. I usually jump into a conversation, dominate, and then make a quick exit after setting up plans or gathering information about what everyone is doing. If it seems that I'm constantly driving social plans forward one way or another, you're right! I am! That's what popular people do. After I get what I want, leaving on a high note is critical.

### *Telling Social Stories*

It's very important that in group situations you tell stories that are social in nature. A common story used by people is talking about what happened on the weekend and how fun it was. It's all about who was there, where you went, what happened, and how great a time everybody had. This creates an image of your life as social and you as socially dominant. The perception you are driving forward of yourself is: "this person always goes out with people and does things and has a good time". It doesn't always have to be extravagant, you could talk about going out for coffee with 2 or 3 people. Just keep in mind that every story you tell ought to advance the perception of you as socially active to some degree.

Another point is that popular people always make the social story sound way more fun than whatever happened really was. It's all about perception. You want to play it up and make a mediocre time sound like

the time of your life. Many of you have probably had the pleasure of listening to someone else describe a social outing you were present for and probably have noticed it always sounds like a much better time than perhaps it really was. You will do the same from now on.

## *Confidence*

There is generally a direct correlation between how confident you appear in social situations and how popular you become. If you want to be extremely popular, you have to give off an impression that your confidence is unstoppable. This means an impression of zero social anxiety, zero concern for rejection and judgment, and complete independence from doubt or lack of self image/esteem.

I talked a lot about personality at the beginning of this document and I want you to understand that your confidence level will rise significantly as you practice and interact more. Conversely, if you don't follow the techniques and put yourself out there your confidence level will not improve. Over time, you'll start to familiarize yourself more and more with how people react to you and to social situations generally. Your level of comfort will go up because you'll know how to handle and react to people much better. Really, the only way for this to happen is with practice.

When you are trying to transition from socially successful to extreme popularity it is important to actively work on your presentation of confidence. This means you have to really go out of your way to appear comfortable with people. Part of this involves loudness, willingness to hijack group conversations, and creating group activities, but I always want you to always keep in your back of your mind that you should be going out of your way to show people that you have no fear or anxiety in talking to them. Right now, many readers are thinking "but I have all kinds of fear!". Well, remember what I just said: it takes practice.

## *Popular Prick*

As you grow more confident, loud and dominant, more people will start to perceive you as arrogant, cocky, stuck up, a bitch, a prick, you get the point. It will be mostly losers who have a problem with you and this is an indication of success. Be happy about it.

Jealousy and resentment are normal feelings that people have toward those who are popular. The more popular you get, the more people who will have a problem with you. The advice is clear: <u>ignore and just keep going</u>. Everything is going according to plan. I tend to get an ego boost when I sense the hatred off losers and just up my loudness even more. Sometimes I'll even poke a little fun at them in front of the group. It's probably the most attention these people have had in a long time. They should be thanking me.

It's kind of a funny paradigm. You cannot be successful without having lots of people hate you as well. A tall tree sways in the wind. Millions of people love Obama – millions also hate him. You get the point.

## *Butterflies*

I'm not talking about what you'll feel in your stomach for the first little while when you start working towards popularity (and this feeling will eventually go away), I'm talking about the idea of being a "social butterfly". This is a person who goes from person to person and group to group smoothly and who without effort enters and participates in numerous conversations. Popular people are social butterflies. They get around and are always switching and moving between groups. They are also aiming to bring groups together and drive social plans forward between groups that aren't necessarily together.

Popular people will even declare themselves to be social butterflies. There is no shame in it. Ultimately, you want to behave the same way. You want to consistently pursue new groups and dominate them when in social settings. This could be at work, at nightclubs, classes, or other events. You should always be in your social mode and never content with just one cluster of people (if your goal is to be popular).

Remember to move around from cluster to cluster at parties, gatherings, or other settings. If you're popular, you have connections all over and it's up to you to go out and forge those bonds.

## *Busy-ness*

As a popular person, you should always try to present yourself as busy and having an interesting life. For example, someone calls you and

asks what you're doing while you are driving home from your Mother's house. Well, you could tell them that you are driving home from your Mom's and leave them bored. Or, you could say "well I had something lined up and now I'm just trying to figure out what's on the go for tonight/this weekend". The response is social and entertaining. It draws interest and leaves people with the impression that you have a busy, active social life. This is the type of impression you always want to leave people with.

Before you develop an active social life, you have to be somewhat mysterious and secretive about your actions. If you are an open book, and your life sucks, you're not going to be giving off the right impression by being totally honest. When trying to build popularity, you need to generate interest in yourself and the best way to do this is to use everyday conversations to constantly give off the impression that you live an active, social existence involving numerous groups and people. If this is not yet your reality, make stuff up and give wishy-washy answers for the time being.

## *Conversational Hypocrisy in Group Settings*

Part of being socially dominant involves acting prickish to a certain extent towards people. I thought very hard about whether to include this technique or not because it can be difficult to pull off (and for me to articulate). I'm including this in this section because it's an advanced technique that on the surface goes against the general theory that you should not criticize or engage in verbal arguments with people you are trying to befriend. That being said, this is for people who have achieved a social life and are aiming at extreme popularity. For those people, calling out conversational hypocrisy can help them demonstrate dominance and confidence. It is also something that needs to be done carefully because you can easily mess up the delivery. Feel free to skip this section, but I'm including it anyway. Keep in mind this applies to group conversations.

When I say "conversational hypocrisy", I'm not referring to Al Gore flying around the world on private planes while preaching about the environment. Instead, I'm talking about much smaller examples that pop up in everyday conversations. For example, you may hear someone say "I don't like that guy, he's way too critical". Okay, so here you have a person criticizing someone else for being critical, which of course is hypocritical. When I hear stuff like that, I immediately speak up and say "yeah, but at least he's not critical and hypocritical like you

are" (emphasizing the word "and"). Wow, reads pretty combative, right? It should not come off this way.

To make this work you have to have a proper *delivery*. When calling out hypocrisy you never want to sound offensive or too mean about it. If you spot hypocrisy, bring it to the forefront in a joking/playful sort of way, but be careful not to come off as angry, or looking like you are trying to put the other person down. You want to seem light and friendly with it. If you pull it off correctly, you will come off as entertaining. Furthermore, you will also leave people with the impression that you are a person of significant personal strength because you are unafraid to speak out and risk offending the other person. This strength is something people pick up on and interpret as confidence on your part.

Generally speaking, I find it almost always works out positively to take any opportunities available to poke fun at other people, so long as it's done in a manner that is not perceived as angry or overly negative.

Another point I want to highlight is that you should, for the most part, focus on only calling out only minor examples of conversational hypocrisy and not things that attack a person's core identity. Notice the title of this section reads "conversational hypocrisy". I would never call Al Gore a hypocrite to his face unless he was to say something hypocritical to me first in conversation (ie. Al Gore to me: "You shouldn't be driving that SUV." Me to Al Gore: "Well sorry I can't afford to fly around on private planes and pollute to the extent that you do Al"). Never call out hypocrisy unless it's in direct response to something that someone says that is hypocritical. They need to provoke it.

## *Moving Beyond the Losers*

How do you handle losers when you are on the top of the social ladder (or well in the process of getting there)? Well, you ought to handle them the same way everyone else does: ignore them for the most part. Unless they become proactive, you have no reason to focus your effort on these people because they will hurt your ability to achieve extreme popularity.

I talked earlier about befriending and interacting with losers. This may be okay in the beginning for you as you try to break in, but know that truly popular people tend to ignore losers for the most part. The reason for this is because they simply don't have the time to deal with

people without social resources. They also don't want to bring people around others who are critical, negative, and non-social. The bottom line is that perhaps befriending a few losers is fine when you are trying to work your way up and get comfortable with the techniques, but as you move up the ladder and hone your confidence and skills more and more you really have to stop associating with social outcasts.

Of course, you will always have to interact with losers to some degree. I gave an example earlier about chastising a loser at work while still throwing out an invitation in the end ("well you better be there next weekend"), there is a difference between a light invitation used to demonstrate your social dominance, and being perceived to frequently befriend and hang around with social outcasts.

You may be thinking "well that's a little mean to leave losers out especially knowing what they are going through", but you need to remember that it is incumbent upon the loser to change – it works no other way. You do not have the capacity to change their life. All these people will do is become counterproductive to your personal success. Let them take it upon themselves to make their move and then you can reach out to them if you please.

# Part 9: Successful Popularity Management

If you follow the techniques and advice in this book, you will without question develop, at the very least, an active social life. When this happens, you'll discover new challenges that perhaps you did not anticipate. These are more than worth it, but I do want to make you aware of some of them and explain how to handle it.

### *Gossip/Lack of Privacy*

The more people you are interacting with, the more people who will be talking about you and wondering about you. My suggestion is that you largely ignore the talk and gossip. You don't want to go out of your way to respond to attacks, accusations, etc. Most attacks and allegations will involve people speculating about your personal life – relationships, that sort of thing. You will never be able to prevent this chatter regardless how hard you try so don't try. Remember: gossip and chatter is an indication of your social success. The only way to get rid of it is to go back to being a total loser, which is course sucks.

## *Having Time for People*

Having a busy social life means you are going to have to reject people and that you will have less time for the people in your life. People are going to be offended when you are unavailable and friends/relationships will fall by the wayside with time. More people will move in and out of your life, which some people find hard to deal with. This is what Popularity is all about. There just simply isn't going to be time for everyone.

You also are going to be rejecting people because you have better options. Perhaps going to the movies doesn't sound as fun as going out to the club and you'll be turning people down for these reasons. The best way to manage this is to **not commit to plans until the very last minute.** If you make plans on Monday for a Friday, you may find you have a much better opportunity as the week progresses. Now, what do you say to an invitation on a Monday so not offend the inviter yet keep the invitation open? You **lie.** I usually pretend I promised someone else I will do something with them, but further state that these plans may fall through. This way, you leave the option open and you don't have to offend your friend by rejecting them because something better may come up. For example, perhaps on a Monday someone says "A couple of us are going to the movies on Friday, you in?" I may respond with something like "yeah, the only thing is my cousin wanted me to go to this party with him, but I don't know if that's going to happen or not.. give me a call on Friday for sure and we'll see what's up" (you can even pretend to be angry about your fake prior commitment if you really want to play it up).

## *Relationships with Boyfriends/Girlfriends*

If you have a boyfriend/girlfriend, you are going to find yourself having much less time for them as your social life improves. This will depend on the state of the relationship, whether you live together or not, and your usual patterns of interaction. Just by being out more and around new people, you're also going to be presented with the opportunity to date other, perhaps better looking or more successful people.

I'm not going to get into a protracted discussion of how to handle this, but I would say that you shouldn't be afraid to break up with your significant other if you feel they are interfering with your newfound social life. If they stand in your way, break up with them. There are better people on out there.

Generally speaking, socially active people have far greater difficulty sustaining relationships **because they don't need them nearly as much**. They have options to date lots of different people, and they don't need a companion all the time because they have friends and people to go places with and do things with. Generally speaking (yes GENERALLY SPEAKING MEANING IT'S NOT ABSOLUTE), people in long term, close relationships tend to have less friends and less of a social life. Losers tend to settle down early because they need that one social connection.

## *Financial Considerations*

It can get expensive being popular. When you're going out all the time, it costs money. Depending on your financial situation, be cognizant of the possible costs. One of the reasons I generally recommend not committing to plans until the last possible minute is that it gives you power of selection. Costs ought to be a major factor in your selections.

It's important that you never actually give money as the reason for not going. Instead, it's better to claim you are committed to other plans or otherwise lie your way out of it. Telling people you can't afford something is a major turn off because it will give people the opinion that you are either poor or cheap (neither of which is productive).

## *Habituation*

As your life becomes more social and interesting you will have a much stronger desire for continued stimulus. You will expect constant incoming texts, new invitations and plans for fun things to do, meeting

new people and being part of new social circles, and, generally, having a life where things are actually happening on a daily basis.

This can be problematic because when things show down you may find yourself bored and impatient compared to back when you were living the life of a loser. You also may find yourself more prone to loneliness during downtime.

My comment on this is that it's a good sign in that it is evident that you're living an interesting, fun, social life. Life is always going to have ups and downs no matter who you are and nobody is immune to loneliness. It's a bit of a rollercoaster, but at least you're on it.

This restlessness that you may feel also has a secondary effect of fueling activity on your part. It encourages further action to find more people, do more things, and get out and live life. Popular people have a desire to keep moving and keep having things happening around them. You will naturally acquire this with time. Having less of an ability to tolerate downtime and loneliness is a true driving force behind acting in a socially superior manner. Popular people don't force themselves to be social. They do it out of desire. When you start to recognize your own intolerance for downtime, fuelled by living a more social and interesting life, you will know that your mind is changing in a positive way which will further drive action on your part.

When I find myself sitting around bored on a Sunday afternoon, I grab my phone and send out a mass text to 5 - 7 contacts "What's going on?". Then see what comes back and I'll ask a couple of them to go for coffee. We have a good time and the problem of boredom is solved. It just takes a little social effort to make things happen (keep in mind you'll have social resources too if you're experiencing this "problem").

## Epilogue

I'm sitting at Starbucks looking at my iPhone and trying to figure out what I want to do tonight. It's Friday, 6:00 PM, and people are salivating to get out and have fun. Since lunchtime, my phone has exploded with texts from people desperate to hang around with me. It's the usual options: parties, movies, sports events, poker, going out drinking, hitting the clubs, and a handful of girls looking to go out or

meet up later on. Some of these people I will bring together tonight, some I will decline, some I will lie to, some I will ignore, some I will rain check for another night, and some I will leave open as an option for later.

I have a slight grin on my face as I sip on my latte and remind myself that none of these people are particularly important to me. I have the ability to recreate my popularity wherever I go and at anytime I please. Sure, I'm a little arrogant, but can you blame me? I'm popular.