

# **THE ASSANOVA METHOD**

Making Sense Of Picking Up Women

Version 2.0

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## Preface

**Blake:** Let me have your attention for a moment! So you're talking about what? You're talking about...(puts out his cigarette)...bitching about that sale you shot, some son of a bitch that doesn't want to buy, somebody that doesn't want what you're selling, some broad you're trying to screw and so forth. Let's talk about something important. Are they all here?

**Williamson:** All but one.

**Blake:** Well, I'm going anyway. Let's talk about something important! (to Levene) Put that coffee down!! Coffee's for closers only. (Levene scoffs) Do you think I'm fucking with you? I am not fucking with you. I'm here from downtown. I'm here from Mitch and Murray. And I'm here on a mission of mercy. Your name's Levene?

**Levene:** Yeah.

**Blake:** You call yourself a salesman, you son of a bitch?

**Moss:** I don't have to listen to this shit.

**Blake:** You certainly don't pal. 'Cause the good news is -- you're fired. The bad news is you've got, all you got, just one week to regain your jobs, starting tonight. Starting with tonights sit. Oh, have I got your attention now? Good. 'Cause we're adding a little something to this months sales contest. As you all know, first prize is a Cadillac Eldorado. Anyone want to see second prize? Second prize's a set of steak knives. Third prize is you're fired. You get the picture? You're laughing now? You got leads. Mitch and Murray paid good money. Get their names to sell them! You can't close the leads you're given, you can't close shit, you ARE shit, hit the bricks pal and beat it 'cause you are going out!!!

**Levene:** The leads are weak.

**Blake:** 'The leads are weak.' Fucking leads are weak? You're weak. I've been in this business fifteen years.

**Moss:** What's your name?

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**Blake:** FUCK YOU, that's my name!! You know why, Mister? 'Cause you drove a Hyundai to get here tonight, I drove a eighty thousand dollar BMW. That's my name!! (to Levene) And your name is "you're wanting." And you can't play in a man's game. You can't close them. (at a near whisper) And you go home and tell your wife your troubles. (to everyone again) Because only one thing counts in this life! Get them to sign on the line which is dotted! You hear me, you fucking faggots?  
(Blake flips over a blackboard which has two sets of letters on it: ABC, and AIDA.)

**Blake:** A-B-C. A-always, B-be, C-closing. Always be closing! Always be closing!! A-I-D-A. Attention, interest, decision, action. Attention -- do I have your attention? Interest -- are you interested? I know you are because it's fuck or walk. You close or you hit the bricks! Decision -- have you made your decision for Christ?!! And action. A-I-D-A; get out there!! You got the prospects comin' in; you think they came in to get out of the rain? Guy doesn't walk on the lot unless he wants to buy. Sitting out there waiting to give you their money! Are you gonna take it? Are you man enough to take it? (to Moss) What's the problem pal? You. Moss.

**Moss:** You're such a hero, you're so rich. Why you coming down here and waste your time on a bunch of bums?  
(Blake sits and takes off his gold watch)

**Blake:** You see this watch? You see this watch?

**Moss:** Yeah.

**Blake:** That watch cost more than your car. I made \$970,000 last year. How much you make? You see, pal, that's who I am. And you're nothing. Nice guy? I don't give a shit. Good father? Fuck you -- go home and play with your kids!! (to everyone) You wanna work here? Close!! (to Aaronow) You think this is abuse? You think this is abuse, you cocksucker? You can't take this -- how can you take the abuse you get on a sit?! You don't like it -- leave. I can go out there tonight with the materials you got, make myself fifteen thousand dollars! Tonight! In two hours! Can you? Can you? Go and do likewise! A-I-D-A!! Get mad! You sons of bitches! Get mad!! You know what it takes to sell real estate?  
(He pulls something out of his briefcase)

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**Blake:** It takes brass balls to sell real estate.

(He's holding two brass balls on string, over the appropriate "area"--he puts them away after a pause)

**Blake:** Go and do likewise, gents. The money's out there, you pick it up, it's yours. You don't--I have no sympathy for you. You wanna go out on those sits tonight and close, close, it's yours. If not you're going to be shining my shoes. Bunch of losers sitting around in a bar. (in a mocking weak voice) "Oh yeah, I used to be a salesman, it's a tough racket." (he takes out large stack of red index cards tied together with string from his briefcase) These are the new leads. These are the Glengarry leads. And to you, they're gold. And you don't get them. Because to give them to you is just throwing them away. (he hands the stack to Williamson) They're for closers."

-The Glengarry Glen Ross Speech

It doesn't take a genius to see how this speech relates to men trying to pick up women. Too often, men are complaining about how women are bitches, about how no woman likes him, about how he's too short, too fat, too whatever. Well, I have news for you. This guide is not for whiners and complainers. The Assanova Method is for closers, and closers only. When you're ready to be a closer, and not an excuser, then continue reading.

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I head over to a friend's. Two Red Bulls. We go over some game. Out. Brothers, a local bar. My buddy immediately goes into a set. I see a bachelorette party with a naked blow up guy...

**Me:** "What the hell is this!?"

**Girls:** "It's for our bachelorette party!"

**Me:** "Yeah right, you are so going to bone it when you go home!"

They laugh, and I see two bored girls sitting at the bar, drinking wine...

**Me:** "Are you seriously drinking wine at a nightclub!?"

They laugh...

**Me:** "That better be premium boxed wine!"

They laugh some more...

**Me:** "You two look so bored! I know that you didn't come to a nightclub to be all bored. You coulda did that shit at home."

**Chilltown:** "There's nothing to do where we're from."

A small city outside of mine. I quickly establish attraction with Chilltown...

**Me:** "You're cute. I'm attracted to you. Are you attracted to me?"

And before she can respond...

**Me:** "Pfftt, you don't even need to answer, because I already know. I see you checking me out like you're at the library."

She laughs, flicks her tongue, and then licks her teeth. I look over at her friend, Chilly...

**Me:** "And you look like you spent two hours doing your hair."

I then pat the bottom of her hair...

**Me:** "Damn, and you used a whole can of hair spray too!"

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I then animate spraying my head with a can of hair spray, with sound effects, I might add. The girls continue to erupt in laughter...

**Me:** "I like it though. You know why?"

**Chilly:** "Why?"

**Me:** "I don't know if I can tell you."

**Chilly:** "Tell me!"

**Me:** "OK, but only if you promise not to judge me."

She pinky promises me...

**Me:** "I like it because you can't run."

And I sarcastically motion like I'm fucking her. She turns her head away and starts laughing. One of the girls from the bachelorette party comes up to me...

**Her:** "Can you look at my friend so she can blow you a kiss?"

Yeah, whatever. I lean back over to Chilly and Chilltown...

**Me:** "What kind of guys do you like anyway?"

They both say "assholes"...

**Me:** "That's too bad, because I'm a nice guy. I'm like the nice guy that your dad would like, but you wouldn't want to fuck."

**Chilltown:** "You have so many lines."

**Me:** "Please, I'm not a coke dealer."

I look at Chilly, and turn to my left to take a quick scan of the room. A girl tries to make eye contact with me. She waves, trying to get me to acknowledge her. And that's when I lean back into Chilly and Chilltown. I can see that Chilltown is focused in on me, so I ask her...

**Me:** "Other than your looks, what else do you have going for you?"

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**Chilltown:** "I'm smart, educated, have a really good job..."

I stop her dead in her tracks...

**Me:** "Oh, so that means you can pay my rent!?"

**Chilltown:** "Why would I pay YOUR rent?"

I pause. Look her deeply in her eyes...

**Me:** "Because I have a really big dick?"

She laughs, and then flicks her tongue at me again...

**Chilltown:** "You are CONFIDENT!"

**Me:** "I think you have that confused with arrogant."

And she laughs some more. We talk some more, and they decide to go have a smoke. I stay behind. Back inside. They go to the dancefloor. I don't follow. See Chilly getting groped by two guys, while Chilltown is off to the side, making sure no guy gropes her. I decide to go over...

**Me:** "I am so going to grope you."

She laughs...

**Me:** "But hey, since your friend is busy getting groped, can I borrow you for a second?"

**Chilltown:** "Borrow me?"

**Me:** "It was a yes or no question, sweetheart."

I hold the eye contact. She nods her head, takes hold of my hand, pulls Chilly off of the dancefloor away from those guys, and they follow me outside. We talk some more, about them, what they're about, and other miscellaneous bullshit. The night is ending. An easy close.

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That was from my latest outing as of this writing. See if you can decipher the game within it. Funny thing is, that dialogue doesn't even cover half of what I said to those girls. And after you think you've deciphered the game, I'm going to tell you what I'm sure you missed. Ready? Good. Because the first thing you need to know about me and how I run my game, is that I don't give a shit who I'm talking to. All women are the same to me. That same style works on any girl, and I've done this hundreds of times on all kinds of women, getting it down to perfection.



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## Chapter One



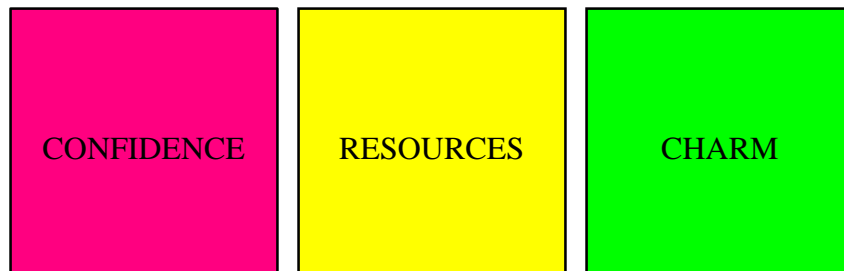
## What Women Want

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## The Three Indicators Of Power

We all know that women want the world, but exactly what is going to get you inside of their pants in a relatively short period of time? **A woman will judge men based on this within the first thirty seconds.** Most men will either gain the admiration of a woman, or be dismissed by her (although he may not realize it), within the first thirty seconds of interacting with her. After that, women will just test a man for consistency on whatever she can. So what is it that women will judge men on within the first thirty seconds? I call these The Three Indicators Of Power:



### Confidence

This matters more than anything else. It supersedes everything else that a guy has to offer. And this is exactly why this is the most important thing that a guy must work on. It doesn't matter how rich or handsome a guy is, without confidence, he is nothing. Women will not select a man that is weak. A rich weak man can easily have his resources taken away from him by someone who has confidence, and a man with confidence will not have his resources easily taken away from him.

The biggest need for any woman is the need to feel protected, and if she feels like a pursuer cannot protect her and her offspring from harm, then she will not select to mate with him. In fact, women would rather be with a physically abusive confident man rather than be with a man that is a weakling and lacks confidence.

What about physical strength? A physically strong man can still be mentally weak, therefore, women look for a real indicator of a man's true strength: his level of confidence.

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A man may be physically strong, but if he isn't confident, then it indicates a lack of being tested in the face of real harm and obstacles. In other words, a woman looks for a man's proven strength; and a good indicator of his proven strength and experience, is his level of confidence. **Confidence=battle tested**, and is very difficult to fake.

### Resources

What is a good indicator of a man's ability to support a woman and her offspring? The amount of resources that he has. Next to power, this is what a woman selects for. Resources go hand in hand with power, as **resources gives a man the ability to control various outcomes**. A man without resources doesn't have this kind of flexibility, and should something not go according to plan, he is trapped with whatever outcome awaits him.

Resources are also an indicator of social ranking; another form of power. Usually, the better groomed/dressed a man is, the higher his social ranking. I was watching Planet Earth, a show on the Discovery Channel, and the male mountain goat at the top of the social hierarchy had a better coat of fur, and much longer horns than all of the other goats. This indicates that he has the most resources, and therefore, the ability to grow those huge horns and a thicker coat of fur. This same mountain goat also had the female goats chasing him around.

The same principle applies to humans; Generals have more decorations than soldiers; CEO's tend to have more expensive suits than their underlings; the famous tend to have more jewelry than their fans. The higher your social ranking, the more resources you'll have access to, and the better groomed/dressed you'll be. Women pick up on and value said indicators as signs of resources.

### Charm

The third thing that women look for, is charm. This is another indicator of power, and has more to do with **a man's ability to use someone else as a means to an end**. The more charming you are, the easier it's going to be to use someone else's resources and abilities. No one wants to share with someone that lacks any kind of charm whatsoever. And you'll come to notice that the most charming individuals also have the most people willing to help them and come to their aid.

Those who ascend to power by the people, are those that tend to be the most chatty and sensitive to those around them. As history has proven, it isn't

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necessarily the most handsome or smart guy that is given power by the people, but rather, the most charming. Women see charm as an indicator power, and they evaluate men on this by their ability to charm them and their friends. We have all seen the guy that is a complete idiot somehow manage to have women thrown at him. Why? Because that idiot just happens to be quite the charming idiot.

But is charm more important than resources and confidence? No. Charming individuals tend to be confident already from experience, and they usually have resources readily given to them. So, in other words, charm usually comes as a result of confidence and resources, but is just as important.

You'll oftentimes hear many charming individuals say that at some point in their lives, they were shy and/or poor. So why the sudden change? They gained confidence and resources due to working hard and at some point, being rewarded with those resources, thus resulting in more people wanting to be associated with them, and giving them the opportunity to develop their charm. Who are the least charming people? People without confidence and resources. Those are the individuals that are always whining and complaining, and aren't very charming.

There's a lot of talk about social value and who you're associated with. Although it helps a little, it won't get any women to see you in a romantic way. A very popular seduction guru proved this when he admitted that although he was associated with a rock band and went on the road with them, he didn't get laid one single time. And think about all of the guys that don't get laid and are friends with beautiful women. A woman might want to be friends with a guy that is associated with certain individuals, but what she uses as an indicator of his true social value, and gets her to start feeling **SEXUAL** attraction, is his ability to charm.

Who you're associated with is a very weak way to measure whether or not a woman will sleep with you. Unless you are at the top of that hierarchy, or one of the people calling the shots, who you're associated with doesn't really matter when it comes to sexual attraction. She might want to be friends with you, but it does nothing to get her to sleep with you.

## What Women Hate

We discussed the three things that will trigger sexual attraction for a woman, and now it's time to move onto the three things that turn women off. These are the things that will repulse women and make sex very unlikely to happen:

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## Lack Of Confidence

**This is the most repulsive thing a man can have.** Women don't care how attractive a man is, how rich is he is, or how many resources he has. If she does not NEED any of the above, she will not sleep with him. Men who lack confidence sit at the bottom of the totem pole, and for good reason. These are the men that lack experience, are unable to protect a woman and her offspring, and are most likely to get his resources taken away from him.

Generally, in our society, women expect men to lead and protect, and a lack of confidence shows that he clearly can't do either. She has no reason to be with such a man when she can be with one that is a safer buy. If a man lacks confidence, then he is at a severe disadvantage.

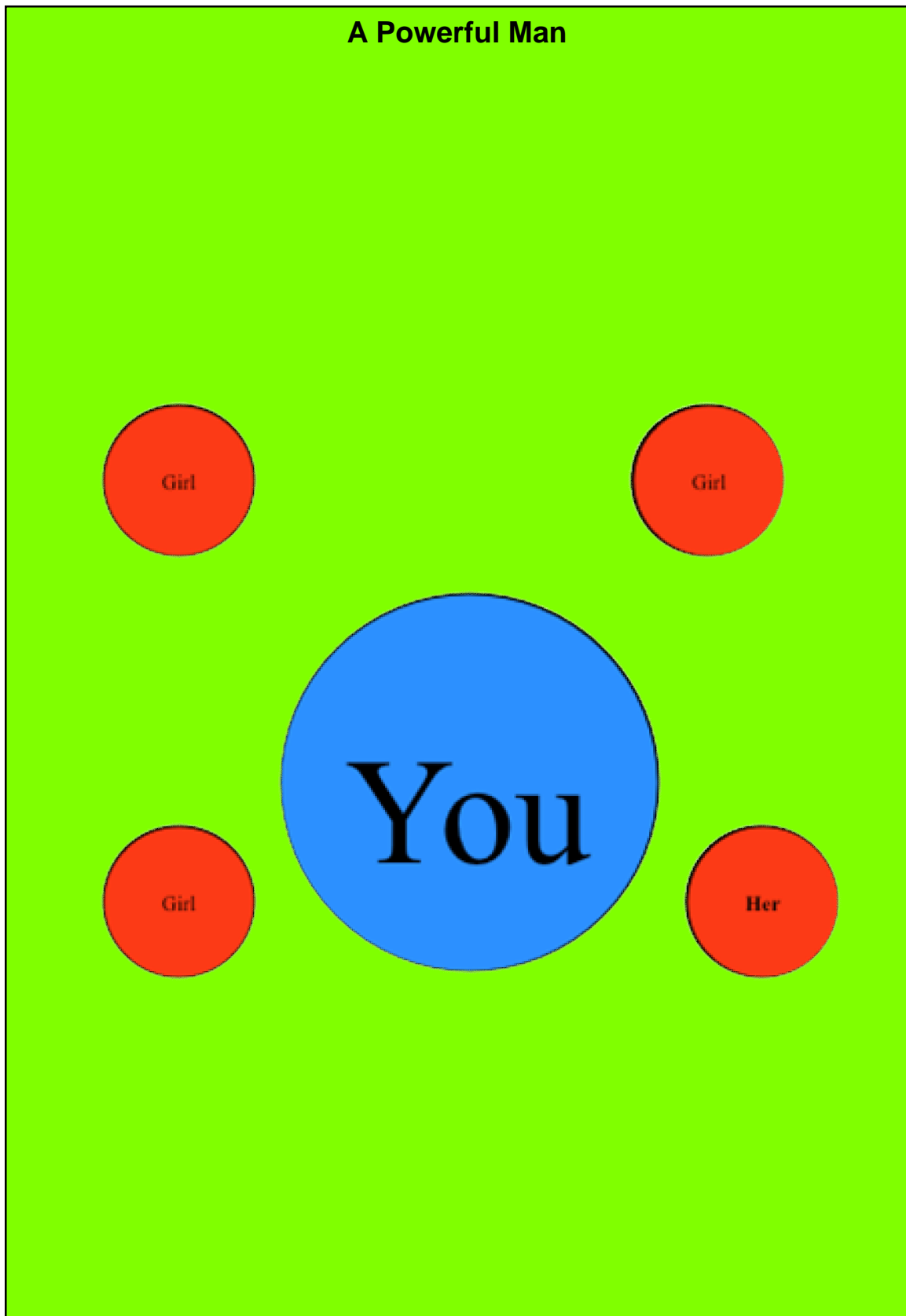
## Neediness

**Neediness indicates a lack of other female pursuers.** And if no other women are pursuing the male in question, then there must be something wrong with him. People in general tend to believe whatever everyone else believes, so if other women believe that a guy isn't a man worth pursuing, then she will see him as a man that isn't worth being with. Only a man that is in severe need of a woman will beg to be with one.

This goes hand in hand with supplication. Only a man without options will supplicate. Women want to be with a leader, and supplication is the ideology of a follower; a man that has no power. Again, this is the exact opposite of what a woman seeks when it comes to sexual attraction. Think of it kind of like objects in space:

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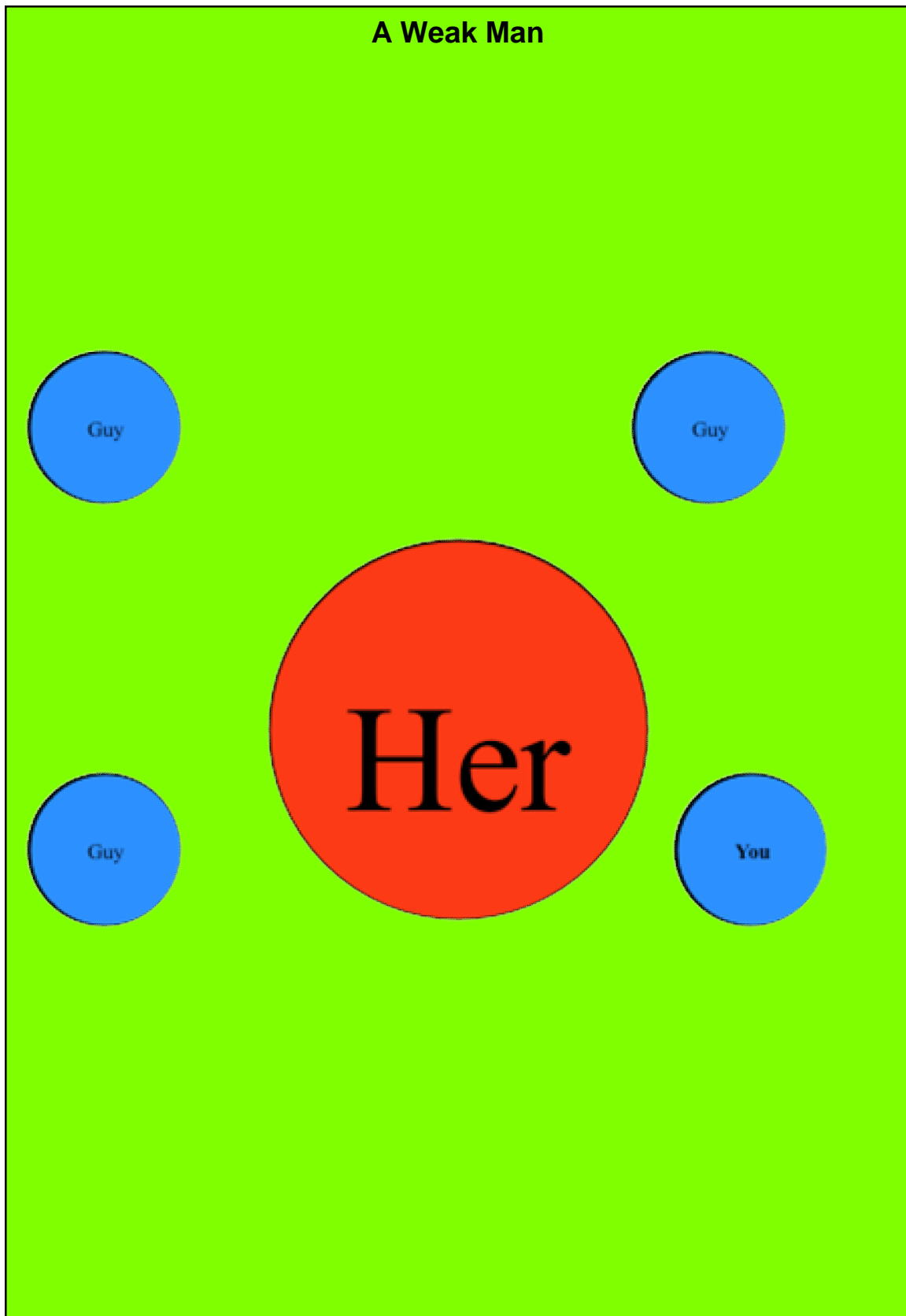
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As a powerful man, women circle around his center of gravity, and they need him more than he needs them. Should one girl die off, or decides to go orbit another guy, it doesn't effect him. However, if he decides to move, she follows him, right along with all of the other girls. Or if he decides to kick her out of his orbit, she cries, screams, and all hell breaks loose; it feels like her world is ending.

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As you can see, if you are a weak man, you become needy. Why? Because you have no women orbiting around you. Instead, you have no options, and will do whatever it takes to remain in her orbit. Notice that she has several options and you have none. If you leave her, it does not effect her. But if she decides to get rid of you, then you will be devastated. And if she decides to move, you will supplicate and follow, stuck in her orbit. This is the ideology of a weak man.

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## Chapter 2



## Why Men Don't "Get It"

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## The Big Five

There are a number of things that men do wrong when it comes to the art of picking up women. A lot of these things, men are aware that they're doing, and are just lazy about it. And with some of these things, men simply don't have the knowledge. We're going to go over the big ones:

- **Not Approaching Women**
- **Not Differentiating Himself**
- **Not Closing The Deal**
- **Not Facing Reality**
- **Not Learning From His Mistakes**

Those are what I like to call The Big Five. These are the top five things that men aren't doing, but are necessary if he hopes to be able to pick up women on a consistent basis. If a man is having problems getting consistent results, then I can guarantee that you can look at this list and see that he isn't doing one of these.

### Not Approaching Women

These are the men that stand around in a circle, never approaching women. These are also the same men that see a beautiful woman, and are absolutely terrified to speak to her. Apparently, these guys never heard of the saying "You can't make the shots you never take.". A lot of the women that I've pulled, happened because I didn't pass up opportunity. Wherever there is a woman, there is an opportunity for you to pick one up.

### Not Differentiating Himself

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These are the guys that are almost exactly like every other guy that a woman sees. He does nothing to make himself stand out in a crowd of very similar men. Women will pursue and choose men simply because they are different. If a man wants to pick up women on a consistent basis, then he needs to be comfortable standing out from the crowd and not just going the generic route because it's the safe way to go.

### **Not Closing The Deal**

This is how men either lose the girl, or end up in the friend zone. They don't ask for a phone number, so sure that they'll see the girl again, and of course they never end up seeing her again. They talk to a girl, but are afraid to ask her out on a date, only to have some other guy come along and start dating her. They are finally alone with a girl, and are too afraid to go for a kiss or sex, telling themselves "maybe next time", not realizing that there will be no "next time" because he has just proved himself to be a coward and the woman knows it. This will effectively place him in the friend zone, IF she decides to see him again.

### **Not Facing Reality**

These are the delusional men that refuse to accept the fact that something is wrong. He doesn't need a new look, he says. His game is perfectly fine; the women are bitches, he says. His game is great, because he sleeps with one out of every one hundred women he approaches, he says. Having a big ego is one thing, but not knowing when to set it aside and get help is another. His own pride is preventing him from becoming successful.

### **Not Learning From His Mistakes**

This represents a large portion of men in the seduction community and why they continue to fail. They go out, keep doing the same things over, and over, and over again, not caring to do anything differently. What is the definition of insanity? Doing the same thing over and over again, while expecting different results. In other words, if you continue to approach picking up women the same way, then you will continue to get the same results. If something is clearly not working for you, then you should either discard or alter it and see if you get different results.

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## The Media Lies To You

A substantial number of men try to learn their game from what they see in the media. It's not that the media is necessarily wrong, but **the problem with it is that the media only reveals a small part of the picture.** If you can, imagine trying to play chess when you can only see one small part of the chess board:



You may think that you know what's going on, but you have no clue. You can make a lot of assumptions, but until you see the entire board, you can't really decide what your next move should be. That is how a large portion of men get their information about women. Here are a few of the male archetypes that the media portrays women as wanting:

### The Asshole

Everyone knows some asshole that gets girls, and the media has fed into this. However, what you don't see, is the nice guy that the asshole actually is when you aren't paying attention. The girl only complains about a guy being an

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asshole, and never mentions when he is actually nice, or you only take notice of the couple when the guy does something assholish. However, what you don't see, is when that asshole is actually a nice guy. In fact, most assholes pick up women in a charming way, and don't turn into assholes until AFTER they've already had sex with the woman. Assholes also happen to have a high level of social intelligence, so they know what women want to hear when they talk to them.

You don't see this, and the media doesn't portray this. Everyone only pays attention to the asshole when he's an asshole. It's always amusing to me when I see a guy going out, pretending to be an asshole, and STILL getting nowhere with women. The secret of the asshole is that he is socially intelligent, and he is 100% confident in himself, so he doesn't backtrack like guys who pretend to be assholes. When you add up all of his positive qualities, women tend to look past the occasions when he is an asshole.

### **The Brute**

This guy is very similar to the asshole, except he isn't an asshole. This is the guy that just has no social intelligence and says whatever he wants, usually a pornographic figure. It doesn't matter if he is unattractive. It doesn't matter if he has no value whatsoever. All that matters is that this guy speaks his mind. If he wants sex, then he just walks straight up to women and asks for sex. If he wants to call a woman a whore or slut, then he does it. And the women just eat up his brutish ways.

Men try to use this same persona and wonder why they still don't get anywhere with women. Realistically, the brute can't just go up to women and ask them for sex unless A) he has already had sex with the girl before or B) he already knows that he has a lot of value and the girl realizes it. The only men that can get away with this archetype are men that have already established high value by getting several indicators of interest from a woman, or he has already had sexual intercourse with her already.

### **The Romantic**

This is the guy that does everything that a woman wants, and may or may not confess his love to the woman in question. Do women want this guy? Absolutely. However, what the media doesn't portray or communicate well, is the amount of power that the guy has. Going back to that chart showing how powerful men have women orbiting around them, women want THAT guy to be the romantic, and even then, she doesn't want him to give up all of his power to her; she wants him to give up the other women in his orbit.

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Most guys think that they can be the weak guy orbiting the girl, and win her over by being the romantic nice guy portrayed in the media. This is a false assumption. When you are in her orbit, she could care less about whether you are a romantic or not, as you mean nothing to her.

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## Chapter 3

# SPR

## The Super Model



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## Why This Model?

It is important that a student be able to easily recall where he is at in the learning process, and an easy way for a student to reference his progress, is to create a model for him to follow. Most of what someone reads is forgettable, unless you find a way to stick it to his memory. Out of all of the seduction methods that you've read, I bet that you can only remember the general process of only so many of them. The rest are readily forgettable. Not because the knowledge within the other methods aren't useful, but because the author has forgotten to make the knowledge memorable by sticking it to some sort of easy to remember model.

But why would I create the SPR model if there are other seduction models out there? On one end of the spectrum, some models simply don't have enough information for a student to be successful unless he already has several things in place that aren't detailed in those models. And on the other end of the spectrum of seduction models, their creators have made the process more complicated than it needs to be, thus setting up students for a lot of flakey women, and although the structure is good, it doesn't leave room for much fluidity without trapping the student in analysis paralysis; not good seeing that social interactions operate at light speed.

I've been doing research and development on this for nearly five years, and I find that a successful seduction model must meet three requirements:

- 1. It must provide students with the necessary background to succeed.**
- 2. It must be easy to comprehend and recall in a real time environment.**
- 3. It must be practical.**

Let's take a closer look at these three requirements:

### The Necessary Background To Succeed

If an NFL football player tells you that all you need to succeed in the NFL is to learn how to throw and catch a few balls, then he is only telling you a partial truth.

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He doesn't tell you about all of the gameplay video that he's studied, the books he's read, the special football camps he's attended, the sports supplements he's taken, and the endless hours he spends in the gym before he sets even one foot on the field. I feel like almost all seduction models come at students with that same "learn to throw and catch a few balls" mindset, and don't really go into the background to get to the point where it is actually just learning to throw and catch a few balls.

### Easy To Comprehend

Although there are very good seduction models out there, not many are easy to comprehend AND recall in a real time environment. You'll often find that those that are successful with overly technical seduction models are those that have the luxury of being able to dedicate their lives to the study and implementation of such models. And even if one has memorized such a model, it's another different skill required to be able to recall that information instantaneously in a real time environment.

You may know the answer to every difficult trigonometry math question there is, but if I tell you to recall an answer to one within five to ten seconds or you fail, then you can begin to understand why such seduction models aren't very useful in a real time environment. This is exactly why there are guys that exist that can recite every principle of certain models, line by line, but no matter how many times they try to perform in a real time environment, they continue to get nothing but failure and flakey women.

### Practicality

And most importantly, it must be practical. What use is a model if it is all based on theoretics and has no real use or dramatic effect on the outcome? This is what happens with a lot of new-agey type seduction material. Students get pumped up, go out acting all crazy, and still flop with women. True changes don't come from shortcuts, they come from actual hard work. If something sounds too good to be true, then it probably is.

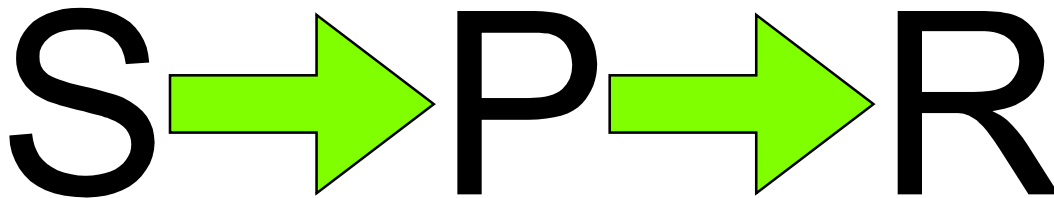
## What Is The SPR Model?

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**Study. Prepare. Relate.** The first thing that you're going to notice about the SPR Model, is that just like the professional football player, most of your success will be determined before you set one foot into a real time environment, where the actual game will take place. You'll also find that if you study and prepare really well, then relating is the easy part. This is exactly why I would get women to approach me, had to say relatively little before the sexual attraction was established, and didn't have to spend time memorizing difficult routines to pick up women; allowing for a much more natural process.

Remember The Three Indicators Of Power that I went over in Chapter One? Well, they relate directly to the SPR Model. You will gain your confidence through the Study phase of the SPR Model. You will display your resources during the Prepare phase of the SPR Model. And you will display your ability to charm during the Relate phase of the SPR Model. But what does each phase consist of?



## Study

There are two parts to this. The first part is inactive experience. Inactive experience is what you learn by reading, doing your research, rehearsing, and examining your past results. The second part is active experience. Active experience is something that you gain by actually going out and doing. You'll often find that those with superb confidence have a high level of both active and inactive experience.

## Prepare

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This is broken down into two parts as well. The first is marketing by putting your resources on display to show what social group you belong to and what your ranking is. The second part is having resources to set up a plan and making sure things flow smoothly with when it comes to logistics. In short, I like to refer to these two parts as marketing & logistics.

### Relate

The last phase is also broken down into two parts. This is fairly simple: relating to groups, and relating to the individual woman. This is all about your interactions and how to go about them. Relating is all about fluidity and simplicity.

## Does The SPR Model Work?

I am sure that many of you are wondering if the SPR model will actually work. If you follow it in the required order of Study, then Prepare, then Relate, yes, it works. It's designed that way. If it isn't working, then you'll see that a guy did one of the following:

### He Didn't Study

I once had a friend spend \$3000 on a seduction bootcamp and wonder why he still isn't seeing any success. For starters, he has no real information on how to handle human interactions. Why not? Because he neglected to actually read up on it. He also doesn't study any of the seduction guides he has. He's the type of guy to just zip right through them once without actually giving the concepts any real thought. He has no inactive experience.

Secondly, he has no real experience interacting with women. Why not? Because he never approaches, and even when he does, he doesn't go outside of his comfort zone. Therefore, he's not gaining any active experience. When you consider all of this, you can begin to understand why he has no confidence. Ever heard of the saying "With competence, comes confidence."? The same principle applies here. The most confident men also tend to be the most competent.

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## He Didn't Prepare

It's nearly impossible to attract women if you don't study and gain the necessary confidence, but it is also quite difficult to attract women if you don't prepare by getting your marketing & logistics in order. If you don't have your marketing & logistics in order, you can easily miss out on opportunities to attract women. How do you know what good marketing and logistics are? By studying. If you don't pay attention to the Study phase, then your marketing and logistics are going to be screwed up. How else are you going to know what looks good and are good indicators of resources? And how else are you going to be able to figure out what good logistics are? Good old R & D during the Study phase.

## He Didn't Relate

A man will attract a lot of women if he studies and prepares, but if he screws up while relating to a woman and/or her friends, then all of that work was done in vain. He either screws up by overcomplicating the process, not being able to react fast enough, or not doing his homework on how human relationships work (this goes back to studying). What do you suppose happens when you aren't confident? The woman dismisses you when you try charming her. And what do you suppose happens when you're trying to charm a woman and her friend sees that you have no resources? She comes and pulls her away, not caring about how well you're charming said girl.

## As You Can See

Each step is built upon the previous. And in order to be consistently successful, then **you must apply all three steps in the correct order of S-P-R**. What happens after you fail or succeed? You start the process all over again with the active experience that you've gained. Each time you go through the process, you'll find that you'll need to dedicate less and less time to each phase, thus allowing yourself to zip right through.

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Chapter 4

# S

# Study

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In the previous chapter, I revealed that the Study phase consists of both active and inactive experience. Have you ever seen a guy just walk into a nightclub or other social venue, and he just walks in with swagger? Swagger is not something that he's faking. He has that swagger because he knows what he's doing. He knows that he has the experience under his belt to be able to perform confidently and interact with other individuals. In a sense, swagger comes from having done your research.

## Inactive Experience

**Inactive experience is anything that takes place by doing your homework.**

Think of inactive as experience as the same thing as preparing for a vocation before you actually go out and get experience actually performing in said vocation. I oftentimes go out, see guys that think they know what they're doing, only to fail miserably because they didn't do their homework. You know who I'm talking about: the guys that just approach a million women, and when they finally get one, they believe it's because of their "game" and not dumb luck. If they did their homework, then they would actually be MUCH more successful

There are three main components of inactive experience. Those are reading, observing, and solving problems. This is what is going to cause a player to be able to think critically when actually out in a real time environment.

### Reading

Many guys always ask "How do I talk to women?", and although I could give men a million different answers for each scenario, his best bet would be to find and read a few interesting books on the concepts of interpersonal communication. Either that or take classes on the subject. Although reading seduction guides are good and can help, trying to fully cover interpersonal communication is beyond the scope of said seduction guides.

What types of books should you be focusing on other than books about seduction? I already mentioned books on interpersonal communication, but it will also help to read a few fashion magazines to stay up to date on how to dress, a few psychology books to help get inside and understand the minds of others, as well as a few books on success to put you in the minds of those who struggled to succeed and how they persevered. You'll find that the more you read, the more competent and confident you'll be when you are actually out in a real time environment.

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You'll also find that the more you read, the more knowledgeable you'll be about various topics, and you will also have more opportunities to connect with those around you. This is why it is crucial that you not place all of your eggs into one basket when it comes to what you read about. The more that you read, the more topics you'll have in your knowledge base to talk to others about. Those that have nothing to talk about are usually those with very narrow interests.

### Observing

I don't know about others, but I find the best way to gain inactive experience is to simply observe others that are successful. The best thing that you can do is to pay attention to those that are actually successful at picking up women, and then to model yourself after them. One of the shows that one of my wingmen watches every night before he goes out is Keys To The V.I.P., a show about guys who game women for competition purposes. Observing and paying attention to others will really make sense of many of the concepts that you don't quite understand how to execute in a real time environment.

### Problem Solving

I think that this is what cripples a lot of men. They simply don't take the time to document their experiences with women, and see what they did right or wrong. This is one of the biggest reasons why I got to where I am. Every time I saw a pattern of something working or not working, I would make note of it and adjust accordingly. For instance, I use to give women high fives, and when they would go for my hand, I'd move it, thus making them feel stupid. I found that nine times out of ten the girl would get pissed off and wouldn't want to talk to me anymore, so I no longer use that.

That was one of the major things that was pretty easy to see, but the benefit of documenting your nights out, is because you might catch a subtle little flaw that you never would have noticed had you not paid careful attention to your documentation. To give you an example, I realized that I missed out on many opportunities for sex due to my own "holier than thou" attitude. Document it enough, and you catch on to little things like that when you're reviewing yourself over a longer period of time.

### Active Experience



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**Active Experience is anything that takes place by doing; anything action oriented.** There are men that have a ton of inactive experience, but they don't have any active experience. These are your men that hang out on seduction forums all day, but rarely ever go out and actually approach women, while trying to apply the principles that they acquired into their knowledge base.

### Honing Your Skills

You do this by going out and trying to apply what you already know. This must be done on a regular basis. Ever heard of the term "Use it or lose it."? Well, it applies to seduction as well. If you don't keep your skills honed, then you will either lose your talent, or lose your confidence. This is usually what happens to men that get out of long term relationships. Even when I am in a relationship I make sure that I keep my skills fresh by continuing to talk to women on a regular basis.

### Testing New Skills

You'll never get better if you don't try out new skills. Part of what makes a man confident is knowing that he can take on new challenges with ease. When a man gets too caught up in his comfort zone or what he already knows, he will most likely freeze up when he is thrown a curve ball or is forced to do something that he isn't use to doing.

### Being The Observed

What makes someone a great student of seduction? Knowing that he is always a student, no matter how good he may be. One of the best things that a seduction artist can do is have someone observe him and point out flaws that he may not see himself. Now is not the time to have a huge ego. There comes a time when you must let it go and take someone else's advice.

The best advice I ever received was when I was out with another seduction coach, having a few drinks and honing our skills. He pointed out that I had a little too much confidence when I talked to girls, would piss them off on purpose, and

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if I actually remained a little more humble, I would pull more of them; and sure enough, I did. And I did the same for him. He had nowhere to take a girl to have sex with her, and I told him that he should just grab her by the hand and take her into the bathroom. It worked. Setting your ego to the side can be beneficial for both parties involved, no matter how good you may think you are.

### Participating

This is how people naturally learn how to interact and hold conversations with others. This can be done by participating in a class, signing up for various social activities such as local intramurals, or going out anytime a friend invites you out to a social activity where there are going to be other people. If you never participate in anything, then you're going to have a difficult time making friends, learning how to talk to people, and getting your confidence together overall.

### Swagger

When you begin compounding both active and inactive experience, you will walk into real time environments with the type of swagger that women immediately notice. Oftentimes, women will tell me that they knew I was cocky before I ever said one word. **When you are confident that you know your shit and have the experience to back it up, you walk with an extra bit of swagger that signals to all women that you are confident.** Many guys who fail lose before they even open their mouths because women can see the lack of confidence in their eyes and body language. These are the same men that have no kind of real experience. Confidence comes with competence.

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Making Sense Of Picking Up Women

Chapter 5

P

Prepare

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## Making Sense Of Picking Up Women

You've made it this far, good. Now it's time to focus on what I believe is mostly ignored in the world of seduction: preparing with good marketing and logistics. You may be asking "what does marketing and logistics have to do with picking up women?". Be patient, I'm getting there. This section is all about preparing your resources and using them as best you can. If you've studied well, and execute this phase well, then you'll find that when you move to the third phase, which is relating, then things are going to be so much easier for you than a guy who hasn't mastered the first two phases of the SPR model.

## Marketing

Recently, I've had quite a few interesting discussions on looks. **Do looks matter? The answer is yes, but not in the way that you think they do.** What I've come to find, is that as long as you aren't absolutely repulsive, **women don't care about your general physical make-up.** What they do care about, is how you dress it up and groom it. Think about it. I'm sure you've seen beautiful women with short guys, fat guys, skinny guys, and other guys that you think shouldn't be with certain women because of their physical make-up.

So why haven't you been able get a beautiful woman? There are two reasons why. The first was discussed in the previous chapter: your confidence. Guys that are physically different from the norm tend to have less confidence when they talk to women, and they attribute the woman not liking him to his physical make-up and not because of his lack of confidence.

The second part has to do with how you dress and groom yourself. The first mistake that guys make when dressing themselves, is that they dress too generally. Everyone wants a specific type of person to be with, and when you're just generic guy, no one wants you. I'm sure that you're aware of the different types of social groups that exist in your general metro area. You might see Goth groups, Tattoo groups, Athletic groups, Hip-hop groups, Young Professional groups, etc. They all dress a certain way and tend to want to hook up with those that dress in a similar fashion.

What I'm getting at is that by dressing conservatively in the typical generic wear, you are not catching the attention of any woman that belongs to a specific group and wants a specific type of guy. No woman wants to be with a generic guy. By being generic, you are only hurting yourself. I have a friend that dresses in cheap jeans, sometimes khakis, and a generic polo shirt who can't manage to get the attention of any woman. It's no wonder; he just comes off as generic cubicle guy.

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No woman wants cubicle guy. Here's a tip: if you can wear it to work, then don't wear it to go pick up women.

## Generic Guy Versus Young Professional



In the first picture, you can see that not only are my clothes oversized, but I have no direction and just look very generic. They also look very cheap. What type of woman is going to be attracted to that look? In the second picture, I look like a young professional just out having a drink. And notice the hat. The outfit says "young professional", but the hat makes it look like I am an easy person to talk to.

What will happen once you pick a certain style of dress, is that women will most likely not dismiss you right away. Even if you aren't dressed like the typical guy that she likes, she will talk to you just because you don't look like generic cubicle guy.

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## What Not To Wear

- Khakis
- Work Pants
- Cargo Pants
- Shorts

- Sneakers
- Flip-Flops
- Work Shoes
- Cheap Shoes

- Logoless Polos
- Plain Shirts
- Jerseys
- Discount Shirts

## What To Wear

**Pick a style, and go with it. Anything is better than being generic cubicle guy.** If you did your research by observing other successful guys and flipping through a few magazines, then you should have an idea of a style that you'd like to try out. There are even websites that will help you out with designing a look. I'll recommend one: [www.buckle.com](http://www.buckle.com).

Every man should have at least two or three really good outfits that he can wear out when he is looking to pick up women. If you try to buy something cheap and generic, you are just wasting your money. And this is why I highly recommend that you avoid all of those discount stores and lower end clothing. I'm not saying that you have to spend a fortune, but you definitely shouldn't be cheap about it either.

You should have at least one pair of really good dress shoes that you can wear out, and one really nice sports coat or blazer. With a nice pair of shoes and a sports coat, you can take a very average outfit and make it look really good together. All of my old t-shirts that I wouldn't wear by themselves because they look kind of old and worn? Look really good when worn under a blazer.

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## The Effects Of A Good Blazer



Here you can see the effects of a good blazer. In the first picture, I am just wearing a t-shirt with a logo. Without the jacket, I am just another guy wearing a t-shirt. However, with the jacket, I effectively up my social ranking above that of every other guy that is just wearing a t-shirt. And in the second picture, I have a shirt that I wouldn't normally wear out, but thanks to the blazer, the shirt actually looks pretty good with what I'm wearing. And finally, notice that I have at least one focal point on both outfits. In the first, the focal point is the art on my t-shirt. In the second, the focal point is my belt buckle. Both give women something to comment on when they talk to me.

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## Your Body As A Canvas

It's just pitiful looking at so many men who have no clue of how to dress themselves to attract women. I'm people watching at a bar, and almost every single guy looks the same with little, if any, visual variation. I sat and watched a group of girls get approached by at least four different groups of guys, none of whom stood out, and all with that "oh baby!" attitude. But the attitude isn't the focus of this post. I want to focus on using your body as a canvas.

If you wanna stand out and catch the attention of women in a good way, then you have to learn to see your body as an art canvas. Too often, men coordinate a couple of colors, and think that they are going to stand out in a crowd full of men who managed to do the same thing. Yes, you may not look bad, but there's nothing special about you either. When you learn to see your body as an art canvas, then you can really begin to differentiate yourself from other men.

The most useful thing for me was all of those art, history of art, and philosophy of art classes that I took. They may sound useless when you're taking them in college, but if you pay attention, there are so many nuggets of gold that you can use to your advantage. If you took any type of class with a focus on the back story and techniques on various forms of art, then you understand that art is all about textures, focal points, taste, story behind the art, drama that makes people stop and think, and little details that are the signature of that specific artist.

Learn to apply these same principle's to your style of dress. I'll give you a few examples. I wear a lip labret to draw attention to my lips, which are one of my best physical aspects. Had I gone and pierced myself all over, it would look like one convoluted mess with no direction. I intend on getting both of my sleeves completely tattooed in a tasteful fashion that not only causes people to stop and look at my arms, but appreciate the details. When you just place random tattoos everywhere, you just look like a NASCAR vehicle with random stickers and logos all over; like so many other men who just get random tattoos.

I use to wear big detailed belt buckles, but I don't anymore. Why not? The belt buckles looked really good when I would wear plain button up shirts. However, when mixed with graphic heavy t-shirts, it's just too much going on, so now, I wear plain colored belts as not to draw attention away from the t-shirt. Or if I wear a busy sports coat, I make sure that my t-shirt isn't so busy.



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And then there are the textures. Does anything you wear make women want to stop and touch you? You have a lot of texture and details on your shoes? Then you want to contrast that with very simple jeans. Is there anything interesting about your coloring and textures that makes people stop and look? For instance, maybe white dress shoes with black dress slacks, and a really bright shirt and a white belt? Do your accessories all tie in together with a general theme? What about your eyes? Does the color of them supplement the color of your clothing and possibly the coloring of your hair if you have it dyed?

Those are all just a few things to think about when you're putting together your look. It's not necessarily the most expensive items that are going to get the attention of women, but how well you place your items together. You want to have artistic expression when dressing; something that makes women stop and look at you because you have your own signature style that is different than that of other men. Remember, many of the times women approach me isn't necessarily because of my physical looks; it's because of the artistic way that I dress. Keep that in mind the next time you go shopping.

### Clothes And Social Ranking

If you get this right, then you will have a clear advantage over most of the guys that you see in nightclubs. No other school of seduction ever talks about how your clothing indicates your social ranking, but I rant about it non-stop. I've had too many women comment on my clothing to just ignore the fact that it has a huge impact on attracting women to me.

Remember what I said about how famous people, military generals, and animals showing their social ranking by how they're dressed and decorated? Well, the same applies here. **Women will look at your clothing and decorations as an indicator of your social ranking.** The better dressed and decorated you are, the higher your social ranking must be, and the more resources you must have access to.

Women spend hours dressing up dolls, and dressing up themselves, so when a guy is dressed really well, they take notice. This is why you want to take a look at how every other guy is dressed, and then dress a step above them. Is every guy wearing t-shirts? Throw in a nice blazer over yours. Every guy wearing Sketcher dress shoes? Then one-up them by buying a pair of noticeably more expensive dress shoes. This is my secret to one upping guys in the looks department.

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## The Perfect Canvas



If you look closely, you can see that the stitching on my jacket is multiple colors. The jacket is also intentionally ripped on the edges of the lapel. Also notice the tying in of the colors. The artwork on my t-shirt ties in with the color of the jacket. My hat gives women something to comment on, and in fact, I had several women comment on it during this particular night. And finally, you can't see it, but my dress shoes are white, as is my belt. Overall, you can tell that I didn't just slap something together. I actually took the time to coordinate everything, keeping the colors, textures, and focal points in mind.

## Accessories

What is the purpose of accessories? Accessories serve one purpose and one purpose only: to give women something to talk to you about. I don't wear any fantastic accessories, but nine times out of ten, when a woman approaches me or we're talking, she will mention something about my labret piercing or hat. It's not that they're anything spectacular, but it gives her an excuse to talk to me and makes it easy for her to approach me if she is interested.

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And that's why when you're selecting accessories, you want there to be something interesting about them. A plain, metal ring doesn't give women much to talk about. But a nicely designed, artistic ring? If they see it, they have a reason to ask you about it or ask to see it. I have a very plain piercing, but it is placed somewhere that you wouldn't expect to see someone pierced: right under my lip. Placement of accessories are just as important as their artistic value.

### Grooming

Grooming is VERY important. This goes hand and hand with being well decorated if your social ranking is high. Women will assume that if you are groomed better than those around you, your social ranking is higher than those around you as well. None of this is expensive, and is more of a product of routine maintenance. I use lotion everyday to keep my skin looking good and soft, cut my hair once a week, always make sure my facial hair is either trimmed or shaved, I keep my nails clean and cut, and I use teeth whitening about every six months; nothing special.

However, what I will recommend, is making sure that you have the right hair cut for you. With the right hair cut, you can completely change your look. I know that every guy can't afford an expensive hair cut all the time, but I will say that at least go to someone that knows what they're doing. This means no getting your hair cut by your amateur friends or someone still in hair school. If you have the cash, go somewhere and get a really cool hair cut. Your hair cut is the most important thing about your look. And make sure that you get a hair cut that is up to date. I've seen guys with terrible haircuts who refuse to change them just because they've always had their hair that way. Big mistake. Your hair really can make or break you.

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## The Effects Of Hair Styling



You can see the effects of hair styling in these four pictures. The top two are before I found the right look for me, and the bottom two pictures are after I found the right look. Hair styling is the difference between "OK" looking guy and "sexy" looking guy. When I cut my hair and trimmed my facial hair down to what it is in the bottom two pictures, I literally had women constantly telling me how sexy I was. That didn't happen before I made the changes.

**Negative Social Value**

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Earlier, I wrote about how being associated with certain individuals won't do more than make you a few friends. At most, you'll get people that are seeking to use you to their advantage to get to the person or people you're associated with or the people that are actually at the top of that social hierarchy. Although being associated with certain individuals won't do much for you, being associated with the wrong types of people can actually work against you. This is exactly why associating yourself with those of a lower social ranking is hazardous to your ability to pick up women.

### Are You Guilty By Association?

I've been giving a lot of thought as to why the number of women I leave bars with tends to fluctuate so much, given that my game is pretty consistent. Then I looked at some of my posts about wingmen and how they can get in your way. And finally, I took note of my lay rate being considerably higher before I joined a local lair and started associating with a lot of the guys within it.

If you've ever been in this situation, then you know that it can drive you crazy trying to figure it out. After finally putting it all together, I've come to the conclusion that the number of women that you leave bars with will have a lot to do with who you're associated with. Not so much as to who you know, but more like who you actually are hanging around that night.

I've never had any problems bringing women home when I was with Hollywood, Puerto Rico, or The Peacemaker when he isn't being a complete dick to women. In fact, it is expected that I bring women home when I am with these guys. Two of the three guys game isn't all that tight or whatever, but what I can say is that these guys are attractive and they don't creep women out. In general, it is beneficial to be associating with them because women tend to like all three guys, even when I am nowhere to be found.

Now let's look at when I'm alone. Things are incredibly easy for me, and women tend to approach me. Just a week or two ago, I was in one bar, and I counted four women that approached me. One girl was dancing, kept staring at me, and finally brought herself to say hi to me; another girl actually called me a dick at a different bar, only to approach me and make-out with me at this bar; a third girl was standing near me, said a few words, and came and sat next to me on her own accord; and a fourth girl approached me out of nowhere to start talking to me about my shoes.

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All I did was sit there alone--without my friends--and did absolutely NOTHING. I didn't have to approach a single girl. When I approach women, they make it easy for me, yet I have been having a difficult time taking them home like I use to in years past. Why is this? Why is it that my game has improved drastically, women don't give me a hard time when I approach them, nor do they give me a hard time when I'm alone?

And that's when I put two and two together. Women are judging more than I thought by who I am associated with. I consider myself a high value guy simply because I know that I am tall, funny, attractive, cool, etc; but what happens is that when I am associated with certain guys, my value drops and I don't get anything more than a phone number. When I'm alone I get the easy fast make-outs, and it's easy for me to leave with women. All in all, although I might feel uncomfortable doing so, I am better off going out alone then I am with going out with low value men.

Then what is the problem? When I'm out with low value guys, they either are VERY close to me while I'm talking to a girl, they start talking to the girl's friends, or since I'm not a rude guy, I will introduce the girl(s) to my friends and lay back for awhile while they talk to each other. In other words, when these men are unattractive in whichever way, and they're with me, I am guilty by association. And a few women have actually made comments to me about such friends of mine.

This is just another fundamental problem with surrounding yourself with low value friends. Although an attractive guy may have a little bit of game, if he surrounds himself with guys that are unattractive and struggling with women, then he himself is going to have a hard time anytime that he is out associating with such men, even though he may not even realize it. When women see you with such men then they're either going to associate you with low value as well and back away, or they're going to back away because they don't want to associate with your low value friends although you yourself may be high value.

As you can see, it's not just about the way you market yourself, it's about how those you surround yourself with market themselves as well. It's not enough for just you to be well dressed and groomed. Unless you're dealing with a one on one interaction, whoever you're out with matters just as much. I'm not saying that they have to be as perfect as you are, but they should at least be somewhere near your level.

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## Logistics

**No matter how good your game is, if you don't have a good plan before you go out, you will either fall flat on your face, or hit a roadblock when you're interacting with a girl.** Whether you're setting up a date, trying to bring women home for an afterparty, or going for a one night stand, you have to have a plan, and you have to be prepared.

### Necessary Equipment

Let's start with personal items. First, you absolutely must have condoms with you. I remember a time where I brought a girl back over to a friend's to have sex with her, only to realize that for some idiotic reason, I had forgotten my condoms at home. I don't think I was even expecting to get laid that night. A girl was giving me heavy indicators of interest, so I decided to go for a home run, and it worked. Had it not been for a friend having some condoms to give me, I would have been screwed. Now what would have happened if I decided that the best option was public sex? She had a boyfriend, so she wasn't exactly carrying condoms and expecting to have sex with a random guy. I would have been screwed.

A man looking to pick up women should also have mint breath spray or strips of some sort. Not to cover up the alcohol, but rather, for after you eat if you stop and get food late at night. Mints do little to cover up the smell of alcohol. A man should always have a lighter, and if he really wants to be prepared, a pack of cigarettes, even if he doesn't smoke. Why? Because he never knows when he'll be talking to a girl and she needs a light or wants a cigarette. That, and if he takes girls home, they don't have to leave or go make a pit-stop to buy a pack of cigarettes. I wouldn't even be writing about this if it didn't happen fairly often.

What else should you have? Alcohol. Not necessarily for you or the girl, but if you decide to have people over, or have an afterparty, you will be prepared. What happens if you bring people home for an afterparty and you don't have any alcohol? People will leave. You don't need a lot of alcohol. Just one bottle of liquor and mixers will do. Either that or a six pack of alcohol chicks like (Zima, XXX, Mike's Hard Lemonade, Smirnoff, etc.). It also helps if you now how to mix a few drinks. There are several websites on the internet that have drink recipes. Knowing how to mix one or two beverages by heart is usually all you need to know how to do.

OK so what else will you most likely need? You will want some kind of music. You can either go with an MP3 player with a large variety of music on it, or you

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can set up a free account over at [www.pandora.com](http://www.pandora.com) and create personal radio stations. Music sets the tone and keeps everyone happy, so you need to have it.

And finally, if you plan on going the afterparty route, you need to have a few games. You should either have indoor recreational games, such as pool, foosball, or ping pong if you can afford them, or you should know how to play a few drinking games. Again, it keeps everyone happy, and allows you to talk to your girl. They also give you the opportunity to trash talk and create sexual tension.

### Being Prepared



This is what it means to be prepared. In the first picture, I decided to have people over before we went out, and I made sure that we did not run out of alcohol. I had a lot of friends, so I don't expect you to have anywhere near as much alcohol in your apartment. And you'll have to excuse the piss water known as Natty Light. In college, the quality of alcohol doesn't matter. Afterwards, no one will want to drink shitty alcohol. Keep that in mind. In the second picture, that was for a small party I decided to have. There are one thousand jello shots in that fridge. Believe it or not, by the end of the night, every single shot was gone. You don't have to go on that scale, because most likely, you won't be bringing back a crowd of people. However, you should always have some kind of alcohol back at your place just in case.



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## Clean Your Apartment



If you bring a girl home and your apartment looks like this, then you're in trouble. Your place doesn't have to be spic and span, but it should at least be presentable. If you bring a woman back to a dirty apartment, then the chances that you're going to have sex with her are slim. You're going to be very frustrated if you go through the whole process of getting a woman back to your place, only to have her go cold on you because of your dirty apartment. Use common sense and make sure your place looks decent before you go out, even if you don't plan on bringing a woman back. You never know when you'll get the opportunity to have sex, so you're better off always being prepared for it.

## The Movement Of People

So you're talking to a girl or a group of girls and everything is going well. Where do you take that group of people? Do you know of any cool bars to take them to? Do you know of any cool after hours spots? People get bored staying at the same bar, so you better know about the different bars in your city. Each metro area usually has some kind of guide or website that talks about the different bars and the general nightlife in your area. Do yourself a favor and figure out where that website is (Google is your friend); check around in your local neighborhood

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papers that are catered for younger crowds. You can usually find these for free in your dense urban and college areas.

Getting back to food, you should know where the cool late night food places are as well. Everyone always gets hungry after a bar closes, and if for whatever reason, no one wants to go to your place, it is easier to get them to come with you to a restaurant that serves food late at night. Every urban area usually has at least one restaurant that caters to the after hours bar crowd.

Alright, so you are sure that the girl is really digging you and you want to take her on a date. **I will say this: know where you want to take her BEFORE you ask her out on a date. Women hate men without a plan,** and are less likely to follow through if she doesn't know where she is going. If you don't set up a date, then you are just another guy who asked for her phone number. So if you decide that you're going to ask for her number, let her know where you plan on taking her first.

Lastly, what about sex? Where are you going to take a girl to have sex? If you don't have an apartment, then you should know where you're going to take her. Either you can OK it with your wingman beforehand if you can bring a girl back to his place, or you're going to simply tell the girl that you're going to go to hers. And if you're sure that neither of those will work out? Then you better plan on taking her to your car or to a public place to have sex.

### Public Sex

How do you go about having sex in public? There are two ways. The first is to just tell her to follow you, grab her hand, and take her somewhere secluded such as the bathroom or car. And the second is to actually be where you plan on having sex with her, start kissing her, and escalate up to sex as you normally would. If she objects, or asks where you're going/what are you doing, then be honest and tell her. If you're alone and she wants to have sex, she will proceed. If she is absolutely against sex in public, then nothing you tell her is going to change her mind.

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## My Take On First Dates

Nothing gives a man more anxiety than going out on a first date. The potential of awkwardness, making an ass of yourself, or just picking the wrong place to take a woman on a date can drive a man crazy. This is something that we've all had experience with at one time or another. So how do I deal with this? I'm sure that you all know how I feel about one night stands and relationships, but what is my take on first dates?

I think men make a mistake by taking women anywhere that doesn't involve intimacy. Sure, she might have fun, but do you want her to see you as a friend or as a potential boyfriend? So that's criteria number one for me: we have to go somewhere intimate. This means no action dates, no lunches, and no dinners at crowded restaurants. I find that the more public that a place is, the less likely you or your date will just be yourselves, and the less romantic it will be. That alone creates anxiety, and is a probable reason why women flake.

Secondly, I want to go somewhere where I can highlight one of my strengths and what I value most in women: good conversation and the ability to communicate. If we can't be somewhere quiet and intimate where we can talk, then that's not a place where I'm going on a date. If you're going to take a woman on a date, then why would you want to go somewhere where you can't highlight your strengths, and may actually have the opposite effect of displaying your weaknesses?

Moving on to specialty dates, why don't I like them? Specialty dates are for couples that are really familiar with one another. Not because a specialty date requires familiarity, but because couples tend to be fickle when they aren't going somewhere general. You might love bike riding, but she might hate it. You also might like art museums, but that might just be a little out there for her. Specialty dates just have awkwardness written all over them. It takes a little time to figure out things that you both will enjoy, and that's why if I'm going to go on a first date, I'm going to go somewhere very general (General does not equal boring. It's only boring if you're a boring guy.).

So what do I do that creates intimacy and romance, lets me have good conversation, and is general enough to be something that we both will probably enjoy? Believe it or not, the best dates that I have been on were dates where we just went to my place or hers. Either we can go shopping at the grocery store, come back and make dinner; we can go to the movie rental store, rent a movie, come back, talk and watch it; or we can maybe go get takeout, and come back and watch a movie one of us already own.

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And the best thing about it is that she doesn't have to get all dressed up. I actually had one girl show up in her pajamas.

Think about it, nothing says romance like cooking dinner together, bullshitting and joking around at the grocery or rental store, and having really good conversation about whatever. I know what some of you are thinking "No girl is going on a first date at my house or let me come to hers.", and to that I say that if she likes you, she won't mind. If she has any objection, just explain it to her, and if she likes you, she'll understand. I've never had a problem or any objections from women when doing so. For me, dating is all about being comfortable, intimate, and creating a romantic scenario. A dinner and/or a movie at your place or hers creates all of this.

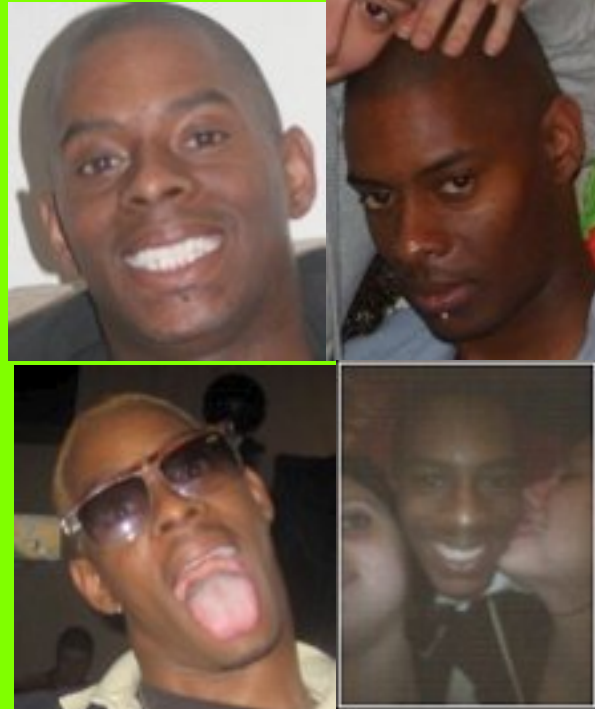
## One Last Thing

If you have all of this in place, then you're finally ready to go out and start picking up women. If you have the Study and Prepare phases in solid standing, then picking up women is going to be a cinch. However, before you head out, I want to go over one last thing. This doesn't necessarily have to do with logistics, but it is still part of the preparation process. Before you go out, it is best if you go over the Relate phase and review some of your past mistakes and see what you can do differently. It is also important that if you're reviewing, to be reviewing in the same state that you will be in when you go out. If you're going to be drinking and listening to music when you go out, then you should be drinking and listening to music while you're reviewing right before you go out. You are much more likely to be able to recall something if you are in the same state as you were when you were reviewing it.

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## Genuinely Having Fun



Let's look at the first pic, the one on the top left. I'm smiling, but it doesn't look very genuine. That's because it is forced. It is very difficult to hold a fake smile, especially over a period of time. In the pic next to it on the top left, I just look bored. While that may be OK when I'm alone in a quiet environment with a girl, it doesn't really help me in a loud night club. In the third pic, the one where I have blonde hair, it looks like I am having the time of my life, and I am. In the last pic, you can see that I am genuinely happy. The last two are where you want to be.

When you go out, you genuinely want to be happy and having a good time, as no one wants to waste time talking to a guy that doesn't seem to be having fun or isn't in a good mood. That is why it is very important that you be having fun and be in a good mood BEFORE you go out. How do you do this? Listen to music that you love and pumps you up, watch shows and movies that hype you up, or have people over and play a few fun drinking games to get you pumped up and ready to go. If you are genuinely tired or sleepy, then have an energy drink or two before you go out. If you go into a nightclub looking all bored and tired, then your night isn't going to go very well.

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## Chapter 5

# R

## Relate

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**If you've actually read and implemented my method up to this point, then you're going to have an easy time when you're out picking up women.** If you could think of the biggest issue with men who use indirect game, what would you say it is? I'm going to take a wild guess and say that the biggest issue with men who use indirect game is that they get a lot of flakey women.

Is this really a surprise? When you're not making your intentions clear, you don't know if a woman is just being friendly and talking to you, if she just sees you as a potential friend, or if she is actually really sexually attracted to you. Of course, we can look for mild indicators of interest, but even then, you can't be quite so sure. If you were, then you wouldn't have so many flakey women when you use indirect game.

So how do you get past flakeyness? By being direct and stating your sexual interest in a woman. This is the only way you can know for sure and manage your time a lot better. I don't know about you, but I'd rather invest my time into women that are actually sexually attracted to me than on "maybe" girls.

## Direct Game Is Superior Game

I think that there are quite a lot of guys in the seduction community who don't quite understand direct game, or at least what I consider direct game to be and how it works. I think that those who think of direct game think that it just consists of going up to a woman and telling her exactly what you're thinking. I disagree. Just like indirect game is more than just not displaying interest in a woman, direct game is more than just displaying interest.

First off, let me say that in order to be successful at direct game, you must be not 50%, not 99%, but 100% confident in yourself and who you are. Part of being successful at direct game is truly KNOWING that you are one of the top guys out there, and not just lying to and trying to fool yourself. Women test for this first by looking at you and seeing how well groomed/dressed you are, and they test you for consistency during conversation and how well your conversation skills are.

For instance, being dressed better than other guys; not flinching or backtracking when women test you; and having superior conversation skills. This lets women know that there is reason for your directness: that you are a top guy and really must have access to a lot women. Now you know why trying to fool yourself doesn't work; you must be 100% confident because you KNOW that you really are a catch, there are very logical reasons why, and women can see this when they interact with you.

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The problem with guys who have trouble with direct game is that they try to fake being top notch men, and women quickly sniff them out as frauds.

When women look at the natural order of things, they know that the men at the top tend to be the most direct (Hollywood stars, singers, jocks, etc), and they know that the men at the bottom tend to be the most indirect (nerds who won't even make eye contact or even say "hi"). In other words, top notch men have no problem being direct with women because they know that they have many options; and losers are terrified, so they are as indirect and as cautious as possible with women, because they know that they don't have options. Women know that the more direct you are, the more alpha you must be.

Now onto why I believe that direct game is far superior to routine style game. First, you are never in the dark. I've personally seen this with many guys who use indirect game: they talk to a girl, maybe get her phone number, maybe go on a date with her, but are never quite sure if she sees him as more than a friend, IF a friend at all. With direct game, at least with my style, I establish the mutual attraction within the first five minutes. In other words, there is no confusion. If that girl is talking to me, gives me her number, or goes on a date with me, then I KNOW that she is sexually attracted to me. There is no guessing, and most importantly, no wasted time.

Secondly, with direct game, you KNOW that a girl likes you for you. It is my understanding that a lot of routine style game guys have trouble keeping girlfriends. If I could take a wild guess, I would say that if they establish any kind of attraction with a girl, that girl becomes attracted to his routines, or rather, the novelty of the moment. What happens when he runs out of routines or she sees his true personality? Many of these women lose interest after the novelty wears off. With direct game, you present yourself as you are, therefore, you know that she is attracted to you and not some novelty that you used to get her.

And lastly, with direct game, you KNOW that you're getting what you want. Why? Because you are telling the girl what you want and giving her the option to move on if she doesn't want what you want. If you tell a girl that you want sex, and she says that she wants the same thing, then you KNOW that you are getting sex. If you tell a girl that you want to kiss her, and she agrees, then you KNOW that you are going to kiss her. If you tell a girl that you are seeking multiple partners and she agrees, then you KNOW that she won't walk away. There is no guesswork to it. Direct game is superior game.



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## Assanova's Quick Recall System (QRS)

You already know that I tend to stay away from routines, however, I am not completely against them. I am against the ones that require a lot of memorization, and are just complicated overall. So, what do I approve of? I approve of what I like to call my QRS. These are routines or techniques that require no more than remembering three small steps or sentences (chunks). When you're out in a real time environment, it is a helluva lot easier to remember a routine or technique if it is just three quick steps. Examples:

### Example 1: Marry/Fuck/Kill

- 1) **You:** Let's play a game called Marry/Fuck/Kill.
- 2) **You:** I'm going to point out three guys and you have to tell me which one you'd marry, fuck, or kill.
- 3) Tease her answers.

### Example 2: Assanova's Divide & Conquer Routine

- 1) Get inbetween a group of girls.
- 2) Tell one to scoot over if you have to.
- 3) Now that the girl you want is isolated, quickly escalate now that she is weakened.

### Example 3: Assanova's Opener

- 1) Spot the bored set.
- 2) Compliment girl on something unique or comment on something situational.
- 3) Ask a question that leads into a story from either you or her.

You can begin to understand how much more effective my style of game is when compared to that of others. When you break everything you do and say into my simple, short, QRS, they're a lot easier to absorb, remember, and execute while out in a real time environment. Anytime you're looking up a new routine, technique, or whatever, ask yourself if you can break it down into three short steps or sentences. If the answer is "yes", then quickly absorb it. If the answer is "no", then discard it.

Your homework will be to **go through all of your seduction material and routines, and to condense them into short three step segments**. If you can't do that, then discard it and don't bother memorizing or implementing it. You are to study from your QRS every night before you go out.

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## Approaching Women

Now that you understand what direct game is, it's time to talk about approaching women. And remember, she will judge you within thirty seconds, which means that if you approached a woman when you first started reading this paragraph, she has already judged you and decided whether she wants nothing to do with you, wants you as a friend, or is sexually attracted to you.

### Points To Remember

- **Approach as soon as you get into the bar; and always be talking to at least one girl. There are no excuses to not be talking to a girl.**
- **The more you approach, the easier it'll be.**
- **Conversation is not about mechanical step by step game; it is about dynamic fluidity.**
- **You only need one good opener; no need to memorize a ton of them.**
- **Approach bored sets, and sets in groups of three or less.**

## Types Of Women To Approach

You can approach any women that you want, however, I am going to recommend that you focus on two types: women that are bored, or women that are alone.

**When you approach women when they're bored, they will listen to almost anyone** and be happy that someone has finally come and talked to them. It also means less competition for their attention.

And the next type of woman that is going to be easy for you to approach, is the woman that is alone. These women are the easiest to take home for one night stands. Why are they alone? I don't know, but they are. Maybe they lost their friends? Maybe they're looking to get laid? Or maybe she is out and doesn't have any friends. Either way, it works to your advantage.

What types of women should you be cautious about approaching? Women in groups larger than three, and women that are busy having a conversation with someone else. By approaching these types of women, you are just begging for either a distraction by one of her friends to occur, or they're going to be upset

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that you're interrupting their conversation. That, and it's difficult to get everyone on the same page when you're trying to move everyone to a different location such as a different bar or bring them to your apartment. There are plenty of groups of women that are in groups of three or less to even bother wasting time on larger groups.

### The Only Two Openers You'll Ever Need

Actually, I only use one opener, and that is to **compliment a woman on something, preferably something unique**. Like what? Her shoes, her dress, her eyes, her lips, her hair, whatever. That's all I do 90% of the time when I approach women. I simply compliment them and tell them that I really like something about them, or that they have the best/prettiest/most beautiful whatever in the club/I have ever seen.

The second opener I use only when I see an opportunity to do so. And what's that? The situational opener. For instance, if I see a girl almost trip I'll yell out "I saw that", or if a girl has an interesting object, I'll make a comment about it. You can't plan situational openers because you never know when they will present themselves.

### The Six Themes Of Conversation

Going back to talking to women and why the current seduction models out there don't best fit the real world. As I've already said, they're too technical, thus setting you up for failure. They require you to recall how an entire routine works that may only last a minute or two, and then you're dead in the water. Secondly, conversations in real time environments occur at light speed, so while you're trying to recall a routine or what step you're on, it's already too late. And lastly, in real life, you actually move back and forth in actual themes of conversation.

It's not as simple as building attraction and then moving onto being vulnerable etc. You actually will do a lot of moving back and forth. This is exactly why humans are superior to computers: we are much more fluid and dynamic, while computers operate in very static, linear ways. The seduction models of yesterday are set up like computers and aren't really suited for dynamic human to human interactions. Instead of focusing on a step by step model with an overload of little details that are too much to process in a real time environment, it is much more

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efficient to focus on overall themes of conversation. This is how the human mind operates.

### Theme One: Sexual Attraction

**Within the first five minutes, you need to establish sexual attraction.** Why? So you don't waste time on a woman that isn't sexually attracted to you. When you establish sexual attraction, you know that the girl you're interacting with is into you. If a woman openly admits that she is sexually attracted to you, then it sends the signal to her friends that she likes you and to not interfere. The same goes for your friends. When your wingmen know that the woman you're interacting with is sexually attracted to you, they can't use the excuse of not knowing that you two were into each other if they try to claim her for their own.

You also continue the sexual attraction and build it up by touching. Starting with soft touches like the hands, moving to touching other parts of her body, and then perhaps a hug or kiss. Establishing the sexual attraction within the first five minutes makes this process much easier and comfortable than what it would be if you were just some "stranger".

#### Establishing Sexual Attraction

I'll restate this: You must establish sexual attraction within the first five minutes of conversation. This is how you know that you are not wasting your time on a "maybe", or as I like to call it, a "flakey" girl, and will prevent most of your flakes. Look a woman dead center in her eyes and say the following:

**You:** "I'm attracted to you. Are you attracted to me?"

or

**You:** "I like what I see. Do you like what you see?"

If she says "yes", then this makes your job so much easier from here on out. If you are consistently told "no" to this question, then you know that you have a serious problem and it has nothing to do with what you're saying to a girl; it has everything to do with your confidence and marketing.

### Theme Two: Fun

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In the chapter about preparation, I reminded you that you should be having fun before you go out. You have to keep this going as soon as you step into a bar, and that's why as soon as you get to the bar, you need to be talking to women **IMMEDIATELY**. That's capitalized for a reason; when I say **IMMEDIATELY**, I mean **IMMEDIATELY**. The longer you wait around making excuses, the more anxiety you'll feel, and the less happy you'll be. Before I even get my first drink, I am talking to girls. You will find that if you talk to a girl right away, your night will go really well. And to keep this going, you need to be talking to girls non-stop. When I go out with a wingman, we don't even spend a lot of time talking to each other, because we are always busy talking to women.

And remember, people generally go out to have a good time. If you're a boring guy, then why would anyone want to waste time talking to you? It just doesn't make any sense at all. You must be the fun guy, and if you really want to do well, be much more fun than everyone else around you.

### Way To Have Fun #1: Disqualify Yourself

This will make a lot of women laugh and become interested in you. How do you do this? Say the exact opposite of what they're expecting you to say:

**Her:** "You're cute."

**You:** "Who? Me? I don't get any girls."

**Her:** "You're so nice."

**You:** "I'm such a bad guy."

**Her:** "You dress really nice."

**You:** "I shop at Wal-Mart."

Don't pay attention to the actual words, but rather, pay attention to the structure. Anytime she says something about you, say the exact opposite. Bonus points if you roll your eyes and turn your head while doing so.

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## Way To Have Fun #2: Retarded Dances

This is perfect for the dance floor or if you're a guy that can't dance. All you have to do is pick out a retarded dance from one of your favorite movies, and then mimic it. Retarded dances has gotten me more laughs out of women than I can recall. It shows that you don't take yourself seriously, and the women will love it because every other guy tries to be serious when they're dancing. This also works as a good opener: walk up to a girl, get her attention, and then bust out a retarded dance.

## Way To Have Fun #3: Playing Keep Away

If a girl asks you a question? Make her guess. If a girl tries to touch or reach for something of yours? Don't let her get near it. If a girl is begging for your attention, keep it away from her. If a girl is trying to kiss you, slowly pull away and make her chase. Don't pay attention to the exact words I just wrote, but look for the underlying message: make her chase and be a challenge.

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## Way To Have Fun #4: Sarcasm

Instead of relying on routines, there is a more useful fluid way to make women laugh and have a good time, and that is by using humorous sarcasm. This is when you say or ask something very serious (or she says something that she's serious about), and then you follow up with something completely unexpected. Here are a few examples:

### Example 1:

**You:** "So where do you work?"

**Her:** "I'm work at blah blah blah."

**You:** "Oh, so you're the janitor?"

### Example 2:

**You:** "You're so short..."

**You:** "...I bet you're the girl that use to go around school kicking everyone's ass."

### Example 3:

**Her:** "I'm a bartender."

**You:** "Oh, so you have your own lemonade stand?"

### Example 4:

**You:** "Your hair is so pretty..."

**You:** "...I bet it's a wig."

And then you **end it with a shit faced grin or by rolling your eyes, signaling to her that you are just being sarcastic.** <---DO NOT FORGET THIS PART! If you try to be sarcastic with a very serious face, then some women may take it the wrong way and think that you're trying to be serious and insult them, and that's why it is imperative that you end it with an obvious shit faced grin or by rolling your eyes. Pay attention to the STRUCTURE. Something serious followed by something outlandish.

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## Way To Have Fun #5: Props And Mockery



In the first pic, you can see that I took this girl's glasses and started mocking her by making a weird face. I don't remember, but I may have mimicked her voice, making it sound all whiney. In the second picture, I was walking with a girl, saw the motorcycle, and decided to hop on it and make a retarded face. And in the third picture, I would never wear that to a bar, but I went to some kind of beach themed frat party that night, and decided I would one-up everyone by wearing an inflatable duck. I constantly had girls coming up to me to see and play with it.

### Theme Three: Conflict

This is going to occur in conversation, in fact, there are times where you are going to want to force it. Anytime someone tries to make fun of you either ignore



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it, or bounce the question back on them and hit them with something abstract. For example, if someone tries to make fun of a piece of clothing you're wearing, ignore them or say something retarded; if they try being funny and ask you where you got something from, don't answer, instead say something retarded like "Where'd you get your face?". In another example, if some asshole asks you if you're trying to pick up girls, don't answer, and ask him if he's trying to pick up men. Everyone will laugh and the joke will be on him. Remember, it won't have the same effect unless you hit them with something abstract and illogical.

How are you to deal with other random men walking in while you're trying to talk to a girl? I simply box him out of the group or tell him to leave. It's that simple. The girl you're talking to will have a little more respect for you, and it quickly gets rid of him.

### **Forcing Women To Make Decisions ("Yes" Or "No")**

Every man has been in a position where a girl has demanded more time to "think about it" or given him vague conditions in which she'll do something for him or give him what he wants. And I'm willing to bet that nine times out of ten, the guy never ends up with what he wants, whether it's sex, a date, getting back together, getting her to leave a bar with you, getting her to stop seeing another guy and commit exclusively, or whatever. It just never works out in his favor.

Either she's buying time so she can have her cake and eat it too for as long as possible, or she has no intention of giving you what you want but just doesn't want to tell you that. They're telling you that they need to sort out their feelings when in reality, they're holding out for what they perceive to be a better guy, or they're trying to get everything that they want for as long as possible (i.e. the security of having you on standby while they still play the field for a better option).

They do all of this at your expense, because truth of the matter is, when it comes to men, women are selfish and don't care about you. All they care about is the best deal that they can get for themselves, and if that means hurting you, or not giving you what you want, then so be it. Women use "feelings", "being unsure", and "needing more time", as an excuse to cover up their selfishness in order to preserve their "perfect princess" image. Ever notice how when things go wrong, women never take responsibility? It's to preserve their "perfect princess" image. If they can blame you, their feelings, or anything else but themselves, then they will.

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So how can you put a stop to this? Force the woman to make a decision right then and there. Only two things will possibly happen: one, you get what you want; or two, you don't get what you want, but you save yourself a lot of heartache and time. Women, rarely, if ever, change their minds about giving you what you want when it comes to "feelings", "being unsure", and "needing more time"; all of this is a lie; a cover up, so to speak.

They really do already know what they want, but what they're so unsure about, is how long they can keep stringing you along. They'll keep stringing you along and avoid making a decision for as long as they possibly can. Why? Because making a decision means taking responsibility and possibly tarnishing their "perfect princess" image. Women will do whatever it takes to avoid doing so; hence, why they wait around for someone to make a decision for them; it allows them to shift responsibility, and henceforth, blame, to someone else, thus preserving their "perfect princess" image and feeling no guilt whatsoever.

However, by walking away from her right then and there, it shows that you have a backbone and that you don't need her. In this case, she might actually change her mind. And in many cases, this is what happens if she actually does have feelings for you. If women realize that they can always fall back on you, and keep you as an option, then they will. This is why it is so very important that you remove yourself as an option. When you do this, all of a sudden she won't be so unsure, her "feelings" won't need more time, and she'll either chase you, or forget about you. Either way, you win.

Learn to force women to make decisions, and if they don't want to make a decision right then and there, then walk away. It never works out in your favor to wait around on her to make up her mind or to try to please her vague demands. If she can't be VERY specific about the terms, then that's how you know that she intends on stringing you along. If she's giving you a "maybe", then you know that she intends on stringing you along. And if she's giving you the "I don't know how I feel" or "I need more time" bit, then that's how you know that she intends on stringing you along. It's time for you to start clipping that string and learn how to drop her. You just made her decision for her.

### Theme Four: Connecting

This seems to be the theme that gives men the most trouble. They have no idea of how to connect to the people that they talk to. When you actually think about it,

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it's not that difficult; it's actually pretty easy. All it is, is getting people to feel a connection to you. When someone feels connected to you—like you are similar—then they tend to want to keep you around.

The first way to do this is to appreciate someone's accomplishments or just who they are as a person. The second way to do this is through shared or similar experiences. People like those that seem to be in the same group as themselves. Keep that in mind.

Do you know how to tell stories? Every guy trying to pick up women ought to have a few stories to tell when he's out. If you don't then that's a sign that you have been spending too much time inside of your house instead of out interacting with people. Why is it so easy for me to tell stories? Because I've constantly been out interacting with others.

### Appreciating Accomplishments And Individuality

#### Example 1:

**You:** "You have really pretty hair. I love curly hair. I wish more girls would do it that way."

#### Example 2:

**You:** "Oh, so you're a trying to be a veterinarian? That's really cool that you are looking after animals."

#### Example 3:

**You:** "You have really soft hands. There aren't too many girls out there that take care of their hands the way you do."

#### Example 4:

**You:** "You've got to appreciate a working woman like you. There are so many girls that are after men for their money, but you work hard for yours. It's always good to meet a self-reliant woman that doesn't need anyone to take care of her."

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Let's say that you have a really crazy story to tell. This is when you use a lead-in question such as "What's the craziest thing you've ever done?". Or if something interesting happened to you, you might ask "What's the last interesting thing to happen to you?". Listen and then respond with your story. And don't stop there. Once they get talking, ask follow up questions. This is how you will be talking to a girl or group one moment, and the next thing you know, an hour or two flew by.

### Theme Five: Leadership

If you want the conversation to go somewhere, then you need to take it there. If you want to move the girl(s) to a different bar, dancefloor, or to a restaurant, then you need to take it there. If you want a kiss, a date, or whatever, then you need to lead it that way. And at the same time, do not allow anyone to tool you. If someone else is trying to take over the group, then you need to talk over them, or go for broke and be willing to walk away. If the conversation dies, it's because of you. If you don't get a date, it's because of you. Just take responsibility for the direction of your interactions. You can't just wait for things to happen.

#### Assanova's Statue Of Liberty Routine

As you already know, I'm not big on routines. However, I thought I'd make my mark on the world of routines by adding one of my own. Of course, you know that I've field tested this, and I kept it simple. First, I know that all of you have heard of The Apocalypse Opener. From what I understand, you're going to get 1 out of 10 women to follow through on it, if you're lucky. With this, at least in bars and parties, you should get 2 out of 3 women to follow through on this; or at least those are my personal results.

This one isn't an opener, but more of a closer, and naturals actually use this all the time. I call it my Statue Of Liberty routine. So how does it go? I realized that the biggest problem with The Apocalypse Opener, was that it had guys asking women to come home with them before there was any attraction. You'll find that once you build attraction, your success rate will skyrocket. So, the first part of the Statue Of Liberty routine is to build attraction any way that you know how to.

Once you start to get indicators of interest (IOI's), such as deep eye contact, the girl playing with her hair, touching you, etc., then it's time to go into the actual Statue Of Liberty routine (DO NOT WAIT AROUND BUILDING MORE ATTRACTION, FOR SOMETHING TO GO WRONG, FOR HER TO LOSE

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ATTRACTION, OR FOR SOMEONE TO INTERFERE). You make eye contact, deliver a compliment, and follow it with a statement (related to the compliment) with your intended outcome. Here are a few examples:

## Example 1A, 1B:

**Compliment:** "You have nice lips."

**Statement:** "I wanna kiss them."

**Compliment:** "You have nice lips."

**Statement:** "I have to kiss them."

## Example 2A, 2B:

**Compliment:** "You're cute."

**Statement:** "Follow me."

**Compliment:** "You're cute."

**Statement:** "Let's get out of here."

## Example 3A, 3B:

**Compliment:** "You're sexy."

**Statement:** "I should fuck you right here on the hood of this car."

**Compliment:** "You're sexy."

**Statement:** "I'm taking you home with me."

...And then follow through with action if she doesn't object. It's simple enough. To recap, it's:

**Step One:** build attraction anyway that you know how to, and then once you get a few IOI's (indicators of interest) move on to...

**Step Two:** Deliver Compliment

**Step Three:** Deliver Statement

Notice two things about this. The compliment is so that she feels really good, and when you make people feel good, they're more likely to want to make you feel good in return by complying with your demand. And secondly, you aren't asking a question. If you don't give people the option to tell you "no", then they are less likely to stop you from proceeding forward.

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And whatever you do, **NEVER BACKTRACK**. If you say something and someone doesn't like it or challenges you, don't back away from what you said. If necessary, repeat exactly what you just said. When you backtrack, it shows that you lack a backbone, and no woman respects a man that lacks a backbone.

### Theme Six: Body Language

This one is the easiest to execute out of all of the themes. All you have to do is remember three things: No fidgeting, No pecking, and hold SOLID eye contact. No fidgeting means no sudden jerky movements like you're nervous and afraid to be around women. No pecking means no leaning in to talk or hear a girl. If anything, hold your position, make her come to you, or simply speak louder if you have to. And whenever you're talking to someone or they're talking to you, make sure you hold SOLID eye contact. This lets them know that you're listening, and it also lets them know that you mean business when you're talking to them.

#### Turning Your Back

A good way to use your body when talking to people, is to turn your back and/or walk a few feet away when you run out of things to say. You never want to be just standing somewhere blankly because the longer you stand there with nothing to say, the more they will see you as an outsider, and the more awkward everyone will feel having you there. The best way to handle this situation is to turn your back or walk a few feet away when things go silent. Whenever you can gather your thoughts again, all you have to do is turn back around or walk back a few feet. This allows you to save face should your mind go blank for whatever reason.

#### Showing Disgust & Disappointment

Someone say something that you don't like or didn't want to hear? Someone insult you? Use your eyes to show disgust by rolling them away and turning your head. You can even use this in a playful manner to tease whoever you're talking to.

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## Walking Away

If she says something that you like about her or that you have in common, another good way to play with her is to tell her that you don't believe it and walk a couple of feet away, only to return one second later.

## Groups Of Women

There are only two things to remember when dealing with groups: **1)Make everyone feel included by looking at, talking to, and engaging everyone, and 2)Be careful not to insult anyone.** If just one person feels insulted, then she might leave and take away the girl you're trying to pick-up with her.

This is where having already established the mutual sexual attraction comes into play. If you do this, then the other members of the group will feel obligated not to get in your way while you game your girl. Most of the time, they'll just leave the two of you alone and let you connect with each other. If you feel the need to take said girl to another area of the bar, just make sure that you OK it with her friends first. Just tell them that you are going to go somewhere else, but you wanted to OK it with them first. They will appreciate you getting their approval first and will most likely have nothing but good words about you when you're not around.

And as I stated before, you should only be approaching women in groups of three or less. Anytime you approach a larger set, you are just asking for problems and distractions. I find that the smaller sets are a lot easier to deal with. The only time you'll see me approach a set of four or more women is if they look really bored, in which case I'll come in and make everyone laugh while I scope out my target.

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## Calling Versus Texting

You've got a phone number, so what do you do with it? If you're looking to meet up with the girl late at night, then texting would be better, as it allows her to stealthily talk to you without her friends knowing that she's coming over if she's coming over after the bars close. That, or she might still be in a loud bar, where calling isn't the best thing to do. However, if you've set up a date, then always call. Women appreciate men that have the balls to call. That being said, you never want to get caught up in texting women. Why not? You'll get caught up in sending endless texts before finally getting to a final solution as to whether or not you're meeting up. That and it may take forever just to get a response. Calling is much easier and efficient. If she doesn't pick up, then leave a voicemail. She might actually be busy, and if she still likes you, she'll call you back. Oh, and only call or text once. Only needy men call or text more than once without getting a response.

## Single Women

Alright, so you're alone with a girl, what do you do? Well, you've already read *The Six Themes Of Conversation*, so you already know what to do. There's only one thing that you need to remember: No bragging. Bragging makes you come off as a try hard. If she asks you about something, then that's OK. However, never go out of your way in an attempt to impress. In other words, this means no spending outrageous amounts of money on a woman that you're not dating, and no bragging about the material things that you have, or whatever prestigious position you hold.



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## Screening Women

Don't forget to screen the women you talk to. All women want men to want them for more than their looks, and you do this by screening women. How do you screen women? You ask questions about her that interest you, such as:

What does she have going for her other than her looks?

What does she plan on doing with her career or college degree?

If a guy had other female pursuers, what qualities does she possess that would make him choose her over the other women?

It doesn't really matter what you ask as long as you make sure that you ask these questions to show that she doesn't automatically have you all to herself.

## Getting Her Home

Getting a woman home is easy, if you know how women think. No woman wants to feel like a slut, so that's why telling girls "Want to go have sex at my place" isn't a great idea. Unless her friends are nowhere to be found, the chances of it working are slim. Not necessarily because she doesn't want to, but because she has nothing to tell them when she leaves with you. This is why you have to provide an alibi for her. In general, there are five ways to get a woman back to your place:

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1. Invite her back to go check out something that you have in common, like your dog, artwork, music, etc.
2. Invite her back for drinks, and maybe someplace quieter because the bar is too loud, crowded or about to close.
3. Tell her that you intend on taking her home, and when you're ready simply tell her "Let's go/get out of here."
4. If you came somewhere together, maybe with a group, simply sneak out with her and go back to your place before everyone else decides to follow.
5. Ask her if she's coming over or coming in for a little while.

I've gotten all five ways to work. Regarding number three, that one only works if you know that the girl is REALLY sexually attracted to you. How will you know when a woman is REALLY sexually attracted to you? Other than feeling you up, or kiss you ever 2 seconds, this is something that comes with active experience.

## Asking For A Date

If you've been talking to a girl for awhile and decide that you want to invite her out on a date, here is an example of how I do it:

**Me:** "Look, we already know that you're a very beautiful girl, but I want to get to know you a little better to see what else you have to offer...are you cool with that?"

**Her:** "Yes."

**Me:** "Good, let's meet up on Tuesday. Work for you?"

**Her:** "Yes."

And exchange phone numbers. I want to mention that you should make sure that she has your number as well, simply because most people do not pick up their phones when they don't recognize the incoming number. And if she tries to give you that "give me your number instead" or "add me on facebook" bit, then walk away; she's a flakey girl. Remember, you only win by walking away.

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## Risky Men Get Risky Sex

Getting back on one night stands, I want to get on something that I don't think I made clear enough in my guide about one nights stands: risky men get risky sex. I say this because I've been out with guys who have read it, and they continue to ignore what I said about NO PHONE NUMBERS, TAKING RISKS, and MISSED OPPORTUNITIES. In other words, you guys are playing it too safe.

I mentioned this before, but you really don't want women to see you as a potential boyfriend if all it is that you want from them is sex; hence, why I said no phone numbers. Instead, women need to see you as the type of guy that just oozes masculinity; the type of guy that's going to rough her up in bed. And you display this by taking risks, being a little raunchy and whatnot.

You want women to think to themselves "Wow, this guy has balls.". I already know exactly what 99% of you reading this are thinking: you're just going to randomly walk up to girls and tell them that you want to fuck them or take them home. That's not how it works. As I mentioned in my Statue Of Liberty routine, in order for you to really see any success, the woman has to feel some kind of attraction towards you first. You can't just be an unattractive guy with no game, and expect women to sleep with you just because you walked up to them and asked them to.

And what really surprises me, is that many of you haven't caught on to the sheer number of risks that I take with women when you read my stories. Even in my guide about one night stands, you can see where I went for sex, the girls initially turned me down, only to later jump my bones. Why? Because big balls and masculinity turn women on. If you're really cool about the situation, and imply that you're not going to see her any differently if she has sex with you, then she's probably going to fuck you (all of this is assuming that she's attracted to you in the first place).

You don't necessarily have to be vulgar when you want sex; you can simply invite her back to your place, and you'll get the same message across minus the vulgarity. So many of you tiptoe around letting women know that you want to have sex with them, and then wonder why you aren't getting any one night stands. Stop inviting women to "after parties", and stop asking for phone numbers; if you want sex, then don't be afraid to ask a girl if she wants to leave with you; don't be afraid to tell a woman that you want sex. If you're just really cool about it, and she feels attraction towards you, you're probably going to get it.

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Stop being afraid of women and what they will think of you. You get so invested in the outcome that you're afraid to lose the girl by saying something risky. Instead, you'd rather invite girls back to after parties or ask for a phone number simply because it's the safe thing to do and you don't want to risk losing her by being honest about wanting sex. You are just too invested in the outcome. A one night stand is risky for a girl, but you don't get to that risky outcome if you're too busy playing it safe and never take a risk. Let go of the outcome and be willing to lose the girl.

You're finally about to reach the goal line, but she stops you from scoring. What now? Anytime a woman rejects you, move away, and shut up. Wait. If she doesn't jump on you and start kissing you again, then it is up to you to call her out on her bullshit. I'd give it a good five minutes of silence before doing so. If she's still there sitting through the silence, then she obviously likes you a lot. And it is at this point that you call her out on her bullshit by simply asking her if she wants to have sex or not. Remember what I said about getting a "Yes" or "No" response from women? Well, now is that time.

## Conclusion

What I have just written, are your leads. Go back and read the story about my latest outing at the beginning of this guide. Now you should be able to understand and decipher every little bit of game within it. If I didn't believe that you had it in you, then you wouldn't have these leads. Go out and be a closer.

## About Assanova

I am Assanova and I am the King of Direct Game.