



# ULTIMATE APPROACH

**“How To Smoothly Approach Any Woman,  
Start Conversations, Create Attraction &  
Make Her Want You... FAST!”**

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Hey, it's your wingman Dean Cortez, back with another nuclear knowledge blast on how to take your game with women to the next level.

Many of you know me from [Mack Tactics](#), which was one of the original programs that taught guys how to succeed with women. Tens of thousands of men from Brooklyn to Brazil, from Hollywood to Holland, have used the science of Mack Tactics to pick up girls and get laid like rock stars—or, to find the high-quality girlfriends they've been searching for.

Whatever their goals with women were, Mack Tactics helped these guys get it handled. I receive emails every day from dudes—of all ages, and from all walks of life—who want to tell me about the incredible breakthroughs they've made with women. If you ever want to do the same, or have a question to ask, you can always reach me at [deancortez@macktactics.com](mailto:deancortez@macktactics.com).

But while Mack Tactics gives you the complete step-by-step blueprint on how to improve your game, there are various specific areas which you may want to work more on. I often refer to the basketball legend Michael Jordan when I talk about mastering your dating game. He became the greatest player to ever step on the hardwood not because he performed the most spectacular dunks, or could be counted on to sink three-pointers in the final moments of crucial games.

He did all of those things (and made it look easy), but he's known as the greatest of all time because he was the ultimate *complete player*.

He won awards as the best Defensive player in the league, while at the same time scoring more points-per-game than anyone. It didn't matter whether it was a meaningless regular-season game, or Game 7 of the NBA Finals. Jordan *never* took a night off, and if there was an area of his game where he was anything *less* than the best, he focused on strengthening it.

For a lot of guys, their "weak area" is the approach. That's why I wrote this book.

Before I developed my game, this was definitely a weak area for me. I had confidence in other areas; once I'd gotten to know a girl, I could be clever, funny and express myself. I could hold an interesting conversation, and I had a wide range of knowledge. The challenge, for me, was meeting new women. I just didn't feel comfortable walking up to a pretty girl who I didn't know, and trying to start a conversation.

When I *did* approach, it was usually at bars, clubs or parties, where I'd sucked down plenty of "liquid courage" (i.e. alcohol) and threw caution to the wind. But these approaches rarely led to anything. Even when I did "open" conversations successfully, I didn't really know where to take it from there. The conversation would soon run out of steam and regress to "small talk"—superficial chit-chat that didn't help me make any real progress.

Well, if you read [the original Mack Tactics book](#) you know the remarkable journey that I ended up going on. I befriended a Hostage Negotiator who taught me the most advanced verbal and communication skills—as well as how to "bond" with a person in the quickest and most effective ways possible—and I integrated these tactics into my interactions with women.

The result was the Mack Tactics system, which has been tweaked and improved over the past five years—not only by myself, but by some of the most legendary pickup artists in the game. Today, I can say with confidence that it's the most complete system ever put together for guys who want to become highly successful with women.



[Mack Tactics](#) contains many solid approach tips, but in this book I'm going to go into much greater detail and provide newer and updated tips and techniques. This is essential stuff if your goal is to go out there and start meeting and attracting more women.

Some experts will tell you to focus on developing your inner game (your self-confidence and outlook on women, and life); others teach the art of flirting; and some explain how to pull off Same Night Lays (how to maneuver women into bed the same night that you meet them). These are all important. But the bottom line is that you'll *never get the chance* to flirt, display your inner game, or have wild & crazy sex with gorgeous women if you lack the ability to effectively approach and engage them in conversations.

And not just any old lame conversation—the type of chit-chat that women have to put up with every time they go to a bar and get approached by douche bags. I'm talking about making an approach, and engaging her in a conversation, that's going to stimulate her curiosity and attraction and will result in you getting her phone number (and having her actually look forward to your call, instead of not answering), or escalating to a physical/sexual level with her *that same night*.

If you're not able to approach attractive women without hesitation, then literally every day of your life you are allowing golden opportunities to pass you by. Think of all the beautiful girls you see on a daily basis, but *don't* talk to! Of course, in some situations, it wouldn't be appropriate to approach a woman and start chatting. But in the majority of cases, that girl you are checking out *would* be open to talking to you, knowing more about you, and seeing you again—if only you'd had the right mindset and the skills to walk up to her and get it started.



But the initial act of approaching the girl, and trying to start a conversation, is a nerve-wracking proposition for most guys. It doesn't matter whether they're standing in a bar, or staring at a beauty in the bookstore, or at the park or the gym.

They'd love to walk up and take a shot, but *they just don't know what to say...*

Lots of material has been written about approaching women. Some of it is quite useful, but a lot of it is junk. Different experts advocate different styles of approaching. “Direct openers.” “Indirect openers.” “Question openers.” “Opinion openers.” “Joke openers.” “I’m taking a survey” openers. Etc.

Some guys try to learn and use them all. But do you really need to have a mental Rolodex filled with 101 different ways to walk up and start a conversation?

No, I think you only need to know a few methods that *work*. And once you’ve used them a number of times to “break the ice” and start conversations, approaching women and beginning the process of seduction will feel like second nature to you.

With the right approach, you will communicate things that will start the interaction in a positive way that works to your advantage. I’ll explain all of this in detail later, but before we get into specific approach tactics, I want to run down some concepts that are important for you to understand...



## Elements Of The Ultimate Approach

A successful approach conveys the following things to women:

**Playfulness, fun and positivity.** This is huge with women. If you're the type of person who dwells on negative thoughts and has a sarcastic, self-deprecating sense of humor (which is how I used to be), leave that shit at home. You've got to convey positive energy when you talk to women. You are *not* going to bond with high-quality women by talking about your disappointments in life, your failures, your fucked-up family, your bitch ex-girlfriend, or how lame this bar/club/party is. Your goal should be to *raise* the energy and "positivity level" of any woman (or group of people) you come into contact with. If you *bring down* their energy level, you're screwed; they're going to want to get out of the conversation soon.

Hot chicks don't spend two hours choosing their outfit, and doing their hair and makeup, so they can meet some guy who is going to *drag them down!* On the other hand, you can be a guy who (they say) isn't "their type" as far as looks go—but if they're having fun in your presence, and you're elevating their energy level, they are going to want to stick around you. This is simple human nature.

In the [Mack Tactics book](#), we've got a set of principles called The Ten Mack Commandments. One of them is, "Wherever You're At Is The Place To Be."

This means that whenever you are out socially, you want to project the sense that you're having a kick-ass time and that the people you meet will have *more fun* by hanging out with a guy like you. A few nights ago, I was with a buddy of mine at a bar. There were a couple of cute girls sitting at a table in the corner, and we wanted to meet them. They didn't appear to be having any fun—I could tell by their facial expressions and "closed" body language. (Later in this book, I'll explain how to communicate and read body language the right way.)



So, before making any type of approach, my buddy and I sat down at the bar and I started flirting with the female bartender—teasing her, getting her to laugh. I bought the bartender a drink and got her “on our side.” The girls sitting in the corner noticed this. Here we were, in this lame bar on a slow night, and we were the only people in there who appeared to be having a great time regardless.

I eventually turned towards the girls, asked them their opinion on something funny we were talking about at the bar, and brought them into the conversation. They were receptive because they could see that we were “bringing the party.” They were going to have more fun by being included in our conversation. Simply by observing us having a good time, they became curious and interested.

Playfulness also means not answering a woman’s questions directly. The most common mistake that guys make, when talking to women, is that they allow the conversation to slip into “job interview mode.”

Instead of being playful and taking the conversation in fun, unexpected directions, it becomes a boring question-and-answer session:

“So what’s your name?”  
“Are you from around here?”  
“What do you do (for a living)?”  
“Have you been to this place before?”  
“So, do you have a boyfriend?”

Blah, blah, and so on. The conversation is stuck in neutral...and losing steam. Why talk to her *the same way every other guy does*? Take things in a direction she doesn’t expect!



The dating expert David DeAngelo has some great material on this. (If you haven’t read his legendary book *Double Your Dating* yet, it gives a ton of awesome pointers on being “cocky and funny” with women—busting their balls in a light, playful way to make them feel curious and attracted, because *they know* they’re talking to an unusually confident guy.)

When a woman asks David D what he does for a living, he won't talk about the fact that he's a successful entrepreneur. He'll say with a smirk, "I'm an ass model." Or, "I'm a lion tamer." Or, "I'm a disposable lighter repair salesman."

The point isn't to make her laugh at your wit. The point is that answering this way shows that you don't take the conversation, or women, too seriously. *You don't care* whether she's impressed by you or your job. (Most guys, when asked this question, will try to sell themselves to the woman and give "the right answer"—as if they're being interviewed for a job position they desperately want!)

When you respond in the David D style, you're communicating "beneath the surface" that talking to an attractive woman is no big deal for you, and you're not trying to impress anyone. Give her a funny answer that deflects her question, and then change the subject to something else. You're giving off the vibe, "I'm not here tonight to talk about boring stuff like jobs. I'm here to have fun, and if you hang with me, you'll have fun too."

**Teasing** women is another great way to show playfulness. We'll cover this more later, but for a ton of detailed examples of how to tease women and create the RIGHT kind of sexual tension—so that women actually want to *work* to get your approval—read the Mack Tactics books, which have been a "bible" for tens of thousands of guys around the world who want to attract more women.

Just remember, as long as a woman is having *fun* when she talks to you, you're winning the game. We're going to talk later about different types of effective approaches later, but the main idea behind all of them is to get her into a *fun, original, thought-provoking* conversation. Trust me, if you understand how to do this, you possess a huge tactical advantage over the guys in the bar who are more "handsome" than you are, or have more money.

**Quick story:** I was at a bar the other night with a buddy of mine, Jay, who is extremely successful with women, and his style is to be very flirty and sexual.

He introduced himself to this very hot girl named Sarah by saying (with a smile), “I hope you don’t have a boyfriend lurking around her somewhere, because I’ve been wanting to flirt with you since I saw you walk in.” Then he launched into one of the conversational routines that I’d taught him, and started chatting with her and teasing her. She got swept up in his positive energy and was having fun. Then he glanced down at her shoes and said, “By the way, those shoes are awesome. If we wind up having sex later, you’ve got to keep those on. So anyway, as I was saying...”

I have to admit, I was a bit shocked by what Jay just slipped into the conversation! But as he explained to me the next day (after having banged the girl several times), his style of approach and flirting *works for him* because it’s congruent with his confident vibe, and he knows how to keep the conversation moving. (If he’d been fidgeting nervously and avoiding eye contact while telling her to wear her shoes during sex, he would have come off like a creepy weirdo—and possibly gotten a drink thrown in his face.)

(By the way, Jay stands 5’7” tall and has thinning hair. But he studied pickup, especially Mack Tactics, and figured out a style of flirting with women that *works for him*.)

Because the girl had been enjoying herself, and he had demonstrated that he didn’t take any of this too seriously, that line made her laugh—and tingle with excitement! She punched him on the arm lightly (an indicator of her sexual interest) and scolded him, but obviously she was loving every minute. His confidence and playfulness was so unusual. She found it stimulating.

Anyway, Jay ended up bringing her home that night and having sex with her several times—even though she had two friends at the bar with her! When Sarah’s friends came over and said “it’s getting late, we should go” (attempting to cock-block), Sarah said to them “I’m going to stay here, I’ll call you tomorrow.”

Jay had isolated a very hot chick from her posse of friends—an extremely difficult thing for most guys to do. Why? Because she was having *fun* with him.

Now, in order to get her into bed a few hours later, my buddy had to

“escalate” and move the conversational tone from playful flirting to the idea of having great sex with him tonight. I can’t cover that whole process in the space of this book, but if you want to learn exactly how to get a woman into bed the first night you meet her, [click here](#) and learn the most advanced tactics for influencing and “subconsciously seducing” women.

## The Approacher Scale: How Do You Measure Up?

Before we jump into the specifics of approach, let’s see where you measure up on the Approacher Scale. My friend, the highly respected dating coach Carlos Xuma, says there are five different levels of Approachers. See which level would describe you, and this will help you to determine which areas you need to work on the most.

**Phase One:** This Approacher is extremely uncomfortable around women. He gets so nervous that he actually gives off physical signs: sweaty palms, stammering speech, fidgeting, etc. If you fall under this category, you’re going to need to work on your self-confidence before you start learning the technical aspects of approaches. An excellent program I recommend for developing powerful self-confidence is *Secrets Of The Alpha Man* by Carlos Xuma. Give it a look.

For the time being, the Phase One guy should avoid doing “cold approaches,” which means trying to approach women who are complete strangers. Use the material in this book to start with “warm approaches,” which means initiating conversations with people who are in your extended social circle, such as friends-of-friends that you meet at parties, at the workplace, or at other events. Your confidence is on shaky ground right now, and doing cold approaches—and getting ignored or shot down—will only do more harm to your self-esteem. Take it easy on yourself. Go slow, but keep moving forward with your development, which this book will show you how to do.

**Phase Two:** This guy still feels quite a bit of anxiety and uncertainty when he considers walking up and talking to a woman, but sometimes he will take action. If he’s sucking down drinks at a bar or a nightclub, this is where he’ll typically be willing to take action—the problem is, his skills are weak and he rarely succeeds. He can sometimes walk up to a girl and introduce

himself, but the conversations typically don't go anywhere—because he doesn't know how to move things forward.

*This is a key point that I will keep hammering on throughout this book: no “opening line” is going to be successful unless you can use it to transition into an effective conversation.*

**Phase Three:** This type of Approacher is fairly comfortable talking to women, but he needs more guidance and technical ability. He's okay with walking up to a girl and initiating a conversation, but he eventually “runs out of steam” and finds himself struggling to maintain the conversation or take it anywhere interesting. This is when a woman will often say to him, “um, it was nice to meet you, but I've got to go find my friend...” (or make up some other excuse to get rid of him).

**Phase Four:** This Approacher has pretty solid game. He's probably studied some pickup material, and he will not hesitate to approach “convenient targets” (such as, women who are standing near him in a bar or at a party). As a result, he gets laid on a fairly regular basis, but the danger here is that Phase Four Approachers will often get complacent. They don't push themselves beyond their comfort zone. They have occasional success picking up fairly attractive women, but they're still not comfortable approaching “9s” and “10s”—the extremely hot chicks that most guys don't even bother to try to talk to.

*The comfort zone is your enemy—with beautiful women, and with your overall approach towards life.*

**Phase Five:** This is the level you should aspire to. This type of Approacher feels no fear, because the word “rejection” is not a part of his vocabulary. He believes that when he approaches a hot woman, he's actually giving *her* the opportunity to be a part of his fun, exciting world. He knows he can teach women new things, show them new places, introduce them to cool people, and it would be *her* loss if she doesn't get to know him.

The Phase Five Approacher will “cold approach” women in any situation, whether it's the hottest girl at the gym, or a sales woman at the department store. His batting average with women is so high that he figures, why *not* approach? It's either going to her loss, or else *she'll* have the good fortune

to become a part of his world. Look up the word “confidence” in the dictionary, and this guy’s picture ought to be next to it.

Now I want to explain some concepts that are *essential to understand* before you begin to master your “approach game.”

## **There Is No Such Thing As Rejection!**

If you’re like most guys and the thought of “cold approaching” a hot girl causes you to feel some anxiety and dread, then you’ve got to reframe the way you view approaching women. In a sense, you’ve got to “reprogram” yourself. It’s not as difficult to do as you might think.

If you’ve ever practiced and committed yourself to get really good at doing something, you already understand how this works. In my own case, an example would be learning how to play the guitar. It began with learning how to play basic chords. Then, the more advanced chords. At first, I didn’t have the finger strength and flexibility to cover the necessary frets. But in time, through practice, I was able to do so.

Then, as I began to get more comfortable on the guitar, I was able to improvise. I could jam along with people, and launch into solos no matter what song we were playing. Whereas in the beginning, I was shy to play in front of anyone, after a year of solid practice I loved picking up a guitar at a party and jamming for people. I enjoyed the guitar instead of feeling intimidated by it.

Maybe in your case, it was learning how to speak a foreign language. (This is actually the perfect analogy for learning how to pick up women.) You started out by memorizing a few words and phrases. You didn’t understand how to *structure* a sentence and string words together. You didn’t know how to improvise and carry on an extended conversation; you could only ask simple questions, and give basic responses. But as your language skills improved, you began to feel more comfortable conversing, and you could put words and phrases together to express yourself more fully. In time, you became fluent, and you enjoyed the opportunity to converse with someone in that language and show off your skills.

Whether it's playing an instrument, learning to play a sport, or speaking another language, these are all things that require practice and dedication—as well as receiving good instruction. At first, you might have gotten frustrated and attached negative feelings to that activity. (“It’s too hard,” “I can’t get the hang of it,” “I’ll never be any good at this,” “I’m just not cut out for it,” etc.) But as you improved, you started to *look forward* to doing it every day. The emotions you associated with that activity changed dramatically—from anxiety, to excitement.

If you’ve ever made the commitment to get into better physical shape, you’ll understand what I’m saying. At first, it can be very painful! But after a few months of dedicating yourself to a workout routine, whether it’s lifting weights, jogging, or any other form of strenuous activity, you began to feel lousy if you *skipped* your workout for a week (or even a couple of days). You now associate that activity with pleasure. You miss the sensation of breaking a sweat and pushing yourself, as your brain releases endorphins.

Carlos Xuma uses roller coasters as an example of how two people can have a totally different emotional response to the same thing. Mention the words “roller coaster” to some people, and they feel a tingle of excitement. They associate roller coasters with a fun, thrilling ride. An adrenaline rush! For others, roller coasters are the stuff of nightmares. They imagine the safety bar clamping down on them, locking them into a death-trap from which there is no escape...the unnerving clackety-clack as they ascend up the track...terror setting in, as it reaches the peak...and then sheer panic as the roller coaster starts rocketing downwards. This guy is praying that this ride will be over as soon as possible!

It’s amazing how two people can think of the same thing and experience totally different emotions. For one person, it triggers terrible thoughts of fear or pain; for the other person, it means something wonderful and exciting!

Once you learn effective approach techniques and start using them—and experiencing success—your attitude towards approaching will begin to change. Instead of thinking, “what should I say to her? What if she has a boyfriend? What if she totally blows me off and I humiliate myself?”, you will be *making the approach* because it’s a fun, pleasurable activity—and you’ll know this could lead to some *serious* pleasure in the bed later on!

## **BONUS APPROACH TIP: The Power of Positive Word Choice**

Self-help guru Anthony Robbins often talks about how your *choice of words* can affect your mental state—and mean the difference between succeeding and failing. Be especially conscious of the words you use when speaking about your problems, or other negative subjects. In fact, stop using the word “problem” altogether. The better word to use is *challenge*.

**Poor phrasing:** “Going to the gym is such a pain in the ass.”

**Better phrasing:** “Getting to the gym as often as I should is challenging.”

**Poor phrasing:** “I want to start my own business, but I don’t have the time, and it might fail, anyway.”

**Better phrasing:** “Getting my business off the ground is going to be challenging, but the upside will be huge.”

When you feel that you are facing a *challenge*, you’re more likely to rise to the occasion. Men, by nature, want to meet challenges and overcome them. If you play sports or have a competitive spirit, then you know exactly what I mean. *Problems*, however, we want to avoid or put off for as long as possible.

When it comes to approaching women, the words you use when talking to them is obviously important. But of equal importance is the *self-talk* that goes on in your head.

As you start talking to a girl, you could be telling yourself:

*“God, I hope this girl doesn’t think I’m some dork, or blow me off...”*

Or, you could be saying to yourself:

*“This seems like a girl I might be interested in. Let’s see if she measures up to the standards I’m looking for.”*

If things don't go well, NEVER tell yourself—or say to your friends—that you got “rejected.” In the mind of a successful seducer, rejection from women does not exist. The way he sees it, there are only two possible reasons why his approach didn't work out:

**1) There is an area of his game that he needs to work on.** He recognizes this weak point, and will improve it. (This might include an unusual situation that he hadn't encountered before.) He sees it as a learning experience.

**2) He knows he did everything right, but there were circumstances beyond his control that prevented him from succeeding.** This would include the girl having a boyfriend and not wanting to engage in conversation with *any* other guy (no matter how cool or friendly he is), or maybe she's in a hurry to get somewhere, or in a foul mood for whatever reason. The pickup artist sees this as *her* loss, and he's glad he didn't waste any more time with a situation that wasn't going to work to his favor. He moves on to the next.

**A final note on word choice and self-talk: stop blaming women for the approaches that don't work out.** After getting blown out, most guys are quick to tell themselves that “she's a bitch” or “she's stuck-up.” But in 9 out of 10 situations, that girl would have been completely receptive if you'd made a better approach. This is especially true at bars and nightclubs. The women there want to be seduced. Do you really think they spent two hours doing their hair and makeup, and perfecting their outfit, so that they could stand around and shoot guys down all night?

It seems this way to guys who don't have game. Pickup artists know otherwise.

## **The Fundamental Difference You Must Understand**

Now I want to explain another fundamental concept that you must learn and start applying—because when you do, women will be intrigued to meet you *before* you ever walk up to them!

What I'm about to share with you should *eliminate* the silly concerns that hold a lot of men back from approaching—namely, that you've got to be

wealthy, famous, or exceptionally “handsome” to get attractive women interested in you.

If you’re going to develop the bulletproof confidence that is necessary to become an “approach machine”—a guy who *doesn’t even think twice* about walking up to a hot girl and talking to her—it begins with understanding a key difference between men and women.

Knowing this difference should give you some positive encouragement—because contrary to what most guys think, women are **not** grading you right away based on your height, your looks, or your financial status.

It’s **guys** who judge women based on their looks. (*We’re* actually the shallow ones—not women! Hard to believe, I know, but true.) When you’re at a bar, and you see some hot chick with an incredible body, do you wonder about her personality? Do you think to yourself, “I might want to have sex with that hottie, but first, I need to know about her goals and ambitions in life?” Do you think, “she’s got a perfect ass, but wait...what if she’s not *cool*?”

No! You size her up based on her appearance. Big tits, a pretty face, or a nice pair of legs are usually enough to make us want to buy her a drink—or propose marriage! Her *appearance* is what makes you interested in talking to (and hopefully, at some point in the future, sleeping) with her. As men, our programming is simple and straightforward: if she looks good, we’re interested. If she’s hot (or has an unbelievable pair of tits), we’re *extremely* interested.

Her background, what she does for a living, her hobbies, her personal goals, etc., don’t even enter into our thought process at that point.



Of course, as men, we have our different preferences as far as what physical type (or ethnicity) we find most attractive in a woman, but first and foremost it’s *how she looks* that is going to capture our interest and motivate us to try to get her into bed.

Women are fully aware of how we think, and this is why they spend so much time and care trying to perfect their appearance! Their make-up, hair styling, and outfits (and possibly their artificially large breasts) are all calculated to draw our interest.

We grade women on looks. We know this. *They* know this. But what is *less* understood is how women actually grade men...

Here's the big secret, guys: **women are *not* going to use your looks as a reason to qualify or disqualify you.**

Now, if you have poor personal hygiene, a terrible hair cut, you're still dressing like it's 1993, or you have some other obvious physical flaw, she may disqualify you on those grounds (and I don't blame her). But as long as you're well-groomed and presentable, you've pretty much got the "looks" part covered.

**NOTE:** *Stylishly casual* is the look that works best for most guys. You can't go wrong wearing a cool pair of designer jeans, nice shoes, and a button-down shirt or fashionable tee-shirt. Don't **over dress**. The guys who wear suits to nightclubs, or a lot of fake "bling," may *think* they're the best-dressed guys in the room and are conveying that they have money and status, but usually, they just look like they're trying too hard. (The celebrities I see all the time partying in clubs own numerous designer suits, I'm sure, but when they're out having a good time they're usually wearing a stylish pair of jeans, a fresh-looking pair of sneakers, and a designer tee-shirt.)

OK, so if women aren't grading you on your looks, how *are* they assessing you when they first notice you? They do it by gathering a sense of your *social status*. In the eyes of women, men rank in different places on the "**Male Dominance Scale.**"

I'll explain how this works in a moment, but before we go further, *remember this:*

**#1** The male brain is hardwired to base **attraction to a woman** on her looks. Specifically, this is a "look" that indicates youth, health, and fertility.

Your brain is thinking in terms of women that can carry your seed and ensure that your genes live on into the next generation. It doesn't matter whether you are consciously looking to find a wife, or a woman to have kids with, at this time. *Your brain is calling the shots.* You are going to be most attracted to the women that display the physical signs that they are a potential carrier of your seed. Youth and beauty are the big ones. A woman who is young, healthy, and fits our definition of beauty is the best candidate to produce your children.

Her personality, her job, and whether she loves your favorite band or filmmaker do not factor into this “primal brain” equation. I'm talking about the *primal reasons* behind male/female attraction. (I'll explain this more later.)

**#2** The female brain has been hardwired, over thousands of years of evolution, to seek out men who can provide **safety, security, and stability**. Her biological priority is not to find a man who is tall, or looks like Brad Pitt, or has a particular type of job. Her goal is to partner with a man who can offer safety and security as she fulfills *her* genetic mission: to have healthy children, and to have her and her children be protected.

I realize this all sounds pretty heavy and scientific. But it's true: even when you're drinking beers at a bar, and you strike up a conversation with the girl standing next to you, your brain—and hers—are conducting evaluations of each other that you're not even aware of.

(By the way, in ancient times, condoms didn't exist. Use one—as you should—and you can enjoy all of the pleasure of sex, without you and her carrying through with this whole “biological mission” to spawn healthy children. In effect, when you wear a condom, you're fooling your own brain—which thinks that the act of sex is all about spreading your seed. But the reason you got her into bed—and she *went* with you to bed—is that she sent the right primal signals, and you sent your own.)

So now, let me explain why all of this works to your advantage as a man. As long as your appearance is OK, she's not going to evaluate you by physical standards. In order to determine how sexually attractive you are, what she *really* needs to gauge is where you measure up on...

## The Male Dominance Scale

The “higher up” women perceive you to be on this Dominance Scale, the more attractive you will be to them.

She might *tell* herself (and her friends) that she’s only into tall guys, or rich guys, or guys who look like UFC fighters. But if she perceives you to have high social status, *you will make her feel attraction*. This happens automatically and subconsciously!

Dating guru David DeAngelo, author of “Double Your Dating,” is fond of saying “Attraction Is Not A Choice.”

This is true for men and women. If we see a 21-year-old stunner with a killer body and a face like the actress Megan Fox, we’re attracted. End of story. And when women meet a guy who radiates high social status, *they’re* attracted. **It’s Not A Choice!**



On the highest levels of the Male Dominance Scale are people like rock stars, famous politicians, professional athletes, etc. In my career as a journalist, I’ve hung out with these types of people on many occasions.

They tend to radiate complete confidence and self-control. You can *feel it* when you are in the presence of someone with extremely high social status. It’s like they *know* they’re “the shit.” They’ve got nothing to prove to anyone. They don’t need to call attention to themselves, and they don’t have to raise their voices. When they talk, people listen.

This is the basic reason why women are so attracted to “bad boys.” I’ve received many emails from guys who ask me why women seem to go for “jerks” instead of “nice guys.” There are a number of reasons, but the big one is that bad boys usually have high social status. Their social circle looks up to them. They command respect from people. They don’t worry about impressing women; *they* are the ones who are difficult to impress, because they act like they’ve seen and done it all. They don’t seek approval and validation.

It doesn't matter whether he's the drummer in a mega-famous rock band, or the bouncer at your local strip club. If he acts unaffected by the opinions of other people and is respected and admired by his social group, women are going to *notice* that guy and want to know him.

I will assume you are not in a famous rock band; nor are you a biker or a bouncer. Still, you can communicate high social status among your peer group.

When a guy with high status goes out to socialize, he is almost always with a group of friends or associates, but he is clearly the "leader of the tribe." He is the **AMOG** (Alpha Male Of the Group). When the group enters a venue, he is the one who is personally welcomed by the doorman/ bouncer/ manager/waitress/etc. He decides where the group will sit, and he chooses his seat first. He is the one who interacts with the waitress, and places the order for the group. He either leads the conversation, or acts disinterested in the conversation and switches the topic.

The others watch the **AMOG** and take their cues from him. The group feeds off of his energy. If he looks bored, their energy level lowers to match his. If he's socializing and having a great time, the other guys follow his lead. He decides when it's time for the group to move across the room and scout out some ladies, or head towards the dance floor. He decides when to pay the check and go to the next spot, and when they make their exit, he leads the way.

Many evenings, I've been in clubs in Las Vegas when a celebrity starts making his way through the crowd. He immediately captures the attention of all the women in the area. Right then, they instinctively want to know *that guy*—and in many cases, they have no idea who he is! They can just *tell* that he's someone famous or important, based on the impressed reaction of the people who *do* recognize him. And that's enough to flip a woman's "attraction switch." This is man who appears to have **dominant social status**.

With guys who are on the extreme high end of the Dominance Scale due to their fame or wealth, *meeting* women might be easy. But you'd be surprised at how many of these guys have no game and wind up going home alone— or paying for a hooker!

I've witnessed this at the clubs of Las Vegas, New York City and Los Angeles. When I go out, I usually bring along a couple of very attractive female friends. Sometimes my friend wind up being hit on by celebrities. I've found that women enjoy hanging around famous dudes because they want to bask in the limelight and make other people feel *they* must be important, by extension, but if Joe Celebrity doesn't have tight game, he will lose out to the "regular" guy who *does* have game.

Think of it this way: if all the hotshot pro athletes, rockers and actors *did* have game, then why are they constantly getting married, divorced, and getting taken to the cleaners by gold-digging parasites? It's because they have the status and the money—but they can't back it up with *true game*. In their own minds, they're still the guy who couldn't find a girlfriend before they got rich and famous. And now that they *are* rich and famous, they're even more scared about approaching random women—because getting shot down would feel even more painful and humiliating.

When it comes down to it, they are as insecure and needy around beautiful women as most regular guys, and they screw things up. I'm here to tell you, you can get laid *more consistently* than a lot of famous guys, with none of the unpleasant side effects—and I'm going to show you how.

### **Side Note: The Biology Of Pickup—And Why (Most) Gentlemen Prefer Blondes**

When it comes to men identifying women that they want as sex partners—whether it's for a one-night stand, or a long-term relationship—they are slaves to their biological programming. (Women are, too, but in different ways.)

A field of science called "evolutionary biology" explains how many of our thoughts, feelings and behaviors are driven by our biology, otherwise known as our "human nature." Over the eons, our bodies and minds have adapted to solve various problems of survival and reproduction. This is especially true when it



comes to how we choose our sex partners.

When a guy is out at a bar scoping out the “talent,” he believes his goal is to meet a pretty girl. But on a subconscious level, his mission is more specific: he wants to find a healthy, fertile woman to mate with. That is what his brain is telling him to do: to carry out the man’s biological mandate, which is to have sex, conceive children, and carry on his genetic legacy.

The experts say that the *most* sexually attractive women, from an evolutionary standpoint, are “blonde bombshells.” From Marilyn Monroe to Farrah Fawcett and Anna Nicole Smith, from Pamela Anderson to Britney Spears (back when they were younger and hotter), to the actress Scarlett Johansson and Hugh Hefner’s gaggle of girlfriends, there’s something about young, blonde women of certain proportions that men instinctively find very attractive.

Women are aware of this. Way back in 15th- and 16th- century Italy, women were dying their hair blond—not because it was the “fashionable” thing to do, but because they understood that it made them more attractive to men. In recent times, a study showed that in Iran, the women are actually *more* concerned with their body image, and want to lose more weight, than their American counterparts.

Since Iranian women are generally not exposed to Western television and movies, how do you explain this desire to fit this definition of beauty? It’s because over the centuries, women have evolved to *know* instinctively what makes men want to mate with them. Thousands of years ago, the ancestors of theirs who fit that physical mold were the ones who successfully attracted men and reproduced.

So what is it about long, blonde hair that commands men’s attention? Evolutionary biologists say it’s because lustrous, shiny hair is an indicator of good health, which men read as “fertile” (i.e. they can get impregnated easily). Because hair grows slowly, a woman whose hair is shoulder-length, or longer, is a sign of at least several years of healthiness. The blond color, meanwhile, signifies they are still young, since young girls with light blond hair usually become women with brown hair.

Therefore, men who prefer to mate with blond women are subconsciously attempting to mate with younger (and on average, healthier and more fertile) women. And by the way, it's not a coincidence that blond hair evolved in Scandinavia and northern Europe. The women in those days concealed their bodies under heavy clothing, so blond hair gave them a way to advertise their youth to men.

For the same reason, men prefer a low waist-to-hip ratio. Guys have *always* loved women with curves more than the scrawny “waifs” the fashion industry tried to sell us on for a while (a trend that was undoubtedly conceived by gay men). Women with curvier proportions tend to be healthier and more fertile, and often conceive children at earlier ages because they have larger amounts of essential reproductive hormones.

The male obsession with large breasts might seem to defy evolutionary logic, since a woman's cup size has nothing to do with her ability to reproduce or lactate. A Harvard anthropologist came up with the explanation: larger, and hence heavier, breasts sag more conspicuously with age than smaller breasts do. Therefore, large-but-firm breasts provide a way for men to judge a woman's age by sight. Back in prehistoric times, this might have been the only clue a guy had as to a female's reproductive value; people didn't know their ages, and certainly didn't carry ID. A man simply relied on a woman's physical appearance to evaluate whether she was a good potential mate—and this pretty much remains true to this day.

Blue eyes are another universal preference shared by men and women. The evolutionary psychologists have some up with a pretty interesting reason for this one. When a person sees something they like, their pupils naturally dilate. (For example, when women see babies, their pupils spontaneously dilate.) It's an automatic indicator of interest and attraction. The size of the pupil is easiest to determine in blue eyes; therefore, it's easiest to determine whether a blue-eyed person is interested in you or not. This makes them attractive to us.

In the modern age of cosmetic surgery, any woman can transform herself into a blonde, blue-eyed bombshell through breast augmentation, liposuction, wigs, hair dye and colored contact lenses. Face-lifts and Botox shots can also help restore a more youthful appearance.

And, it works. It fools a man's primitive brain. It might be obvious to us on a conscious level when a woman is packing two big bags of silicone in her chest, but our primitive brains don't know the difference—since breast surgery did not exist in the ancestral environment. We're hardwired to find these features attractive.

So guys, the next time your girlfriend catches you checking out the double D's on your cocktail waitress, simply tell her, "Honey, I was only subconsciously evaluating her reproductive ability. It's an evolutionary thing, I can't help it."

On second thought, skip that explanation. Better to just sneak a peek when your girl isn't looking!

## **Be A Celebrity In Your World**

Like I said, just as men are hardwired to feel attraction towards women who have a certain physical appearance, women have "attraction triggers" hardwired into them as well. The good news is that women generally are *not* going to reject you as a possibility based on your looks. (You do, however, need to be well-groomed and appear to be healthy. If you obviously don't take care of yourself, this lowers your reproductive value in the eyes of women.)

Your level of "attractive-ness" to a woman has to do with where she ranks you on the Male Dominance Scale. I mentioned earlier how famous men receive an automatic "high ranking." But, most women never get the opportunity to hang out with celebrities, and so they're *not* measuring you by those unreasonably high standards.

They are measuring you against the guys they typically encounter. And this is your chance to shine, because let's face it, most guys have no idea how to project social dominance (in the correct way).

There is a reason why guys who work in bars and nightclubs as bouncers, doormen, or even bartenders get laid all the time. It's because in their environment, women notice their social importance. All of the customers,

even the big shot VIPs, want to be on a friendly basis with these guys. In nightclubs, the doorman literally have the power to decide which guys are “cool enough” to come inside (which then gives them the power to bang a lot of easily impressed women).

Again, I will assume that you don't work as a nightclub bouncer, and you've never recorded a multi-platinum rock album or played in the NFL. So how do *you* project social dominance?

First, you become the leader of your tribe. Then you take it a step further by adopting a dominant *attitude* when you meet women and converse with them. You display massive confidence.

Two important points I need to make before we keep going:

1 – Do not assume (as most guys do) that confidence is something you are either born with, or will never possess. You can *become* an irresistibly confident man. How? By learning these skills, developing your game, and experiencing success. **Success builds confidence.**

When you learn the “bulletproof” way to get a girl's phone number (it's in the [Mack Tactics book](#)) and you start getting phone numbers from women whenever you want to, you are naturally going to feel confident in your ability to approach a girl and get her number. Once you're dating a hot woman, you'll feel way more confident talking to other hot women. And as soon as you start sleeping with as many women as you can handle, you are hardly going to feel shy about chatting up that cute chick who is standing in line with you at the store!

You are going to start building massive self-confidence, and the best way to do this is to take it in small steps. Today, you might lack the confidence to strike up a conversation with a beautiful woman at a bar; a month from now, if you apply these methods, the question in your mind won't be “*I want to talk to her, but what should I say?*”

The question will be, “Is that particular girl worthy of my attention? Because there are *several* hotties in this place that I could walk up and talk to right now.”

2 – When I talk about being “dominant” around women, this has nothing to do with being macho or aggressive. Your physical body type is irrelevant. (I have a buddy who stands five-foot-six and weighs 140 pounds soaking wet, but he is a total AMOG and *everyone* loves being around him and feeding off his energy.)

You can have a smile on your face the whole time, being super friendly and laidback, and still be *completely dominant* because you are controlling your interactions and conversations.

## Social Dominance

Sometimes, being the “leader of your tribe” isn’t good enough. You’ve got to be the leader of a tribe that other people *want to be a part of*. This means, quite simply, that your tribe needs to be *cool*.

A common mistake that guys make, when they study “pickup” and start improving their game, is that they continue to go out to meet girls along with the same guys they’ve been hanging out ever since their days as an AFC (Average Frustrated Chump). The guy who now thinks he has some “game” enjoys being able to show off to his socially inept buddies. He feels good, knowing that he’s got some skills and can “show the other guys how it’s done.”

But when your buddies are socially awkward around women, don’t think that by hanging out with them, you’ll look cooler by comparison. Women may perceive you as the Head Nerd of the bunch. You won’t score any points this way.

You’ll notice that men with high social status don’t hang out with groups of guys who are dramatically lower than them on the Dominance Scale. A well-dressed Alpha Male at a nightclub will hang out with other Alphas (or with women). The guys he is with might not be as Alpha as he is, but you can tell they’re not slouches, either. They’ve got game.

You want women to recognize you as the coolest, most dominant guy among your group of cool friends. So, if you’re the type of guy who enjoys going out to bars and clubs with your male friends to meet women, you’ve got to be selective about who accompanies you.

From the female point of view, your friends are a direct reflection of you. If your “tribe” is well-dressed, confident, and radiates positive energy—and you are obviously their leader—then you’ll score tons of points with women even before they have the chance to meet you. You’re getting a serious leg up on the competition. (By the way, your “tribe” can mean one other guy, or a whole bunch of guys. I know that in my own case, being in my mid-30s, I have few single buddies. But whether you’re going out to socialize with one guy or six, they *must* represent you properly.)

Remember, women are watching to notice how you conduct yourself. They don’t want anything to do with the nervous-looking guy standing at the bar by himself, pressing his beer against his chest while he scans the room. But they’re always curious to meet the guy who is surrounded by cool-looking friends and having a great time with them.

One of the 10 Mack Commandments in my best-selling book [Mack Tactics](#) is, “wherever you’re at is the place to be.” This means when you go out to socialize, *you bring the party*. I’m not suggesting you get drunk and loud. Just make sure to always project the vibe that you, and whoever you’re with, are enjoying yourselves.

Remember, the other women in this environment are *noticing you*. I’m not just talking about bars or nightclubs. You could be alone at a diner eating breakfast—and if you strike up a conversation with the waitress and get her laughing and chatting, it is going to be *easier* for you to approach that cutie who is sitting alone at a table. When women see that you are a social, confident person who other people respond to positively, they will *assume* that you are a person of higher value. This leads into the next lesson, which is all about...

## Social Proof

The other aspect of Social Dominance is getting Social Proof from people (besides the buddies you showed up with). Social Proof is a classic sales/advertising concept. Basically, as humans, we form our opinions on things—and people—according to what other people think of them. This is especially true in consumer culture. Every time a new “trend” sweeps the country and it seems like everyone is buying the latest gadget, car, pair of

sneakers, etc., *more* people buy it simply due to the fact that others have given it massive Social Proof.

An amusing example of the power of Social Proof: in the United States, major celebrities avoid appearing in advertisements (usually for fear of looking like they're "selling out.") You'll never see a major Hollywood star doing a TV commercial for a brand of liquor, or appearing on a billboard to promote a wrist watch. But stars like Brad Pitt, Leonardo DiCaprio, Jodie Foster and Gwyneth Paltrow have done large-scale advertising campaigns in Japan and China. Arnold Schwarzenegger did a commercial for a Japanese energy drink.

These stars don't even the speak the language of the consumers they are pitching the product to—but foreign advertisers pay them boatloads of cash to endorse their product, because it carries enormous Social Proof.

Hey, if Brad Pitt says he likes a brand of coffee, it *must* be good...right? Well, not necessarily. But having his smiling face on that billboard is guaranteed to generate huge sales, simply because he has associated himself with that product.

And if women were to see you hanging out in a bar with Brad Pitt, and he's laughing at your jokes and acting like he's your best buddy...well, *neither* of you would have a problem getting laid that night!

How does this principle translate into *your* world? Well, as I said, women are assessing you by your social ranking—and whenever a cool person "endorses" you, it raises your status in the minds of women. It indicates that you *must* have attractive qualities.

(What's even better than having cool male friends who give you Social Proof? Having women observe you getting Social Proof from other women!)

For this reason, you've got to form alliances with the people who have status in the places that you frequent. I recommend that you have three or four "date spots" that you bring your dates to, and at every one of these places, you are on a friendly, first-name basis with the staff (and ideally, the manager or owner).

When I discover a cool new place that has the potential to become one of my “date spots,” I always make an effort to befriend some of the people who work there. It’s easy to make these alliances; they always appreciate a patron who takes the time to tell them how much he enjoys their place and is curious to learn more about it.

If it’s a bar or club, I make friends with one of the hottest waitresses. I tip her more than I normally would, and get to know a bit about her.

And so, the next time I return to that bar, club, restaurant, coffee shop, or art gallery, and I’m bringing a date along, I receive instant Social Proof. The staff greets me by name. The bartender buys me a free beer. The super-hot waitress gives me a hug. The manager comes over to my table to say hello. Women notice these details, and they work in your favor.

The other night, I met a guy at a club who studies “pickup” and he told me he goes to that club twice a week, every week, to meet women. And yet he didn’t know the name of a single doorman, cocktail waitress, or bartender. He had no idea who the manager was.

This is a classic mistake. When you discover a great new bar, club or restaurant, don’t measure success only by how many women you meet that night. The even greater success might be forming a friendship with the guy who runs the place. It will pay dividends in the long run.

## Physical Dominance

Women have a core need to feel secure and protected. You can give her the sense that you are a “protector” by using simple, subtle gestures. Obviously, you’re not going to have the opportunity to demonstrate physical dominance until after you’ve approached and gotten to know her a bit. But I want to mention this while we’re on the subject.

- If you’re in a crowded environment (such as a bar, nightclub, or concert), place your hand lightly on her back and gently re-position her, and angle your body, so that you are “shielding” her from people who might bump into her. Don’t keep your hand on her. Just make

this brief gesture to give her the sense that you're physically "looking out" for her. Women notice and appreciate this.

- When you hold open the door for her (you should always hold the door open for a woman when you're entering a room), place your hand on the small of her back and gently guide her through the door. Another very simple but effective way to establish yourself as her "protector."
- If you're leading her across a crowded room (usually this is at a bar, club or party), this is your opportunity to take her by the hand and lead her. Trying to hold her hand while you're standing or sitting with her will often feel awkward, like you're trying to physically escalate too soon. But, it's perfectly alright for you to lead her by the hand when you are bringing her somewhere in a crowded environment. It's a great way to establish body contact, get her comfortable with your touch, and allow you to gradually escalate to more intimate touching later on.

So, now that you understand how to convey your status and dominance to women—beginning when she first lies eyes on you—let's talk about specific approaches that you can use to begin the interaction.

First, I want to give you a quick exercise that will help you begin to sharpen your approach & conversation game. Use a hand-held audio recorder, or the audio recorder on your computer (most laptops have this function) to record yourself the next time you chat with a friend. Try to not be conscious of the fact that you are recording your speech. Talk in your normal tone of voice.

Afterwards, play back the recording. Notice the "stall words" you use in your speech. Practically all of us use them.



***Stall words include:***

“Um...”

“Uh....”

“You know?”

“Y’know what I mean?”

“Like...”

Some guys use these stall words/phrases *constantly* when we talk. We use them for two reasons:

**#1** To buy our brains some time, as we figure out what we want to say next

**#2** To try to get the other person to agree with us and encourage us (which shows insecurity)

I want you to work on *eliminating* these words and phrases from your speech. When you’re talking to a girl, they radiate insecurity. The next time you’re talking to a girl, be aware of whether you use these words. If you do, catch and correct yourself. Back up and say the same thing again—and this time, do it in a sharp, clean way that eliminates the “stall words.”

Another thing I’ve noticed when hanging around very successful people is that they don’t waste a lot of words. They know their time is valuable, and this is reflected in the way they talk. It is direct and to-the-point. They also know that *what they have to say* is valuable.

A guy like Donald Trump isn’t going to use phrases like “um, y’know” or “y’know what I mean” when he’s on a conference call with his investors or high-powered partners. He expresses himself clearly and effectively, so that he can wrap up the call and get on to the next task. Time is money!

## **How To Start The Conversation**

You want to use an opener that will accomplish four things:

**#1** It does not remove her from her “comfort zone.” You never want her to feel threatened or uncomfortable when you approach and start talking to her.

**#2** It captures her interest and attention (or the attention of the group she's with)

**#3** It displays a positive aspect of your personality (your confidence, humor, knowledge, curiosity, or playfulness)

**#4** It serves as a “bridge” that will lead into an interesting and unusual conversation. (Unusual is a *good* thing. You don't want to carry on a predictable, typical conversation that she's probably had before with 100 other guys—you must *stand apart*.)

## **A Note On Pickup Lines...**

Now that we're getting into the nitty-gritty details of approaching, I want to discuss “pickup lines” for a moment. When you talk about the art of “pickup” with someone who isn't familiar with this type of material, they usually have negative assumptions about what it means. The big assumption is that this material is about teaching guys “pickup lines.”

Such as...

- “Am I dead? Because I must be in heaven...I'm looking at an angel right now.”
- “Can I borrow a quarter? I just want to call my mom and tell her I met the woman of my dreams.”
- “Do you have a map? I keep getting lost in your eyes.”
- “Excuse me, but I think I just dropped something...MY JAW!”
- “I'm new in town. Could you give me directions to your apartment?”
- “So, what time do you need to be back in heaven?”

*And so on...*

We all laugh at the idea of pickup lines. But it's not because the lines themselves are stupid or offensive. It's because we imagine them being delivered by guys who ooze creepiness—who lean into a girl's personal space and give them a big sleazy grin as they utter one of these lines.

Also, the guys who typically use pickup lines have *no idea* how they are going to follow up the “line” and engage the girl in conversation. These are the guys who approach getting laid as a “numbers game”—hitting on ten or twenty girls in an evening, hoping that one of them will be desperate (or drunk) enough to take the bait.

But I want to make an important point here. Even the corniest-sounding pickup line can be used to start an awesome conversation, if you communicate playfulness and confidence—and know *how to follow it up* with something that engages her attention and keeps things flowing.

Something that I want to stress in this program is that you should stop worrying so much about the *first* thing to say to a girl. What really matters is what you say next—how you *engage* her. (This is also known as “transitioning.”)

A guy with a playful sense of humor and bulletproof game could walk up to the hottest chick in the club and say, “I must have died and gone to heaven, because I am staring into the eyes of an angel.”

Then, before she thinks he’s actually being *seriously cheesy*, he cracks up and says, “I know, that probably sounded like the world’s *worst* pickup line...I’m just playing, but I do want to ask you something real quick...” (And then he bridges into a fun conversation, using one of the techniques I will soon explain.)

Virtually *anything* you say to a woman can be used as a bridge into the conversation. It’s not about what you say first. It’s about knowing where you are taking it *next*.

Keep this in mind when we talk about openers. Remember, a good opener should serve as a bridge into the conversation. Not just any conversation, but one that allows you to control where things are going, and encourages her to share details about herself, while you “plant seeds” in her mind about your own positive and attractive qualities.



### **BONUS TIP: FOUR RULES TO REMEMBER FOR APPROACHING & CONVERSING WITH WOMEN**

- **Don't ask her questions that can simply be answered with a "yes" or "no."** This can cause a conversation to stop dead in its tracks.
- **Never start by saying "I'm sorry," "excuse me," or "pardon me."** (This is an instant sign of insecure behavior. Remember what I said about women being attracted to men who convey status. A guy with high status isn't going to be *worried* that he might be a nuisance.)
- **When you approach a group, pay attention to all of them.** If you have your eye on one of the girls in the group, don't make your interest in your target obvious at first. Befriend all of them. If there are guys in the group, be sure to introduce yourself to them and act interested in what they have to say. If you ignore the guys, they will try to kill your chances of talking to the women.
- **Always be prepared to walk away from your target and do something else.** Demonstrate that you're not needy and clingy; don't worry that if you leave the girl's side for five minutes, that some other guy is going to swoop in and steal her. Step outside and make a phone call. Go and rejoin your friends for a while. Strike up a conversation with someone else standing nearby. Grab a drink at the bar and chat with the bartender for five minutes. If you succeeded in making your target interested and curious when you first approached

and talked to her, she'll grow *more* interested if you leave her alone for a while. You are demonstrating confidence; you're showing that you're not "pinning your hopes" on her tonight; and she might start *worrying* a little that if she doesn't catch your attention again, you'll hook up with another girl.

## Types Of Openers

Now I'll lay out some different types of openers. I don't suggest memorizing them word-for-word. They are meant to illustrate how and why an effective opener works, and they're going to be more effective if you "tailor" them a bit to suit your own personality and interests.

### Compliment Openers

Women (and people in general) always appreciate a thoughtful compliment. Never tell a woman how beautiful she looks, or compliment her on a part of her body; single out a detail of her appearance that most guy wouldn't notice. Then pay a compliment, and transition into a conversation about shopping for a friend...

"I like that bracelet you're wearing. Where did you get it, because my friend Amanda has a birthday coming up, and I've been racking my brain trying to figure out the right gift for her..."

Or...

"That \_\_\_\_\_ is so cool, you have a really unique style. Let me ask you something real quick. My best friend John just got out of a long-term relationship and he wants me to help him update his look. It's going to be a pretty big project. So if I take him shopping this weekend, where do you think we should start? New shoes? Jeans? What do you think is the most important thing if a guy is going to change up his look?"

(This is a subject that virtually all women enjoy talking about, and if the girl you're talking to is hot and stylishly dressed, then she probably considers herself an expert and can talk about this stuff all day.)

**Bonus line:** After she gives you her answer, tell her, “You should have your own fashion makeover TV show. I’ll be your wingman. On every episode we’ll find some guy who’s an awful dresser and you’ll give him a fashion overhaul...*(look around the room and point out some other guy)*...we’ll start with him. What’s your advice for that guy?”

Or...

“I love that tattoo, where did you get it done? My friend Melissa keeps telling me she wants to get a tattoo, but I want to make sure she goes to someone who knows what they’re doing.”

You get the idea. This type of Opener works well for several reasons:

- You are paying her an original compliment (you’re noticing a detail that most guys wouldn’t pick up on)
- You are building in some Social Proof by mentioning that you have a friend. It’s important to slip in references to your friends; this communicates that you are part of a social network. Women especially take notice it when you mention other girls you hang out with; if the girl you’re talking to is feeling interest and attraction towards you, mentioning other girls is going to trigger her jealous and competitive female instincts. Just don’t talk about other girls you are dating, or ex-girlfriends. Mention your female *friends*.
- These openers also work because you are asking her to share some knowledge with you. People, by nature, like having the opportunity to share their knowledge of things with other people. If someone walked up to you out of the blue, told you that your wrist watch or your tee-shirt is awesome, and asked you where you bought it, I’m sure you would be more than happy to tell them, right? It’s one of the easiest ways to start a conversation with a girl *or* a guy. (And yes, you’ll want to start conversations with guys, too—remember what we discussed earlier about building your social networks. The really successful pickup artists don’t *only* hone in on females—they know how to “work a room” and make alliances with other cool males.)

- Also, with this type of opener, you aren't telegraphing your sexual interest. It sounds like you're simply getting her opinion on something. There is no reason for her to raise up her "force field" and start thinking of reasons to Disqualify you—which is what women will instinctually do, when a random guy invades their personal space and tries to "hit on" them.
- There's also no need to worry whether she has a boyfriend, or isn't interested in having a conversation with you for reasons beyond your control. It doesn't even matter if her boyfriend suddenly shows up (a concern many guys have), because again, you're not *hitting* on her; you noticed something cool, paid her a compliment, and are getting some helpful advice from her. No harm there, right?

Remember what I said before about never *asking permission* to speak to a woman. ("Umm, excuse me, can I ask you something?") This will immediately put her defenses on high alert. Her force field raises up! She wonders, "who is this person? What does he want to ask me? Why is he talking to me? He must want to hit on me"...etc.)

*Asking permission puts you in a position of weakness.* You're allowing her to easily blow you off with a "No" or "sorry, I'm busy right now." This ties into another one of the golden rules of talking to women: don't ask them yes/no questions (also known as "closed ended" questions). Instead, asked them "open ended" questions that require more than a yes/no response and prompt them to think, talk, and share.

With an effective opener, you'll go "under her radar" and engage her in a conversation before she ever starts thinking of reasons *not* to talk to you.

By the way, the "**time constraint**" is another tactic you may want to add into your approaches. I have to credit Neil Strauss, author of the sensational book *The Game*, with this concept since he was the first to write about it—although I've been using it for many years.

The idea behind using a Time Constraint is that you are putting her at ease by letting her know, up front, that you can't stay long. One of the biggest "fears" a woman has, when a random guy starts talking to her, is that she's

going to get locked into a long, boring, awkward conversation—where the guy keeps talking, and she’s looking for a way out.

**Time Constraints** will remove this fear from her mind:

“I can only stay for a minute, but I wanted to ask you...”

“I can only talk for a second, my friends just ordered a round of shots, but I had to tell you...”

“I have to go in a second, but real quick, let me ask you where you bought that...”

This can be a very effective method for eliminating that concern from her mind. Of course, if things go well, you can stay and chat with her as long as you like.

## **Flirt Openers**

These openers are more advanced. They require you to convey two things in a big way: playfulness and confidence. If you use Flirt Openers correctly, they can be extremely effective and fast-track the seduction. You can skip a lot of the “getting to you know you” stuff and take things to a sexual level very fast.

Before you use a Flirt Opener, you should have an indication that she’s open to you approaching her, and possibly interested. This is usually as simple as you making eye contact with her from across the room, and exchanging a smile with her.

Then, maintaining your smile and eye contact, you walk up to her and say...

“You’re so cute, what’s your name?” (The word “cute” sounds playful and harmless. Don’t say “hot” or “beautiful.”)

“I hope your boyfriend isn’t around, because I am *totally* going to flirt with you right now.”

“How do you expect me to *not* flirt with you right now, when you’re wearing that outfit and smiling at me?”

“I have to say, you are radiating so much positive energy. You must have had a really great day or something. I had to come over here and find out more.”

## Other Openers

Here’s a cool one I picked up from the dating guru Swingecat:

“Hey guys, I need a quick opinion about something. My friend just got two puppies, a Pug and a Beagle. She wants to name them after an 80's pop duo... she wants to name them “Duran Duran,” which I think is a horrible idea. You can't have two dogs with the same name. Do you guys have any ideas? I was thinking Sonny and Cher would be a good one, because the Pug dog is a male and the Beagle dog is a female. But they're 70's, not 80's, so that won't work. Maybe Axl and Slash would be good, but they're rock n' roll hair band style. Milli Vanilli was a thought, but those are both guy names. We need a female name. Plus, Milli doesn't fit a Pug or a Beagle...”

The topic of Eighties Music can be used for a variety of openers. This one is from the pickup artist “Twentysix”:

“Hey guys, help me out, I have this song stuck in my head ALL day and I can't remember who sings it. It goes "you spin me right round baby right round / like a record player right round, round round, etc...." who sings that??? ... I was talking to my mom earlier today and she said its Lionel Richie... but I KNOW that isn't right!”

(By the way, the name of the band is Dead Or Alive. Or, use any other “one hit wonder” 1980’s act/song..there are a ton of them, and those songs are catchy as hell!)

This one, the “Elvis opener,” is from the famous pickup artist “Mystery”:

“Did you know that Elvis dyed his hair black? It’s true. His natural hair color was dirty blond. Did you know that his wife Priscilla Presley also dyed her

hair? I don't know what her natural hair color was, I'm not Cliff Claven, but can you picture that these two every couple of weeks would dye their hair black together around a dirty sink in some sick mass-appealing ceremonial ritual? I bet people never considered that before ... did you?"

Here's another one I've used before:

"Hey, I need a female opinion real quick... we were at the mall today and this one store was selling \$400 tee-shirts. \$400! When girls see guys wearing shirts like that, do they think its classy, or does it look like they're trying too hard?"

Here's a really good one, the "Mr. Big" routine by Dr. Paul...

"Hey, have you seen the show *Sex and the City*? I was just talking to those girls over there and they told me I remind them of 'Mr. Big.' Is that good or bad?"

Them: "Oooooohhh we LOVE Mr. Big!!"

(Personally, I think *Sex & The City* was a brilliant show that contained many interesting insights about dating from the perspective of modern women. In case you didn't watch it, "Mr. Big" was the guy who kept popping in and out of the main female character's life...a suave, mysterious, wealthy businessman who she had an on-and-off relationship with. The dude was a total Alpha Male. Trust me: 99% of women I know loved that show, and mentioning "Mr Big" will moisten their panties.)

Here's a fun one to try out...

You: Hey, I saw you on MySpace!

Her: From where? (Or: Really?)

You: Yeah, they had this new category called 'Very Very Bad Girls' ...and they said that I should avoid you, but I dunno, you don't *seem* like a troublemaker...

And another one inspired by Mystery...

"Hey, my friend over there just got invited to be on the Tyra Banks show.

But the theme of the show is Secret Admirers. They told him he's got an admirer, but he won't find out who it is until he's live on the set. So maybe it'll be someone cute, but maybe not; it might even be a guy. What would you do if you were him?"

## Throw In a Tease

You can also include a Tease in your Flirt Opener—or a minute or two into the conversation—to spice things up and create some sexual tension. By the way, the word “tension” is normally not a good thing; it means the situation is uncomfortable. *Sexual tension* is different. It means there is electricity in the air.

She's curious about you, but she's not sure if you like her. Or, you've been flirting with her and building body contact, and she wants the contact to escalate—but you ease back and stop touching her for a while. This makes her want your touch *more*. Or, you've engaged her in a conversation and she assumes you're interested in her, but then you make an offhand comment that makes her think maybe she's *not* your type. (Which will make her want to prove to you that she *is* desirable, and you *should* want her.)

That's sexual tension, or as I also call it, using “push-pull” to drive up her attraction.

Here are some comments you can make to build this tension. They should be spoken in a playful manner:

(To a tall girl) "I'm not usually into short girls, but you are really sexy."

(To a short girl) "I'm not really into tall girls, but there's something about you I find very attractive."

- "You're really sexy and really cool, but I bet you are horrible in bed."
- "You're sexy, but I can tell you're not a very good kisser."
- "Oh, you're from the Midwest? So you must be a total prude."
- "I love those shoes...if we end up having sex tonight, you are leaving those on."
- "You're really cute, but I can already tell you're too much of a nice girl for me."

- "You're from the South? Okay, so you probably still have a funny 1950s attitude towards boys and sex, right?"
- "You're so cool, but we could never be boyfriend-girlfriend. It would last exactly one month...*maybe* two...and it'd be nothing but fights and makeup sex."
  - "It's probably a good thing we don't live in the same city. We'd be having sex, like, 5 times a day. How would I get any work done?"
  -

## **BONUS SECTION: HOW TO BUILD SEXUAL TENSION**

By Steve Scott, creator of the **Flirt Mastery** program

In the minds of most people, tension is a bad thing. It creates a gamut of feelings including stress, discomfort, and uncertainty, so why would anyone welcome it? In most cases, people go out of their way to avoid tension, and for good reason.

When you talk to girls, however, the opposite is true.

I'm speaking, of course, about sexual tension. If your love life is struggling and it's not easy for you to talk to girls, odds are you've never heard of this phenomenon, or maybe you have heard of it, but are clueless as to how it works. In either case, you should pay close attention to this article. The sooner you grasp the concept of using tension to aid your seduction efforts, the sooner you will be unstoppable.

### **What is Sexual Tension?**

Have you ever wanted someone you couldn't have? Maybe you thought a girl liked you, but weren't completely positive. After all, she did flirt with you, but on the other hand, she gets chummy with other guys too.

All of these and more are just some examples of sexual tension. When you use this seduction technique to talk to girls, it has been dubbed many things — from teasing to playing hard-to-get, but its end goal is always the same...to elevate the level of attraction. When used effectively, a man and

a woman never know what's coming next, thereby keeping any interactions between them fun and interesting.

### **What Sexual Tension is Not**

It's a universal law of economics (yes, I'm referring to money) which states that the more available an item is, the less it will cost. In other words, if a supply is plentiful, people won't have (or want) to pay as much for it. On the contrary, if a supply is scarce, its value skyrockets.

You may be wondering what a crash course in economic theory has to do with dating, and the answer is a lot. People always want what they can't have; that's just human nature. Speaking in terms of seduction, how can a girl miss you if you're always in her face? You've left no mystery, and therefore, no sexual tension.

### **Play Hard-to-Get**

Playing hard-to-get is a game that, if done correctly, can get you exactly what you want. If she calls, let the voice machine pick up, and don't call her back right away.

If she suggests you two go out, don't immediately agree to the date and time. Give off the illusion that you have a jam-packed life, and you are fitting her into it. Just remember that being too distant can kill your chances all together.

### **Be a Tease**

While you should never demean another person, teasing when you talk to girls can be the key to creating healthy sexual tension. Joke around at the silly things she says, and even give her a nickname. Don't kiss her right away, but instead, make her wait and wonder what you're thinking. Girls do this to guys all the time, and it works wonders.

### **Be Confident (Not Cocky)**

True confidence is secure in and of itself, and it does not feel the need to boast.

Arrogant people think they're coming off as confident, but others can see right through them. When dealing with women, don't hesitate to speak about your accomplishments, but don't go into overkill either. Instead, learn about her life as well, and be receptive to what she has to say. Confidence is the key to sexual attraction, and it will make her want you even more.

## Have a Sense of Humor

Laughter (like oysters) is an aphrodisiac, as it releases "feel-good" hormones within the human brain. If you can manage to make a girl laugh, you stand an excellent chance of getting on her good side. On that same note, have the ability to laugh at yourself as well.

When you talk to girls and it comes to telling jokes, don't overdo it, or you risk coming off as insincere in her eyes. In addition, know when to not joke as well. Most women are very empathetic creatures, so picking fun at other people, for example, is a surefire way of turning them off. Find the right mix of humor and seriousness, and you've got the golden ticket to sexual tension and attraction.

Summed up, sexual tension is creating a need without immediately satisfying it. You're increasing your value in the eyes of the opposite sex. Whether you're seducing a woman for the first time, or have been in a relationship for years, sexual tension works for every occasion. Use the tools in this article, and you will make her want you until she can't stand it anymore!

## The Power Of "Because"

Hey, it's Dean again. One of the most powerful words in the English language is "because." Studies have shown that when you ask a person for something, or ask them to do something, they are much more likely to go along with it if you provide a *reason* for your request. The word "because" is how you link the request to your reason.

**Example:** You're waiting in line at the supermarket. You're only purchasing a couple of items. There are people in front of you with fully loaded shopping carts.

If you were to ask the people in front of you, “Can I cut in front of you?”, you’d be likely to get a bunch of dirty looks—and no one would budge.

Instead, try saying, “Excuse me, but I’d like to pay for my two items really quickly, *because* my car is double-parked outside.”

Chances are, they’ll go along with your request. No problem. It’s a funny quirk of human nature that when we provide a logical *reason*, and our request sounds reasonable enough, people tend to accept it without resistance.

The same principle can be used when approaching and talking to women.

**The Wrong Way:** “Do you mind if I ask you something?”

**The Right Way:** “Hey, I’d love to know where you got that ring, because my friend Jennifer’s birthday is coming up and I’m trying to pick out a cool gift...”

Or, when getting her phone number...

**The Wrong Way:** “So, can I have your phone number?”

**The Right Way:** (*as you take your phone out of your pocket and start typing in her name*) “I should get your number, because there’s a party coming up that I know you and your friends would love to go to.”

Or, when you want to take her back to your place...

**The Wrong Way:** “Do you want to come back to my place?”

**The Right Way:** “Let’s go back to my place, because I want to show you that (fill in the blank) we talked about.”

The “reason” you attach to “because” could be anything interesting, or something you talked about earlier. The important thing is that you provide a concrete *reason* for her to follow along with your suggestion, and use the word “because” to set it up.

## Non-Verbal Approach Tips

It's been said that 20% of how the humans interact is via words, and about 80% is the non-verbal part: body gestures, voice tone, voice pitch, and eye contact. So, you need to know how to control these aspects of your game.

\* **Body Language** – Whenever women are watching, you should move in a slow, relaxed manner. Push your chest out a bit and lift your chin so it is parallel to the floor. Remember before, when I talked about how our “primal brains” register signals? Well, we're programmed to hide our throats when we are feeling scared or nervous—it's a defensive posture. Guys who are nervous around women tend to do this. And women “read” this body language as being weak. Approach them this way, and their stress levels will instinctively rise. They're looking for a guy who makes them feel safe and secure in their presence, not a guy who looks like he is trying to avoid a beating.

Also, use open body language: keep your hands out of your pockets and don't hold a drink against your chest. (Guys do this all the time in bars, without consciously realizing how “closed off” they seem to other people. When a woman reads you as “closed,” she's going to think that you're nervous and uncomfortable—not a good look!)

**BONUS BODY LANGUAGE TIP:** When you approach a girl and talk to her, notice her body language and watch for changes. It can go from closed to receptive, and then you'll know you are making progress and moving things in the right direction.

Women have “alpha” behaviors of their own that they display when they are trying to attract a mate. Is she pushing her chest out slightly, making her breasts more presentable? Is she showing off cleavage? Another sign of interest is when a woman exposes her palms or wrists to you. She might do this while sitting across from you; she could be gently stroking the stem of her wine glass. This is strong “open” body language, meaning she trusts you and is inviting you in. (This is a great time to gently take her hand in yours and do a palm read.)

Is she doing anything with her hair: flipping it back, touching it, running her fingers through it? Does she straighten up her clothes in any way as you

are talking to her? Or, maybe she excuses herself to go the bathroom, and when she comes back, you can tell that she fixed herself up and applied some lip gloss. This type of “preening” behavior (birds do this, too) is another signal that she is trying to attract you as a mate.

The most obvious sign of her interest is if she touches you or playfully “hits” you when you make a joke or tease her. (This is one reason why you *want* to tease her—to invite her touch.) This is an uncontrolled sexual response; she is acting in these ways subconsciously. These mating behaviors are hard-wired into us.

\*Don’t be discouraged if she displays closed body language at first (crossing her arms, pursing her lips, etc.) This is probably the behavior she shows to any guy who approaches her out of the blue. You can “break down” her defenses by using the techniques in this book, and as her body language shifts from closed to open, you’ll know that they are working.

**\*Tone of Voice** – This is another important part of an effective approach. Ideally, your voice should be low and bass. (Whatever you think of Vin Diesel’s abilities as an actor, women find the guy very sexy. I came to realize that Vin’s *voice*, not his muscles, is his most attractive quality. The guy sounds like he has gravel stuck in his throat, and he speaks *slowwwwwly*. It’s sort of an extreme example, but I want to point out that a low, deep voice is a powerfully attractive quality—because it suggests high testosterone.

If you have a high-pitched voice, work on it. Make it a habit to speak slower and inject *pauses*. Of course, if you’re talking about boring stuff and asking predictable questions, speaking slowly and using pauses will only cause her to find a way to excuse herself—but if you combine this technique with effective conversation, as the Mack Tactics program explains, you’ll have women hanging on your every word.

**\*Eye Contact** - Eye Contact is another powerful tool for conveying confidence, and making a woman feel sexual attraction. It may be the difference between getting the girl or not. Imagine you’re James Bond, looking at the girl. You should be slightly smiling, signaling that you are not dangerous, while looking in a deep way, minimizing your eyes a bit.

**\*Smile :-)** – Always smile when opening. Don't attempt to look serious and “cool.” If you need to walk from a short distance to approach the girl, smile as you make your way towards her and maintain eye contact.

## **BONUS SECTION: The “Tease To Please” Flirting Method**

**By Carlos Xuma**

This article is going to start you on a path to meeting more women, the beginning to all your action. It's called Tease to Please, and this is a very important part of learning how to talk to women.

We've all heard about being “cocky and funny,” or “confident and funny,” or variations thereof. This article is going to start you on a path to meeting more women, the beginning to all your action. It's called Tease to Please.

Ready? OK let's get started...

Tease to Please works because when you talk to women because it short-circuits her usual defense mechanisms to meeting 'strange' men. You see, every woman comes with her factory-installed defense mechanism against meeting new guys. When a guy approaches her, for any reason, she assumes you're picking up on her. It's what she's gotten used to. All women are by now, and they all have a standard routine of being a little stand-offish to you until you bust past this barrier.

In my opinion, you have 3 seconds from spotting a woman to when you approach her and say something to engage her interest. If you wait longer, your opportunity window closes faster than Ticketmaster can sell out Britney Spears tickets.

In that 3 seconds, you do this:

Look her over, and spot something about her appearance that you can comment on.

Start with her shoes, and work your way up. DO NOT choose a physical body trait (like big earlobes, bubble-butt, giant breasts) to comment on. Especially not her overall attractiveness.

You find ONE thing that you can key off of and say something about that will give you an inroad.

This is your ANCHOR. Once you've found it, you comment on it to her and smile at her, making strong eye contact.

Example: She's got bright red shoes on. "Wow, those are ... interesting shoes. My sister might like a pair like that. Where'd you get them...?"

Example: She's got a black denim dress on. "My sister likes dresses like that. Where'd you get it...?"

(If you don't have a sister, use 'Aunt' or 'Cousin.' You shouldn't have to lie.)

She'll say something like, "Oh, I got it at Macy's" or something like that. You then nod your head and look at it for a second, as if you can't make up your mind about it. At no time do you ever throw out the usual nauseating male flattery approaches, like "Oh, that dress goes so PERFECTLY with your cheekbones." (There is a time and a place for flattery, and it's NOT in an improvised meeting like this.)

Flattery is the scream for approval of the desperate guy. It's like cotton candy – sweet for a split second, but disappears almost immediately. You want to dangle the PROMISE in front of her first.

You \*almost\* convey a look of inconvenience, that you went out of your way to comment on her alligator-skin shoes, or her denim skirt. The less she thinks you approached her out of sexual interest, the lower her guard is.

Don't be insulting! Just be mysterious and ambiguous.

(Her next mental question is: "Gee, I wonder if he likes my dress? He didn't say." )

From here, you will bridge into the Tease portion of the conversation, and we'll cover that in the next installment. All there really is left to do is to keep her engaged in the conversation for just a minute or two, show some confidence, and walk away with her phone number.

Now, the typical question I get is “What if there’s nothing out of the ordinary about her?”

Simple: You make something up. There is ALWAYS something you can find when you look, and if it’s not readily apparent, you make it up. If she’s got clothes on (and even here in San Francisco, they still wear clothes) you can find something to pick out.

I recommend looking for jewelry, because every woman takes a lot of thought in selecting her jewelry.

For especially attractive women, you need to come on a bit differently, and it pays to use a combination of the negative-hit with this. I even recommend that when you get used to this technique, you use it exclusively on the hotties.

When you’re comfortable with it, it makes more impact.

You say just one thing, and it’s so easy you’ll have a tough time forgetting it:

“Your dress/shoes/blouse/jacket/purse (whatever) caught my eye. I like the style, but I think you should try it in black, instead. You’d look better with it in black instead of gray.” (Choose the color accordingly.)

You nod your head, again meeting her eyes full-on.

Her head will suddenly spin ... “But... but... all the other guys said I looked like a fashion model with this on... What do you mean?”

By using these approaches when you talk to women, you’ve just flipped her trust switch in her head. You see, she starts out needing to find a reason to be interested and trust YOU – or she quickly categorizes you as a friend (FRIEND = non-lover, a woman you won’t be able to sleep with).

If you just start talking to her neutrally, she’s wondering, “Is he safe?” For all she knows, you’re a nut-case looking to pull her into a multi-level marketing scheme. NOW, all of a sudden, she is suddenly told (by your words and actions) that you might not be so interested. You’re different – i.e., INTERESTING to her.

For the first week or so, if you're feeling a bit nervous about approaching women, work your way into this slowly. Just use the intro line I gave you, and take it wherever you need. Hell, I'd even recommend you ONLY ask her the first part ("Where'd you get xxxx, my sister might like that ..."), then say "thanks" and walk away.

Get used to just chatting up anyone and everyone you meet. Take the pressure off for the first week or two, until you get used to the fact that **WOMEN AREN'T GOING TO REJECT YOU LIKE YOU THINK THEY WILL.**

You don't need anything fancy or clever. You don't need anything special to comment on. You just take **WHATEVER** she is wearing or holding and comment on it **AS IF IT WERE** different or interesting. Then, by virtue of following it up with a quick tease, you get her mind off her initial defense (**IS HE SAFE?**) and on to validating herself a little to you.

This is the primary psychological underpinning of the whole "TEASE TO PLEASE" method. And I just gave it to you in a simple, workable format.

What most guys will do is to spend all their energy trying to climb over her initial trust hurdle, when they really need to focus on getting her to flip that switch in her head by making **HER** the one to present herself to you. (This will be more apparent when I explain the Tease portion in our next installment.)

Most guys will take any approach and shoot it down and find everything they can about what's **WRONG** with it, before they will go out and use it and make it work. My advice to you is to prove it won't before you even think about coming back to me with a rebuttal. I know that I'll get scads of letters asking me what to do in X situation or Y situation, because they're 'different' somehow, but it makes **NO** difference. You only have to spot one anchor on her to comment about.

I use it all the time, and it is very effective.

Just remember to keep things light and humorous, and never to insult.

**ANYTHING** can work, if you just use it in the right way. I just gave you the first half of a technique that works **ANYWHERE, ANYTIME.** On **ANY**

woman. The best part about it is that it is simple, universal, and effective. All you have to do is to find your target, find an anchor, and start your Tease ... (but only to please...)

## Conversational Dominance

I don't have space in this book to cover all of the strategies you'll want to use to carry on effective conversations (you can find all of this information in the [Mack Tactics program](#)), so I'll emphasize a few key points that tie into the idea of Being Dominant.

The conversation should begin with a Dominant Approach. The pickup artist and guru "Mystery" teaches a principle called "The Three Second Rule" that dictates that when you see a woman you want to meet, you should approach her within three seconds. Always. The logic behind this is that you want to make your move before any anxiety or nervousness sets in.

I usually don't move this fast. I like to take a few moments to gather some quick Intell. I watch her and notice details. Is there something about her appearance that I can use to initiate the conversation? Maybe she's wearing an interesting piece of jewelry, or is carrying a cool purse, or has a tattoo, or is wearing a hip pair of glasses (or sunglasses). It can be anything that is even the slightest bit out of the ordinary.

If she's with friends, I watch her body language and how she interacts with them. Is she the "leader of her tribe," the one that the others are watching and listening to? Or is she blending into the background? This is important Intell for when you use "Cold Reads" later, when you're talking to her. These are observations that you make about a person, that make them think that you're extremely perceptive and understand their personality.

For a full explanation of Cold Reads, check out [Mack Tactics](#).



## **BONUS SECTION: Maintaining Her Interest During The Conversation**

By Steve Scott, creator of the **Flirt Mastery Program**

Starting conversations with women isn't difficult, but maintaining their interest is.

When interacting with the opposite sex, most guys run out of steam before they even get going. They introduce themselves (without even trying to use a creative conversation starter), babble a bunch of random statements, and endure the painful awkward silences that follow.

Does this sound familiar to you?

The good news is that talking to women doesn't have to be burdensome, and in truth, it can be a lot of fun! The trick to catching and keeping a girl's interest is simple...listen. Most guys waste so much energy worrying about what to say, but in reality, women's answers to their questions could provide for ample conversation.

Here's what I mean...

## Be a Funny Guy

Unless you've been living under a rock your entire life, you should know that everyone (especially women) love being entertained. If you can make a girl laugh, you're already on her good side. With that said, go into the dating scene with a few funny stories about your life, and find ways to share them with the women you're approaching.

If you don't think you have any funny stories, think again. Everybody can recall times in their past that were embarrassing or memorable, so make sure you have at least four of these tales to share with the women you approach. Being able to laugh at yourself will lighten the mood and build rapport with the opposite sex.

For your convenience, I've included the following format to help you craft a great story. You're welcome. As you'll notice, the setup is similar to what you'll hear in a good joke:

- You are the main character.
- Make sure to demonstrate appealing character traits, such as confidence or courage.
- The tone of your story should be light and funny.
- See to it that the ending (or "punch line") is interesting and memorable.

If you're smart, you won't improve these stories on the spot. Practice makes perfect, so take the time to perfect your storytelling prior to hitting the social scene. Try them out of family or friends, and see what their reactions are.

## Go Fishing

Remember when I mentioned the importance of listening? If you keep your ears open while talking to a woman (instead of just staring at her chest) you can literally "fish" for additional topics of conversation. Ask questions about her background, hobbies, or career, and use her answers to find a common ground with her. Not only will this demonstrate your compatibility with her, but it will show her that you're genuinely interested.

If something she says lends itself to a funny story you have, all the better! The point is to be relatable to the women you approach, thereby building rapport with them. People are naturally drawn to others like them, and the more a woman feels like you understand her, the more she'll be attracted to you.

Talking to women shouldn't be a painful experience...if you know what you're doing. By arming yourself with some good stories and an open ear, any woman will be putty in your hands. Practice these tips every time you hit the dating market, and say goodbye to awkward silences forever.

## Transitioning

OK, let's move on. After your opener, you need to have a way to TRANSITION into the conversation. (Think like a chess player—always planning a couple of moves ahead.) The very first words that come out of your mouth are not the most important ones. As I said before, if you project confidence and a laidback, playful attitude, you could get away with simply saying, “You're cute” or “I noticed you earlier and I want to meet you.”

What is most important is what you say next: how you transition into the conversation and take it from there.

A good way to do this is to make another observation that encourages her to keep thinking and talking. After your opener, depending on how she's dressed, how she carries herself, and the way she responds to your initial observation, you might say:

“You have this really confident vibe, you seem very sure of yourself. You remind me of my friend Jennifer. I bet a lot of guys are intimidated when they first meet you, but they don't realize you're actually a sweet person.”

“You've got a really positive energy about you. I bet your friends are always calling you up when they're depressed about something and they need a boost.”

“You have a cool sense of style. You must always be keeping up on the latest trends. So let me ask you something...my buddy Jeff wants me to

help give him a fashion makeover. What do you think is the #1 thing that a guy can do, to make himself look more stylish?”

“You have a really unique look. It’s refreshing to meet someone who isn’t just trying to copy the way every else dresses. So have you always been this way?”

Here are a couple of good ones from Joseph Matthews, author of the book **The Art Of Approaching**:

“Are you by any chance a dancer? Because you move with such grace and confidence, you have to be professionally trained. Who’s your teacher?” If she says she’s not a dancer, follow up with: “Well, I bet if we get you in a club that’s a different story.”

Or...

You: “How high are those heels?”

Her: (answer)

You: “Wow, you know, you really know how to walk in them. Most women are so clumsy and uncoordinated. It’s such a lost art. Good to know there are still some women around who know how to do it right. Did you have to go to charm school for that? How’d you learn?”

Another good one: if her arms are crossed, indicating that she doesn’t want to be approached, approach anyway and say this:

“Is everything OK? You look so closed-off with your arms crossed liked that. You’d look so much friendlier if you uncrossed them.”

This will usually get her to uncross her arms. (She’ll do so, without even thinking about it.) Once you get her to “open up” her body language, her attitude will follow. Follow up with another observation and get the conversation started.

Observations are an excellent way to get the conversation started. This is an example of creating original conversations, instead of just engaging her in “fluff talk” that goes nowhere.

As things begin to flow, another great technique is to use *emotional anchors*. Get her to associate the things you are talking about with positive, exciting, or romantic feelings. Encourage her to express her emotions.

So how did you spend your day?

Oh, I went for a run.

Does running make you feel good?

Yes.

I know what you mean. There's something about being outdoors and exercising that makes you feel awesome. You get your blood pumping, your brain releases endorphins, you can be having the worst day and then some exercise can totally brighten your mood...you feel like you can conquer anything, you know what I mean?

*Another example...*

I had the most amazing meal tonight (mention what you ate)...so what did you have for dinner?

Nothing special, I just made some pasta (or whatever)...

Is that one of your specialties?

Not really. I'm not much of a cook.

Well, what if you had your own personal chef? What would you have him cook for you when you *really* want a special treat?

The "personal chef" question is an example of a Hypothetical. (The Mack Tactics program contains many of these in the "Conversation Control" chapter.) Basically, a Hypothetical is an unusual, thought-provoking "hypothetical question" that you pose to her. A good one will get her to share and reveal things about herself, and then give you an opportunity to "bond" with her by sharing things about *your* self.

Hypotheticals can also emotionally "transport" her to another place, by stimulating her imagination.

Here are some examples of boring, typical ("wack") questions that guys frequently ask women, followed by some cool new Hypotheticals that I've been using recently:

**Wack:** So where you do you like to hang out?

**Mack:** My buddy Jim is coming up on his first anniversary with his girlfriend, and he wants to do something special and romantic. So let's say you're dating a guy, and he's going to take you on the ultimate first-anniversary date. Not necessarily something super-expensive, but something you'll always remember. Describe to me how that date would go."

(After she answers, get her to expand on her answer. Get her to speak in *emotional terms*. What it is about that place that she associates with romance? You can emotionally "transport" her to an extremely positive mental state this way.)

**Wack:** "So what kind of music do you like?"

(To this, she'll usually say "all kinds" or something to that effect...typical question, typical answer, and you're not getting anywhere.)

**Mack:** "I read this crazy story in the news today. Some super-rich banker guy hired The Jonas Brothers (or Hannah Montana, or some other hot "teen" act) to play at his daughter's 16<sup>th</sup> birthday party, and paid them a million bucks to play for only 45 minutes. Can you believe that?"

(This stuff actually happens, by the way. A few years ago, some filthy rich businessman hired 50 Cent, Aerosmith, Tom Petty, Stevie Nicks, and Kenny G to play at his 13-year-old daughter's bat mitzvah in New York City. The tab for the party? \$10 million.)

Then follow up by saying, "so let me ask you a question. If you wanted to throw the most unbelievable party of all time for you and your friends, and you had unlimited money to hire any band in the world, who would you pick?"

When she answers, *get her to keep sharing*: "So what do you think is their most amazing song?"

Talking about her favorite music is bound to put her in a positive mood (which is essential for building your bond with her). Have your own answers

ready to go, and be ready to share your own feelings about why your favorite music is so special to you. Relate a story about why that performer, or that band, has special significance to you. Paint a picture for her. *Speak in emotional terms.*

Another example: “My best friend Mike called me today, he recently started dating this girl. Tomorrow night she’s coming to visit his house for the first time and he’s going to cook dinner, and they’re going to watch a movie. He’s wondering what movie to rent—something funny and romantic would probably be best. What would you suggest?”

(Again, getting her to share about her favorite funny & romantic movie or “chick flick” is guaranteed to brighten her mood.)

I could give endless examples. Instead of asking her if she likes to travel, ask her: “If you won the lottery tomorrow and you could build your dream vacation house anywhere in the world, where would you build it?”

Rather than asking her where she likes to eat, ask her “if you could eat one type of food all you wanted, and never gain a single ounce, what would you pick?” Again, have your own responses ready to go.

The bottom line is, **it’s way more fun, creative and interesting to make observations, rather than use the standard “job interview” approach.** (So what’s your name? Where are you from? What do you do? Do you come here often? BORING...)

I also like to make “guesses” about women. Instead of “where are you from,” you could say “I get the sense that you’re not from around here, originally. You’ve got this sophisticated, big-city vibe.” (Or, “you’ve got this innocent quality about you...I bet you’re from a tiny little town somewhere.”)

If you’re completely wrong about your guess, that’s OK! It’s going to make her laugh, she’ll want to know more about why you made that guess, and then she’ll fill you in on you her actual details.

If she is obviously from a foreign country, you could ask her where she is from, originally, and then say “So if I visit there someday, what’s the one

spot I absolutely need to visit?” Get her to describe it. The conversation should *emotionally transport* her there.

In the [Mack Tactics program](#), I cover every angle of managing conversations and guiding them towards the results you want. For now, remember, interesting observations and questions (such as Hypotheticals) make *her* want to come up with good, interesting answers. When you are controlling the flow of the conversation and the topics this way, you are taking the “dominant” role in the interaction—and this implies **confidence** and **status**.

Another way to get her to share:

“My buddy John’s girlfriend just broke up with him—the day before their first anniversary! You know what she told him? She said it was the best time to break up because 98% of relationships are doomed after one year; that’s when the novelty wears off and people start getting bored of each other. Do you think that’s true?”

Clever stuff. Just remember, knowing how to use these openers to transition into the conversation, and keep things flowing, is the key. Check out [Mack Tactics](#) to completely master your conversation game.





## **A Note On Conversation: The American Idol Principle**

When it comes to conversing with women, the average guy thinks that HE should be doing most of the talking. As long as he can keep talking and telling a woman things, he figures he's building a connection and things are moving in the right direction.

But successful conversation has nothing to do with how *much* you say, or how much you tell her about yourself. It has everything to do with how much she *values* what you are saying. When you frame yourself as “high status,” your words, questions and statements are going to carry *much* more weight.

I like to use Simon Cowell as an example. I'm talking, of course, about the most popular of the judges on *American Idol*. (I'll admit that I love the show—I find it fascinating not because of the music, but because of all of the personalities and the dramas.)

In my opinion, the show was at its best when they had the original lineup of three judges: Randy Jackson, Paula Abdul, and Simon Cowell.

After a contestant performed their song, Randy Jackson was the first judge to give his verdict. He's a jovial, big-hearted guy who doesn't want to hurt

anyone's feelings too badly. If the contestant sucked (as they often do), Randy will wince and squirm and try to "cushion" his criticism...

*"Y'know, dawg...I dunno, tonight just wasn't your night...you were off the hook last week, but this week (wince, shoulder shrug)...I dunno, dawg, it was...a little bit pitchy. I just wasn't feelin' it. But keep doing yo' thing, dawg."*

Next up was judge Paula Abdul, the most popular airhead on prime-time television. Even after the most off-key, eardrum-splitting performance, she'd find a way to phrase her response in the positive. She'd blather on about how the contestant has such wonderful "enthusiasm," or "energy," or how the contestant "looked amazing tonight"...and then after rambling aimlessly for a couple of minutes, she'd come around to mentioning that *"maybe tonight wasn't your best night...I think you could have picked a better song."*

The whole time Randy and Paula were talking, everyone was anticipating the one verdict that really mattered: Judge #3 (and he's the last judge to go, for a reason)—Simon Cowell.

Simon doesn't pull any punches. He is the Judge Everyone Loves To Hate because he says exactly what anyone with any clue about musical ability *wants* to say.

If the contestant sucked, he tells them so in his blunt, authoritative British way. He uses words like "horrendous," "unbelievably terrible," and "absolutely awful." The audience boos, but there is never any question that Simon's verdict is the one that matters—because he is speaking totally honestly. (And, 99% of the time, he is totally correct.)

But when a contestant rises to the occasion, and delivers one of those kick-ass performances that is going to get 200,000 views on YouTube, Simon praises them. *And this praise causes the audience to rise to its feet and go friggin' nuts. Because Simon's words carry that kind of power.*

This is how you want to frame your interactions with women. Don't be easy to impress. Don't be quick to say "wow, that's awesome" or "that's so cool"

or “yeah, I totally agree, you are so right.” Instead, challenge her to explain why she feels that way. If

You will never feel like you’re on the “hot seat” during a conversation, hoping that you are answering HER questions the right way. Instead, you will playfully DEFLECT her questions and put the spotlight back on her—so that she is the one who feels

Remember, you must cultivate the right *presence* when you are around women, with the same level of care as women style themselves when they want to attract a man. You want her to get the sense that you are a man with *high social status*.

## **Final Checklist**

Before you head out to put these high-powered tactics into action, make sure you’ve got these bases covered:

- Take an extra-long hot shower. Use shampoo and body wash to clean every inch of your body. You might be getting intimate with a woman later. Be ready!
- Spray on some nice-smelling cologne.
- Brush your teeth and floss.
- Style your hair.
- Groom your eyebrows and make sure to trim any unsightly hair (i.e. in your ears and nostrils).
- Dress well. “Stylishly casual” is a look that always works: a cool pair of jeans, trendy sneakers or shoes, and a cool tee-shirt or button-down. If you carry some extra weight, wear a loose-fitting shirt to downplay it.
- Tidy up your place. Make sure the bathroom is especially clean. Always have a couple of bottles of wine (red and white) ready to entertain female company later. Again, this is about you feeling ready and prepared for whatever happens tonight when you are out meeting women.
- Get ready to have *fun*. You’re going to bring playful, fun, positive energy into the lives of *all* women that you meet tonight. And maybe if

one of them is lucky, she'll become a part of your world and enjoy a lot of cool new experiences.

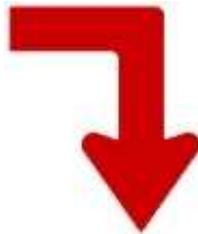
“Rejection” is a thing of the past. Any girl that doesn't want to hop onboard YOUR train is missing out on the ride of her life.

We've reached the end. Good luck out there—I look forward to hearing YOUR success stories soon!

Your Wingman,

*Dean Cortez*

**P.S. Scroll Down To Get The Details On The HOTTEST New Bulletproof Seduction Programs...**



## Recommended Resources

### **For Learning To Approach Women In Any Situation, Start Conversations & Build Attraction FAST...**

Are you curious to know the best openers & lines to use on women—whether it’s a day time situation, or you’re looking to pull off a “Same Night Lay” at a bar or nightclub? How’d you like to know EXACTLY what you have to do to approach and meet women and start conversations *without* ever getting blown off—or having to struggle as you figure out what to say next?

Approaching women and getting the results you want is simple, once you learn the science behind the “Ultimate Approach.” Best of all, this 80+ page book is **FREE!** You can download it right here:

<http://www.bulletproofseduction.com/approach>

You’ll get the *full arsenal* of practical, real-world, FIELD-TESTED tips, tactics & techniques that you can use immediately to meet & get the women you want.

You’ll learn specific “bulletproof” openers and word-for-word routines that you can use anywhere (*bars, clubs, fitness centers, cafes, hotels, shopping malls, etc*)...and also, how to RAMP UP your social value every time you're around attractive women with NO extra effort on your part.

Download it FREE here:

<http://www.bulletproofseduction.com/approach>

### **For Advanced Communication, Persuasion & Influence Skills With Women...**

A woman’s “attraction triggers” are switched on when you can effectively and consistently create a roller-coaster of feelings—including excitement,

anticipation, and a tingling sense of “chemistry” (the sense that *you’re* the guy she was destined to meet!).

So how’s it possible for you to create these feelings in women—even if you’ve only just met them for the first time?

*Words.*

Words trigger feelings.

It’s in the way you communicate and *interact* with women... *that’s* where the “magic” happens.

Mastering the art of conversation & persuasion is one of the MOST powerful ways to “reel in” the women you want ...FAST.

This is the essential skill you cannot ignore—or else you’ll probably have to settle for a woman that you meet out of CONVENIENCE, rather than being able to identify, approach & seduce the super-attractive women that you truly desire.

If you want to know how to charm, mesmerize & influence any woman into *hypnotically* giving herself ENTIRELY to you, you can learn it all by downloading this:

<http://www.womenpersuasionsecrets.com>

## **For Dating Hot Younger Women...**

If you’re in your 30s, 40s or beyond, and you’re close to “giving up” on the idea of dating women younger than you, NOW is the time to destroy the MYTH that you can only get women close to your own age. There are, in fact, proven ways for you to use your maturity, sophistication, knowledge and life experience as huge tactical *advantages!*

The truth is, there are also specific techniques and strategies for you to use the “age gap” as your own unique ‘weapon’ to get younger women! I’m talking about being able to approach, flirt with, and seduce ANY hot younger woman, at ANY time. No more hesitation, no more guess-work.

You can get all the details, and watch video clips from the program, here:

<http://www.bulletproofseduction.com/younger>

## **If You'd Prefer To Be Dating Hot ASIAN Women...**

A lot of guys share a preference for beautiful Asian women. And we can't blame them—we agree that Asian women are some of the most exotic, graceful and beautiful females on the planet. Plus, because of their culture and upbringing, Asian women can make excellent partners for Western men.

The *challenge* is that Asian women can be difficult to meet, talk to & connect with if you don't understand their cultural differences and what makes them feel attraction. (Attraction, seduction & dating works a *lot* differently with these women, which is why so many guys think they're "hard to get.")

Whether you're interested in meeting & seducing beautiful Asian women in your area, or you're chatting with them on the Internet, or you plan on taking a trip to Asia, you will enjoy a *much* higher rate of success (and you won't waste your time interacting with the *wrong* women) if you're armed with the right tools, tactics and information.

We've got some quick tips for you, and an instructional video on the Secrets Of Dating Asian Women, right here:

<http://www.seducesasianwomen.com>

## **If You Want To Score With Sexy, Exotic STRIPPERS (Without Having To Spend Money...)**

If you enjoy visiting strip clubs once in a while, I'm sure you've thought about how awesome it would be to bang one of those scorching-hot, hard-bodied stunners. But if you're like most guys, the strippers are treating you

only as a *customer*. You blow a bunch of money on lap-dances and drinks, and go home alone and sexually frustrated...

But what if I told you some of the world's top pickup artists have figured out a SYSTEM for picking up strippers and getting all the sex you want—for free? I'm talking about being able to push a stripper's "attraction buttons" and connect with them on an *authentic sexual level*—so that instead of viewing you as a customer, they want to hang out with you after their shift and have wild sex.

(Or even *date* you, if you think you can handle having a hot stripper girlfriend!)

"Secrets Of Strip Club Seduction" is JAM-PACKED with the BEST techniques on how to read a stripper's body language, how to flirt, create unstoppable confidence, "dominate" strip clubs and the attention of the hottest women, and especially how to CLOSE super-hot dancers!

If you're DEAD SERIOUS about wanting to become a guy who bangs "Perfect 10s" every night of the week (and not just strippers, but hot girls from all backgrounds who are downright *untouchable* for most men)... you've got to check out this highly controversial program. It's the ultimate resource for developing ADVANCED game and seducing the most stunningly beautiful, sexually adventurous women:

<http://www.bulletproofseduction.com/stripper/>