SEXYUAL ACTIVATION

BLUEPRINT

The 99.8% Accurate System To Get You The Girl

By Craig Miller
If you’re reading this right now then you’re already doing more than 95% of the other men to improve your sex and dating life. Most men are stuck, powerless and would rather stay home alone and do nothing about their current situation out of stubbornness and pride. But you’ve chosen to take action, and from one man to another, I’d like to congratulate you on your choice and the fruits that are awaiting you.

The cutting edge research I’ve prepared for you will give you more power and control over your dating life, more choice, more natural confidence and a deeper understanding of how women really think and act. I’ve developed this system from scratch so you know exactly what a woman wants and how to give it to her as fast and efficiently as possible – so you get what you want.

Every tip, trick and strategy you’re about to learn is based on hundreds of hours research and data analyzed by high-end supercomputers and a team of Ivy League researchers – you’re going to learn it all in just a few hours. These findings reveal the truth behind how the most successful men routinely get women turned on and eager to date and sleep with them.

Nothing like this has ever been done before and yeah, I believe this is the future of dating. In 10 years, every man (and woman) will have access to research like this offering them insights into the opposite sex's strategies, but since you’re reading this now, you’re well ahead of the curve and you’ll soon enjoy a huge competitive advantage over other men and the sex life full of ease and options that comes with it.

Now before we jump right in, I need to tell you how this all started, because it’s important that you A) understand exactly where the research came from so you can trust it, which in turn will give you more confidence around women and B) that you know the story of my journey to success so you can trust what I’m about to tell you, since a lot of this system is derived from my own personal experience and success with women.
When I was young, flirting and dating did not come natural. In high school, I was labeled as the guy who “never hooks up with anyone” and I didn’t even kiss a girl until I was 21. When other guys were out on Friday nights getting laid, I was home on my computer playing games like Starcraft and World of Warcraft.

While I put my energy into things like starting a college technology club and hanging out with my computer buddies, other guys were out getting girlfriends, hooking up and losing their virginity. The more time and more time I spent in front of a computer screen, the more awkward and uncomfortable I felt at parties and social gatherings, especially around girls. And it wasn’t like I had no sexual outlet and began quelling my sexual urges with internet porn.

When I finally caught the break of my life and got my first date (she practically did all the work for me) I had my first kiss and was walking on air! My life had finally turned around. That was until six days later, when she ditched me on our second date to bang another guy.

I was furious. I wanted revenge. I wanted to find a girl who was better looking than she was and when she saw us together she’d be jealous and beg for me to come back - either that or I’d sleep with so many girls that I’d forget her for good.

But then it hit me: who was I kidding? It had taken me my entire life just to kiss one girl. Realistically, I could have to wait another five years just to meet another girl. I felt completely powerless andemasculated. I badly wanted revenge. I still couldn’t get a girl. If someone bet me ten-thousand dollars I couldn’t get laid, there was nothing I could to prove them wrong.

A girl that I liked had flat out ditched me to bang another guy, it the ultimate insult, I was so embarrassed I couldn’t even tell my friends. I just told them I stopped seeing her because I wasn’t interested in her anymore. A giant knot built up in my stomach and I nearly broke into a sweat hoping they wouldn’t discover the truth. I was pathetic loser who had no control over his dating life and honestly, I was so desperate that I even considered calling her and asking her to hang out again because I had no other options.

Fortunately for me, I did not call her back. I promised myself from that point on that I would never let myself end up in the same situation again, powerless, alone and unable fulfill my needs as a man. From now on, I would find a way to have ultimate power and control over women – to make sure this would never happen again.

It wasn’t until years later that my dating life would take off, and while I had already had a lot of success, meeting John was one of the things take finally took things to the next level. John had seen me on TV as a featured expert on FOX and he respected my already successful reputation as a dating coach. He came to me because he thought I could help interpret and build his data into a practical, easy-to-use system.

He showed me his research that literally tracked people’s online behavior and uncover patterns in how they acted. The companies he worked for had tracked which users visit a website, what they do on those sites and then sell the data they collect to other large corporations and even the U.S. government. One of these organizations was actually able to monitor the conversations people were having in emails, on social networks and dating websites.

That’s when it all clicked. I remember thinking, “I can track and see what men are doing to successfully meet and flirt with lots of women online. I can uncover the patterns in their strategies and use their successful...
strategies for ourselves.” I would know the exact words and phrases they say to get these women so attracted to them and why women reject certain guys. This would truly be the “next level.”

I knew the information would be extremely accurate and more effective than just some expert’s opinion or potentially flawed surveys because the data was based on real conversions. They often teach that what people say is not always what the actually do and I knew this data would show what women actually did.

I would know “98% of the time if you say this one word or sentence she’ll be 3x more likely to sleep with you” for example and know it was true. Just thinking about getting my hands on these secrets was making me feel like I was closer to losing the virgin curse the hung over my head.

The company that collected this data used a powerful supercomputer and team of researchers based in Nevada that monitored thousands of online conversations that they sifted through to identify patterns in dating behavior. I spent months sorting through it along with two full time Ivy League research assistants in order to uncover the patterns I’m about to reveal to you today.

Imagine this. You are in a bar and you see a guy talking to the hottest girl in the place. She’s got dark, straight black hair, her makeup is meticulously done and it lights up the seductive look on her face. The skin-tight red dress she’s wearing is turning you and every other guy in the bar into a drooling idiot and there’s nothing you can do about it. Nature has taken over. She’s one of those head-turning, slow-entrance type of girls who every guy wants. The guy she’s with is whispering into her ear while cracking a smile. He’s got the confidence of a man who knows exactly what to say to a woman to make her interested in him. And his magic words are working... She’s laughing, the tip of her straw dancing around the inside of her mouth like she’s hinting as to what she’ll be doing when she’s alone with him. She’s visibly turned on by what he’s saying and everyone at the bar can see it. And then, right as you’re ordering your third beer wondering what you’ll watch on Netflix when you get home alone at the end of the night, the girl in the red dress getting her things together and leaving the bar with this guy.

At this point, you’re wondering along with every other guy in the bar, “what the hell did this guy say to her?”

And this is exactly what I’m going to reveal to you inside this comprehensive system. So let’s jump right in!
5 SPEED LEARNING TRICKS

There’s a lot of information in this book and the biggest mistake you can make is to try to implement (or god forbid, memorize) it all at once. Sure you can read through the book in one go, but then when it comes to taking action and using the material, you’ll want to follow these rules to success. These are not something I copied and pasted from the internet, these rules are based on over eight years of experience coaching other men and seeing first hand what got them fast results. Here’s what I strongly recommend...

HIGHEST LEVERAGE FIRST Always ask yourself: where the first place or the biggest place I get stuck? Then only focus on getting the solution to that specific problem. Be honest with yourself. The place you get stuck could be as simple as leaving the house or meeting women.

USE ACTION STEPS When you’ve got a goal like “make a million bucks” it’s overwhelming to think about. But you break everything down into smaller, more specific actions you can take. For example, you decide you’re going to make money by building websites, then you select your first action as calling 3 close friends to see if they want a website or know someone who does. That action is simple and easy to do. It’s actionable. The goal of “make a million bucks” is not actionable and causes stress, frustration and overwhelm to think about. Often in the chapter summaries in this book I give you specific action steps you can take.

KNOWLEDGE IS NOT SUCCESS There’s a tendency to want to gather as much knowledge as possible because it feels like success. This has been ingrained in our heads from years of schooling in which we were rewarded for our ability to memorize facts, so we still get that dopamine release for memorizing things. But make no mistake, in reality, memorization has no correlation to success with women and mass memorization leads to information overload in the brain and a constant shifting of focus that prevents success. Which brings us to our next rule...

THE 4:1 RATIO You’ll hate me for this one, but it’s for your own good. For every hour spent learning or reading about dating, spend four hours using what you’ve learning in real life. I’ve heard some guys say ten hours, but I’m going easy here. The reason is simple. Dating is like a sport. It’s something you do in the moment, it’s best when your decisions are instinctual and like second nature, and reading does not create instinct. You’d never read a book to learn to play baseball or soccer, so you should just read one to learn dating either.

GIVE IT AN HONEST SHOT (FOR REAL) Most people who buy this book will not read. Most people who read this book will never use the system I’ve developed even once. You do not want to end up in this category! Start small and implement what you’ve learned, even if it’s a casual conversation with the store clerk or the Starbucks barista.

NOT EVERYTHING IS FOR EVERYONE I believe this is a truly great system, but everyone has their own way of learning and thinking about things. My system might not jibe with you and that’s totally fine. You may find other experts guidance to be better suited for you personally and that’s ok too!

TRACK YOUR GOALS When you’re starting off it’s very easy to lie to yourself about how much you’re actually getting done when it comes to improving your dating life. Using a goal tracking system (more on this in a bit) will make sure you stay on track.

KEEP YOUR MIND CLEAR I don’t claim to be the be-all end-all of dating, but while we’re working together throughout this book, try not to read any other similar books while reading this. I know it’s tempting to watch everything you can, but give this your 100% FOCUS then move on.
The Master “Formula” For Attraction

Most men believe that every girl is different and therefore must be seduced in a unique way. This isn't the case. Attraction is a process of nature and nature and nature is systematic and predictable more often than not. Most of a woman’s decisions come from parts of her brain that are totally subconscious and make her decisions for her based on primal survival and reproduction instincts. If you activate the right triggers, women often have a predictable response. Here are the 3 Rules to keep in mind when using this System:

**Use The Right Triggers** Hipster girls, strippers, bookworms and bartenders are all still female and respond to similar triggers. Your looks, age, income and other factors don't play as big of a factor as you think, they're just the icing on the cake.

**Show The Right Traits** Even though we are trying to attract modern women, their brains still function the same as those of cave women. Women look for very specific traits to filter out and reject men. If you show women the right traits, you'll turn them on.

**Don't Think Too Hard** You'll drive yourself crazy wondering what a woman's thinking and it won't help you. Instinct can help, but if you start to about wonder “what to do” with a specific girl for too long, you'll start to make poor decisions. Instead, just follow the simple step-by-step system I'm about to lay out for you to ensure you don't make any big mistakes.

The important thing to remember is that no woman is totally “out of your league” and statistics argue that no woman is immune to being seduced and that, generally, all women respond to the same triggers and look for the same traits.

Every girl is going to hook up with someone and there's no reason that it shouldn't be you. If she rejects you then it's likely that you neglected a crucial element in this system.
System Summary

Here's how the system breaks down into 7 simple steps (plus an extra bonus section on following up):

07 | **STEP 1 ▪ Lifestyle**
   
   We focus on the easy stuff first that's statistically proven to get you more women, more dates and more options.

12 | **STEP 2 ▪ Attractiveness**
   
   We look at what's scientifically proven to make a woman more responsive to a man. 92.5% of it is within your control and doesn't involve any hard work or practice.

17 | **STEP 3 ▪ Connection**
   
   We cover proven ways to make a woman feel a deep, strong connection with you so she's eager to want to see you and spend time with you.

23 | **STEP 4 ▪ Get Them Digits!**
   
   Getting the phone number is always a “big deal” to guys and is a notorious point of tension and often, failure. Here's the statistically best way to do it.

26 | **STEP 5 ▪ The Date**
   
   One night stands and hookups are great, but dates are often necessary and if you’re busy you probably prefer scheduling a date. Here are the statistically best ways to end up back at your place and the dangerous pitfalls to avoid.

31 | **STEP 6 ▪ Getting Physical**
   
   At some point, things will have to turn physical in order for you to end up in bed. Again, a big point of tension, I'll show you the most successful (and failure proof) ways to get physical quick and easy.

34 | **STEP 7 ▪ Closing The Deal**
   
   Even small mistakes can ruin the night (and your chances). Closing the deal successfully is all about statistics and eliminating your chances of mistakes.

37 | **BONUS ▪ Following Up**
   
   What to do after the date.
Let’s start with the easy stuff first – the path of least resistance. The fastest way to get a girlfriend and get more sex is to meet more women. This is one of those common sense things that most men write off as “obvious” and then ask me when we’re going to get to the “good stuff” or something more advanced, but smart thing to do is take care of the easy things first, which are usually not the most exciting or advanced.

So with that said, here are the fastest and easiest ways to meet more women...

**Create An Ecosystem**

This is more of a concept rather than a direct action you can take or a place you can go, but it’s hands down one of the most powerful concepts I’ve heard in the twenty-first century. Imagine creating a situation for yourself where it would be impossible to fail. What would that look like?

Let’s say, for example, that you want to remember to brush your teeth before bed. In an extreme scenario you could put a toothbrush in every room, put post it notes with reminders everywhere and set alarms when you plan to brush your teeth. You could ask a friend to call you to remind you (or pay someone), you could put another post-it note over your light switch so you can’t even turn your lights off without a reminder, you can write “brush teeth” in marker on the top of all your pillows so you can’t possibly miss it and again on the ceiling.

I’m making this situation absurd to illustrate a point. Always ask yourself: how set up my dating life to be more successful, so that it’s impossible for me to fail? Let’s take a look at how this can apply to real life...

Imagine you go drink at Bar #1 every Friday night and over the course of a night at Bar #1 you see roughly two cute girls. You go to Bar #1 because your buddy’s friend, Ryan, is a bartender so you get discount drinks. This is also your group hangout, you always go here without debate, it’s the default bar and it feels like home.

Two miles away is Bar #2. Your friends don’t like Bar #2 because the drinks are “a total rip-off” and they don’t have flat screen TVs showing sports, because Ryan doesn’t work there, because the staff is stuck up, because the women who go there are stuck up (or whatever reason.) But Bar #2 has a whopping 12 hot girls and less guys than Bar #1. You can meet 600% more women there and have significantly less competition, but because of various reasons (usually your friends and other people decisions and preferences) you never go to Bar #2.

Chances are, there are many decisions like this that you’re making in your life that impact the number of women you meet, but for one reason or another, women haven’t been your priority when making decisions. You go where your friends want to go or you go to the cheapest place or the closest place, but never to the place with the most women. This includes your choice of gyms, supermarkets, shopping malls, your job, where you eat lunch, where you eat dinner, the parties you go to, the bars you go to, the clubs and events you attend – the list is endless.

If you work in a job where you have off for lunch, use that hour to go to place where there are women. If you grab coffee, go to the coffee shop where you see the most cute
SEXUAL ACTIVATION BLUEPRINT

EXERCISE: daily planner

Grab a sheet of paper right now and draw two lines to separate the page into three equal columns. On the left write down the 20 activities you spend the most time on. In the middle column, next to each activity write down the total amount of time per week you spend on these activities. Then in the left column, write down the absolute best activity (or best place you could do that activity) if you only goal was to meet more women.

The purpose of this list is to bring awareness of where you actually spend your time, what your opportunities to meet women are really like, which opportunities are the best (and which you should increase time spent on) and which you can improve. You might think “well I’ve already got a pretty good idea in my head of where I spend my time, I don’t think I need to really waste my time writing this out,” but the truth is, our heads do not contain a truly accurate picture.

Why? We lie to ourselves to make ourselves feel better. It’s the most basic mental defense against bad feelings. I’ll ask a client: So how did this week go dating wise? And their answer is usually “good” or “not bad.” Then I ask them, ok lets get down to numbers. How many women did you meet? How many dates did you plan? How many dates did you actually go on?

That’s usually when things take a turn for the worse, as they realize the word “good” wasn’t really an accurate description of their week after all. But from this confrontation and the negative feelings that can come with it also comes motivation: “I have to do better this week – I’ve been slacking!”

The point of this exercise is not to depress you, but to give you a truly realistic view of your life. This is why I’m a big fan of numbers and statistics: they don’t lie.

girls. Attractive women tend to shop at higher end stores, so if you can afford it, try visiting some new places when you’re picking up food for the week or go shopping at the nicer mall, even if it’s 15 minutes further away. I know many men who cringe at the thought of overpaying for groceries just to be in the presence of more or better looking women. But you’ve got to ask yourself: how much do you want this?

Now hopefully you’ve got a much clearer idea of what your dating life is really like and all the areas of opportunity you have in which you can declare it more of a priority. Since you’re reading this, I’d bet your dating life is a pretty big priority. Good! Let’s make sure your time and actions reflect that so you get what you want.

Finally, there’s one last example I use to illustrate the power of an ecosystem. Imagine a guy who lives in the middle of nowhere, where there are no women, no bars and no wingmen or buddies to support him in his endeavor. He has zero chance of success. We can hand him the most powerful attraction techniques in the world, we can train him to be a highly skilled seducer, but in his current ecosystem those skills are useless!

Now imagine a second situation, a man has access to zero dating advice and training, yet he lives in one of the best cities for dating in the world. It has one of the highest girl-to-guy ratios and highest number of single women. Further, he lives right down the street from a big “meet market” where lots of cute girls hang out.

The guy in the second situation has a huge opportunity to succeed solely based on his ecosystem, while the guy in the first situation is screwed and it’s not his fault. He’s not a loser or hopeless or bad at dating or unlovable, he just needs to change his ecosystem.

POP QUIZ Which dates are usually dating the best looking women? Easy. Photographers, male models,
people in the fashion industry, artists, people in the film industry. It’s not because these people are rich, most people in fashion are broke or extremely underpaid, it’s because they have access to these women on a daily basis as part of their jobs.

Think about what your job (probably about 75% of all the free time in your entire life) contributes to your dating life. Probably not a whole lot. I’m not suggesting you switch jobs, but I always thought this was a great example of how men with a great ecosystem have it much easier when it comes to dating.

**Break The Cycle**

The men I know who have the most success have the opportunity to meet a lot of women. If you don’t actively create these opportunities then you won’t have the opportunities.

Let’s say the system I’m about to teach you can triple your number of sex partners and let’s say going to the right places will give you triple the opportunities to meet women. That would mean you’re getting laid nine times as much. If you only have sex with one new girl per year, you’re now having sex with nine new women because you A) used this system and B) went to a few different places to hang out or shop.

The point is that if you don’t change your lifestyle, this system won’t make nearly as big of a difference for you. Right now, your life may be an endless cycle of “work, eat, sleep” with a few social events thrown in, but how many women are you actually meeting? If the answer is “not enough,” then the information in this book will be useless without any women to use it on!

**The Right City Can Be Everything**

For most men, dating is of extreme importance and second only to their career, if not the top priority. If you feel your dating life is a top priority, then you may want to consider moving. Seriously. I know this might sound drastic, and it might mean leaving friends and family behind for some time, but moving is hands down the easiest and most effective way to enhance your options.

In fact, to get you started, here’s a list of the best cities to date in based on real statistical research about how easily and how often people find dates online in these parts of the country.

**The 10 Best Cities for Dating.**

Match.com research found it’s online dating users were getting the most dates and were most active in the following 10 cities:

1. Miami, FL
2. New York, NY
3. Los Angeles, CA
4. Chicago, IL
5. Washington D.C.
6. Dallas, TX
7. San Diego, CA
8. Phoenix, AZ
9. Boston, MA
10. Houston, TX

Research also reveals that the majority of people spend all their time in just five places or less and rarely venture to new places. In a study in which people were voluntarily tracked using their cellphones, 50% kept to a radius of 6 miles wide, while 83% stayed within a 37 mile radius and spent majority of time in 5 or less places. The lesson: get out to new places to expand your dating circle!
something new if your current routine isn’t getting you what you want! If you can meet twice as many women then striking out with one woman is less of a big deal because you can easily meet plenty more. It’s not a big deal if a girl breaks up with you or doesn’t show up on a date if you have many options. Now that’s confidence!

Plus, just by spending time hanging out in different places you’ll suddenly be able to meet women wherever you go as a natural part of your life. You won’t have to go out of your way to explicitly “try” to get laid or burn hours messaging women on online dating sites, it will all just naturally happen.

**EXERCISE: fun with spreadsheets**

Keep track of the number of women you meet, the number of phone numbers you get and the number of dates you get each week. I give this assignment to my personal coaching clients and it allows you to know exactly what’s going on in your dating life, know how much you’re improving and avoid any silly mind games you play with yourself like saying things are going “good” or “better” when you’re really not having much success at all. When confronted with cold hard numbers, we just can’t lie to ourselves, and while the truth is painful, it motivates us to succeed.

### Easiest Times To Hookup And Date

Here are some specific times of the month and year that can make meeting women even easier. While you can’t snap your fingers and magically change what time of year it is, I’ve found these things are good to be aware of so you don’t miss opportunities, especially if you’re busy with your career.

- 40% of men got a higher response rate when approaching women during or just after the holidays (November, December and January)
- 20% higher response rate on Sundays and Wednesdays for online dating
- 18% percent higher rate between the hours of 8:00 – 9:00 PM. Women are most sexually active and most eager to meet a man in the night.
- **May - August** are the easiest months to hookup. There is more dating and sex taking place during the summer months. Warm weather is proven to make people in a better mood and to have sex more, not to mention everyone is wearing less clothing and in the summer it just feels better to take it off!
- **October and November** are the easiest months to get in a relationship. When the weather turns cold everyone is looking for someone to cuddle up with in front of the TV on those freezing cold winter nights to “hibernate.”
- **Valentine’s Day** Statistically the easiest time of year to make a girl your girlfriend or to find a girlfriend. Often Valentine’s Day evening is a time when single women go out in groups to dinner to take their minds off the pain of being single, in turn, they’re very open to meeting men and it’s a big opportunity for you to take advantage of.

### Use Your Social Circle

You’re **220%** more likely to meet a woman through friends, at the bar or the gym than by approaching them on the street. Let your friends know that meeting a girl is a priority. It might feel uncomfortable to admit you’re “single and looking” but you’ll greatly increase the odds that they’ll introduce you to someone.

Also, if any of your male friends live with their girlfriends, statistics show that couples share **54%** of their friends, which means that your male friends who are in relationships likely know tons of women they can introduce you to.
Plus couples always love helping single people join the “couples club” and sometimes bend over backwards to make it happen.

**Warning: Beware Of Online Dating**

No, this isn’t where I tell you that you could lose a kidney, but online dating can be a huge waste of time. First, you’re not the only guy who came up with the brilliant idea to copy and paste the same message to hundreds of women. Women are getting a lot of messages.

Online dating is also deceptive in terms of how much time it takes and what you get out of it. For example, what if you block off your one free night a week for a date and the girl who shows up looks nothing like her profile photos? You’ve wasted an entire week!

While online dating does offer a small boost in your chances of a one night stand (more on that later), it’s deceptive in that it seems fast and easy at first, but in reality it can be much more time consuming than meeting women in person or through friends.

There’s also what I call the friendship “Golden Bonus” which is that if you’re introduced to a girl through mutual friends or you meeting through the same social circle, she’s **33%** more likely to date you.

**3 Secret Locations To Hookup**

The big mistake most men make is going the places they want to hang out rather than going where the women are.

Women think differently than men and therefore spend their time in some strange places that most men typically avoid. Here are three great places you can use to your advantage...

High-End Stores. Your might think that only “gold diggers” would here, but all women love nice stores. In fact, they prioritize this way higher in their lives than men do. A broke girl will find a way to shop at these types of stores, even if it means buying a lot less. Women prioritize health and taking care of themselves and these stores fit that mentality.

Examples: Organic supermarkets like Whole Foods, higher end shopping malls and shopping centers. Soap, skincare and fragrance stores like Sephora.

Lounges (Not Bars). Most sports bars and pubs are filled with men. Women prefer to go somewhere with more atmosphere, a place with a cool vibe where they rip you off for drinks, but women love these places and don’t mind paying the added prices.

Examples: Swanky hotel bars, rooftop bars and lounges with great décor.

Vacation Spots. Vacation spots are a great place to meet women if you know where to go. Women love going to the beach and travelling to somewhere warm where they can relax and have fun. Often, women love to travel so much that they will even do so alone – which makes it even easier to hookup!

Examples: Miami Beach, other areas of Florida and Southern California towns near LA as well as Las Vegas are great places.
**Conclusion**

**Bottom Line** Meeting more women is the fastest and easiest way to get results. If you don’t do this, you’re an idiot. Don’t try to get too fancy or advanced, it’s the basics that will get you results. Focus on creating an ecosystem where it’s impossible for you to fail. What does this look like? Here are your action steps to get you started...

**ACTION #1** Think about it: what would my life need to look like if it was impossible for me to fail? Who do I need to surround myself with? Where do I need to spend my time? What big and small changes do I need to make? Write down three actions you can take to make this life happen. Tape it to your wall in your office or by your desk.

**ACTION #2** Do the “Daily Planner” exercise. Figure out exactly where you need to be spending your time and cutout the useless activities that don’t contribute to your goal.

**ACTION #3** Do the “Fun With Spreadsheets” exercise. Even if you’ve got goose eggs (all zeros) for your stats this week, fill it in anyway! These are your results, these numbers are indicative of the amount of effort you’re putting in and how much you’re prioritizing your dating life.

Remember, these exercises are not the end goal, they are merely tools to help you identify what you need to do next. Once you’ve identified your need changes, take action to implement them.
The great part about being a man is that, unlike women, 92.5% of your looks and what women consider “handsome” (yes I actually calculated this out) are things that are totally within your control (e.g. not your looks.) If a woman is born unattractive, there is very little she can do to change her appearance in the eyes of the men around her, but as a man, you have control over almost everything that women consider “handsome.”

6 "Instant Appearance" Hacks To Make Yourself Look More Handsome

Once you’ve located the best places to meet women in your town, the next logical step is getting noticed. Here are 6 scientifically proven ways to draw more looks and interest from women...

1. Hit The Gym Not a lot, just a little. In fact, most women indict distaste for men who are too muscular or work out too much. Women labeled photos of very muscular or modelesque men as “too feminine” and unattractive. Women felt paying too much attention to your appearance was un-manly. Women vastly prefer men with an “athletic” look, which was the most frequently searched for body type on online dating sites (on average 22% more common).

My data showed most women found men with narrow waists and wide shoulders sexy. They were 62% more likely to click on photos of men with these body types, spent almost 3.2x as much time looking at these men’s photos (compared with men who labeled themselves as “average” or large body types) and were 22% more likely to respond to their messages.

Additional research revealed that men with “v-taper” body types on average have 25% higher levels of testosterone, which conveys dominance to both men and women. In a study in which women were blindfolded, asked to smell men are varying testosterone levels and indicate which men smelled the most attractive, women preferred the men with higher testosterone levels nearly 2X as much as the other men. The conclusion? Testosterone is the ultimate pheromone for women.
3. Stand Up Straight Online photos in which men were shown standing with good posture with their head slightly up got nearly 54% more views. In a study, women labeled men who maintained good posture and looked up as “more confident and attractive” even though they hadn’t spoken a single word.

This is an easy way to generate autopilot attraction because all women instantly see it. If you walk into a bar or party and your body language will broadcast your confidence to all the women in the room without you have to do any additional work.

4. Be Serious Smiling can show women you’re relaxed and easy-going, but smiling too much will make you look like a pushover or a “try hard.” Research showed that men’s online photos were most effective when they looked away from the camera and did not smile.

You may notice when you’re around a girl you like, or an especially attractive girl, that you start to feel “giddy” and you may feel like you constantly want to smile. Fight this urge as strongly as you can until you’ve started sleeping together. No need to be mean or rude, but keeping a straight face on a first date will help you counteract the mistake of smiling too much, which can turn women off.

5. Height Matters Many typical factors about looks didn’t matter to women except one thing: height. Men in the 6’3 - 6’4 range, were contacted 65% more than men in the 5’7 – 5’8 range. Wearing well-fitted clothes can make you look taller, as can the right shoes and shoe inserts that give a height boost. For height-boosting sole inserts Google “my lift kits” or search for “elevator shoes.” Your haircut and wearing the color black can also make a difference in people’s perceived height, as can good posture and keeping your head up.

6. Stop Shaving Research showed that women preferred a ten-day beard, rather than a completely clean-shaven face. So if you can get away with a well-groomed beard,
go for it. Also, fun fact: only 1% of women said that a full head of hair is necessary to spark attraction, so being bald really isn’t a big deal.

Do Looks Really Matter?

A survey showed that a man’s looks only mattered to 23% of the women and again, as I mentioned before, you’ve got control over 92.5% of those things. So according to my math, there are really only about 1.7% of women who will make decisions based on your looks that you have no control over.

As I mentioned before, I had very little success with women when I was younger. I was so sick of failure that the first thing I did when I got out of high school was to try to look better and become that “handsome guy” I’d always hear women talk about.

I got a new haircut, new clothes and started working. I spent three full years investing in this strategy, but at the end I still had zero dates, I still hadn’t kissed a girl and I hadn’t even had a girl flirt with me.

It was at this point that I realized that looks couldn’t possibly matter that much to women – if they did, I’d have at least kissed a girl by now and what I’ve discovered is that how you act and the word you say are what really turn women on, your looks are just the icing on the cake.

Things that men think are big factors actually are not. Money and cars for example have a lot less to do with successful dating than people think.

Activation Words That Turn Her On

The truth is that women judge men quickly and often harshly when they first meet them, but this isn’t something to get upset about, this is simply the way life is – the rules of the game you’ve chosen to play. Most women have many options when it comes to dating, so they naturally become picky (you would be too in the same situation), but the good news is that you can use this behavior to your advantage if you know what women want.

Thanks to the data we have access to, I’ve found five key factors that will not only reduce your chances of rejection, but will make her feel attracted to you. Keep in mind, these are factors that most women are totally unaware of.
Proper Grammar  When you first open your mouth, be sure to use proper grammar and articulate. Research found that 69% of women said they cared if a guy used proper grammar. Playing it “too cool” or acting nonchalant is one of the biggest turnoffs for women. Most men do this because they see it as a strategy to hide their interest and not look over eager, but I’ll show you other, more effective ways to do this in just a bit. Always take pride in your first impression.

Netspeak, bad grammar, and bad spelling are huge turnoffs. The worst 6 words you can use in a first message are all stupid slang or bad grammar. ur, u, wat, wont, hit and so on (NOTE: This is acceptable during texting with younger women). Correctly spelled out versions of abbreviations (don’t and won’t) have nicely above average response rates (36% and 37%, respectively).

Interesting exceptions to the “no netspeak” rule are expressions of amusement. haha (45% reply rate) and lol (41%) both turned out to be quite good for the sender.

Keep It Short And Sweet  Keep your opening lines short and sweet. If you say too much, it might sound like you’re rambling or make you look nervous. If you say too much too soon it can also make you look over eager or give away too much up front (again, women love mysterious men). More is not always better/ The man who has success isn’t the man who does the most work, it’s the man who works most efficiently.

Be Mysterious  If you can strategically avoid giving away information about your income, job, etc you’ll not only pique her curiosity, you’ll eliminate potential rejection and give her a chance to get to know you without making snap decisions. I call this strategy “magnetic reeling.”

On many online dating websites the critical information about a person, like age, income, religion, height, etc. is displayed on the right side of their profile. 82% all women checked this information first before reading a man’s profile. Women are also 62% more likely than men to use this information in online dating profile searches than they are to search for body type alone. Just be careful, being too mysterious can start to look “suspicious.”
**More On Being Mysterious**

Want more proof? 51% of women said they research a date before going out with him, so it’s a very smart idea to start managing your reputation online.

I have a friend who has slept with over 300 women, some of which would pay to take him on long vacations with them and most of these women knew almost nothing about him. He doesn’t make a lot of money, but he is mysterious, which intrigues them.

Here’s a great example of how you can be more mysterious just by side-stepping questions every now and then. I was introduced to someone the other week and I asked him what he did for a living and he just said, “nothing.” He was obviously joking but it made him seem more confident, relaxed and intriguing and in the end it didn’t really matter much what he did for a living.

---

**PRO TIP**

**Manage Your Online Reputation**

Keeping your online reputation in check is key to preserving mystery about yourself. Google yourself and see what comes up. Google your phone number and your email address and any other information women may typically have about you as well. Use security or “non-searchable” features on Facebook and LinkedIn to preserve some mystery about yourself. Avoid giving her a business card as a way to stay in touch, or anything else that might give her more clues to dig up.

---

**Conclusion**

Women spend a lot of time trying to filter out the “wrong” men, so if you get your foot in the door it will go a long way – not to mention getting a woman to give you second chance is close to impossible, so the best strategy is to nail it your first time. Here are your keys to success...

- If you don’t say *something* you’re guaranteed to fail.
- Talk like an adult. Avoid slang or careless grammar, even if your goal is to look cool or care free – there are other ways to do this.
- Don’t spent too much time on pleasantries, get to a juicy topic fast.
- Don’t talk too much or ramble. Quality over quantity.

---

You Miss 100% Of The Shots You Don’t Take. If you don’t approach a girl, there is a 100% chance you won’t get her, of this I’m certain! Too many men spend ages trying to come up with the perfect pickup line to say to girl and before they know it she’s gone or talking to some other guy and you’ve lost your opportunity.
Now that your first impression is handled, the next step is to create a connection with her, a step I call the "initiation process." While most men are sold from the second they see a hot girl, women need to feel a deeper connection with you. Here are three easy ways to make her feel this fast.

Compliment Your Way Into Bed

Women love compliments. **51%** of women said that compliments are the best way to increase her interest. The more specific you are about a compliment, the more sincere it sounds. Avoid giving out too many or she may wonder if you really mean it or if you’re trying to manipulate her. You also risk coming across as a pushover or like you’re trying too hard.

Complimenting her feminine qualities such as her looks, sex appeal (be careful with this one), life choices and sense of style are all great options. Here are some great examples that have statistically worked well for my students...

1. **Compliment her style** This includes her choice of clothing, hairstyle or jewelry. Women spend huge amounts of time and money shopping for clothing, deciding what to wear and getting ready to go out. If you notice, she’ll love you for it.

2. **Compliment her personality** Figure out what you really like about her in the first 5 minutes of talking to her and deliver a bold sincere compliment that reflects why you think she’s so refreshing and different.

3. **Compliment her life decisions** This could be her professional decisions or even something more basic like her choice of drink or favorite sports team.

As you can see in the graph, complimentary words like “awesome” and “fascinating” got men and **38%** and **36%** higher response rate respectively and all the positive-correlation words were directly related to compliments.

Avoid overt compliments or compliments about her body. We can see on the graph the comments like “sexy” and “beautiful” really decreased response. Personally, I’ve found these compliments do work ok in person because it’s somewhat of a bold thing to say. But online, these words are a time a dozen and any joker can type them into a message box.

I will tell you this with absolutely certainty: this data does confirm one key finding with absolute certainty, which is that you should avoid complimenting a woman on her physical attributes such as her legs, body or physique. The logic is simple, she didn’t earn these things, she was given them at birth and therefore feels no sense of accomplishment from these things.

Imagine if you were born rich and people congratulated you for being rich. That’s not nearly as impactful as it
would be if you had slaved away day and night over many long years to earn that money. Even still, a better compliment to such a hard worker wouldn’t be admiration of their riches but admiration of their drive and determination – admiration of their personal qualities.

The more you challenge yourself to give compliments, the better and faster you’ll do it. Ask yourself: what one compliment does this girl want to hear most right now? And again, it helps if you really mean it! Here’s a fun exercise I give to my private coaching clients:

**EXERCISE: your ideal girl**

Take 30 minutes create a big list of all the traits you find attractive in a woman that DO NOT include naturally inherited beauty. Think of the most attractive women you know – they can be women in your town or even famous celebrities or models. What do you find so damn attractive about these girls besides their looks? Next to each item write why this is so important to you. I’ve done this exercise with hundreds of clients and each man’s list is drastically different than the next.

It’s incredibly important not just be clear and aware of your own personal desire, but actually why you value these things. This exercise will give you immense confidence around women and they will feel a deep attraction to a man who knows what he wants.

For me personally, I love a girl who dresses with unusually good style and sticks out as a bit unusual (in a good way) in a room of people because for me, uniqueness is the spice of life and I’m very visually driven. I love a girl who can decorate her home well, again I truly appreciate design and a sense of style and I personally find it very challenging. I love a girl with confidence because I think it’s the hardest thing to find in a woman. Hopefully you sense my confidence in my answers.

3 Great Commonality-Activating Topics

Try to steer the conversation toward specific interests that the two of you have in common. Questions like “what do you do for a living?” or “where are you from” or “what are you up to later today/tonight?” might sound cliché, but they’re extremely effective at digging up information that could help you find commonalities if there isn’t something obvious you see already. The best place to start is by focusing on what she’s interested in. Here’s a great exercise that will make a big difference for you...

**EXERCISE: how to talk to any girl**

Go to a busy mall, museum or bar – anywhere where there are lots of women. For each girl you see, challenge yourself to find one interesting thing about her. It could be her t-shirt, her shoes, her dress... nothing about her body like her “nice butt” or “great legs” – remember, her body is just genetics, not something she feels that she’s truly earned in life. For each item you find, write it down on a piece of paper and try to come up with an interesting story or fact about that item.

As a bonus challenge, try to relate your story to her as much as possible. For example, if you love her necklace because it reminds you of a trip to South America, then ask her if she’s ever been there, rather than dragging on about your own adventures.

Doing this will make you a master of starting conversations with strangers. Just walk up, tell them “Hey I love your necklace (or whatever item)” then tell her it reminds you of your trip to South America and ask her if she’s every been. Questions do a great job of driving the conversation!

To further my research of the power of commonalities, I found that words like zombie, band, tattoo, literature, studying, vegetarian, and metal came up a lot in successful online conversations, clearly referencing a common point of interest between two people. That being
said, keep a pulse on the what the types of women you like most are interested in, that way you have a “go to” list of commonalities you can build.

While all the words in the graph had a positive impact, music seemed to be the fastest and easiest way to bond and the word “band” turned up 30% more in successful conversations that “literature.”

Avoid These 5 "Elimination" Topics

If the conversation dies or you’re running out of things to say or women seem bored or disinterested, there’s a very good chance (and I say that with 8 years of coaching experience) that you’re talking about topics that are boring, controversial or that reveal too much information about yourself. Telling her too much about yourself too soon can destroy any sense of intrigue or mystery surrounding you. If you put all your cards on the table too soon, she’ll get bored. Save the juicy stuff (and the controversial stuff) till after you’ve slept together.

Don’t complain or talk negatively and avoid these five major topics: your job, television, movies, politics and religion. Men always ask: why avoid talking about your job? A few reasons, first, unless you’re a stunt man or a pro-athlete, your job probably isn’t as exciting to other people as it is to you.

➡ PRO TIP
My Rejection-Proof Compliment To Meet Any Girl

My age old favorite line to meet a new girl: "Hey I love your style".... “do you do something creative or in fashion for a living?” This will get you a warm reception and will end up starting a great conversation about 75% of the time (yes, this is an extremely high rate) and has totally changed my sex life and my ability to meet women in any situation I desire.

Allah, Jesus and god. The word “atheist” actually showed up 3.42%, second to “Christian” with 5.52% and ahead of “Jewish” 2.78% and 1.42% for “Muslim.”

The bottom line is that religion can be a big deal to people and differs quite drastically and is therefore a controversial subject. If you want things to go well, steer clear of religion as long as you can. If religion is a definite deal breaker for you then this is an exception to the rule.

Second, it’s good to maintain a sense of mystery. People often ask “what do you do?” in an attempt to peg you into a certain hole and for women, this is a way for her to try to filter you out of your dating pool and potentially reject you, so you want to prevent.

Second, you probably spend most of your day at work, so it’s easy to fall back on talking about work because it’s what you spend most of your time thinking about, yet work usually isn’t going to turn women on (again, obviously there are exceptions.) But honestly, have you ever seen a girl get visibly turned on while you were talking about your job? Imagine talking, about your job during sex. See how much of a turn of that would be?

Exchanging information feels easy for men, we spend most of our time exchanging information so we’re pretty good at it, but it just doesn’t put her (or you) in the mood for anything romantic or sexual. The good news is there are lots of other topics you can talk about.

STUDY
Religious terms appeared a statistically significant number of times: atheist, Christian, Jewish, Muslim,
5 "Sexual Activation" Topics That instantly Create A Spark

**Herself** What topic do people love talking about most? Themselves! Asking her questions and letting her talk about herself is hands down the easiest and best topic to talk about. After tracking 10 different conversations of my own (and 4 of my successful student’s conversations) we found that roughly 80% of the conversation was about her.

**Observations** Hopefully you’re taking women to interesting places or to do interesting activities. If so there should be tons of “oh check that out!” moments in which you see something interesting you’d like to share. It’s also a great way to lead into a story... “wow, look at that thing, that thing reminds me of this story...”

**Interesting Facts** It’s smart and cool to know history of a bar, club, restaurant or town and makes you look “in the know.” There’s more on this in the “Dates” section, but knowing about a restaurant’s history, the designer, the owner, the chef, etc. all make you look like someone who had their finger on the pulse of what’s cool and is connected.

**Current Events** Until a relationship is more serious, keeping things light is a good idea, especially if you’re out with a younger girl. Deep topics like philosophy, religion and politics usually lead to disagreement, are extremely serious and can weigh down your conversation. So instead, focus on funny or wild “gossip” stories you’ve read or seen in the news. Celebrity news often goes over well with women, even women who claim the “can’t stand it” like it.

**Stories** If you’ve got an interesting story that is either, funny or entertaining, it’s a great place to share it. Again, don’t get too deep and don’t drag anything out too long. If it’s a long story, find a way to tell only the most exciting parts in a summary. Often, leaving more details out of an intriguing story and just glossing over it makes you sound more interesting and mysterious already!

Can Acting Like An Asshole Really Get You Laid? Here’s The Dirty Truth...

Research shows that when you talk to a woman for the first time, it’s good let her know you have your own opinions and views and aren’t willing to change them that easily (without being rude or getting into an argument.) Having unique, strong opinions that you truly believe in and can backup when challenged is big allure of the “bad boy” persona. By doing so, you make it evident that you make your own choices in life and don’t bend over backwards to please other people (e.g. are not a pushover).

**STUDY**

Women were given a choice between two hypothetical men. The first, named John was described as inexperienced, nice and shy. The second, Mike, was described as attractive, fun and had slept with ten women.

54% preferred John.
28% would date either.
18% preferred Mike.

Finally, 56% of the women in the study knew at least one other woman who had the choice of dating a “John” type of nice guy who was sexually inexperienced, but chose to date the “Mike” type who was very sexually experienced, but not so nice.

I’m sure most men know a woman who keeps going back to man who treats her badly, but why do women do this? Most women confess they stay in relationships like this for the “good moments” because they are worth dealing with all the bad.

These “good moments” are become more addictive to women the less predictable they are. In a human experiment, one group of subjects was consistently given a small drop of sugar water every time they successfully answered a quiz question while a second group was only given the sugar water reward occasionally.
The result? The dopamine levels, which is the pleasure chemical for the brain, shot up significantly higher for those in the test group who got unpredictable rewards over those who got consistent rewards every time.

Imagine getting home from work and being unsatisfied everyday with your dinner, because all you have to eat is canned tuna, and then one day you walk in and find a steak waiting for you on the table.

In a sea of negativity one positive moment goes a much longer way; the same rules apply for a relationship. What actually makes us happy (haphazard reward) is contrary to what we truly believe makes us happy (reliable considerate partners).

Aside from just having strong opinions, being decisive can help you tremendously. Out of the 5 words that turned women off most, the words “probably” and “kinda” were ranked fourth and fifth respectively. To me, these words are clear indications of indecisiveness, not having strong opinions and a general lack of confidence in your words or actions. In most cases, it’s not just good to eliminate these words, but to eliminate the general type of thinking that comes with them.

That being said, confidence and decisiveness is often something that comes with both age, experience and testing your beliefs against others to see if they are easily embraces or easily repelled.

Avoid “The Player Zone”

You’ve heard about getting stuck in the “friend zone” but getting stuck on the opposite end of the spectrum in the “player zone” is just as problematic.

Don’t ever state to a woman that you’re just looking for “casual sex.” The funny thing, is that many online dating websites mislead you by giving you the option of noting on your profile that you’re looking for “casual sex,” but you never want to check this option. Regardless of if a woman is open to the idea of casual sex, she’ll be turned off by any admission of this on your part. She’ll either think you’re a player, immature or just too stupid to have to tact to guise your true intentions like most men. Here are the stats to back it all up.

- 41% lower response for men who indicate a preference for a less than serious relationship or casual sex
- 19% less for “Just looking/curious”
- 21% less for “I’d like to make new friends. Nothing serious”

Again, remember, it’s better to be mysterious. Avoid answering these questions by not bringing the topic up period. It’s harmful to reveal your cards (often no matter what you say). If she probes you about past relationships or your intentions on the first date, be ready to side step this without outright lying.

A good response is usually: “I’m open to something serious, but only if it makes sense, I’m not in any kind of rush and I want to find something that’s really great.”

The best way to be seen by women is somewhere between a nice guy and a player. You don’t want her to think that you’re not sexual enough or that you can’t make a move, but you also don’t want her thinking that you’ll just tag anything that moves.

➡ PRO TIP

Believe It Or Not, Cheesy Pickup Lines Work!

59% of women thought that cheesy pickup lines showed confidence, and 64% said that they would go out with a man who used a cheesy line. 67% said
they would go out with a man who directly stated his interest and 62% said they would respond to a general conversation starter.

Warning: When Being A Gentleman Turns Into Being A “Complete Pussy”

Make sure you don’t come off as crazy, needy, or emotionally unstable. Being too nice could be seen as weakness and destroys your positive masculine qualities as a man. For example, women love a man’s ability to confidently make decisions and hold strong opinions while simultaneous caring for her. It makes her feel safe and relaxed around you. But if she finds you’re too much of a pushover and will to bend or change your opinions in an attempt to keep her in your life, she will spot this weakness quickly and it is the single fastest destructor of attraction, because she knows that she can influence your decisions and opinions too easily. Essentially, she controls you.

I’ve found “please” is one of the worst words you can say to a woman, decreasing reply rate from women by 22%, and aside from slang, was the single worst word you could include in a message. Why? Because it’s direct sign of desperation and neediness and begging is the lowest intelligence form of manipulation to get someone to do something, because even if they do it, it’s mostly out of sympathy and believe me, sympathy and pity and two things you do not want a woman to feel towards you if you want to be sleeping with her one day.

Not surprising, “apologize” and “awkward” come in second and third respectively (the same time of begging mentality) followed by pretty (we talked about this one earlier) and then words that indicate indecisiveness.

“Please”-type thinking, neediness and desperation can sneak out through your actions too. These actions includes calling or texting too much, too soon, following women as they walk away from a conversation with you and not knowing when to quit. Your neediness even shows through your body language such as facing a woman to quickly with your body when first meeting, getting too close too fast and “chasing” her if she steps back or moves away.

➡ PRO TIP
Go Over The Shoulder
If you’re going to start a conversation with a woman you don’t know, a great wait to increase your odds is to say something over your shoulder, keeping your feet pointed away from her. This shows she you aren’t overly committed to her just yet and just keeping it casual.

Conclusion

Remember the 3 C’s... commonalities, compliments and avoiding controversial topics. These are the ingredients to an amazing conversation. Here are your key’s to building a successful connection...

- Find commonalities by asking questions and looking for clues
- Give her genuine compliments that you truly believe and can back up
- Avoid controversial subjects that could lead to arguments

The average reply rate of man-to-woman messages is 27%
First a little disclaimer: while a phone number is a necessary piece of information to stay in touch with a girl, it’s important not to think of it as a “checkpoint” or a success in and of itself.

The real success is having a girl who likes you and who wants to see you again and making solid plans with that girl to see her again. Once you have this, the number is merely a by-product, just a small, yet necessary thing for you to stay in contact.

**Plan First, Get Her Number Later**

As I indicated above, make plans first, then ask her for her number simple as a way to stay in touch. In my research, men who made plans first successfully got a phone number 3.8X more often than men who asked for a number outright after a brief conversation.

Further, in the conversations we tracked, there were no elaborate or long messages when asking for the number. The most successful men had already made plans and usually said something along the lines of “ok cool, what’s your number? I’ll text you later this week.”

**Make Your Plan Solid**

When you make solid plans for a “date” or a second time to see each other (either by proposing a fun idea or trying to connect common interest to an activity) women will be up to 2.3X more likely to show up for the date and see you again.

**STUDY**

**THE POWER OF “WHERE” AND “WHEN”**

In a university study, two groups of students were asked to write a paper on how they intended to spend Christmas Eve. One group was asked to specify exactly when and where they would write the paper, the other was not. 75% of the people who specific where and when got the paper finished by the deadline, while only one third of the other group got their papers in on time.

In a second study, women were asked to complete a home breast exam. The study made sure to only include women who had a strong intention to complete the task. Again, the women were split into two groups and half the women were asked to specify where and when they would complete the exam. The study found that 100% of the women who specified where and when completed the exam successfully, where as only 53% of the women in the other group did so.

In a third study, an attempt was made to get college student to participate in a fitness program. When students were educated on how exercise would decrease their risk of heart disease, participation in the program increased from 29% to 75%.
39%. When the same group of students were asked to indicate where and when they would exercise, participation increased to 91%.

Finally, in the most dramatic study of all, former drug addicts in the stage of withdrawal. In an attempt to help them find employment, one group was asked to write a short resume one day by 5PM. Not one person succeeded. A second group was asked to indicate where and when they would write the report and 80% of that group succeeded.

I usually initiate our plans by first asking if I can take her out one night. If she says "yes" to that then I move to asking if she’s more of a wine girl, or if she prefers beer or mixed drinks. Then, based on her answer, I tell her I know a great bar she’d love and I invite her to go with me. Once you’ve nailed down a great date spot feel free to using it again and again.

Now you’ve made the plans, the chances of her giving you her number when you ask for it go through the roof – I mean, at this point, why wouldn’t she? You’ve already made plans to hang out, so it would be ridiculous to withhold her number. Plus, this way “getting the digits” becomes less of a big deal and less of a mental checkpoint or accomplishment and more of a way to stay in touch, because honestly, at the end of the day, that’s all it really is.

**Nail Down A Night**

Second to making plans that are too vague, I see misinformed men attempting to follow advice they’re read by boldly suggesting “let’s do something this Wednesday night” and all too often, she’s busy Wednesday, so then they ask... “well what about Thursday?... oh, you’re busy then too?... well what about Friday?”

This not only makes it look like you have nothing going on in your life, it drags all the energy out of the conversation.

The solution I found was simple. The men who were having the most success were asking the woman to decide first. Something along the lines of “great! So what night are you free this week?”

So their message contained a response to her last response as well as a question asking her when she’s free, but you’ll also see they are subtly putting pressure on her to hang out quickly with the “this week” comment added in.

**PRO TIP**

I always like to add in an “…only if you want to” clause to my date propositions. So I’d say in full, “I’d love to take you out sometime, but only if you want to.” This helps you avoid being labeled you as a player. It also puts the ball in her court and prompts her to say “sure I’d love that, why don’t you take my number.” You get a definitive answer as to whether or not she is truly interested.

**Avoid “Doing Business”**

When you’re asking her out, make sure she knows it’s a date. Tell her “I’m having a good time talking to you and I’d love to take you out sometime.” This way, it’s clear she knows what you want.

Some men try to find a reason to meet with her other than romance. Telling her you want to help her with her career and then slowly working in the romance angle might seem like a good way to avoid rejection, but there’s a much larger chance you’ll just end up stuck as a friend with a girl who isn’t interested in a relationship. It’s not just awkward and uncomfortable for both of you, it’s also a huge waste of your time... time that could have been spent with women who are actually going to sleep with you and date you.

Further, a lot of women are naïve and will assume that you’re telling them the truth about wanting to help them with the career, and when you do make your move it may only surprise her and end poorly with “oh, I had no idea you felt that way... I’m actually already seeing someone!”
So make your intentions clear, the more up front you are, the more she’ll respect you and the less you’ll waste your time with women who aren’t serious.

When you go out on a date with a girl who is there for romance rather than under the guise of “doing business” or as friends, you’re also much more likely to hookup that night and she’ll find the date more exciting as well.

**Conclusion**

With the simple steps I’ve outlined here, we’ve eliminated a huge number of potential game-ending mistakes and time-wasters. Memorize these steps, use them and they will become completely natural.

- Making plans and creating a “reason why” first will make her 2.3X more likely to accept your date invitation
- A woman will be 1.8X more likely to show up to a date if you make solid plans first
- Avoid wasting your time by making your romantic intentions clear before the date. Depending on how well you filter your dates, you can be 2-4X more likely to have success.
Okay, so you’ve gotten some cute blonde’s number at the grocery store, or some mutual friend set you up with a hot brunette who works at the local bar and you’ve arranged to meet for drinks Friday night.

Next, here’s the proven step-by-step blueprint I’ve discovered to make sure your date is at statistically successful as humanly possible...

**Important First Date Stats**

48% of women research their dates on Facebook before meeting them.

- 30% said personality was important.
- 23% said looks and smile.
- 14% said a sense of humor.
- 10% said career and education.

**Confirming The Date**

Just because she said she was ready to meet you for a drink or dinner on Tuesday, doesn’t mean it’s totally in the bag. Only 13% of women said they would take the initiative to confirm at first date. Here’s how it works:

**3-Step Texting Sequence**

1. **Break The Ice** If you meet a girl in the afternoon, just text her 2-3 hours later and say, “Hey, it was nice meeting you! Hope you’re having fun doing ______ :)” In the blank you’ll put whatever she was on her way to do. If you don’t know where she was going after she met you, then it’s fine to say “...enjoying the rest of your day” in that blank space. If you meet her in the night you can send a similar text around noon the day after (in place of a text in the 2-3 time frame I motioned earlier.) Just say something about enjoying what she did last night or “...enjoy the rest of your night.” At this point you should expect a message back from her with in 1-3 hours if she’s interested, there are of course always exceptions.

2. **The Warm-up Text** At noon the day before our date (I’m assuming you setup a solid date with her in person) you’re going to want to confirm. But first you must send this warm-up text. Do not skip this part. Simply text her: “hey so how’s your week going?” and wait for her response.

3. **The Confirmation** Once she’s written you back, likely saying something along the lines of “it’s good, yours?” you’ll want to address her response and add... “so do you still want to get together tomorrow night? :)” – and yes, include the smiley faces, they do make a difference.

Now let’s assume she gives you an eager “yes I’d love to!” response. All you need to do is confirm the time and location. I usually saying something like “ok cool, how does 8PM at X Bar sound?”
And that’s it. Unless she texts me, I don’t send any other texts before showing up for the date.

Remember, around “lunch time” for most working people usually gets the highest rate of response. Most men text too much, send texts that are too long and text at the wrong times. For example, texting too late at night can makes it seem like a booty call and make her think you’re only interested in sex. I’ve found texts send from 11AM – 3PM get a 44% higher response rate than texts sent between 8PM – Midnight.

**The Goal Is To Spend Time Together**

The time that you spend with her is crucial. As men, we’re basically ready to sleep with a woman the second we meet her, but on average it takes women about seven hours of quality time with a man before she’s ready to sleep with him. This is partially because of familiarity. The more often a woman sees you the more attractive you’ll feel to her. Psychological research found that after more time together, women’s sexual interest increased with the increase in various brain chemicals, particularly oxytocin.

**Tips If You Go Out For Drinks...**

Drinks or “tapas” restaurants are a great option. This was you can keep the possibility of moving around to different places open. This will make the date more fun and will even make her feel like she’s known with you for a longer time, creating a deeper connection.

77% of women said it was a turn-off if their date drank more than they did. Women like a man who is can control of himself and alcohol is no exception.

74% of women said they’d be turned of if their date tried to buy them “too many drinks.” This is a tricky because “too many” is open to interpretation, but as a standard rule on a first date I pace my drink with my date’s and never push if she says she doesn’t want a drink. I also never order her a drink without asking first and I’m very careful to avoid her thinking I’m trying to get her drunk since most women will interpret this as an attempt to take advantage of them.

**STUDY**

In an experiment where 83 women were shown a series of male faces, the women actually rated the men as being more attractive, the second time they saw the faces. This is proof as any that familiarity breeds attractiveness.

44% of women said they wouldn’t order a drink unless their date ordered one as well. If you do plan on getting her drunk, it’s best to get drunk together.

**If You Go Out For Dinner...**

First, I don’t encourage dinner dates because it’s a big commitment where you’re locked into a strict seating arrangement for a solid hour or two, which can be stressful for a girl who still feels that she’s “just getting to know you” and may not even be totally sold on you yet. For example, imagine if I told you I had a date for you but I didn’t tell you what she looked like? You wouldn’t want to be tied into a long date because if she showed up and was totally unattractive you wouldn’t want to be stuck there all night!

Eating is also stressful thing for a lot of woman, especially on a first date in front of a man they like, because women make a lot of mental connections with eating, weight and attractiveness. If she’s nervous to meet you, she may also have no appetite at all. That being said, if you do insist on a dinner date, here are some valuable tips:

Help Her Pick Out Food 67% of women would get turned off it their date ordered for them. The best way to handle dinner is to ideally take her to a restaurant you’ve already been to and know something about. This way...
you can make suggestions, tell her about the popular dishes and take the time to ask her if she sees anything interesting on the menu or if she’d just like you to order some dishes to share. If she asks you to order you can ask her how hungry she is and if she has any allergies.

Don’t Flirt With The Staff When the waiter or waitress finally comes by to take your order, try and be adventurous with your selection. 87% of singles said it was a turn-off if their date flirted with the wait staff.

Try New Things If she makes recommendations, don’t be too picky about trying new things. 66% of women are turned off by a guy who isn’t willing to try certain foods. Make her think you’re adventurous and full of surprises! She’ll stick around longer to see what else you have up your sleeve.

Also, don’t be too picky when ordering. 56% of women said it was a turnoff if their date took too long or was too specific with their food order. Taking too long shows your indecisive which can make women anxious since a primary masculine quality they look for in men is the ability to men decisions if necessary (women do want to decide sometimes and give their input). Being too specific can make you look to fussy and uptight rather than laid back, fun and easygoing.

Learn The Menu Statistics showed that 35% of girls are turned off by a date’s lack of food knowledge. So, even if you use the same few interesting food facts on every date, it’ll surprise each new woman, and she’ll appreciate that you have a few sparks of sophistication.

Wine Bonus Points! Bonus points for knowledge about wine, 70% of women said they get turned on by a guy who knows about wine. This can show you appreciate culture, travel and are just generally smart. Remember, to be “smart” you only need to appear smart in the situations in which she sees you!

→ PRO TIP
Become a Regular
Find nice, affordable restaurant and take all your first dates there. Know the menu inside and out, know the waits and staff, tip the waiter well (above 20%) and even tip the hostess because she’s likely going to be the first person who sees you when you walk in. The thought of spending unnecessary money can be excruciating for men, but this is not wasted money, this is an investment.

When you bring your date in you’ll be eagerly greeted by the hostess and your regular waiter (yes, you can even request to have the same waiter at most nice restaurants). As you sit down you’ll tell her all the interesting facts and history that make this restaurant is so great and unique. She’ll think you’re a culinary master with your knowledge of the menu and how helpful you are at finding her just the right thing for her desires and how you offer to take care of everything for her if she’d like it. You ask her a few questions to help her pick out the perfect wine and as a loyal customer you’ll get great services and may even be given dishes and drinks on the house.

Now in reality you may have taken your last 50 dates there, but to this girl this time, it’s going to be a great experience and she’s going to start to wonder or maybe even assume that you get treated like this everywhere you go.

This is a brilliant strategy, I have many clients who now use it, and anyone can do it.

Be Considerate Ask her if she wants to share if you haven’t already! 56% of women said they enjoy it when
their date offers to share. Seeing a trend here in what women want, just from our little trip to the “restaurant?” Women love to know you’re considerate and thinking about how you can make them feel comfortable.

From time to time, make sure she’s having the best time possible (just don’t suffocate her or overdo it). You can check up on little things like if she’s warm enough and if she likes the place you’re at or is enjoying her food or drink. It’s important when they say these things that you aren’t looking for a pat on the back for your venue choices, but more that you’re concerned about her having a good time. This helps, because often a woman may have an issue during a date but be too self-conscious to tell you about it or may not want to “rock the boat.”

Who Should Pay? Whatever you do, don’t ask to split the check. 62% of women get turned off if their date asks to split the check.

During the analysis of the dinner scenario you’ve discovered one important thing, which is that women love to feel taken care of. Women these don’t necessarily expect you to pay for them but they still do genuinely enjoy it when you offer to pay.

If you’re goal is to get laid at the end of the night, paying will increase your odds, not because she “owes you,” but because it turns her on to know you’re taking care of her – that if her whole world fell down tomorrow, you’d be there to catch her.

This is also the reason I don’t like to pick too expensive of a restaurant for a first date. It creates less anxiety, allows her to be more relaxed and allows you plenty of special places to take her once you’ve both decided you really like each other’s company.

What If I Don’t Have The Money? If you literally cannot afford to pay for dinner at a nice restaurant then I would just choose a different activity for the date that you can afford. It really does make that big of a difference in her mood and your chances for success. Buying her a $3 ice cream is better than splitting the bill at an expensive restaurant any day of the week!

What If She Insists On Paying? Some women will start to pull out their card to be polite and will even split the check if you don’t stop them, but they will love it if you smile, tell them not to worry and that you’ll take care of everything. Occasionally, some women (culture and country of origin can have a big effect on this) will insist a second time to split the bill and seem almost more uncomfortable if you don’t agree to split. In this case, the primary goal is to keep her happy, and while it’s unusual, I have agreed to split under these circumstances.

In my lifetime over going on 100+ dates and advising hundreds of clients, I’ve only had a woman insist on paying for the entire dinner only once on a first date and was because she had a gift certificate that had been sitting around for a year and just wanted to use it. I did offer to pay, but she insisted it would go to waste, so I took the path I felt would keep her in the best mood.

Focus On Her

Everyone’s favorite topic is themselves and talking to a girl about herself is a great way to keep her interested.

Dig Deeper  Always dig deeper with your questions. If she tells you what she does, ask what it’s like, if she enjoys it, if she plans on staying there, what a typical day is like for her and even if she’s doing anything specific at the moment she really loves at work.

You could even say, “I’m having a good time, are you having a good time too?” This is very powerful because it’s a way of getting it out on the table that you’re both having a good time. You’re both admitting to each other that you like each other, which cuts all the games and bullshit out
of the way, making everything a lot faster and easier.

**Build Commonalities** Once you’ve dug up some good information using your questions it’s time to draw the connection between her interests and yours by building commonalities. If she mentions something you love too, bring it up and ask her more questions about it!

**Share Vulnerabilities** One thing I like to do is talk about how bad I was at dating. These things are in the past now so they don’t matter, but showing her that I used to be a nerd who was hopeless at dating makes me seem more vulnerable, which in reality is confidence, because I feel strong enough to share that information about myself. It also builds a stronger connection with her, because she feels I confide in her for private information and allows her to feel more comfortable confiding in me.

The female version would be a girl who is now really hot, but might have been a little bit of an ugly duckling back in high school. Sometimes I call this the “Jennifer Aniston” effect because for many years Jennifer Aniston was always at the top of all the “Sexiest Women Alive” lists in men’s magazines, well above much hotter models and other actresses. The reason is because she seems more *attainable* than these other women - she’s a little goofy and more down to earth.

**Don’t Give Too Much Attention**

In earlier sections we talked about the “please” mentality. We also talked about that giddy feeling you get around a girl you like that makes you want to smile all the time like an idiot. These are serious pitfalls on a first date that can kill your chances fast.

To counteract, again, keep a straight “poker” face on the date. Be friendly, but also seem distracted or distant on occasion. In some situations let your attention drift almost like you’re bored or thinking about other things.

Imagine you’re with your best friend. You guys hang out all the time. Do you listen to every single word that comes out of his mouth every second of the day? I doubt it. I’d bet around 10-20% of the time your attention is somewhere else, not because you’re an asshole, but because that’s *normal*.

**Conclusion**

No doubt fine-tuning your first impression can seem overwhelming. Yes, there are a lot of things you can do, but that’s also a good thing. Start with one thing. Ask yourself: *where am I getting stuck most and which of these suggestions might make the biggest difference?* With that said here are the key points to nailing your first impression on a date:

- Follow up before the date
- Put a good amount of thought into planning out a first date “blueprint.” This is one of the few areas you can plan ahead in dating. Once you’ve got a good blueprint you can use it every time.
- Keep your first date casual. Don’t do anything to formal or rigid.
- Focus on her. Use questions from the earlier section to build commonalities. Don’t overdue it.
First, let's back track a little bit. You should aim to initiate some level of contact on a date with a woman, whether it's during dinner or after or both, that being said, physicality is another reason why dinner dates aren't a great idea – they're just not conducive environments to touch. It's also great have some physical contact when you first me. Even just certain basic touches can set the tone for your entire relationship moving forward.

**Activation Points that Turn Her On...**

Only 25% of women said that some type of touching was a good way to flirt, but again I think interpretation comes into play. Starting by touching her hands is usually ok. If you grope her or move too quickly past her boundaries, she’ll not only feel violated, but will also see you as a guy who can’t control himself which will make her uncomfortable and potentially nervous.

➡️ **PRO TIP**

**The Sexual Handshake**

When you first meet a girl, introduce yourself and lightly shake her hand. Lightly continue to hold her hand in yours while you look directly into her eyes and continue your conversation. If she pulls away, let her have her and back immediately. Some women will leave their hand just a few seconds, some may leave their hand in yours for 10 even 15 seconds. This sends her a powerful message that you are a sexual man and you’re not afraid to touch a woman and to get physical with her, but you’re respectful and considerate at the same time. If you get stuck in the “friend zone” a lot or feel your conversations with women lack that sexual charge, this trick can change everything for you!

**Holding Hands**

86% of women said it was appropriate to hold hands on a first date. While holding hands might seem like an innocent activity, a mentor made a great point to me, there are only two men who a woman will hold hands with: her day and her boyfriend.

If she’s willing to hold your hand in public then she ok with everyone thinking that you’re both probably dating and sleeping together. Again, if she doesn’t hold your hand tightly back, pulls her hand away or says anything that indicates she’s not comfortable with it then stop and don’t try again during that date.

Holding hands is also a good move on a first date. It’s a very sexual gesture. If you’ve ever seen a man holding hands with a woman, it usually signals they’re sleeping together. If a woman is willing to hold hands while you watch a movie with her or sit on the couch it’s usually a good sign that she likes you. If you’re leaving dinner (or your first destination) and you’re headed to a second destination, a great natural opportunity to hold her hand is right as you’re about to cross a street.

**Kissing**

73% of women said it was appropriate to engage in a little smooching on the first date. Most women do not want to make the first move. Kissing on the first date sets the tone for the relationship. If you do have a date that lasts 2-3 hours and there isn’t any kissing, that’s usually a pretty good sign that there won’t be a second date.
Also, don’t wait till the end of the night to make your first move. If you’ve gone the whole night without kissing, it’s often more awkward and cliché to wait until the end of the night. A good rule of thumb is to go for it after the 90 minute mark, but the primary indicator is always how much other physical contact you’ve had with her already.

Also, make sure the place you choose to go for the kiss has a sense of privacy. Many women are uncomfortable are not very good with public displays of affection, she may think that it makes her look like a slut to the people standing around her.

A survey from Cosmopolitan magazine that said that more than three dates was too long to wait to have sex with someone. Its a myth that women want to wait that long. By moving too slow you risk boring her or having her think you’re not interested. She may even start to have doubts about your personality and cast you out as a guy who maybe cant get things done.

3 Tips To Make The First Kiss Happen Naturally And Easily

- Get her alone A woman is much more likely to kiss you in a dim, secluded area, ideally on a comfortable couch.
- Don’t dive in Slowly build up to the kiss. Move closer to her throughout the night. Get inside her personal space by leaning over and talking into her ear. Ideally, you’ll want to end up sitting next to each other with your thighs touching and your arm around her at some point. This is a much easier position to kiss from.
- Create silence Create a moment of silence or an awkward pause by intentionally talking less. The worst time to kiss is when you’re talking about a highly charged topic. Silence naturally leads to getting physical.

Now that you’ve had your kiss it’s on. There are so clear sexual sparks between you. Anyone who sees you two together will think she’s totally in him. Now escalating toward a sexual encounter should be on your mind.

**Sex On The First Date**

Only 22% of women said it was normal to have sex on the first date, but for you as an individual, sex will really depend on how well you’ve followed these steps until that point. Just because 22% of women said it was inappropriate, doesn’t mean that more than 22% wouldn’t give in if it felt right.

Want a giant boost in your chances for sex? 32% of women who met someone online had sex on the first date.
Conclusion

First dates can be unpredictable, but what we can conclude from the research is that you should convey your personality and show her you card about in a way that doesn’t come off as over eager. Here are your keys to success...

- Words are cheap. She’s going to judge you on your subtle actions.
- Show her you’re considerate and care about her
- Don’t overdo it. It’s a first date and you should like you just want to see how it goes
- Slowly and progressively get physical in a secluded location. Pay close attention to her responses.

Above all else, have fun with her. A lot of people find dates to be nerve-wracking, so if you can find ways to make the night carefree and relaxed, it will be a change from what she’s probably used to.
Here’s the part where a lot of my personal expertise and insights as a coach of eight years take over. It’s difficult to get concrete statistics about sex and how women truly act when they’re alone with a man so we’re going to rely on good ole’ experience and word of mouth here.

The first thing you need to know, is that while women love sex just as much as we do (perhaps maybe even more), they aren’t going to initiate sex on the first night, just like in the kissing scenario earlier.

If you’ve made it this far, she obviously has sexual interest in you, all you need to do is create an opportunity for sex to happen. Here are some easy tips to help you do this:

**Boost Your Chances Of Sex By Asking These 3 Weird Questions...**

**Question #1: Do you like the taste of beer?**
Yeah, that’s right. Research found that liking the taste of beer is the single best indicator of whether or not a girl will have sex on the first date. If she says “yes” she’s 68% more likely to go all the way the first night.

**Question #2: Do you like horror movies?**
If you both answer yes, you’re 4.6X more likely to end up dating. Strong commonalities create strong a connection, which no doubt leads to the bedroom.

**Question #3: Have you ever tried online dating?**
If you didn’t meet this girl online, asking her if she’s tried it could be a big indicator, especially if she did it for a while and had some success. Our prior stats show that 32% of women on online dating sites had slept with a man the first night – and it might be safe to assume that even though you didn’t meet through online dating, her decisions are based more on her personality and she’s the type of girl who’s open minded and perhaps more likely to hookup the first night.

**Be Unpredictable**

When you’re getting physical with her, keep things unpredictable. If you’re hooking up with her and you bring her to your bedroom and start trying to take off her shirt and then her pants, she’ll see this as stereotypical and predictable. Predictable or boring behavior keeps the raw, emotional and sexual part of her from activating and sex won’t happen.
Instead of rushing straight to the bedroom, try getting physical somewhere unusual (yet still private enough for her to feel comfortable). I had a friend who would swing by his private office with women to “grab something real quick” and would have sex with many women there. It was spontaneous, exciting and because these girls weren’t expecting it to happen they were less likely to resist.

➡ PRO TIP
Make Her Feel Lust On Command!
You can make her feel love or lust on command. Love and sex exist on two different levels of thinking called construal levels. Love, for example, is thought of in terms of more abstract ways, and is talked about in ways that deal in the long-term. On the contrary, sex, is talked about in terms of the here and now, as it tends to be more of an impulsive decision. You can make her feel love or lust by using the right conversation topics.

How To Make Her Feel Love: Talk in the future or the abstract. This includes career goals and aspirations, why she does the things she does, how she describes herself, her philosophies—basically anything that’s logical, deep or thought-provoking.

How To Make Her Feel Lust: Talk about things that are going on right now. This includes things you see around the room, what’s making her happy at the moment, how things taste, feel, smell or appear and lastly it’s a huge bonus if you can teach her (or get her to teach you) a skill in the moment—playing cards, ping pong, cooking or dancing are all great.

Plan Out The Logistics
During a good date you’ll want to go to two or three different places before you potentially end up back at yours or hers. Too often the date goes bad because of poor planning or lack of smooth transitions between locations. The point is, be prepared. Too often in the moments that you need to run and grab protection will cause a woman to suddenly have second thoughts and tell you “actually, I think we should wait,” while you awkwardly (and loudly) try to rip open the packaging.

The one “loophole” to fast and spontaneous sex with a woman is making sure you maintain her emotions. If she has deep feelings of lust and feels very sexual then you stumbling around in the dark, rummaging through your draws and tears packaging open is not turning her on, especially because you’re not doing what you were just before, like kissing her or pleasuring her. This sudden change breaks her emotional state so you must avoid this at all costs! This is why planning out your logistics is so critical.

➡ PRO TIP
Always carry a condom.
Stuff one into your wallet, your jacket pocket or car glove compartment—even hide one behind your pillow or bed for fast, easy access. Hell, you could even plant one behind the toilet like Michael Corleone leaving a gun in The Godfather.

Keep your place clean. Women are nit-picky, and a messy pad is a surefire way to give her a reason to assume you haven’t had any other women in there in a while. If you have roommates, get on them to make sure the sink is devoid of any dishes, and most of all keep your bathroom clean. This is a place where a woman can start to feel uncomfortable (and therefor turned off) if you’re not keeping things clean and well-stocked.

Atmosphere is key. Remember, just like how finding a “romantic” spot to kiss a girl will get her in the right mood, the same goes for your apartment. Get dimmers on your lights, buy scented candles, keep your home warm (maybe even too warm), have a fast and easy way to get some music on, have a few bottles of wine handy and a comfortable couch to sit on.
Conclusion

If you can get her in the right mood (and keep her in that mood) then your chances of having an awesome first date and getting some action are both pretty good. Here are some keys...

- Logistics are key. If you don’t carefully plan out your night, it’s going to be a failure
- Touching her will make her feel more comfortable getting sexual with you
- Don’t move too fast, women prefer a much slower pace than men
- Be in the moment and don’t get to cerebral, logical or deep. Your conversation might even feel a bit superficial at times, but either way it should definitely feel fun.
Reaching out after sex or a first date is critical. It can define the nature of your relationship going forward (if you want something serious or casual) and the follow-up process starts even before you even leave her.

**How Long Should I Wait?**

The first mistake is calling too late. 4-5 days is generally too long and will make her think you’re not interested or perhaps, too busy with other women to care about her. I suggest waiting 2-3 days. Remember, texting in the afternoon will get you a higher response rate.

**How To Contact Her?**

Your follow-up strategy is strongly dictated by whether you slept together or not on the first date. For example if you did have sex, here’s what the data and experience tells us...

After sex, **61%** of women want a man to follow up by phone. Texting isn’t a deal breaker, but the phone is more sincere, serious and if you’re interested in a relationship it’s hands down the way to go. In my experience, a follow-up phone call the day after having sex for the first time will make a woman almost twice as likely to want to be your girlfriend.

14% of women said they prefer their date to follow up by text message after having sex for the first time. Again, not a deal-breaker, but this is probably only the ideal thing to do if you want a casual relationship or occasional hookup buddy.

1% of women said they prefer their date to follow up by social network. You could do yourself some harm if you choose social networks over texting or phone calls unless for some reason there’s a unique opportunity available to you on a social network. I’ve found that a combination of communication can also be very powerful.

**Text Messaging Foreplay: Get Her To Send You Sexy Photos**

Exchanging sexy photos (if you’re responsible about it) can be a great way to get the sexual foreplay going.

Like anything in the book, you never go zero-to-sixty. Ask yourself: how could I set this up so it would be as easy as possible?

First, you need to weight your chances for success with her. Does she look adventurous? Does she like to do things that are taboo? Is she rebellious? And if you’re meeting her online, then looking at her existing photos will show you how much she likes to pose for the camera and show off her stuff.

Second, get her in the rhythm of sending you photos. The more you’re already sending photos back and forth, the more “normal” it will feel.

Third, go first. This is a common psychological tool. If you do something embarrassing first then the other person will be more likely to follow. Start by sending her a shirtless photo of you flexing in the mirror with a joke. Gauge her response, try to get a similar “bikini photo” of her.

Fourth, set the tone. If you’ve already talked about sex and gotten physical, these things can set a sexually tone which is fun for her. This also helps set her expectations for you as a sexual man.

Again, remember this is all about subtle advances and
gauging her responses to those advances. A great way to get the conversation headed in the right direction is to ask her what she’s up to one night at random. The goal her find out if she’s home alone, because she won’t be taking any sexy photos if she’s out at with her mom.

She’ll most likely respond with an answer and then ask why you wanted to know. At this point, tell her you were just thinking of her, perhaps because you were doing something or saw something that reminded you of her.

She’ll probably say something along the lines of “that’s sweet.” At which point you can say, something like “yeah, I’d love to go out tonight, a few of my friends are at the bar, but my back (or whatever) is killing me.” And then tell her “I’m sure if you were here you’d make it fine :)” Another great way is to say, “Just got back from the gym, not sure I’ll make it out tonight.”

Then wait about 30 seconds and send a photo of you flexing in the gym. Even if you’re not ripped like The Rock, this will still show her you’ve got confidence and aren’t ashamed of your body, even if it’s not great.

Gauge her response and her comfort and then take it to the next level. This last message has a light, but obvious sexual tone.

If she’s into it and says something like… “wow, sexy! :)” then that’s a green light to keep going. Ask her “so how about your gym body? ;)” The wink is good because it subtly lets her know what you’re up to.

The final key here, once you gotten this far (which, if you have, you’re doing pretty damn good), is to make sure you give positive reinforcement and continue to press for more, edgier photos.

A great way would be to tell her “wow, that is really turning me on right now... I’m starting to really wish you were here :)” So you’re letting her know her photos are really turning you on. Then you wait a minute or so and say “I really like this... send me more :)”

If she seems hesitant or makes a joke to avoid sending another photo then in many causes you’ll need to “barter,” sending her a slight edgier photo first. And sure that’s a risk, but it will greatly increase your chances of success.

As always, if she’s continue the conversation with you (even if she seems hesitant) she’s probably into it and just needs a little more convincing.

**Conclusion**

In this section we talked about ways to close, and to secure a second encounter without making a woman uncomfortable. Again, one sexual encounter does not mean that she is now your loyal servant—though it would be nice--nor should you look at her that way. You still have to be on your toes if you want those good times to continue. Many students of mine have become frustrated after delivering some expert-level game on a girl, sleeping with her once, and then suddenly, as if a switch had been flipped, not knowing why she won’t answer their texts or calls.

Secondly, careful planning is key. It doesn’t matter if you got a haircut, a shave, put on your best outfit and trimmed your pubes if you haven’t considered how you might get her back to your place at the end of the night. No girl wants to stand next to a guy who can’t hail a cab, or worse, has no money for one. Think of being a Navy SEAL on a mission. Those guys plan everything out days in advance, from where they’re going to be dropped in by a helicopter, to how they’ll make their exit once they’ve done what they needed to. There is no guesswork for them, so remember that when you’re planning an evening with a new woman, you should leave nothing up to chance.
congrats! now get out there!

Congratulations! You've made it through this course, and you've been armed with some of the most sophisticated dating technology available to the modern man. Feel free to pat yourself on the back, but don't get too comfortable: your work is far from over.

The next step is for you get out there and start implementing these strategies. Go to a park, a grocery store, a coffee shop and just get going. And when you're talking to a woman, do your best to see the interaction through the scope of the information I've provided for you. This, in and of itself, will give you a new level of confidence in situation where there are attractive women present.

Simply knowing that you're a few steps ahead of her, and knowing exactly how to turn her on and show her only the best parts of your personality, is like having a great, powerful secret that you only share with people who earn it.

You should be practically salivating at the thought of getting in front of some new girls. Having a strategy and a direction in the world of dating is not only prudent, but it sets you apart from the rest of the struggling guys out there, who are just shooting blindly in the dark, hoping that something they say sticks and they get laid.

So, if you feel like you missed something, need to refresh your memory, or just need a quick reference in a situation with a woman, use this book as a reference. The more times you read and understand it, the more they will become embedded into you, forever making you into the type of man that women want to be with.

And with that, I say again, get out there, and good luck!