

M.A.C.K.TM

TACTICS

Method • Action • Confidence • Knowledge



THE ULTIMATE EDITION: VOLUMES I & II

www.macktactics.com

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M.A.C.K. TACTICS: THE ULTIMATE EDITION

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Note: This updated version of the book also contains a number of additional Bonus Sections.

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***Now that we've got the legal stuff out of the way, let's get down to
BUSINESS...***



INTRODUCTION

BY DEAN CORTEZ



The M.A.C.K. Tactics train is moving full steam ahead. Thousands of guys around the world are onboard and enjoying a life-changing ride.

You may have seen write-ups on us in major publications like the *New York Post* or *FHM Magazine*, or caught us on FOX News or the Spike Radio Network. We've gone around the world to spread the message of M.A.C.K. Tactics, which is the most effective and comprehensive system ever created for learning how to conquer the dating game.

Today, we offer a line of best-selling products on dating and seduction. They include [How To Date Younger Women](#), [Strip Club Seduction Secrets](#), [How To Approach Women](#), and [Dating Asian Women](#).

For those of you who are new to this system, the four letters that form the word M.A.C.K. stand for **Method, Action, Confidence and Knowledge**. We call these the "Pillars of Power." It's about knowing the correct Methods for scoring with women in various situations; having the right mindset to take Action; the Confidence to operate without hesitation or fear; and the Knowledge of female psychology, and your own strengths, that will allow you to penetrate their defenses and crack the code to their hearts.

We *all* possess the ability to attract women and succeed with them on *our* terms. But one of the greatest "hidden" challenges we face, as men, is that our self-confidence gets worn down over the years. Some of us have dealt with some tough rejections. Other guys have been in long-term relationships and had their confidence crushed by a bad breakup. Some of us have convinced ourselves that beautiful women just aren't "into" us—that they're looking for qualities in a guy that we simply won't ever possess.

The Tactics are designed to change all of this. Once you master this material, your opportunities suddenly feel endless. Just imagine walking into the any environment where single women are present, and knowing you can approach **any** girl in there, capture her interest, and guide the conversation towards a successful outcome. That's what a Mack experiences every time he steps out on a Saturday night. As a man, this is one of the most gratifying and empowering

feelings you can ever experience.

On the other hand, without the right Tactics, and understanding ***what actually makes women tick***, the dating game can be endlessly frustrating. Most guys always feel like they're at the mercy of women. There is a tremendous sense of pressure when they approach a girl, or go on a first date, as they try to measure up to the type of guy he ***thinks*** she is looking for.

Perhaps you tell yourself that you're "too nice" to seduce beautiful women, and you've found yourself stuck in the Friend Zone: girls confide their problems in you, while you're wishing you could take the relationship to a romantic level. And what about the times you've taken girls on dates—dressed to impress and generously spending your hard-earned money—but at the end of the night you only get a handshake or an awkward hug for your troubles? Then, when you try calling her for a second date, she tells you she's going to be "really busy" for the next couple of weeks...or until next October...

Then there are those of you who've got some skills and have been fairly successful. You're at ease around women and have had numerous relationships. Perhaps you've studied the material of certain "seduction gurus" and used some of their tricks and mind games to rope women into conversations—and yet it still feels like ***something is missing***.

You're ready to put all the pieces of the puzzle together and lead a ***completely fulfilling lifestyle*** that fires on all cylinders. In terms of the women you date, you want to take it to the next level. No more going for 7's and 8's. You're ready to score the 9's and 10's.

By learning this material, applying it, and mastering it, your life is going to become more rewarding, and more fun, on numerous levels.

If you're single, as you probably are if you're reading this book, **celebrate that fact**. You've literally got an entire world of opportunities, and hammers (a term we use to describe hot women) in front you. We all know guys who have gotten themselves trapped in lame, dead-end relationships, or have already thrown in the towel and married women for the wrong reasons. ***But not you: you're still in the mix.*** You're out there on the scene and now, using the Tactics, you'll never have to compromise. If and when you do decide to settle down, it's going to be with a girl that is nothing short of spectacular. It will be the kind of relationship that your friends envy.

But always remember this: being a Mack goes beyond hooking up with women, and it doesn't end once you commit to a relationship. ***It is an attitude and a lifestyle.*** Being a Mack means growing and thriving on every level, including your career and whatever other personal goals you set for yourself. It means building bonds with everyone who matters in your life, and gaining their respect—not just women, but co-workers, family members and those you do

business with.

You are on your way to becoming a Mack, and once you achieve this status, the world is yours. We want to give you props for taking this journey with us. We're going to deliver the real deal: the honest truth about how to succeed with the women you desire, and the Tactical tools you'll need to make it happen.

How It All Began. . .

The origins of M.A.C.K. Tactics date back to 2004. I had pulled up stakes and moved from New York City to Las Vegas—the city that *truly* never sleeps.

Anyone who's partied in Vegas knows this is a land of knee-weakening women, a mind-boggling cross-section of babes from across the country and every corner of the globe. But I was hesitant about jumping into the game. I'd always done respectably with the opposite sex, but a recent breakup had left me disillusioned with dating and wary of women. My confidence was in a slump. I felt like I didn't understand what they wanted; I wasn't even sure what *I* wanted.

Then one night at a casino bar, a guy introduced himself to me. Normally I have no interest in striking up a conversation with another dude at three in the morning, but I could immediately sense there was something extraordinary about this guy. He carried himself with supreme confidence, yet he had an extremely friendly, likeable vibe.

I was surprised when he mentioned he worked in law enforcement—not just because of his laidback demeanor, but because of his colorful tattoos and hipster clothes. He didn't mention any of the specifics of his job, but he certainly didn't carry himself like any cop I'd ever met.

Twenty minutes later, you would have thought we were a couple of old college roommates—laughing and swapping stories about the one subject a couple of guys are invariably going to discuss at three in the morning. *Women*. Evidently he was having far more success in that area than I was, judging from the scorching females that kept glancing his way, or strolling over and introducing themselves. *This* was a guy I knew I'd have to start hanging with.

So he started showing me around the Sin City nightlife scene. As a writer, I've known many celebrities and hung around a lot of major players, but when it came to attracting women, this guy was in a league of his own. Whether we were walking around the mall or hanging out at a bar, he could call over any woman that caught his eye, start up a conversation, and have her smiling and chatting in no time.

From there, he could steer the encounter wherever he wanted it to go. Bear in

mind, many of these were stunners—gorgeous women that probably shot down five guys every day before lunch time.

I was also amazed at how he managed to remain on great terms with many of his “exes.” This gave him a huge pool of attractive female friends. It meant that every time we went out, there were “hammers” (the word he used for hot girls) who wanted to accompany us to the bars and clubs and actually *help* us meet new women!

I’d never seen anyone establish bonds with women so quickly and effectively. He made it seem effortless—telepathic, even—as if he somehow knew exactly the right thing to say and do in any situation involving women.

Then one day, while we were chatting about our backgrounds, he mentioned that he was formerly a Hostage Negotiator. My ears perked up. When I pressed him for details, he told me about his extensive training and the many dangerous situations he had to defuse in the line of duty. He told me about the importance of “building a bridge” with hostage takers, and the techniques that Negotiators use to gain their trust and deal with their demands.

Now it was starting to make sense. This *had* to explain his way with women. The more he told me about hostage negotiations, the clearer this parallel became.

I realized this was information that any guy could use, regardless of his age or background. So over the next two years, I worked with “The Negotiator” to develop a system that was inspired by his training and experience: one that any guy could learn and put into practice.

By day, we worked on writing chapters and fleshed out concepts. By night, the Las Vegas party scene provided the ultimate testing ground. In the process, we spoke with countless women and men about their experiences with the opposite sex and uncovered a wealth of information. From this ocean of data, a powerful theme emerged: what women are looking for, and what men *think* they are looking for, are often two very different things.

(Actually, we were able to take it a step further. What women *say* they require in a man, and what they actually desire ***on a deep, instinctual level***, are two different things. We figured out the differences, and the Tactics that any guy can use to generate attraction.)

This book will teach you that women are not the great mystery we’ve been raised to believe they are. Each female has desires and needs that you can learn to identify and use to connect with them. Each has standards by which they judge men.

And even the most stunning beauties have insecurities you would never suspect. If you can learn how to read and interact with them on a deeper level, you can

make them feel a powerful, undeniable attraction towards you. You can then date them on your terms, instead of feeling the need to impress them or make them your girlfriend before some other guy swoops in and steals her away.

From the beginning of this project, we decided to stress two points. First, M.A.C.K. Tactics goes much deeper than learning how to succeed with women; it's about discovering and developing the Mack that resides inside all of us.

Second, confidence isn't something you're either born with or not. It's like a muscle that can be developed and strengthened, as long as it's properly trained. M.A.C.K. Tactics, stripped down to its core, is about learning how to look inside of yourself, recognize your strengths, and transform yourself into the confident, empowered, unique individual that you are capable of being. That you *deserve* to be.

I can tell you from personal experience that this is very powerful stuff. Once you've learned the strategies and techniques contained in this book, it's up to you how you're going to use them. If you want to soak up the singles scene and date a variety of different women, you'll be able to do that. If your goal is to find one amazing woman to settle down with, you'll have the tools and knowledge to identify her and build a relationship with her.

You'll also find that these abilities carry over into all aspects of your life, from dealing with friends and family to getting ahead in your professional career.

The lessons in this book are universal, whether you're a hipster on the nightclub scene or a middle-aged guy who's back in the dating game after a painful divorce. If you're shy around women, M.A.C.K. Tactics will help you break through those barriers. If you have a natural way with the ladies, the knowledge contained in these pages is going to elevate your game to a whole new level. And if you're already in a relationship, it will teach you to communicate more effectively with your mate and make sure that *your* needs are respected and fulfilled.

Developing and unleashing M.A.C.K. Tactics has been an amazing, life-changing journey. Now it's time for you to climb onboard and take the ride for yourself.

Your Wingman,

Dean Cortez



CHAPTER ONE

WHAT IS M.A.C.K. TACTICS?

**"All really great lovers are articulate,
and verbal seduction is the surest road
to actual seduction."
- Marya Mannes**



Picture a house at the end of a dead-end street. A police helicopter hovers overhead, bathing the scene in a spotlight. An army of cops are massed on the perimeter. A heavily armed SWAT team has their guns trained on the house, waiting for the command to unleash hell.

A man is holed up inside, sweating profusely, clutching a gun. His ex-wife and kids are huddled in the corner. He screams his demands out the window: a taxi to the airport and a fueled-up plane to take him out of the country. If these demands aren't met, there's going to be bloodshed.

Then a car rolls up to the scene—not the requested taxi, but an unmarked sedan. Out steps a man. Though average in size, he radiates an aura of total control and confidence. He coolly walks around to the back of his car, pops the trunk, and straps on a bulletproof vest. From his calm expression, you'd think this is just another day at the office.

For this highly skilled Hostage Negotiator, it is. He has seen and conquered this situation a hundred times before. The circumstances vary, but the rules of the game are always the same. And it is a game he has mastered.

The Negotiator begins to converse with the hostage taker: for the release of the hostages, and eventually for his peaceful surrender. It might take hours, even days, but the Negotiator's focus and discipline never waver. Everything he says, every phrase he utters, is part of a strategy to build a **bridge of trust**.

For everything the hostage taker says, and every demand he makes, the

Negotiator has a response that steers the encounter in the direction he wants it to go. He can already envision how this situation is going to end; now, it's simply a matter of guiding it there. Like a world-class chess player, he's always thinking several moves ahead.

The Negotiator is highly trained and commands respect from his fellow man. He is a force to be reckoned with—on and off the job.

In other words, you might say he's a **Mack**.

Creating the System

This parallel, between hostage negotiation and the science of succeeding with women, is what spawned M.A.C.K. Tactics. The Negotiator who helped me develop this system was the guy they called in when some maniac had taken his wife and kids hostage and was waving a gun around making demands, or when some sad soul had given up on life and was ready to end it all.

Time after time, The Negotiator was able to “talk down” these troubled individuals. He succeeded by applying specific principles and psychological techniques he'd learned through his training, and many hours spent in the field dealing with these situations.

He operated from a playbook which he had drilled into his brain. For anything the hostage taker said or did, The Negotiator was ready with the correct response. He was patient and disciplined. He kept his cool, formed a bond of trust with the hostage taker, and negotiated until the situation was defused.

But the work was physically and emotionally grueling. When his shift would end he would often hit a nightclub or a bar to unwind and decompress. Living in Las Vegas, there was never any shortage of options.

Something interesting began to happen during these late-night excursions. When he met women at the clubs and bars, instead of engaging them in the usual small talk he would instinctively slip into “Negotiator” mode—drawing upon his training and using those same principles and techniques in his conversations.

He would deal with women in the way that would be most effective in a hostage scenario. Instead of talking about himself, he would listen and earn their trust. Instead of giving them reasons to say “no,” he gave them reasons to say “yes.”

His success rate boosted his confidence. Soon, he was throwing caution to the wind and approaching gorgeous women that he once might have felt were “out of

his league.” It didn’t matter what their “criteria” were. (While The Negotiator is a fairly good-looking dude, he’s only of average height and makes a cop’s salary—and he was often competing in the Vegas nightclubs against guys who had piles of cash.)

Yet once he started applying his strategies, their walls came down. Meeting new women every day became an adventure to look forward to, instead of being frustrating and stressful as it was for so many of his friends.

He also began to discover parallels between hostage takers and the typical single woman. Both were jaded by past negative experiences and tended to be non-trusting. With women, this attitude was often a result of the way they had been treated by men, whether it was their father or an ex-boyfriend. But by establishing a bond with them, and gaining their confidence, he was able to knock down those barriers and connect with them on an intimate level. In the process, he formed a belief that just as no encounter with a woman is arbitrary, every encounter with a woman must be viewed as a negotiation—the difference being instead of coaxing them off rooftops, he was coaxing them into romance.

The M.A.C.K. Tactics system was derived from these core strategies and principles. Now it’s time for **you** to shed the doubts, anxiety, and all the other self-imposed handicaps that have held you back from achieving your full potential. There won’t be anything average or ordinary about you once we’re finished. This book is designed to make *you* a Mack.

Defining the Mack

Before we go further, it’s important that we explain our definition of a Mack. To some, the word conjures up images of a slick pimp in a fur coat and wide-brimmed hat, using his silver-tongued rap to get women to do his bidding. To others, the word suggests a sleazy pick-up artist, prowling for his next conquest.

We define the modern Mack as a far more impressive and centered individual. He is a man who possesses confidence, charisma and style. He has a sixth sense when it comes to understanding women: what makes them tick, and what they truly want from men—not what society and the media have led us to believe they want.

The Mack knows how to engage and stimulate women, mentally and sexually, and establish a connection with them through words and body language. He doesn’t need to use lies or deception. Confidence, knowledge and a strong mindset are his greatest assets.

More importantly, the Mack has **knowledge of self**. He’s in tune with his own

strengths and vulnerabilities. He knows his strong qualities and how to highlight and capitalize on them. Conversely, he's aware of the areas that can be improved, and works on bettering himself on a daily basis. And while even the most gifted Mack gets rejected on occasion, he never lets it faze him. Blows that would crush an average man's confidence simply ricochet off the Mack's armor. In fact, they make him stronger, since every encounter with a female yields valuable lessons.

While his powerful presence makes him intriguing to women, he uses these skills to great effect with men as well. The Mack understands that **life is a never-ending series of negotiations**, whether you're purchasing a car, asking for a raise, or working out your differences with a friend or family member. While routine daily challenges result in stress, frustration and depression for the average man, the Mack's attitude and interpersonal skills enable him to navigate these obstacles and accomplish the mission at hand.

For the Mack, there are no such thing as problems. There are only challenges, which he tackles and solves using Tactical methods.

Also be aware that Mack status doesn't necessarily mean you're young, buff, or born with traditionally handsome looks. Donald Trump? Mack. Bill Clinton? Ultra-Mack. Tony Soprano? Without question, a Mack—not a traditionally handsome guy (and a violent sociopath, in fact), but back when *The Sopranos* was the hottest show on TV, you'd be surprised how many women found his hyper-masculine onscreen persona incredibly sexy.

Even without the wealth and fame, guys like these would be highly successful with women. We'll show you how to incorporate some of their winning qualities into your game.

Be In It to Win It

Though the primary purpose of this book is to teach you how to taking your dating life to another level, mastering M.A.C.K. Tactics can start you on a path to success in all areas. Getting ahead in business, for example, is very much about relationships—how well you connect with people, how much they appreciate your efforts, and whether you're able to “sell” them on your vision or ideas.

You'll see that many of the same Tactical principles that apply to dating also apply to building a relationship with a business client, or ensuring that your boss and co-workers value you instead of taking you for granted.

Confidence has a snowball effect, and for men, there is no greater booster than succeeding with women. As a man, one of the most gratifying feelings in the world is knowing you have beautiful women at your beck and call. When you

show up at a party or a business function, you've got one of them on your arm—or, you can always meet new ones. This confidence will manifest itself in all of the interactions you have with *all* people.

Once you have the confidence to meet and date the women you want, on your terms, it's going to be that much easier for you to negotiate your way to a promotion or a raise, pursue the career goals you may have put aside, or even work out the best possible deal when buying a car or a home. Once you've learned the Tactics and have scored some victories out there on the battlefield of life, you'll become more and more confident—and effective.

If you're taking the time to read this book, you've already demonstrated that you're in it to win it. Now it's time for us hold up our end of the bargain. If you commit to this journey and begin applying these lessons in your daily life, the M.A.C.K. Tactics system is going to take your game to a level you never dreamed possible.

Desperate Times, Drastic Measures

*"We are a society of men
raised by women."
- Brad Pitt, Fight Club*



The situation has reached a crisis point for the modern man. Let's be brutally honest: the male species is weaker and softer than ever, and it's only getting worse. When we originally released this book, one of the hottest shows on TV was *Queer Eye for the Straight Guy*. If you never watched the show, here's the recap: each episode features a straight dude who doesn't know how to dress and lives in a messy house. So a crew of flaming gay guys invade his life, give him a fashion makeover, transform his home into a super-cool pad, and get him on the right track.

The underlying message? That heterosexual men can't take care of themselves. They're slobs and idiots, basically, and without the "feminine touch" in their lives they're pretty much lost and clueless.

We're getting bombarded with this type of propaganda from all directions. In

this day and age, we're not supposed to follow our primal instincts and behave like the assertive, masculine figures we were born to be. Just look at what passes for a male Hollywood star these days. In the 1960s and 1970s, red-blooded macho icons like John Wayne, Charles Bronson, Lee Marvin, and Burt Reynolds ruled the box office. Then it was bad-asses like Schwarzenegger, Stallone and Bruce Willis. And who do we have today? Effeminate stars such as Zac Efron, those douche bags from the "Twilight" movies, and various morons from reality TV shows. And of course, the cast of every TV sitcom seems to include some hapless idiot of a husband who wouldn't know how to change his underwear, much less care for his children, if not for his sassy, intelligent wife who's constantly bailing his dumb ass out of trouble and keeping the household together.

Meanwhile, consumer culture and the media tells the modern man how he needs to dress, what he needs to own, and how he's supposed to act in order to be desirable to women.

We base our self-worth on where we work, what type of car we drive, and the designer brands we wear. We're taught to follow the script and play by society's rules, in the belief that if we do so, we'll ultimately get to settle down with a wife—not necessarily the "woman of our dreams," but someone who placates our loneliness and saves us from the frustration and rejection we face on the singles scene.

Most men follow this script because they're afraid to go after what they truly desire. They play around on the singles scene for a while, suffer too much rejection or figure it's time to "get serious" with their life, then cash in their chips and allow the wrong woman to lock them down. Often, it's with the first female who's willing to give them sex on a regular basis.

Of course they'd prefer to have a passionate romance with some scorching hot babe (maybe more than one at a time), the kind of woman that causes other men to stare in envy. But these men have created rationalizations and excuses for their inability to land top-quality females. They invent excuses: that beautiful women are all gold-diggers, or that they're interested in "bad boys" instead of nice guys.

Make no mistake: gold-diggers and other types of negative women are certainly out there, and we'll show you how to identify these categories of females so that you don't waste your time and cash on them. You'll also learn effective ways to identify the ones that *are* worth your efforts, whether your goal is to take home the hottest girl at the nightclub every Saturday night or to form a romantic relationship with a woman you've long admired.

Whatever your circumstances may be, with M.A.C.K. Tactics you're no longer going to wait on the sidelines for opportunity to come knocking—because it probably never will. These tools will encourage you to get assertive and

motivated.

Becoming successful with women starts by looking inward and creating a solid foundation. It means developing the correct mental attitude, changing the way you view women **and** yourself. Then M.A.C.K. Tactics works outward, helping you to revise your personal style and teaching you techniques that will help you approach women, engage them in effective conversations, and build connections that distinguish you from every other guy that has ever come her way.

Start within, and build outward. That's the only way to make a powerful, lasting transformation.

Pillars of Power

Every one of the techniques and strategies contained in this book is for real. It's not about corny "pick-up lines" or trying to fool women into believing you're something you're not. And it's not about the "numbers game" that your buddies at the bar might consider a viable strategy: hitting on a dozen chicks a night in the hopes that one will be receptive (or drunk enough).

It is about mastering a system that is founded upon a rock-solid foundation. The foundation of the average American male is shaky at best, and that is why M.A.C.K. Tactics is based on four Pillars: Method, Action, Confidence and Knowledge. Applied correctly, they will support you through even the most turbulent circumstances.



Method. The rocker Pat Benetar hit it right on the head when she sang "Love is a Battlefield." Before you deploy in the combat zone you'd better have the right training and tools for the job. There is no universal strategy for macking women. Though all women share certain fundamental traits, each has different quirks and qualities that you need to be able to pick up on. M.A.C.K. Tactics teaches you how to recognize different categories of females and how to tailor your strategy towards them. These strategies are often rooted in the same techniques employed by Hostage Negotiators. M.A.C.K. Tactics is the first system of its kind to incorporate this information.



Action. Nothing happens until you choose to take action. (He who hesitates, masturbates.) When it comes to women, more is lost by indecision than by bad decisions. But before you start making moves, it is imperative that you develop and hone the backbone of your personality.

Which leads us to...



Confidence. This is the single greatest weapon you can possess in life, whether in the business world or in your personal relationships. The average guy views confidence as a trait that some were blessed with and others will never possess. This is false. **Confidence is built through success.** We're going to teach you powerful methods for meeting and interacting with women, and as you begin to use them effectively, your confidence level is going to steadily rise.

We were all born with an amazing, even foolhardy willingness to take risks. Remember how carefree you were as a little kid? You didn't think twice about climbing a tree. Our parents had to keep an eye on us, since we wouldn't think twice about jumping in the deep end of the pool before we even knew how to swim. Nothing fazed us. If we fell down and skinned our knee, we might bawl for a minute, but then we jumped right back in the game.

Unfortunately, confidence and self-esteem are worn down with the passage of time. Failure, rejection and disappointment have a cumulative effect. Some of us hold up better than others over time, and exceptional individuals might even be strengthened by rejection—hey, it took Thomas Edison over 6,000 tries to invent the light bulb. But the sad truth is that most guys, by the time they reach adulthood, have been scarred by all the rejection they've had to endure. Rather than risk any further blows to their egos, they play it safe. This is why they wind up in relationships and careers that are unfulfilling.

Confidence, which is built up by success, is the #1 characteristic that women respond to. This doesn't mean swaggering around with your muscles flexed; that's usually the mark of an insecure man who's trying to cover up his deficiencies. Confidence means being comfortable in your own skin and maintaining the mindset that **you** are in control of every encounter. Most women are willing to follow a confident man's lead. But you *must* take the lead.

And then there is the final Pillar...



Knowledge. When it comes to dealing with women, there are rules and principles to follow. And as complicated as they may seem, you *can* learn what makes females tick. With M.A.C.K. Tactics you will develop an understanding of female psychology. Equally as important, you will develop a strong knowledge of self. You need to understand the package you are presenting every time you introduce yourself: your strengths, interests and attractive qualities.

Gathering Intell is one of the cornerstones of Knowledge. From the moment he notices an attractive woman, the Mack is registering details about her that will factor into his strategy. How is she dressed? Who is she with? What does her body language suggest about her personality—and her availability?

Once the conversation begins, the Mack says things to her that elicit further Intell. He doesn't ask point-blank questions; instead, he uses subtle phrasing to prompt her to divulge details. Is she single? How long has it been since her last relationship? What are her favorite activities and types of food, in case this leads to a date? Are there any "red flags" you need to be aware of? Is she in the market for a serious relationship, or is she looking to have fun tonight—no strings attached? It's all Intell, and knowing how to acquire it makes you a stronger Mack.

Trust the System

In order to successfully learn M.A.C.K. Tactics, you need to place your trust in the system. Some of the lessons in this book may contradict the way you've normally done things with women. Some of the lessons we teach may even be painful at first. For example, when you meet a girl you like, your instinct might be to call her every day, take her on a fancy date, and state your feelings to her. As you will learn, this is a direct violation of Mack Commandment #1 ("Flee and they will follow, follow and they flee").

Remember that the principles you are about to learn work hand-in-hand. If you ignore certain steps, others won't work correctly. It is the **overall system** that produces results, not the individual rules and techniques.

The Negotiator tells a story to illustrate the importance of this. When he entered the Marine Corps, he was one of the weakest swimmers in his class. (As a kid growing up in Queens, New York, the closest he ever got to swimming was splashing around in a busted fire hydrant.)

He failed every swimming test miserably. He was embarrassed and frustrated, until one day an instructor coached him one-on-one. He showed The Negotiator exactly how he needed to use his arms and legs to swim effectively. Precise, powerful strokes, with all four limbs moving in sync. Over and over, he told The Negotiator to believe in the system.

At first, trying to swim that way, he struggled and gasped for air. But he found that if he focused, and followed through with the strokes exactly as the instructor had shown him, he began to swim with speed and grace.

A lot of guys, when trying to interact with females, feel like they're drowning. Instead of using smooth, confident strokes, they struggle and flail. They look for things to cling to in social situations, such as sucking down alcohol or surrounding themselves with their buddies. When talking to women, they lie about their job or crack jokes instead of trying to establish a genuine connection. After countless failed encounters, they still can't figure out where they've been going wrong.

Let M.A.C.K. Tactics be your life preserver. Hold on tight, stick with the system, and you will reach the other end of the pool in no time. It's time for us to take back the power and put the four core principles to work: **Method, Action, Confidence and Knowledge**. Your game will never be the same.

CHAPTER TWO

THE TEN MACK COMMANDMENTS

This system is rooted in ten fundamental principles, which we call the Mack Commandments. Throughout the course of this book we're going to refer back to certain Commandments, so take the time now to familiarize yourself with them. We'll start with #10 and work our way down to the most important Commandment of them all.

10. It's not a mystery. It's a science.

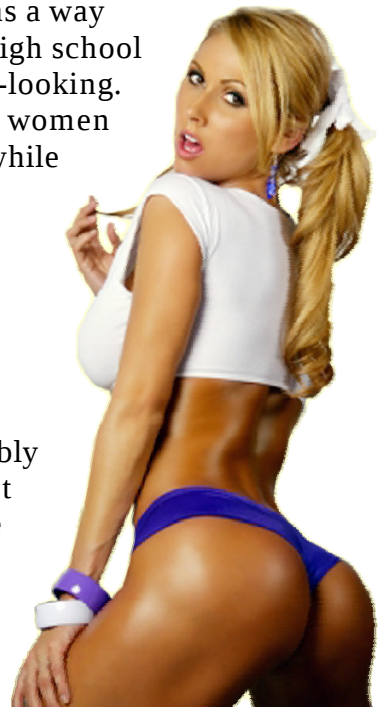
We all know a guy, maybe a co-worker or a friend, who has a way with the ladies. Maybe he was the biggest player at your high school or college. The funny thing is, he's not exceptionally good-looking. He doesn't have a ton of money. And yet for some reason, women seem to find him irresistible. He's scoring left and right, while you can only wonder "How the heck does he do it?"

The good news is that it's not a mystery. Success with women is based on rules and principles that any guy can learn, apply, and master. And all women share needs and desires that you can learn to identify and capitalize on.

If you've been fairly successful with women, you've probably been following some of these rules subconsciously without fully understanding *why* they work the way they do. Once you understand the science behind it all—why women respond on a primal, instinctual level to certain phrases and actions—you can become virtually irresistible.

It's time for *you* to become the guy that makes your friends wonder, "How the heck does he do it?"

9. The first 60 seconds are critical.



First impressions are crucial in any encounter, whether you're on a blind date or interviewing for a job. Essentially, when you mack on a woman you're interviewing for a position: that of her romantic companion. And where does a job interview begin? Not in the office, when you're sitting across from your potential employer. It begins with personal preparation.

When you approach a woman and start a conversation, she pretty much decides within the first sixty seconds whether or not you are someone she'd be willing to form a romantic relationship with. She's sizing you up the second you make eye contact. While you're sneaking a peek at her breasts or wondering how wild she might be in the sack, her mind is trying to determine if you're possible boyfriend/husband material.

Are you safe to be with? Are you physically healthy (an indicator that you're capable of producing healthy offspring?) Are you the kind of guy she can picture introducing to her friends, or bringing home to Mom and Dad? Do you lead an exciting, active lifestyle—one that she might want to be a part of? Do you have passions and ambitions? (The ambitious guy can be just as attractive as the guy who's already got a million bucks in the bank.)

These questions and others are racing through the back of her brain. And the female mind, within this first minute, is looking for reasons to say “no” rather than “yes.” It's a natural female defense mechanism. (In theory, you could sleep with a new girl every night of the week and never suffer any harsh consequences—but a woman who sleeps with *one wrong guy* could wind up pregnant.) Exceptionally attractive women have an even more finely-tuned radar, since they are constantly approached by men.

Whether you're looking for a casual sexual encounter, or are in the market for a serious relationship, you always need to bring your A-game. Inside the space of that first minute, every aspect of your vibe—from the questions you ask, to your body language, to the way you interact with the other people around you—needs to be on point. Once you've passed the “sixty second test,” you're going to use a succession of other Tactics that we'll teach you in this book.

There's a saying that in every person's lifetime, they let at least one million-dollar opportunity pass them by. Be the exception to this rule by always being ready to capitalize.

8. 3/4 of macking is listening.

When it comes to conversing with a girl, give a guy enough rope and he'll usually hang himself. During the initial convo, you need to be direct and effective. Prompt her to open up about herself, but don't divulge too much information about yourself. Maintain an element of mystery.

This first phase of the encounter should be considered a “recon mission.” You’re letting her talk and processing what she says through your mental computer. You’re going to ask her creatively phrased questions that force her to respond in a thoughtful way, and to share things about herself that she wouldn’t normally discuss with a guy she just met. All of this is Intell which you will use to your advantage.

The more you say about yourself, the greater the chance that you’ll slip up or say something you’ll later regret. By listening, on the other hand, you will build a bridge of trust. The more she reveals, the more comfortable she will feel with you. You become her ally, just as the Negotiator forms a bond with the hostage taker.

7. Eye contact leads to body contact.

Eye contact is where it all begins, the move that opens the door and initiates the encounter. It’s one of the surest ways to demonstrate confidence and establish a connection. The eyes are the window to the soul, and this form of contact can be as powerful as touch.

Just as eye contact is the first step, establishing body contact is a critical step that you will incorporate later in the encounter. M.A.C.K. Tactics will teach you ways to establish subtle body contact with her, breaking down the invisible barrier and enabling you to start connecting with her on a physical, romantic level.

6. Be original.

This is a huge Commandment that covers a lot of ground. There are a lot of guys out there on the prowl who have no tact and nothing interesting to say. Any attractive woman could fill a book with all the lame pick-up lines and boneheaded approaches she’s gotten from men.

Whether it’s the opening conversation or a third date, you must always distinguish yourself from the Wack Pack and present yourself as a fresh, exciting alternative. Originality is important in every aspect of your Mack vibe—from the clothes you wear, to the way you make your approach, to where you take girls to hang out. (Macks don’t take girls on “regular dates,” as we’ll explain later.)

We’re going to cover it all in this book—from the fashion to the passion.

5. Always Know The Correct Strategic Response.

Being a seducer of women doesn’t mean dressing a certain way or using the right “lines.” It means knowing the correct action and response to every situation. You’re also going to master a step-by-step process that keeps *building* her

feelings of interest, curiosity and attraction.

Think of it as taking a girl by the hand and gently leading her down a path towards something she *wants* to experience. But every step of that path contains landmines that you need to avoid. One false step, and your chances of scoring with her get “blown up” (and most guys don’t even realize where they went wrong, so they keep repeating the same mistakes with other women).

While you’re macking on a girl, her mental computer is processing everything you say and do. Her subconscious mind is evaluating you. This is why it’s critical for you to master the *small details* that build her interest, curiosity and attraction.

In the **Mack Tactics** program, you’ll learn dozens of “mini techniques” for making this happen. We’ll show you how to master your body language to convey confidence and masculinity. You’ll learn how to interact with *other men* to build important “social alliances” and make women view you as a confident, secure Alpha Male. (A Mack doesn’t only charm girls; he charms *everyone*.) You’ll learn the *correct strategic response* to anything a woman says or does, so that her feelings of attraction continue to build...until the seduction is inevitable.

You’ll make every molecule in her body say “YES” -- instead of her saying, “you’re a really great guy, but I like you *as a friend*...”

4. Guide the conversation.

Guiding the conversation does not mean dominating the conversation. (Remember Commandment #8: “3/4 of Macking is Listening.”) It means steering it in a subtle, “invisible” way so that you stay on topics that highlight your strengths and selling points, and away from your weak areas. At the same time, you’ll elevate the conversation above generic small talk by using a technique we call “Creative Phrasing.” We’ll cover this in depth in our “Conversation Control” chapter, and in our huge NEW bonus section on “The Conversation Blueprint.”

3. Every interaction with a female is an opportunity.

Being a Mack doesn’t mean you only step to the hottest females you come across. It means you’ve got a Mack mentality 24/7, and you impress *every* female—regardless of their looks or age—with your personality and charm. Every time you encounter a female, whether it’s a bank teller or a stripper, it’s a chance for you to test your game and learn new things about women. It’s a way to keep building up your social networks, too. You never know which new female acquaintance of yours might want to introduce you to her hot single friend. This is part of the concept we call “Batting Practice,” which you will be hearing more about later in this book.

2. Wherever you're at is the place to be.

When a Mack goes out to have a good time, people notice him. Whether he's at a restaurant, a party, or hanging at a bar, he and his friends are obviously having a good time and sending out positive energy. His table is the one everyone else wishes they were at. He usually has at least one female friend accompanying him when he goes out macking, since this boosts the overall energy level and makes the other women in the room more curious to meet him.

You will sometimes find yourself in a wack environment; maybe the bar is too crowded, or the DJ is playing music you don't like. But the Mack can always flip a negative situation into a positive. When everything is going right—great music, room to maneuver, lots of pretty, friendly women— anyone can have a good time. The Mack knows how to adapt and send out positive energy regardless of the environment.

1. Flee and they will follow. Follow and they will flee.

This is the big one, the summation of every M.A.C.K. Tactic in the system. Why? Because women want what they can't have. A lot of men are under the impression that the more attentive they are to a woman, and the harder they pursue her, the better their chances of scoring are. They figure that by going above and beyond the call of duty, they will eventually win the girl over.

In Hollywood movies, this might work; the biggest dork in school can get the cheerleader in the end by being persistent and professing his feelings to her. But in reality, this isn't the case. Confess your feelings to a woman, and you will usually become less desirable to her. If you make yourself constantly available, she'll begin to think you have no life outside of her.

You must project the image of a busy guy, someone who leads a full, exciting life with or without her. You *won't* always be available to talk on the phone or meet up when she wants to. The harder you are to pin down, the more appreciative she'll be when you set aside time to spend with her.

Fleeing, so that they follow, isn't an easy principle to follow at first. Attention from an attractive female messes with the average guy's head. He thinks he needs to do whatever he can to seize the opportunity, before she slips through his fingers. But taking a more nonchalant approach is what will draw her to you.

Now that you're familiar with the Commandments, let's begin showing you how to incorporate them into your arsenal.

CHAPTER THREE

THE BUILDING OF A MACK

Becoming a Mack is a process that will require you to make some fundamental changes in the way you've been doing things. More importantly, you're going to change a lot of the notions you've developed about women—and about yourself.

The Renaissance Mack

It is essential that you understand the man in the mirror. You need to be aware of the kind of guy that you are, because it's the package you present whenever you step to a woman.

When a woman is getting to know you, she is imagining what a future with you might be like. Therefore it is important to present yourself as someone who is out there on the scene, who has a variety of interests and is enthusiastic about many subjects.

If you live life with a passion, women are more likely to develop passionate feelings towards you.



Knowledge is gained through being inquisitive, and Macks are inquisitive people. They're curious about the world around them and are always learning new things. On any given day, you must have interesting, current subjects that you can converse with a woman about. These don't need to be "deep" subjects like politics or spirituality. They can be as simple as a new band you've been listening to, a great movie you just saw, a cologne you purchased, a cool clothing store you checked out, or a unique restaurant you discovered. You must project the image of an enthusiastic, well-rounded guy who it out there *living* every day to the fullest.

Each Mack has his own areas of interest: cars, music, restaurants, travel, fitness and movies are but a few. There's absolutely nothing wrong with being a sports nut or a computer expert, but realize these are not subjects that most women are

going to want to discuss at length. Even if it turns out she shares your passion for the New York Yankees, you don't want to stay on the subject for too long. It's important to demonstrate that you have a wide range of experiences to share.

When a woman senses that she will learn new things and grow as a result of knowing you, she's going to want to spend as much time as possible in your presence. Mention your personal goals, and even better, inspire her to pursue her own.

Most men give the impression that they need a woman to complete them. The Mack already projects a complete image. He has his interests and passions. He's been on plenty of adventures, with many more to come. The message he sends to women is that he doesn't need a woman; rather, he's interested in women who he can share his exciting life *with*.

Identify Positives

It's easy for us to identify the good qualities of others. If we asked you, you could probably tell us which of your friends have a hilarious sense of humor, which ones have the best fashion sense, which are the most talented, which have a good head for business, and so on. You are keenly aware of the positive characteristics of the people close to you.

But when it comes to ourselves, most of us have a hard time identifying the positives. If someone were to ask you "What are your three best qualities?," you might have a hard time answering truthfully. It's difficult to answer that question without sounding like you're boasting. Instead, most guys would rather deflect the question with a joke. This is because we often have a hard time looking at ourselves and honestly acknowledging our best, or most unique, qualities. Some guys have even convinced themselves that there's nothing extraordinary about them.

The result is that a lot of guys, every time they see a very attractive woman, have already subconsciously convinced themselves "I'm not good enough for her," or "she's out of my league." These guys assume that beautiful women require certain things that they don't have to offer, and that approaching her would be futile.

What you must remember is that women are programmed differently than men are. On a biological, primal level, they're seeking a mate, a father to their children, a man who can provide security. You have Alpha traits within yourself that cater to these needs, and these qualities are ultimately of much greater importance than having bulging biceps or a Ferrari in the garage. You just need to learn how to **communicate** them to women effectively.

What you need to do right now, as a Mack-In-Training, is identify your own positives. Once you have recognized them, you can develop them and begin showcasing them in your conversations with women.

This means taking “self inventory.” You are going to conduct an honest examination of yourself so that you identify your own strengths and interests. Imagine a new coach being brought in to run an NFL team. Before he starts cutting players, signing free agents, and whipping his team into shape, he needs to go through the roster, player by player, and see what he’s working with.

In this situation, you are your own coach. You’re going to examine your locker room, see what kind of talent you’ve got, and start building a winning franchise.

Self Inventory

Grab a pen and a pad of paper. Now you’re going to make a list of your five best qualities, starting with the one that you feel is most important. No one else is going to see this list, so tell it the way you truly see it. (And yes, you need to actually WRITE THESE DOWN. This makes the exercise much more effective.)

Are you honest? Trustworthy? Funny? Well-traveled? Loyal to your friends and family? Do you stay in shape?

Next, you’re going to jot down ten things that you’ve done in the past year that you would consider positive. These “positives” can range from minor to major. We’ll help you get started: the fact that you’re reading this book says several very positive things about you. One is that you have a sincere desire to improve yourself.

Another is that you have a survivor mentality, because no matter how old you are right now, don’t forget this: a lot of guys your age folded their cards long ago, and decided that they lack the ability to score the women they most desire. Rejection, failure, and low self-esteem have knocked them out of the race. But not you.

Mark your positives down and don’t be afraid to give yourself props. Maybe you’ve got artistic or musical talent. Maybe you’re good at your job. Maybe you’re quick with a joke, or ambitious, or you always come through for a friend in need. All positives. *Write ‘em down!*

Favorites

The next step in taking self inventory is to create your personal list of Favorites. Having favorites defines you as an intelligent, opinionated person who knows what he likes and is interested in the world around you. You're soaking up life instead of letting it pass you by.

Favorites are important when it comes to interacting with women, because a guy who can't discuss his own favorites is one who is wishy-washy, who seems like he has no idea what he wants. This is a huge turn-off to women. They appreciate a man who is decisive, passionate and can articulate his opinions. We all have our favorites; some of us just have difficulty expressing them.

Knowing your favorites is a great tool for carrying on conversations. It means you'll never get trapped in a "dead zone," an awkward silence where you don't know what to talk about next (and sometimes, as a result, bring up the **wrong** subject). When you know your Favorites, there will always be subjects that you can bring up and discuss with her.

So now let's create your personal list. What is your favorite:

- ✓ type of music
- ✓ musical artist
- ✓ book
- ✓ writer
- ✓ movie
- ✓ television show
- ✓ actor & actress
- ✓ sports team
- ✓ place to go on vacation
- ✓ city
- ✓ foreign country
- ✓ car
- ✓ type of food
- ✓ restaurant
- ✓ beverage (alcoholic, if you drink)

So let's say you're vibing with a girl and the subject of music comes up. She asks you what kind of music you're into. To this, the wishy-washy guy will reply, "I don't know, I like all kinds."

Give me a break. No one likes "all kinds of music." You're telling me this dude has absolutely no preferences—he likes Christian music, gangsta rap, classic rock, jazz, and Justin Bieber equally?

When a guy gives an answer like this, it's because he's trying to cover his bases. Instead of giving a real opinion, he's trying to ***not contradict*** what the girl's favorites might be. This is the wrong approach to take in macking, and it's a weak attitude in life as well.

Know your favorites and be prepared to explain why. There are no wrong answers; these answers help to define who you are as a person, and what you're passionate about.

Quality Time

This is an expression you often hear in regards to relationships. Girls complain about not spending enough of it with their boyfriends; guys wish they could have more of it with the women they lust after. But here's a news flash, fellas: **the most important quality time a Mack can spend is with himself.**

When he's on his own, the Mack is constantly exploring new subjects and expanding his knowledge of subjects, particularly those that are of interest to women. This is a way of life that you must incorporate into your weekly routine.

All women appreciate music on some level; we're sure you do, too, but if you're not into the latest chart-topping hits then you ought to be at least be aware of the newest, hottest stuff out there. Personally, I love classic rock bands like The Rolling Stones, Led Zeppelin and The Who...but good luck having a conversation about *those* bands with some 24-year-old girl you meet at a bar! I actually found that by asking younger women about the music they're currently digging, and checking it out for myself, I'm constantly discovering interesting newer bands that I never would have listened to otherwise.

I suggest installing the free iTunes player on your computer, if you don't already use it, and check out its awesome assortment of internet radio stations. Also keep an eye on www.rollingstone.com.

You might prefer a trip to the dentist over listening to Lady Gaga or hip hop, but you should at least have a basic knowledge of the top artists on the pop charts right now. These are the songs that get the hotties out on the dance floor. And like I said, you never know—you might discover some bands/artists who really aren't half-bad.

If you're at a bookstore (or surfing amazon.com), spend some time checking out the latest bestsellers. This is especially important if you want to meet intelligent, well-read women. A great Mack question to ask them is, "Have you ever read a book that changed your life? Because I have to tell you, I just finished reading this book called _____, and it really opened my eyes..."

(Okay, so maybe in reality, I read the book a few years ago. But it's a cool topic to get onto, and it allows me to see whether the girl I'm talking to is a reader. I find that women who *read* tend to be intelligent and thoughtful.)

If you're interested in improving your appearance—and as a Mack, you should always be upgrading—visit some trendy clothing stores the next time you're at the mall. You don't need to drop a bundle on clothes or start sporting a radical new look. (We'll give more advice on this subject in our “Mack Style” chapter.) But start learning about the hot new brands, and the looks that are in style right now for both men and women. Use the sales people as a resource for information.

The next time a girl asks you how you spent your day, or your weekend, you're not going to say “oh, nothing much...” or “I watched the Knicks game.” You're going to mention some cool store you checked out. You might describe a pair of jeans you were thinking about buying, or ask what she thinks of a new type of look that's in fashion right now. Or, tell her you were at the book store and were browsing a new title that everyone is taking about. Tell her about it, and ask her thoughts on the subject.

These are more than interesting conversational topics. You're also demonstrating that you're out there on the scene, keeping tabs on the latest styles and trends—whether it's the hot nightclub that recently opened, a restaurant you discovered that has most amazing sushi in town, an upcoming movie that has the Internet buzzing, or a best-selling book you picked up. **The Mack is a source of information on what is new and hot.**

Another tip: while you're out shopping, check out new colognes. You know those sales girls that are always standing around behind the display counter, giving their cutest smiles and waiting to help customers? Now you've got a reason to interact with them. Ask them what the popular new fragrances are for guys. Then ask them about the popular new fragrances for women, and get her opinion.

Gather that Intell. The next time you're chatting up a girl, ask her what her favorite fragrance is—and then mention how you were out shopping for a gift for a female friend, and discovered a new perfume you think she'd love.

Start being more inquisitive and aware of the world around you. Skim the weekly newspapers in your town that list special events, concerts and parties. Start reading at least one news magazine (i.e. Time, Newsweek) on a regular basis. You're probably too busy to keep tabs on every new fashion trend, chart-topping singer, and local nightclub and political development. But you should have at least a general knowledge of them.

Come off like a guy who knows things. It's a sign of being socially savvy; most people follow the herd and rely on others to clue them in as to what's new and

worth checking out. You should always be one step ahead of the pack.

Another area to be aware of are current health trends. Subscribing to a fitness or men's health magazine is a solid start. By being able to talk about a new vitamin or dietary supplement you've heard about, or an exercise or diet trend, you're conveying to the woman that you're interested in bettering yourself and that you're health-conscious. Women love men who take care of themselves. The underlying message is that you're an individual who's worth taking care of.

Make a routine of soaking up new information, and you'll amass two things: knowledge, and potential conversational topics. Be able to slip in a reference to that new fashion boutique at the mall, the cologne that just came out, or the best place to buy unique jewelry or furniture. All of these little details improve your overall package.

Being able to speak your mind on these topics paints you as an inquisitive, well-rounded guy—someone who is actively seeking out new experiences and trying new things, rather than depending on friends, magazines and TV shows to tell him how to dress, where to hang out, and what to listen to.

When you're talking to a girl, being an inquisitive person also means expressing interest in the things she likes that you aren't familiar with yet. If she mentions how she loves some new TV show or some amazing local band, don't just nod your head like the typical guy and say, "oh, that sounds cool." Take out your phone and use it to type a note to yourself, or if you're carrying a little notepad and a pen, jot it down. Ask her what it is about that TV show, band, artist, etc. that turned her into such a huge fan. This will also provide the perfect reason for you to get her phone number. You say, "I'm definitely going to check out that TV show you told me about, let's exchange numbers so I can text you with my review."

(Later, I'll talk in more detail about tactics for getting girls' phone numbers—but that right there was an effective tactic to remember.)

BONUS TIP: The Gossip Pages

We all know women *love* juicy gossip, and they're often fascinated by the lives of celebrities. I don't waste my time watching any of that reality TV crap (though I'll admit to enjoying those morons on *Jersey Shore*), but I always stay up on the latest Hollywood gossip and scandals. Personally, I find it interesting and amusing. Three sites I check out regularly are www.perezhilton.com, www.tmz.com, and www.bossip.com (celebrity gossip with an "urban" slant).

Two "surefire" topics to talk to girls about are fashion/style, and celebrity gossip—especially if it involves relationship drama or cheating. This stuff gets women talking! For example, a while back, when the sexcapades of Tiger Woods were all over the news, I might have said something like this:

“Did you hear the latest about Tiger Woods? I can’t believe what he’s putting his wife through with all of his scandalous behavior. Sometimes I think these celebrities have no idea what commitment is all about...but then again, there *are* couples like Brad Pitt and Angelina Jolie. They seem to be for real, don’t they?”

(Another good example of a Hollywood marriage that has stayed strong: Will Smith and Jada Pinkett-Smith.)

These are cool topics to touch on, because you’re A) indulging the natural female love of celebrity gossip, and B) using it to imply that *you’re* a guy who believes in commitment and honesty.

A Mackin’ State of Mind

Now, the next step. This one might make you chuckle at first, but trust us: it’s a fundamental aspect of becoming a Mack.

You’re going to create your **personal mantra**. Most Macks have at least one mantra that they go by. It could be an inspirational saying, a line from a movie, or a song lyric. Think of the unforgettable scene that opens the film *Saturday Night Fever*: John Travolta strutting down the street to the song “Staying Alive.” It’s one of the all-time great Mack Moments in cinematic history.

From now on, whenever you’re about to enter your Mack Zone, you’re going to conjure up a song or phrase in your mind and let it be the mental soundtrack to your success.

My buddy The Negotiator likes to use one simple word: “*Unstoppable*.” When he walks into an environment where he knows he’ll be interacting with women, that’s the word that flashes through his brain—psyching him up, telling him that there is no obstacle that can get between him and his goal. When he walks into a party, he projects an aura: now that he’s on the scene, the good times can officially start.

Now we want you to make up one for yourself. Find one that suits your personal style. Here are some examples of mantras:

“The World Is Mine.”

“Wherever Im At Is the Place To Be.”

“I’m Half Man, Half Amazing.”

**"I'm the most interesting guy in the room."
"Every girl in this place is waiting to meet me."
"I Can Do This."**

Consider this your personal "code word," the one that instantly puts you in a Macking state of mind.

Batting Practice

In M.A.C.K. Tactics, we often refer to a term called "Batting Practice." The Mack is constantly taking practice swings, warming up so that when the right pitch comes along he's ready to hit the home run.

Batting Practice means that you're constantly interacting with women on a daily basis in a positive, self-affirming way. The lady who waits on you at the diner, your female co-workers, receptionists, bank tellers...with every female you encounter, even if it's a little old lady at the grocery store, you're being charming, polite, and establishing a quick connection.

Even if you're not romantically interested in her—and in most cases you won't be—you take the time to introduce yourself and say something to make her smile. By doing so, you distinguish yourself from every other guy she comes across.

The Mack makes a positive impression on every female he encounters. If a waitress serves a hundred customers in a day, the Mack is the one she will remember the next time he comes in.

Why? Because he asked her name, took a moment to chat with her about her day and empathize with her, and referred to her by name. It's amazing what a positive impression you can make simply by introducing yourself, expressing interest in how her job has been going, paying her a little compliment, and wishing her a nice day.

There are many other benefits to adopting this mindset. When you put forth positive energy, you're going to get it in return. If you are charming and polite to a waitress, she is going to give you the best possible service. Take a moment to establish a connection with a bartender, and he'll keep an eye out for when you need a refill.

Car dealers, real estate agents, sales clerks...just think about how many women you deal with during your day-to-day errands and activities. Imagine if every one of them had a pleasant opinion of you, remembered you the next time you visited, and was willing to go the extra mile to hook you up.

When you are constantly eliciting positive reactions from women, it boosts your ego and your confidence. At all times you are “warmed up,” feeling good about your game, in a constant state of readiness. This way, when a stunner comes along, you are operating at your peak level. You’ve already had friendly interactions with a half-dozen women that day; now, instead of being anxious about talking to that girl who just walked into the room, you’ll do what comes naturally.

If you’ve been taking your “practice swings,” you’ll be more relaxed and natural. She’ll pick up on this attitude, and it will distinguish you from all the aggressive, overanxious, or just plain *boring* men she encounters.

By taking Batting Practice you are also constantly acquiring new knowledge about women. Strike up mini-conversations with the females you encounter every day, and you’ll be surprised how much you learn about what interests or them, as well as what bothers them. It’s all valuable Intell.

And hey, you never know which of your new female acquaintances might have a hot friend they want to introduce you to. Women love to play “match maker” for their single friends, especially when they can introduce them to a charming, confident, courteous guy like yourself.

Ever notice how when you’re at a club, hot girls tend to have friends in their group who aren’t nearly as good looking as they are? I think hot girls like to surround themselves with women of lesser beauty to make them feel better about themselves. Well, those less attractive friends can be incredible allies for you to meet and befriend. Many times, I’ve been invited to amazing parties and been introduced to very hot women through female acquaintances who I simply took Batting Practice on. It’s all about constantly expanding your social network—especially your network of women.

Mall Macking

Let’s say you’re out shopping for clothes, and a sales girl asks if you need any help. The average guy didn’t come to the store with the intention of meeting women, and figures the sales girl probably has other things to attend to, so he tells her “no thanks” and keeps moving along.

The Mack Move in this situation is to acknowledge her, give her a friendly smile, and say “Right now I’m just browsing, but thanks.” Then compliment her on an aspect of her appearance: “That’s a nice necklace you’re wearing. Do you mind if I ask where you got it?”

It could be a pair of earrings, an outfit, or her shoes. It doesn’t really matter; the

idea is to isolate one aspect of her appearance and flatter her. She'll be more than happy to tell you where she bought her shoes or dress, which gives you a little piece of Intell to file away. If it's an inexpensive but eye-catching necklace she bought at a local store, you now know where to buy one the next time you want to give a girl a unique little gift. (Later on, we'll explain the *correct* way to give gifts to women.)

If the sales girl bought it during a vacation in the Caribbean, it gives you a little gem to drop during a future encounter with a woman (i.e. "That's a nice necklace you're wearing. I was talking to this girl the other day, and she had this cool necklace that she bought in the Caribbean. Have you been there?")

You could just as easily have complimented the sales girl on her hair style and said, "I really like your hair. I've got a friend who's looking for a good hair salon..." It will get the sales girl talking, it yields more Intell for you to file away, and if she's cute, guess what—the two of you are now having a conversation that could lead to any number of scenarios.

Ask if the store has any cool new shirts, jeans and brands for men. The sales girls in that department will be glad to show you the latest fashions, which is a great way for you to pick up more tips. These conversations should feel completely casual; remind yourself that you're only taking batting practice. But if you want to get her phone number and see her again, you can always do that, too. (Soon, we're going to show you the best way to make that happen.)

The effect of Batting Practice is cumulative. Make it a daily routine, and you will become so comfortable around women that talking to a woman for the first time becomes second nature. It's said that the best way to learn foreign language is to live among the natives. If you are going to learn to understand women, the best way to do it is to constantly interact with them.

A baseball player who only swings for the fences, like a guy who will only interact with women he wants to sleep with, is going to strike out a lot. His confidence will suffer and he will grow increasingly desperate. On the other hand, if you're constantly getting on base with singles, doubles and triples, you'll be ready to bash a home run when the right girl comes along.

Mack Visualization

As you start applying the lessons that you're learning here, you'll start succeeding more with women. (Each reader of this book will define "success" differently. For one guy, it could mean striking up a conversation with a girl he's wanted to talk to for months; for another, it could mean strolling into a VIP nightclub in Los Angeles and taking home a Brazilian swimsuit model. The Tactics work in either case!)

Whatever your goals with women are, it's necessary to lay the right groundwork before you go out there and start making it happen. Here are some more exercises that will help you on the road to success.

After you take your morning shower, take a good long look in the mirror. Look into your eyes and take a few moments to get comfortable with the person that's being reflected back at you.

Call yourself by name and get comfortable with it. Your name is more than what people call you; it's the title you go by in this world, and it deserves respect. Reassure that cool, confident guy in the mirror that this will be another day of improvement, positivity and success.

Police officers use a concept called "positive self talk." When they're cruising the streets on patrol, they keep themselves sharp by running through mental scenarios. They envision dangerous situations and mentally walk themselves through them. When the real deal comes along, they're ramped up and ready to take care of business.

A Mack is no different. When he's getting dressed for a night out, he's running through mental scenarios. He imagines situations in which he encounters beautiful females, and walks himself through them step-by-step. He already knows the outcome is going to be successful. The mental exercise is about getting there, imagining the things he'll say and the move she'll make to achieve that outcome.

Give this exercise a try: the next time you're standing in front of a mirror getting yourself together, imagine yourself in an environment where you often see beautiful girls. This could be your local mall, the beach, or your favorite bar.

Picture how you might begin a conversation with one of these hammers. If you're not the kind of guy who would normally walk up and start conversation, *be* that guy in your mental scenario. Imagine her smiling at you as you approach. Then the conversation starts flowing. You're never lacking for something clever or interesting to say. She's enjoying chatting with you. Picture this encounter in your mind and walk through it, word for word, step by step. You're asking her questions, discussing subjects, and she finds every one of them interesting. As the moments pass, the connection between the two of you grows stronger. She can't take her eyes off of you.

Next, you're going to imagine the same encounter, but this time it goes wrong. Imagine yourself tripping and falling as you walk towards her, causing you to spill some of your drink on your shirt.

How would you recover from this? In real life, it might cause you to abort the mission and turn back in embarrassment. But for the purpose of this exercise,

you're going to imagine yourself making a smooth recovery. You pick up some napkins and brush your shirt off. You give her a smile, and she smiles back. You make your approach anyway, and the two of you have chuckle over your little accident. She sees that you have a sense of humor about yourself. The ice has been broken; now, it's easy for you to introduce yourself and start a conversation.

Rehearse mental scenarios like these: the flawless introduction, and the smooth recovery. We call this **Mack Visualization**.

Alfred Hitchcock, the legendary movie director, is a great example of the power of visualization. For many directors, shooting a movie is a very stressful experience. For Hitchcock, who directed over 60 movies, being onset with his actors and crew was the most boring part of the film making process. This is because he had already directed the entire movie in his head. He had created storyboards that mapped out every single camera shot and angle. The movie had already been constructed in his mind, so that once the lights were set up and the cameras were ready to roll, the hard part was already over. It was simply a matter of executing—capturing his visualizations on film.

No movie, or conversation, ever goes exactly as you've "scripted" it. Actors will improvise; the director may suddenly be inspired to try a new idea. In a conversation, the woman might go off on a tangent and the discussion will veer off into an unexpected direction.

That's OK. This is what makes Macking a thrill: the challenge of thinking on your feet, adapting, and still coming up with a win.

In baseball, you never know what type of pitch is about to come your way. But if you've been watching the pitcher and are confident in your swing, you'll be comfortable standing in the batter's box. You're ready for anything—the fastballs, the curveballs, and anything in between. You'd grow bored with the game if every pitch came straight down the middle. The thrill of the unknown is what keeps things interesting and forces you to keep improving your game.

BONUS INNER GAME TIP:

My buddy [Jon Sinn](#), the pickup artist extraordinaire, uses a cool "inner game" technique that I would say is a form of visualization. He suggests that you use it to overcome any anxiety you may be feeling about walking up to women and starting conversations.

The technique is simple. When you go out somewhere to meet women (a bar, for example), reframe your mindset and tell yourself there are only **two types of women** in this place tonight.

There are FUN girls, and there are BORING girls. That's it.

If you try to talk to a girl and she isn't interested in having a conversation with you, this doesn't mean she rejected you. It doesn't mean you're not worthy of her. It simply means that she is BORING. She's no fun to talk to! So, you move on to the next. You didn't come out tonight to hang around boring people.

If a girl is friendly and receptive when you talk to her, it means she's fun. You'll give this one a chance, since you're fun, too.

I'll explain later why being fun is one of the keys to being super-successful with women. For now, use this inner game tip. "Girls are either fun or boring." Life's too short to deal with boring people; only give your time to the fun ones. I use this technique all the time and it really helps me "work the room" and meet numerous women in the course of an evening.

I highly recommend you check out [this short video by Jon Sinn](#) where he explains his approach towards seduction. He's one of the smartest pickup artists out there, and one of the few (myself included) who can back up his teachings with a lot of real-world success with hot women.

Know Your Goals

When it comes to men, women are masters of recognizing "red flags." As they size us up, they notice the little things that we say and do—especially our mistakes. A single "wrong answer," showing needy behavior, or even wearing a tacky shirt can cause some women to disqualify you in an instant.

The average guy, however, has few criteria when it comes to women. If she's got a hot body (or just a whopping big pair of tits), he's willing to jump through hoops to talk to her, buy her drinks, take her on dates, etc. As he gets to know her, there could be red flags popping up left and right—things he *says* he would never go for in a woman—but as long as he's in "hunt" mode, trying to get her into bed, he ignores her negative aspects.

She might be completely wrong for him, but at this stage he's like a race horse wearing blinders.

The Mack, on the other hand, knows what he's looking for and won't compromise. If he's looking for a one-night stand, minor personality defects might not matter. But if he's considering dating a woman, she must meet certain criteria. The Mack knows that the little things that irritate him now might cause major aggravation down the line.

If you want to date women who are self-sufficient, don't waste your time with

one who is unemployed and lived off of her last boyfriend. Maybe you hate smoking; you might be able to overlook her smoker's breath tonight, but won't it become a serious turn-off if you start dating her? It could be her body type, or the fact that she talks too much or doesn't get any of your jokes. Recognize *her* red flags and decide whether you're going to invest your time, or move on to the next one. And remember, there is always a next one.

There are women who have qualities that are outside your parameters but are still worth pursuing. Most people do have the capacity to change. But for now, as you work towards becoming a Mack, it's important that you draw lines in the sand and exercise self-discipline. This is not the time for compromise. This is when you should be building your confidence by choosing to rule out certain women, and only investing your time and energy in ones that you can truly envision yourself being happy with (and be proud to be seen in public with).

Stand firm on what is acceptable to you, and what is not. This strengthens your ego and develops your confidence level. Instead of feeling like you are auditioning every time you approach a woman, adopt the opposite mindset. She's auditioning for *you*. The ball is in your court. *You* are the one who is going to decide whether this relationship progresses to another level.

The Mack Pack

A soldier about to embark on a mission must be properly equipped. Beyond the essentials—helmet, gun and boots—he's carrying with him an entire catalogue of tools and devices which will sustain him through any number of situations, and perhaps even save his life.

Macks are no different. Experience has taught them that macking opportunities can pop up anytime, anywhere. That's why they never leave home without being equipped with a certain items. We refer to this arsenal as the Mack Pack.

Lighter. Even if you don't smoke, you must carry a lighter with you at all times. You always want to be ready with a light if the girl you're macking needs one. This isn't just about being a gentleman. It's about being prepared to sustain the momentum.

If a girl you're conversing with takes out a cigarette and doesn't have a light, you're then obligated to go find one for her. In a crowded bar, this can turn into a wild goose chase in which you lose precious moments. While you're asking around for a light, the connection you've established with hers fading by the second. Meanwhile, the player sitting two seats down might be leaning in to supply her with one.

On a primal level, there's something masculine and reassuring about providing a woman with a light. Back in caveman times, the dude with the fire was the prehistoric equivalent of a Mack. Always have *your* fire handy.

Breath mints. You might think breath mints and chewing gum are one in the same. They are not. If you're a gum-chewer you need to lose that habit. Chomping on a stick of gum doesn't make you look cool or nonchalant. It presents an air of cockiness, which some women find annoying. Most guys who are serial gum-chewers are using it as a crutch (the same as cigarettes) whether they realize it or not; it gives them something to do, an excuse not to channel their full attention towards macking. If you want to distract a barking dog and calm him down, you give him a bone to work on. Gum has a similar effect on us. It dulls our edge and gives us something else to focus on.

Start packing breath mints instead. Besides keeping your breath fresh, a smooth byproduct of mints is that when you pull them out of your pocket, by offering one to the girl you're demonstrating that you care about cleanliness and hygiene. Offering her a stick of gum looks tacky.

When conducting interviews with women during our research process, a common complaint they had about men was unpleasant breath. They encounter it from men all the time, yet none of us ever think that we're the ones that have it. Unfortunately, a lot of us do but are never aware of it, especially if we've been boozing. Our buddies don't tell us, because they don't notice.

The female "radar" is much more sensitive to this. They aren't going to come out and tell you your breath reeks, but once they detect it, you can forget about hooking up. It's a silent killer.

Breathing into your hand and then smelling it does NOT work. Don't take a chance on this. Carry a pack of breath mints and use them regularly— especially if you're drinking alcohol, and absolutely if you smoke.

Bonus Tip: Another reason to carry breath mints is that you can offer them to women. A girl might be reluctant to kiss you because she's worried that her *own* breath might not be fresh. As I'm building physical contact with a girl and working towards the first kiss, I like to pop a breath mint in my mouth and offer her one. Now she knows that I have fresh breath, and she won't be worried about her own when it's time to get intimate.

Cell Phone. Everyone carries 'em. But you need to understand the deeper *importance* of the cell phone. When you're trying to get her digits, you're not going to do it with a piece of paper (or a cocktail napkin) and pen. You're going to program it into your phone's memory. As we'll explain later, you can work this into a move that makes it hard for a woman to say no to. Make sure your battery is charged before you head out!

Bonus Tip: Having a cool cell phone with the latest features can provide a lot of benefits. When I'm at bars or nightclubs, I'll use my camera phone to start conversations or get girls into a fun, playful mood.

I might say to a group of girls, "Hey girls, I've got to take a quick picture of you. I told my buddy Mike there were going to be a lot of fun girls here tonight, but he didn't believe me and he stayed home like a lame-ass. I'm going to send him this pic and show him what he's missing."

This usually gets a good reaction. The girls bunch together, raise up their drinks, strike some sexy poses, and I take a fun picture of them. Then, they naturally move in close to you to see how the picture turned out. This is a great way to close the physical gap and it's easy to start a conversation from here.

You can also whip out your phone and take a picture of a girl you're already talking to. I'll say to her, "You're totally my friend Brian's type. Let me take a picture, I've got to show him what you look like...he's going to be so bummed he didn't come out tonight."

(Notice, you're not telling her she's *your* type. You're actually implying she might *not* be your type. So now she's wondering, "is this guy into me? Or not?" Good way to start using the push-pull techniques we'll be talking about later, to make women want to *earn* your approval.)

Or, I might simply tell her she has a cool style and that I want to take a picture of her outfit. Hot women love getting their picture taken. It's just another way to keep the interaction flowing.

Lip Balm. Besides your eyes and teeth, women will take notice of your lips. A pair of moistened, fresh lips send a subliminal message to women that your mouth is approachable. Dry, cracked lips are a big turn-off.

You should never offer to let a girl use your lip balm; they may view this as unhygienic. But she may ask to borrow yours, and if she does it's a sign that's she comfortable with you and considers you to be clean. But don't just hand it over. Smile and preface it with a playful comment: "Just so you know, I never let anyone use my lip balm—but for some reason I trust you."

Why the prefacing statement? Because you don't want her to think you'd let any stranger use this rather intimate product, just as you wouldn't let a stranger borrow your toothbrush. It also means that you consider her to be special.

As she uses the balm, check in with your Inner Mack. How do you feel about her putting it on her lips? Is it sort of a turn-on, or are you slightly uneasy about sharing this product with her? This is a way to gauge how sexually interested you actually are in her. If you find yourself having reservations about her using your lip balm, you're probably not all that excited about the

idea of kissing her. This means something about her just isn't clicking with you. If there are other female options in the vicinity, it may be time to bow out gracefully, move on to your next prospect, and toss that lip balm in the trash.

On the other hand, if you get a kick out of her running it across her lips, play it up. Make a playful comment like, "Now that you've used my lip balm, it's almost like we kissed." Watch how she reacts. If she laughs and seems intrigued by that notion, getting a kiss later on shouldn't be difficult.

Pen. If you've got a cell phone capable of storing digits, why bother bringing a pen? Because when you're out socializing and meeting girls, there are all sorts of instances when you might need to write something down. If you're conversing with a girl and she mentions an amazing book she's reading, or a party or concert that is coming up, you say "that sounds really interesting...hold on a sec, I want to make sure I don't forget this." Then take out your pen, jot it down on something (perhaps a cocktail napkin), and put it in your pocket. It shows that you're sincerely interested and that you take her opinion seriously.

You never want to be put in the awkward position of having to hunt a pen down. Never assume that a waitress or bartender is going to loan you one; they're tired of drunkards borrowing their pens and never returning them. Have one on hand at all times.

Cash. Always make your entrance with enough cash for the mission at hand. If you're en route to a night spot, stop at an ATM on the way. Don't show up low on cash, figuring you'll find an ATM later. If you run out of cash in the middle of an encounter and have to go looking for one, you might be giving another guy the opportunity to slide in next to your woman. Not to mention the fact that running out of cash raises red flags about your financial situation.

Paying with cash also makes it easier to discipline yourself. You're far less likely to buy women unnecessary drinks when you're dealing with a finite amount of cash in your wallet, as opposed to running a tab on your credit card (which also leaves you vulnerable to electronic glitches, and the possibility that your card could get declined).

On a side note, while conducting research for M.A.C.K. Tactics, we learned that when a lot of hammers go out to bars and clubs, they're not even expecting to pay for their own cocktails. They figure there will always be some guy eager to fork over money for their drinks; it's a form of power they like to exercise. Don't fall for it. It's about more than conserving your money; it's about maintaining the correct Mack mindset. Reward them with a free drink because they look good and you've been enjoying their company. Never do it because you feel you're supposed to.

Condom. This one is obvious, but must be noted. Even if you're foolish enough

to roll the dice on unprotected sex, don't assume she's going to go for it. If things are getting hot and heavy and she asks you about "protection," and you aren't packing any, it could stop the encounter dead in its tracks. If she allows you to go hunt down a condom, consider yourself lucky; you've implied that you don't normally take precautions about safe sex, and this sends a very sketchy message. Pack a jimmy hat and wrap it up.

The bottom line is this: when you're around women, you never want to find yourself in a position of need. The guy who has to scramble for a lighter, who can't find a pen, or doesn't have enough cash for a tip looks like he doesn't have his shit together. Women feel safe around a man who never has to ask others for assistance. It shows that you're prepared for anything that comes your way, a quality all women look for in a mate.



CHAPTER FOUR: MACK STYLE ("From The Fashion To The Passion")

Macks come in all styles, races and colors. They come from all cities and backgrounds, from the cornfields of Nebraska to the urban jungles of New York. And just as there are countless types of Macks, there are countless types of Mack fashion—hip-hop, preppy, sophisticated business guy, surfer and rocker are just a few. A guy covered in tattoos who plays drums in a metal band can have the same level of game as a guy who wears tailored suits to the office and plays golf on the weekends. It would look ridiculous if either of these guys tried to adopt the other guy's style of dress, yet each can be a Mack in his own right—and massively attractive to the women who hang out in their social scene.

No book or TV show can teach *you* exactly how you should dress. They don't know you, just I have no idea what style would suit your body type, personality and lifestyle. But I can help you assess your fashion sense so that you can take it up a notch. I can also point out certain fashion mistakes that no man should make.

First I want to point out the #1 fashion mistake that guys make: **not investing the proper amount of care in their appearance**. Ironically, a lot of guys will spend money on products to help them become more successful with women (and many of those products are far more expensive, and less effective, than this one). They'll blow \$100 at a bar getting drunk, and buying drinks for women who won't return their phone calls. But when I tell these same guys they ought to shell out a few bucks to update their wardrobe and improve their "look," they whine about how they can't afford it!

If you're reluctant to spend any money on improving your appearance right now—if you feel that a new pair of black dress shoes and a haircut at a salon (not your local barber shop) is out of your price range—then I want you to take a serious look at how much money you're wasting on stuff that *isn't* helping you get better with women.

What are you spending on video games? Porn? Junk food? Big bags of weed? Are you blowing cash going out to bars and clubs, paying for ridiculously overpriced drinks and *not* getting laid? If so, please don't tell me you're "broke" when I suggest that you spend \$100 on a new pair of shoes and \$50 on a good haircut.

Start investing in yourself. This means wearing fashionable clothes that

make you look and feel good. It means wearing nice cologne. (Believe me, women can tell the difference between a designer scent and the cheap aftershave your Dad wears.) Most importantly, it means keeping yourself *extremely well groomed*. I know some guys can get away with the “scruffy” look, as if they just rolled out of bed and are “too cool” to worry about keeping up their appearance. But that isn’t how Macks roll. Your clothes, style and grooming must be on point. Some women find the scruffy look charming; most don’t.

The great news is that nowadays, you can look stylish on a very limited budget. You don’t need to shop at high-end designer stores! The big retailers like Walmart and Target sell all kinds of cool tee-shirts (often for less than \$10) as well as Polo shirts, jeans and anything else you need. You can even pick up a cool, eye-catching wristwatch for less than \$50.

As I write this, a lot of guys are wearing the “Affliction”-style tee shirts (with the tribal designs, skulls, gothic lettering, etc). You can pay \$50 for a shirt by a name brand, or go to your local Target or Macy’s and find racks of shirts that are virtually identical to the “real thing” for a fraction of the price.

There’s often *no difference* in quality. Here’s the dirty little secret of the fashion industry: the media machine might tell you that you’ve got to wear \$60 brand-name tee-shirts or spend \$300 for a pair of jeans to keep up with the trends. But those items are being manufactured in the same factories in Asia as the \$8 shirts and \$20 jeans that are on the shelves at Walmart (or whatever the big chain retail stores are in your country).

These days, whenever a new style or fashion trend emerges, the factories overseas start cranking out their own versions that replicate the original for a fraction of the price. With those “high-end” brands, what you’re basically paying for is the logo—being able to show off the fact that you could afford it. A few years when I was living in New York City, Tommy Hilfiger was the hot brand name. Guys were paying for the privilege of wearing a Hilfiger logo displayed across their chest. The hip-hop dudes were letting their jeans sag and letting their boxer shorts hang out, so that they could show off the Hilfiger logo on their underwear. So basically, everyone was *paying* Tommy Hilfiger to become a walking billboard for their products!

Does that sound to you like an original Mack way of dressing? No—that’s just hopping on the bandwagon. More recently, it was the designer Christian Audiger and his “Ed Hardy” tee-shirts, which were cool for about three seconds until every steroid-head and reject from “Jersey Shore” central casting started wearing them.

I would suggest avoiding “logo wear” altogether. As a Mack, you want to convey originality, and there’s nothing original about covering yourself in designer logos.

There’s no excuse these days to not dress well. For very little money you can ditch

the tee-shirts and jeans you've been wearing for years, and upgrade to newer, fresher gear. Cologne and good shoes are a bit more expensive, but necessary. Shoes are one of the first details of your appearance that women notice, and there is a difference (not just aesthetically, but in terms of comfort) between a cheap pair from Walmart and a \$100 pair you pick up at a more upscale men's store.

Developing and enhancing your style is a learning process. Much of your learning will come from visiting stores, browsing, trying things on and asking questions. I'm not going to suggest specific brands, because they might not be right for you as an individual. Besides, new brands are always coming out, and I want to encourage you to constantly explore new options.

The fundamental message is this: *your style should be the best possible reflection of you*. Every day, do you choose your clothes carefully and feel good when you're dressed right—or do you simply put on throw on whatever clothes are comfortable or clean? If you fall into the latter category, it's time for you to start putting more care into your choices. This might mean taking some risks and experimenting, which a Mack is never afraid to do.

Having great style begins with being *aware* of style. You keep up with trends, and notice when your fellow man—whether it's some dude on the street, or an actor in a movie—is wearing something that would look good on you. I'm not saying you need to start buying Armani, Versace or the hip-hop equivalent (if your style of dress is “urban”). But you *do* need to start pushing your own fashion envelope a bit, especially when you're looking to elevate your game with women. Feeling good about your appearance boosts your confidence, and as I've stated repeatedly, that's crucial to your success.

My buddy The Negotiator gets frequent compliments from women (and men) on the way he dresses. These compliments often come from people who spend a lot more money than he does on their appearance (he lives in Las Vegas, where styles tend to be flashy and expensive). He generally wears retro, vintage-style clothing—some of it from second-hand stores—and it suits his personality: colorful, funky, a little bit adventurous. He could style himself in expensive designer brands, but he found a look that best reflects *him*.

If you were to try dressing the same way, you might feel uncomfortable and self-conscious. Then again, you might dig it—it does wonders for your self-confidence when you step out wearing something different and your friends (especially female friends) have a positive reaction. You won't know until you try out a couple of new “looks.”

You must also remember that fashion is about more than knowing what to wear on a Friday or Saturday night. A lot of guys have two or three “special” outfits in their closet that they save for when they're going out on the town, but during the work week they pay little attention to what they wear.

As a Mack, you should never leave the house without feeling good about what you have on. This includes going to the gym—ditch those ripped-up sneakers and stained tank-tops and get some new athletic wear at Walmart or Target (or the Nike or Adidas store if you don't mind spending a bit more coin). When you feel your best, your confidence level is high and you're better prepared to introduce yourself to whatever women you encounter.

Gyms are a perfect example: they're a magnet for attractive, in-shape women. Why enter a target-rich environment wearing old sweatpants and ratty tennis shoes? Invest in some fresh new workout gear (which is also a great motivator to get you *back* in the gym if you've been slacking off), and the next time you go work out you'll feel sharper and more confident. You never know when a stunner is going to get on the treadmill next to you.

If you need to get updated on current fashions, browse upscale magazines such as GQ, Esquire, Vanity Fair and Men's Health to see what hip guys your age are wearing. They may be wearing expensive designer threads that are beyond your budget, but it's the "look" you want to emulate, not the brand. There are probably stores at your local mall that offer moderately priced clothes in the same style. And as we've said before, sales women are always an excellent (and free) source of information.

While fashions change like the seasons, there are basic rules you should follow:

Pay attention to your jeans. All jeans are not the same—and trust me, women can tell whether you're wearing a stylish pair, or the same kind her Dad wears on the weekends. If you're still wearing the same style of jeans that you wore five or ten years ago, it's time to pick out some new gear. Go online, do some research on the cool celebrities who you consider to be stylish, and see what style of jeans they wear. You don't need to wear the exact same brand, or spend the same amount of money. As I said before, if you hit the big discount retail stores, you can often find something virtually identical to what you see the celebrities wearing for a fraction of the price.

Holster your "guns." If you hit the gym hard and have bulging muscles, we respect the effort. But don't show off your biceps with cut-off sleeves or shirts that are two sizes too small. We can already tell you're huge; walking around with flexed shoulders like you're "carrying luggage" only makes you look like a goon. (I also must note, most women prefer a lean David Beckham-style physique over the huge body-builder look.)

Ditch the double denim. Don't try to match denim shirts or jackets with jeans. It looks like a missed putt every time.

No cheap shoes. When we say "cheap," we're not referring to the amount you paid. There are plenty of moderately priced brands, for both sneakers and dress shoes, which will look good with your outfit. Many girls have told me that the

first two items they notice on a man are his shoes and his wristwatch. If these two items are on point, they know they're dealing with a man who understands style. And don't forget the comfort factor; you spend more than half of your life on your feet, and if you wear cheap shoes you will pay the consequences.

Cool it with the jewelry. If you hang with the rock n' roll crowd, you can pull off an assortment of rings, chains, earrings, etc. But for most guys here are the maximums: two rings, one on each hand. One necklace. One bracelet on the right wrist and a wristwatch on the left. No more than two earrings. Even if it's good jewelry, when a guy wears too much it cheapens the effect. It's better to wear one nice item (a chain, bracelet or watch) than several items that are imitation gold or diamond. Women know when they see the real thing. And if you wear a chain around your neck, tuck it in. Unless you're a rapper, guys with money don't need to advertise it with excessive "bling bling."

Rethink the baseball caps. There are, of course, exceptions to this rule. If "urban" is your style of dress, then a ball cap can definitely work with your outfit. But if you're a regular dude, don't wear baseball caps when you go out at night. 99% of women really don't care what your favorite team is. If you wear caps because you're going bald, consider shaving your head altogether. A shaved head is a strong, definite "look" instead of trying to conceal your thinning hair with a hat.

Grooming Tips

The other part of looking (and feeling) good is making sure that you are always properly groomed. A lot of guys fail to understand that being *well groomed* goes beyond taking a shower when you wake up, slapping on some deodorant, and combing your hair. Each morning you should follow a routine—a series of steps that ensures that you'll be "on point" from head to toe.



Don't just get your hair "cut." Get it styled. Check out some men's magazines, choose a haircut you think would look *really* cool on you, and take that photo with you to a hair salon. Have them give you the same style. Make sure to pick up whatever hair product is necessary to maintain your new look.



Think about getting rid of your glasses. Personally, one of the best moves I ever made was getting laser eye surgery—which freed me up from glasses and contact lenses forever. I never felt totally comfortable trying to pick up women while wearing my glasses, and I hated wearing contacts. If you wear glasses and don't want to make this switch, then you should get some cool designer frames.



Brush your teeth at least twice a day, and floss at least once a day. When you allow plaque to build up—or don't floss, and leave tiny bits of food wedged between your teeth—it can result in very nasty breath. You may not notice it. Women will! I suggest keeping mouthwash in your bathroom among your other oral hygiene products. When I bring a woman home with me, one of the first things I do is excuse myself to use the bathroom—where I brush my teeth, floss for a minute or two, and gargle some mouthwash. Then I wash my hands with some hand sanitizer. I perform the same routine before I go out.



Use the *right* deodorant. This means using a product that is a combination deodorant/antiperspirant, which prevents armpit sweating (and thus reduces odor). Check the ingredients on the label; the most common active ingredient is “aluminum zirconium trichlorohydrate glycine.” Some products use aluminum chloride, or something that sounds similar. This is what prevents the sweating and those embarrassing “pit stains.” I suggest choosing a product that is unscented, since scented deodorants may clash with the cologne or aftershave you're wearing.



Get rid of any excess hair. Your bathroom toolkit should include tweezers and nose-hair trimmers. If you've got a hairy back, look into laser hair removal, or getting it waxed.



Clean your ears and trim your nails. Women are grossed out by ear wax. I recommend cleaning your ears every morning (use Q-tips) as part of your showering & grooming routine. While you're at it, **keep your fingernails and toenails trimmed and smoothly filed.**

Maintaining the proper personal hygiene is about more than looking and smelling good. It's a way to convey to women that you are *healthy*. Men who don't practice good hygiene and grooming usually lead unhealthy lifestyles. This is a complete turn-off to women, since on a biological level they're looking to mate with a man who can produce healthy children. If your overall level of health is in question, you're losing big points.

These are just a few quick tips to get you started on the right path. My friend Mark Belmont has created an excellent course called [**“The Handsome Factor”**](#) that I recommend for giving your style and grooming a total upgrade. His course covers everything from specific fashion tips and advice on grooming and skin care, to leading a more healthy and energetic lifestyle that is bound to attract women.

Check out the “before” and “after” pictures on his website:

www.HowToBeHandsome.com

It’s amazing what a dramatic difference a guy can make in his look by following some simple advice from an expert—and your confidence will skyrocket as a result.

The importance of staying in good physical shape, and maintaining a healthy diet, go without saying. I don’t have space here to give you workout and nutrition tips, and frankly, I’m not an expert in these areas. But my friend Vince Del Monte is. If you want to pack on muscle and sculpt your physique *fast*, don’t waste your money on expensive supplements (most of which, despite all their hype, don’t give you any results). And, just going to the gym won’t get the job done, either.

You need a PLAN to get results. Watch this quick video by Vince, and you’ll see how he went from a skinny chump to a fitness champ—and how you can achieve the same results:

[No-Nonsense Muscle Building by Vince Del Monte](#)





Bonus Section: **THE CONVERSATION BLUEPRINT**

There is no such thing as the “perfect pickup line.” There is, however, a sequential process you can follow to build effective conversations with women, cause them to feel attraction towards you, and get the results you want—whether it’s getting her phone number and seeing her tomorrow, or taking her home for sex tonight.

This process is completely different from how most guys attempt to pick up women. Listen in on a typical conversation at a bar between a guy and a girl he’s met, and you’re probably going to hear him ask a series of questions:

“What’s your name?”

“Can I buy a drink?”

“So what do you do for work?”

“Are you from around here?”

“What do you like to do for fun?”

“What kind of music do you like?”

And so on. He tries to keep the conversation alive by asking questions, and if she keeps answering them, he *thinks* he’s making progress.

Until she starts looking around the bar, getting restless...and the guy can sense that he's running out of time, so he asks for her phone number. She replies that she has a boyfriend (even though she probably doesn't), and it's GAME OVER. Another one bites the dust.

He retreats with his tail between his legs, and soon the next guy will take a shot. He offers to buy her a drink, asks her about her job, and the cycle repeats...

So why doesn't that conversational strategy (or lack of strategy) work? Well, there are a few reasons...

It's completely unoriginal. Nothing about what he is saying is stimulating her imagination or distinguishing him from the last 57 guys who approached her and hoped to get in her pants. In reality, he could have been a cool guy with a lot to offer. But because he didn't demonstrate any of this during the conversation, she sees no reason to continue the interaction. So she cuts him loose.

Demonstrating your value is very important. When you meet a woman that you're aiming to seduce, you've got to show her that you have at least as much value as she does. (We'll talk about *how* to demonstrate value in a moment.) The problem with most guys is that they convey *lower* value. They behave as if the woman is doing them a favor by granting some of her time. This is why guys are often quick to offer to buy a drink—they aren't confident in what they're bring to the table, so they attempt to "bribe" her into having a conversation.

The next reason that approach doesn't work: he's telegraphing his interest. By asking her these questions (and certainly by offering to buy her a drink), he might as well have a flashing neon sign on his chest saying "I'm hoping to fuck you." She knows he wants her, and by making this obvious he has surrendered his power and control. He's not asking her these questions because he's genuinely interested in knowing the answers. He's going through those motions because he's hoping to "get lucky."

(And for the average guy, it all comes down to getting lucky. Skilled pickup artists don't need to rely on luck; they *execute a plan*.)

The comedian Chris Rock has a funny routine about this. He says that when a guy meets a woman and starts asking questions, what he's really saying beneath the surface is, "Howbout some dick?"

"So what's your name?" (*Translation: Would you like some dick?*)

"Can I buy you a drink?" (*Translation: Can I interest you in some dick?*)

"Do you want to dance?" (*Translation: Howbout some dick?*)

And so on. To put it bluntly, the trick to an effective approach & conversation is not “offering her any dick.” You want to make her curious about you...and where this conversation might lead. But you don’t want to show all of your cards and put her in the position of being able to *judge* you and decide whether you’re worth talking to.

Another mistake that guy made: the conversation doesn’t seem to be heading anywhere. Women hate feeling “trapped” in conversations with guys they’re not feeling interested in. She knows that as long as she plays along and answers his questions, he’ll keep monopolizing her time. Obviously he has nowhere else to be, and no one else to talk to—which is a sign of a man with low value. If the first three questions he asks are lame and predictable, imagine how boring this conversation will be if she allows it to continue for another half-hour?

He’s not raising her energy level. This conversation gives her nothing to get excited about. She came out tonight hoping to have fun; he’s not providing any. She could have this same conversation with her dentist, or with one of her mother’s friends. She worked hard all week; why should she waste time on a Friday night playing 20 questions with some low-value dude?

He’s not making her feel attraction. This is the big one. There is an art to making women feel attraction through conversation, and once you master it, you’ll never have to go home alone again. *Attraction, for women, is not a conscious choice.* Sure, they might say they’re attracted to tall guys, guys with muscles, rich guys, cute guys, etc. But when a guy comes along who knows how to flip her attraction switches—even if he looks nothing like her mental picture of “Mr. Right”—she will want to have sex with him.

Women are hard-wired to feel sexually attracted to men who exhibit certain qualities. (We’re talking about biology here. Women today are hard-wired the same way they were 10,000 years ago.) We’ll cover these qualities in a moment—and the good news is, you’ve got them. All men do. It’s just that very few men understand how to showcase these qualities in a way that makes women feel that “sexual spark”—and even fewer know how to present themselves as a *challenge* that women will actually chase.

The following is a four-step process that will turbo-charge your conversations and take you from the opener, all the way to the “close.” But before I explain the steps, there are some rules you must follow *before* you make your approach and begin the interaction.

Before The Approach...

Convey social value. This means that from the moment you walk in, you’re interacting with people. If you’re with friends, loosen up and enjoy yourself.

Always be smiling. Lead the conversation and keep your group laughing and engaged in what you are saying. People should notice that your crew is having *fun*.

Even if you're accompanied by only one friend, the two of you should be standing up (not parked on a barstool) and engaged in an animated conversation. If you're alone, strike up a chat with the bartender. If the bartender is too busy to talk, start a conversation with *someone*. It could be a couple of guys standing nearby. It doesn't matter. Right now, the women in that place are noticing you. The guy who is sitting alone, or huddled with his friends—scanning the room for women he would like to talk to—is communicating low value.

It gives your approach a big boost if your target has already observed you socializing with people. When I go to my favorite bar, it usually takes me at least 15 minutes to settle in and scope out the girls I want to talk to, because I'm busy being *welcomed*. The doorman greets me, and we chat for a couple of minutes...then the bartender and the waitresses say hello...and various friends of mine come over and welcome me.

Meanwhile, the women are noticing me. (They're always looking out for new guys who arrive.) And when I decide to make my move and start talking to a girl, she's receptive because she has already seen how popular I am. She knows I *must* have value.

You can demonstrate the same type of value wherever you hang out. It's simply a matter of befriending the people who work there, and perhaps some of the regular customers who you often see there.

Note, this isn't necessary. You should never *not* approach just because she hasn't seen you demonstrate social value. In a lot of situations, there isn't any way for you to do so. (Such as when you're walking down the street and you spot a girl you want to meet.) What this does is give you an *edge*. If there are venues where you regularly hang out to meet women, you must invest the time and effort to build up a network of friends & allies in that place.

So now you see the girl you want to talk to. This is where the Four Steps start...

Step One: Open her

Don't worry too much about what to say first. You don't necessarily need to say something incredibly clever or interesting. The purpose of the opener is to catch her attention and allow you to transition into the first topic of conversation.

There are endless openers you can use, but they all basically fall under one of two categories:

Neutral Openers. With these, you're not conveying any sexual or romantic interest. You make an observation (about something she's wearing, the book she's reading, etc), or ask her opinion on something, or get her to answer a question.

The key is to make it interesting. It should serve as a springboard to the conversation, and it should allow you to display your personality. If you're going to ask a question, make it a *fun* question. (Not, "So where do you work?")

Neutral openers are most effective if you provide a reason why you felt compelled to say this to her. Notice that in the examples below, you're using the word "because" to link the opener to the reason.

Examples:

Compliment opener: "I really like that color/dress/necklace on you. I'd love to know where you bought it because I need to pick up a birthday gift for my friend Jen. I bet she'd love something like that."

Opinion opener #1: "You girls look like experts...let me ask you a quick question. How long do you need to be dating a guy before you change the status on your Facebook page from 'single' to 'in a relationship?' Because my friend Jen has been with a guy for about a month, and his Facebook page still says 'single'...and she's not sure whether she should say something about it."

Opinion opener #2: "Let me ask you something real quick. My best friend's girlfriend tried to kiss me last night and to be honest it was extremely awkward. He's supposed to meet me here tonight and I don't know whether to say anything to him...would you?"

Opinion opener #3: "Wow, you have a nice sense of style. Let me ask you—my friend John asked me to go shopping with him tomorrow because he wants me to help him do a 'fashion makeover.' He was married for a long time and now he's single again and wants to get back out there and meet new people. So if you were going to take one of your guy friends shopping for clothes, where would you bring them?"

Notice that in these openers, I'm referring to my friends—John, Jen, etc. It doesn't matter whether they exist! You can make it up. I'm communicating value by letting the girl know that I am part of a social circle. I buy birthday gifts for them...I accompany them to do "fashion makeovers"...the point is, my friends count on me and I'm there for them. This is a way for you to communicate your social value even when your friends aren't with you!

Question opener #1: "I *have* to ask you this because it's been tormenting me all day—what's the name of this song? (Sing the "hook" of some song that is super

hot right now, or a classic 1980s pop song.)

Question opener #2: “Hey, you’d probably know the answer to this—let me ask you because my friend Jen is coming to town next week and she’s in charge of her best friend’s bachelorette party. She needs to know a really fun place for them to have a girl’s night out. If you were in charge of the party, where would you bring everyone?”

Note #1: Neutral openers work best if you deliver them in an offhand, casual way—as if this thought just popped into your head. In other words, you don’t want it to seem like a premeditated opening line. I like to act like I’m walking past the girl (or the group of girls), on my way somewhere else...and then I pause and ask the question, facing them at an angle (or saying it over my shoulder). Once they answer and the conversation starts going, then I’ll turn and face them directly.

Note #2: Question openers about relationships—specifically, *jealousy* and *what constitutes cheating*—work really well, because this is stuff women always have an opinion about. Ask one of these questions to a group of women, and often they will all chime in and you’ll spark an animated group discussion.

Examples:

I’m standing near a group of girls. I take out my phone, pretending to check a text message and text something back. I turn to the girls and say,

“You girls would know the answer to this. Is my friend Mike wrong for getting mad at his girlfriend? Somehow she hacked into his Facebook account and found out he was emailing with his ex-girlfriend. Nothing bad, they were just keeping in touch, but she was really upset that they’re still talking to each other. And Mike was mad because he felt she violated his privacy. Honestly, if you could get into your boyfriend’s Facebook account, would you take a look around in there?”

You can come up with endless variations on this same type of theme...

“My best friend Mike has been seeing a girl for about a month and as far as he’s concerned, they’re boyfriend & girlfriend now...but in her Facebook account she’s still got like *ten pictures* of her and her ex-boyfriend...partying together, on vacation in Hawaii, making out, etc. Mike wants her to delete those pictures but he doesn’t want to say anything because she might get offended. So what’s the ‘rule’ on having Facebook pictures with your ex? When you start a new relationship, should the ‘ex’ pictures get deleted?”

“Let me ask you something real quick. My friend Jen just texted me, and she’s pissed because she found a scrapbook under her boyfriend’s bed and it’s full of pictures of him and his ex-fiancée, and letters they sent each other, and all these

little mementos of their relationship. This may sound funny, but she hates the idea that she's been sleeping in his bed every night and right there underneath the bed is this scrapbook that's all about his ex. Do you think she has the right to tell him to toss it in the garbage?"

If these sound a little too long-winded, try a shorter one:

"Does kissing someone count as cheating?"

"Would you let your boyfriend go to a bachelor party if you knew there were going to be strippers there?"

Or, here's a funny one that's actually quite effective...

"Do I look gay?" (Or, "Does this shirt make me look gay?")

(After she answers, then you can explain the story behind your question. With the "Do I look gay" question, I'll explain that a gay guy was hitting on me a minute ago...women find this amusing.)

Now, here's the second category of openers...

Flirt Openers. If you're confident in your game, you can cut to the chase and express your sexual interest right away. There are two main advantages of using a Flirt Opener:

1 – She's going to decide very quickly whether you're someone she is interested in talking to. If she's not interested for whatever reason (she could be about to go somewhere, or has a boyfriend), then she's going to let you know. You won't waste twenty minutes talking to her, only to have her *then* mention that she's engaged to some douche bag. When you use a Flirt Opener, if she smiles and begins to interact with you, you know she has some level of sexual interest in you as well.

2 – There's no risk of you winding up in the "friend zone." She knows right away that you're interested in her sexually. This is exciting to a woman—as long as she's curious about getting to know you. Guys who are really good-looking can get away with using Flirt Openers constantly.

These openers work best if you've already made eye contact with her and exchanged a smile. Then the opener won't catch her totally by surprise.

I use Flirt Openers all the time when I'm at bars and clubs, because I'm confident in my conversation skills. I don't mind letting her know I'm sexually interested—because I know I can follow it up with fun conversation that is going to build her attraction. Flirt Openers can inject a powerful "spark" into the conversation right

away, and they also demonstrate massive confidence (as long as your body language and tone of voice are *congruent* with what you say—never showing nervousness).

Examples of Flirt Openers:

“You are so cute, I had to come over here and see what your deal is.”

“You have a cool sense of style—I have to tell you, you look amazing tonight.”

“I can’t think of a good pickup line right now, but if I could, I’d use it on you. You look incredible in that dress.”

“You look like you’d be really fun to talk to. I had to come over and say hello.”

The key to using a Flirt Opener is to then transition into a topic of conversation. Attach a question to it, or ask her opinion on something.

Rules Of Approaching:

Never ask permission to talk to her or apologize for your presence. Don’t say, “Pardon me, can I ask you a question?” Don’t ask her if she’s busy. *Assume* that she’ll be interested in what you have to say, and launch right into it. This may seem impolite; we’re brought up to believe we shouldn’t talk to strangers, and that if you *need* to talk to a stranger then you should apologize up front.

High status men, however, don’t behave this way. Trying to start a conversation with girl by asking permission, or sounding apologetic, sets the wrong tone. Don’t surrender your power! Believe that *you’re* the most fun, interesting guy she could possibly meet in this place—and then back it up by engaging her in a fun, interesting conversation.

Assume rapport. “Rapport” basically means that you and the girl are getting along and feel comfortable talking to each other. A lot of guys make the mistake of acting stiff and “formal” at first (which usually means asking those boring “job interview” type questions), and gradually loosening up if the girl seems interested in talking to him.

I used to make this mistake. Then I noticed that guys who are *great* with women “assume rapport” right away. When they meet women, they talk to them as if they’re already friends—smiling, joking around, talking about things that *friends* talk about (common interests, asking playful questions, etc).

When you behave like a stranger, she’s going to treat you like one. This means her guard will be up. When you assume rapport and get straight into the fun stuff, she won’t “screen” you the same way she does when some random guy walks up

to her.

Never open with a yes/no question. To this, she can simply give a “yes” or “no” answer and the conversation won’t flow. Your questions should be *open ended* to encourage her to think, share and express herself. If it can be answered with “yes” or “no,” don’t ask it. Any question can be “spun” to become open-ended.

Examples:

Closed-ended question: “Are you from around here?”

Open-ended question: “I’m going to guess you’re not from around here. You have this sweet, friendly vibe that I don’t see with most of the girls in this town. A lot of them are pretending to be cool, but you’re real—and I appreciate that.”

(I could be totally wrong; she might have been born two blocks away. That’s okay. We’ll share a laugh over how wrong my guess was. The conversation will flow either way.)

When using an opinion or question opener, anchor it with a reason. (Use the word “because.”) Otherwise it sounds like you’re taking a survey—or repeating an opener you learned in a book. Studies have shown that by simply attaching a *reason* to your request, people are far more likely to agree to what you ask. It’s a funny quirk of human psychology.

Be on your way somewhere else. One of the biggest reasons why women get fidgety and blow guys off after a minute or two is that they worry *how long* they’ll have to talk to him. When some random guy comes walking up and tries to start a conversation, the girl may be already tensing up—thinking to herself, “If I’m friendly to him, is he going to stand here and try to talk to me for two hours?” You can eliminate this concern by mentioning how you can “only stay for a minute.”

“Hi, I can only stay for a minute, but let me ask you...”

“Let me get your opinion real quick...”

“Hey, I need to go meet my friends in a second, I just want to tell you...”

You will almost never get shut down by girls if they know your question or comment is only going to require a moment of her time. Then, you’re in the door—and you’ll get a chance to display your personality and work the Five Steps. (Once the conversation starts to flow, feel free to stick around as long as you like!)

Your body language and tone of voice must be congruent with your words. A good opener should make it seem as if you’re totally comfortable striking up conversations with women. If you’re avoiding eye contact, fidgeting, talking way too fast, or have your hands jammed in your pockets, the effect of your opener

will be lost.

For any question you ask, have your own opinions and stories to share.

This applies to anything you say during the conversation. If you ask for her opinion about your buddy Mike and whether his girlfriend was wrong to go snooping around in his email account, you should express how you *feel* about it after she's done answering your question. This is your opportunity to plant seeds in her mind about your own positive qualities.

Don't totally contradict what she says. Understand and respect her answer, and then put your own "spin" on it that emphasizes positive things about *you*—such as the fact that you value things like honesty, commitment, loyalty, discretion, or the importance of letting go of the past and focusing on the present and future.

"Y'know, Mandy, it's interesting that you feel that way. I have to say, if I'm dating someone, I wouldn't necessarily have a problem with her staying in touch with her ex—but I'd want her to be honest about it. When I date someone it's really important for me to be able to trust them, because they can completely trust me. There shouldn't be any secrets."

"You're so right, Mandy. She *should* ask him to get rid of that scrapbook of him and his ex, because that's the past...and when I'm in a relationship with someone it's about us, right now, and where we're going in the future."

I mentioned discretion as being another "seed" (positive quality of yours) to demonstrate. When I'm aiming to get a girl to come home with me tonight, I'll often get her opinion on a quick story that allows me to plant the "discretion seed." (Women hate the thought of guys blabbing to their friends about their "conquests." Let her know, you're not kind of guy who will "kiss and tell." This will eliminate that concern from her mind—that if you bang her, she'll wind up being a story you share with your pals tomorrow night at the bar.)

"So my buddy Mike just texted me, he had a shitty day at work because last night he went out for drinks with some co-workers...and they had a few too many...and he wound up going home with this girl named Stacey who'd been flirting with him at their job for *months*. Anyway, this morning he goes into work and he's got a bunch of emails from different co-workers congratulating him about hooking up with Stacey. It turns out she *told* a bunch of people, and it spread around the office...don't you hate it when people can't be discreet? Personally, I never kiss and tell."

Next, if the girl you're interested in is with a group, approach the group.

Don't try to wait until she steps away from her friends—if you approach her then, there's a good chance that one of her friends will show up and drag her back to the group. Use your opener on the group but don't give any indication which of the girls is your target. You'll want to wait until the conversation is flowing, and

you've demonstrated some positive qualities, until you start focusing your attention on "the one."

Remember, the purpose of your opener and first topic is not to sweep the woman off her feet. It's to get you in the door and get the conversation flowing. It's during the conversation that you will display your cool, charming personality and build her interest and attraction. Of course, none of this can happen if you aren't able to successfully open her in the first place.

Also remember, every "opinion" you ask her about, and every little story you share, should have a purpose behind it. It's not just about getting her to talk and share with you. It's about you *using* that topic to plant seeds about yourself.

The questions about cheating, relationships, etc. are only meant to *start* the conversation. These are not topics you want to dwell on for ten minutes, because you won't want her to start going on about her bastard ex-boyfriend or thinking about the time some guy cheated on her and dumped her.

Finally, if you're already having a conversation with someone, an easy way to open girls is to *bring them into your conversation*. If I go to a bar alone, I'll start chatting with the bartender. When a girl comes over to order a drink, I'll ask for her opinion on something I've been talking to the bartender about.

Inviting a girl into a conversation that is already in progress can be easier than trying to start a conversation with her out of the blue. This is why it's important for you to socialize with other people in the environment—not only the women you want to hook up with.

If you're there with a buddy, the two of you should be engaged in a conversation and looking like you're enjoying yourselves—not lurking in the corner staring at girls. Saying to a girl "Hey, I bet you could settle a debate I've been having with my friend John here..." and then asking her an Opinion opener... can be more effective than approaching a girl out of the blue and asking her the same question.

However you choose to open girls, your job at that point is to keep the conversation moving forward. Knowing how to use **Hooks & Ladders** is the best technique for doing this. I'll explain this concept more in a moment.

For now, let's move past the Opener and go to Step Two.

Step Two: Build the Bond

Spend some time getting to know about her and share a few interesting details about yourself (your talents, ambitions, passions).

To get her to share, use *statements*, *stories* and *educated guesses* instead of asking her predictable questions.

Predictable: “So where do you work?”

Unpredictable: “I bet you’re really good at what you do during the week, and then on the weekends you’ve got other interests that would probably surprise me.”

Or, “I’m going to guess that when you’re at your job, you’re super focused and great at what you do. But then on the weekends you know how to cut loose...”

Predictable: “So where are you from originally?”

Unpredictable: “You strike me as a girl who was probably born in a big city somewhere. You have this cool, sophisticated, metropolitan vibe.”

(Note: It doesn’t matter whether you are wrong or right. Either way, you’re flattering her and inviting her to fill in the blanks and tell you more.)

Predictable: “So what kind of movies do you like?”

Unpredictable: “My friend Mike has a big date tomorrow, the girl is coming over to his house and he’s cooking them dinner. He asked me which DVD they should watch after dinner. I was thinking something romantic and funny would be best. What do you think—do any romantic comedies come to mind?”

Remember, always have your own positive qualities ready to mention. If she tells you about her job and how she’s passionate about it, now you can mention one of your passions. If you hate your job right now, don’t mention it! Bond with her over the fact that she’s passionate about her job, and *you’re* passionate about snowboarding. Or writing. Or travel. Here’s your opportunity to talk about your passion and use it as a way to connect with her.

Women are like talent scouts—they want to see your *potential*, and often that’s more important than where you are in life right now. As long as you can convey passion and exciting things you are working towards, they’ll be interested in going along for the ride.

This stage is also known as “comfort building.” She needs to feel *comfortable* with you before she starts feeling attraction. This means you want to keep the mood light, playful and positive. No depressing subjects. If your opener was about cheating & relationships, Step Two means you move past that and talk her about other topics that put her in a good mood, reveal that you have things in common with her, and that you appreciate and support the things she is doing in her life or working towards. Pay her thoughtful compliments (e.g. get her to

reveal a passion of hers, and then tell her how cool you think that is).

Another great tactic for “building the bond” is to make plans to do things together in the future. For example, plan a road trip: “I’m looking to another road trip soon. Have you ever done that? Packed up your car with a cooler full of food and drinks, and hit the road with your friends to go somewhere new?”

Then, make a “plan” to do the same with her. This plan will probably never happen—it can actually be crazy and ridiculous: “You would be an awesome road trip companion. So what’s a city you’ve always wanted to visit?”

She says, “New York.”

So I say, “OK, New York it is. We’ll want to do this trip in style, so we’ll rob a couple of banks along the way, like Bonnie & Clyde...by the time we get to New York we’ll be able to call Donald Trump and reserve a penthouse in one of his towers.”

Or, talk about international travel...mention some amazing destination you went to...and get her to reveal some exotic place she has always wanted to go to. Then make a “plan.” I met a girl recently who told me her dream was to go to Venice, Italy because her “hidden passion” was art. She worked some 9-to-5 corporate job, but her dream was to be a painter. So I said to her...

“OK, it’s a plan. You and me are going to Venice. I’ll support us by getting a job working as a gondolier, paddling tourists around the canal. You’ll work on your paintings, and eventually you’ll be hailed as the next Picasso and you’ll open your own gallery and we’ll live a life of luxury.”

The more ridiculous these “plans” sound, the better they work—because she’ll be more likely to play along and say “sure, why not! Sounds great!”

The idea is to get her in the mind-frame that the two of you are going to hang out in the future and have fun times and adventures together. It’s a way of building the idea in her mind that the two of you have a “relationship” now and it will go beyond tonight—even if you only met twenty minutes ago.

Getting her psyched up about going on some fun, crazy adventure also creates the perfect opportunity for you to start building physical contact with her. Give her a high-five. Ask her where she wants to travel to, and then give your own answer. Thumb-wrestle her to decide where the two of you will go.

What you’re doing here is injecting *fun* into the conversation in a huge way. My buddy Jon Sinn, the famed pickup artist, says “fun is the ultimate attraction switch.” And he’s right. The guy who makes her feel the most *fun* is usually the guy who has the best chance of taking her home, or seeing her again tomorrow.

Labeling is also part of this step. This means that you apply a “label” to her and reinforce to her that she’s a fun, spontaneous person who is up for new things. Talk to her about travel, make some vague “plan” with her, and then tell her she’s awesome because she’s a cool, spontaneous person and she’s not like most other girls who are uptight and can’t think outside the box.

In Robert Cialdini’s groundbreaking book “Influence: The Science Of Persuasion,” he writes about a psychological principle called Commitment & Consistency. This means that when we *label* someone a certain way and get them to agree (commit) to it, they will want to behave in a way that is consistent with that label.

So, when you talk about how cool she is for being spontaneous, she won’t want to act in a way that contradicts that label. This makes it a whole lot easier to persuade her to do “spontaneous” things with you tonight:

“I know you’re a spontaneous girl and there’s this awesome bar nearby...we should totally grab a drink there because my friend Joe is bartending tonight. Let’s go.”

“It’s cool that you’re always up for having fun, because on Friday night my friend is throwing a party and it’s going to be awesome. I’ll pick you up at eight o’clock and we’ll have a really fun time.”

Normally, with a guy she just met, inviting her to these places might cause her to pause and think about reasons *not* to go along. But when you “label” her as fun, or adventurous, or free-spirited...and reference this from time to time during the conversation...she’ll be much more likely to act in a way that matches that label.

You can label her in all sorts of other ways. For example, if you like going to the beach, and she expresses how much she loves the beach, then you can tell her “I can’t remember the last time I met a girl who loves the beach as much as I do. That’s awesome that you love the beach. We’ve got to go to the beach one of these weekends.”

Notice, you said “one of these weekends.” You didn’t specifically say “next Saturday.” Since this sounds totally harmless and vague, she’s bound to say “sure, that sounds like fun.” Although this plan may never happen in reality, these language tactics strengthen your bond with her. It feels to her like a relationship is developing. This isn’t just ordinary small talk between two strangers at a bar; the two of you have *plans* to do cool things together.

All you need to do is find out an interest you’ve got in common. Then label her. Play up how cool it is that she loves the same thing that you do. Then *tell her* (don’t ask her) that the two of you are going to hang out and enjoy that activity

together.

Another part of this step is building **compliance**. This is a Negotiator strategy: frame yourself as the leader, and frame her as the follower. Get her *comfortable* with the idea of you leading the way. Have her grant you small requests at first, which will make her more willing to grant you bigger requests later. Program her to comply with you.

For example, you could be talking to a girl at a bar or club. Then you say...

"Stay here for a minute, don't move. I need to go say hello to someone real quick."

"Hold my drink for a minute, I need to step outside and make a quick phone call."

These "requests" don't sound like a big deal. And they're not. But what you're doing is building compliance. Most guys behave in an opposite manner; they're trying to comply with whatever the girl wants. (Asking her, "Do you want to sit down?" "Do you need a drink?" "Do you want to go somewhere else?" etc.)

Instead, you want to be the one leading the interaction and having her comply with you. Women feel comfortable around men who take charge and lead. This has nothing to do with acting macho or aggressive. One of the best compliance-building tactics is to simply take her by the hand and lead her to another area of the bar or club. Instead of asking her, "Do you want to go find a place to sit?", you take her by the hand, say "C'mon, let's find a seat," and *lead* her there.

You can also do this if she says she needs to go to the ladies' room. Instead of her walking away, and you standing there alone waiting for her to return, take her by the hand and lead her to the ladies' room. While she's in there doing her business, strike up a conversation with whoever is nearby. When she comes back out, she should see you talking to someone (and building your social value).

During this step, **Hypotheticals** and **Cold Reads** are great techniques for building your bond with her. We'll explain how to use them in the next chapter.

For now, let's proceed to the next step, which is...

Step Three: Challenge Her & Use Push-Pull

You **MUST** shift gears and go to this next step. Stage Two is a comfortable place to be...bonding, sharing, talking about cool stuff you've got in common. But in order to make her feel *attraction*, you need to demonstrate that you're a high-value guy who isn't sure if she's up to *your* standards.

Women want what they can't have. They love a guy who is a *challenge*. Therefore, Step Three is about displaying a bit of "cocky confidence" and making her feel she's going to have to *work* to get a guy like you. It won't be so easy.

This step is also about injecting some sexual energy into the interaction. Linger too long in Step Two, and you could wind up in the Friend Zone—she thinks you're a nice guy, but she doesn't feel any desire to have sex with you. This is where you build sexual tension and sexual chemistry.

Here are some ways to Tease women:

Mention how you two could never date.

"You're cool, Suzie, but we could *never* be boyfriend and girlfriend. We're way too much alike. We'd probably clash all the time, and then have crazy make-up sex and wake up all the neighbors...and then we'd break up again the next day...it would be hot, but a lot of drama."

"It's too bad I swore off dating girls like you..."

"You're totally not my type, but for some reason I'm finding you very interesting."

"You're a really nice girl—you probably shouldn't hang out with a guy like me. I could get you in all kinds of trouble."

"You're so sweet...seriously, though, you should probably be talking to a nice boy like the one over there (*point to some dorky-looking dude*). I'm more like the guy your mom warned you about."

Put her in the Friend Zone. This one is very powerful because it reverses the normal roles—usually it's women who put guys in the Friend Zone, right? But you can do it to her...

"You're like the little sister I never had." (Or, "You remind me so much of one of my little sister's friends.") I can tell you're a really good friend to have."

Accuse her of hitting on you. If it's time to get her a drink—or she offers to buy you one—say, "Okay, one drink, but promise you won't try to take advantage of me."

Or, "It's going to take more than a drink to get me into bed. I expect dinner and a movie at least."

If she touches you, you can say "Hey, hands off the merchandise. That'll be twenty dollars."

Employ her/fire her: “I’m hiring you as my personal assistant.” Or, “I’ve always thought that my life would make a great book. I’m hiring you as my personal biographer. I’ll pay you whatever you want.” (If she knows how to build websites, make her your website developer. If photography is one of her hobbies, she’s now your personal photographer. Or your chef. Or personal trainer...)

Then, when she does something dorky or gives a lame answer to one of your questions, you “fire” her: “That’s it—you’re fired. Tell the girl over there in the red dress she can submit her resume.”

Use the point system. “Okay, I’m going to ask you something but be careful how you answer, because this answer is worth ten points...”

If she answers “correctly,” tell her she has earned ten points and if she gets up to fifty points she wins a bonus. This can now be a theme that runs through the conversation. Deduct points for lame answers. Award points for good ones. You’re building compliance and sending a message: it’s *her* job to impress *you*, not the other way around. You’re making her want to earn your approval.

Step Four: Escalate & Close

During the previous two steps, you should have been slowly and subtly building physical contact with her. During Step Five, this touching is going to get more intimate. (Putting an arm around her waist, caressing the back of her neck, having her sit on my lap, etc.) This is also when you will Close her.

I’ll discuss Closing tactics in more detail later...but as the great salesmen say, you’ve got to “Always Be Closing” (ABC). Get that phone number. Bring her back to your place if possible. Go for the Same Night Lay whenever you can; there’s no telling whether you will ever get another chance like the one that exists right now.

Women want to be charmed and seduced. You don’t earn any points for trying to be a “gentleman” who doesn’t show any sexual interest and waits for *her* to give romantic signals. She probably never will. She wants to know that you’re a man who isn’t afraid to lead her down the path to seduction and make her enjoy the experience.

Women, being highly emotional creatures, will have all sorts of doubts about hooking up with you if you allow them to start dwelling on those possibilities. (One of their big concerns is “going too fast” and being perceived as a “slut.”) Through effective conversation, bonding with her, and following the Four Steps, you can neutralize those concerns and have her follow *your* lead every step of the way.

Hooks & Ladders

The key to never running out of conversational material is understanding how to use “hooks.”

A “hook” is anything a girl mentions that you can turn into a topic of conversation—right now, or later on.

A “ladder” is an opportunity in the conversation for you to plant a positive seed in her mind and boost yourself up a notch. So, you want to look out for hooks that you can turn into ladders.

For example, you might want to talk to her about music. I like to bring up music, because it’s a subject I know a lot about, and I’m passionate about the bands and artists that I love.

I won’t ask her a standard question like “What kind of music are you into?”

Instead, I’ll put an interesting spin on it and say something like, “I bet you’ve got good taste in music, Sarah. So who do you think is the hottest new artist out right now?”

She answers, “Lady Gaga. She’s amazing in concert, my sister and I saw her play in Vegas a couple of months ago.” She has just provided me with several possible hooks—springboards to new topics that allow me to build myself up (without ever sounding like I’m bragging). Just in that one brief answer, she threw out three hooks I might want to use:

- A) Lady Gaga. While I’m not a big fan, I do respect how original Lady Gaga is. She’s got her own unique style and is a trendsetter. I’ll mention how I respect that about her, and how it’s cool when a person is willing to take risks and do their own thing—since most people have a “follow the herd” mentality. Now I can mention how I love being an entrepreneur and taking risks to pursue my *own* goals, no matter what anyone else may think, and then I’ll get her to talk about her own pursuits and passions. Great stuff. A definite ladder.
- B) The fact that she has a sister. I can ask if her sister is older or younger, and relate a funny little story about a concert I went to with *my* little sister years ago. (She begged me to bring her to an N Sync concert...which I thought was going to be sheer torture, but by the end of the show I was actually singing along because their songs are so damn catchy!)
- C) The fact that she went to Vegas. *Tons* of conversational material there. I’ve spent lots of time in Vegas and can talk to her about my favorite clubs, or tell her a story about the time I got ridiculously lucky at the blackjack

tables and the casino wound up comping me and my friends a high roller suite. (I'll throw in some "plans" for us to visit Vegas together: "Sarah, you and I are going to Vegas one of these days. You'll be my good luck charm, I'll win us a bundle at blackjack, and we'll have a quickie wedding at the Elvis Chapel and then get it annulled the next day. It'll be a fun story we can tell our grandkids...")

As I wrote that paragraph above, I was reminded of the hilarious movie "The Hangover." (Remember how one of the characters, during his drug-induced blackout, married a stripper in some cheesy Vegas chapel and had to get it annulled?) So, if I wanted to, I could say to her "We'll have a quickie wedding at the Elvis Chapel and then get it annulled the next day. It'll be like that movie, "The Hangover." Wasn't that one of the funniest movies ever?" (And now we're talking about our favorite funny movies.)

I'm just giving you some quick examples. I could give a million others. During any conversation, opportunities to grab onto hooks will arise constantly. When you identify these hooks, you'll never have to struggle to figure out what to say next.

Being a great conversationalist means being able to recognize hooks, grab onto the most interesting ones, and use them to keep the conversation flowing in new directions. When you do it right, it will be seamless.

One more example...

Average Guy: So what do you do for work?

Girl: I'm a teacher.

Average Guy: Really? That's cool. So, um...have you been to this bar before?

Girl: Yeah. It's nice to meet you but I need to go find my friends...

(Average guy retreats, sucks down nine more beers, goes home and masturbates to internet porn.)

Now let's look at how a Mack like yourself might handle it...

You: You have so much positive energy, Cindi. I really like that. You must be working on saving the world right now, or doing something else that's really interesting...

Her: Haha. Not really, I'm just a teacher.

You: I have a lot of respect for teachers. There's no way I would be where I am today if it wasn't for Mr. Barnes, my high school English teacher. He was the first person to really inspire me to become a writer. So for you to get into teaching, there must have been someone who inspired *you*...

(The conversation flows and goes deeper...you start talking about passions, goals, the fact that you're working on a book, the fact that she wants to start an

after-school program to help inner-city kids...you're bonding so quickly that getting her number and seeing her again is guaranteed, and taking her home tonight is a definite possibility.)

The more you talk to girls and practice your “flow,” the easier it becomes for you to riff on virtually any topic—and plant seeds in her mind about your own diverse interests, range of knowledge, and talents, passions and goals.

If she happens to mention something about California, I'll mention my old college buddy John who lives in California and left his corporate job to be a full-time surfer. Some people might call him a slacker; I love how he went against the grain and did what would make him happy, because life is too short to live any other way.

Now I can talk to her about college and find out where she went to school, whether she was a party girl or a serious student, etc. I can relate some of my own college experiences, and talk about how it was an amazing time in my life that shaped who I am today. I can keep the conversation light and funny and tell some funny stories about my days in the fraternity, or take it a little bit deeper.

Pay attention and watch for the hooks. She'll supply them. By using them and controlling the flow of the conversation, she won't pause to think “well this guy is kinda fun to talk to, but he's not really my type so I should go find my friends...”

Instead, she'll be swept up in your enthusiasm and energy and go with your flow. Where you take it is up to you.



CHAPTER FIVE: CONVERSATION CONTROL

“Wise men talk because they have something to say; fools talk because they have to say something.” - Plato



In the previous chapter you learned the four-step Conversation Blueprint for guiding the interaction from the initial approach all the way to a successful “close.” Now we’re going to talk about conversation in more depth & detail, and provide some additional techniques—particularly language tactics that you can use to turbo-charge your conversations and push her emotional buttons.

Subconscious Signals

Understand that on a subconscious level, women are looking for a man to mate with, one who possesses good genetic qualities and is masculine enough to protect her and their offspring. Protecting her doesn’t necessarily have anything to do with physical strength. A Mack radiates strength through his words and actions.

For instance, demonstrating that you are *decisive* is a very important way to convey strength. *Loyalty* and *commitment* are other forms of strength.

These are things you should imply rather than say outright. By telling her a quick little story about how you came through for a friend of yours—because you’re *committed* to your friends, and you feel *loyalty* is important— you’re planting seeds in her mind that you possess these qualities. This type of story can be simple, and you can tell it at any time. You don’t need to wait until the subject of loyalty comes up. Just create a segue.

Here's an example:

HER: "My job has been so crazy lately (blah blah blah...)"

YOU: "I've also been busy with some projects. And on top of that, my friend Michelle asked me to help her move on Sunday. She asked me to come to her place at 7 in the morning to help her load a truck full of her stuff. I know I'll be totally exhausted, but she's been there for me in the past and she's earned a place in my inner circle. So I told her I'd help, and I don't break commitments."

There it is. You stressed how much you value loyalty and commitment. (You also pointed out that you've got female friends in your inner circle, which implies that you're popular among women.) Plant these seeds, and she'll take note of them.

Women are always filtering our words and actions through their mental computers. And don't forget, while we're always looking for reasons to *qualify* attractive women, their minds are searching for reasons to *disqualify* us. Remember what we said about women having this natural defense mechanism.

If we meet a good-looking girl, we'll often overlook the deficiencies in her character and her personality, or habits of hers that we would never tolerate in our guy friends (or an unattractive girl), because we're focused on getting her into bed or dating her. Women, on the other hand, seek to disqualify men. Later in this book, we'll explain how this works in more detail.

You could have highly attractive qualities—whether it's your physical appearance, your job, or your sense of humor—but if you show weakness in a certain area, she may mentally disqualify you in an instant.



Dean Cortez Says...

Some guys trigger all kinds of "red flags" when they talk to women, and never realize where they went wrong. Have you ever been on a date that you thought went well, and even though you didn't hook up at the end of the night, you figured there was a serious possibility that she would become your next girlfriend? But when you called her to arrange a second date, she was suddenly extremely "busy" and couldn't commit to making any plans—or didn't return your phone call?

Before I became involved with M.A.C.K. Tactics, that sort of thing happened to me all too often. I couldn't understand how a girl that seemed so enthusiastic about me the night before, would shut me out the next day.

It's now clear to me what I had done on those dates that had caused women to disqualify me. I'm able to identify the things I did, and said, that raised little red flags in her mind. Sometimes, one is all it takes for her to dismiss you and move onto the next.

Women disqualify men for instinctive reasons all the time. The other day, I was talking to a female friend of mine, Christine, about a blind date she'd been on the night before. She said the guy had been sweet, funny, generous and quite handsome. He brought her flowers, and took her out to a restaurant where their dinner and wine cost over \$150. But after they said goodnight, she had no desire to ever see him again. **She'd disqualified him.** I asked her why, and she couldn't really explain. She said "I don't know, I guess I just didn't feel the right chemistry."

I asked her to explain the date in detail, and it became obvious to me what he'd done to turn her off. He'd acted too eager. He told her, on that very first date, how he was looking for someone to settle down with. At the end of the date he told her "I really like you, and I think there might be potential for a relationship here." Then he asked her if she was available the following night to go out again.

He thought he was being sincere and honest. But what he was actually doing was surrendering control. He was letting her know, "I'm yours if you want me, now it's up to you." To Christine, he no longer presented any sort of challenge. Also, by trying to set up a date for the following night, her mind registered another red flag—that he might be the clingy, possessive type who constantly wanted to be with her, because he had little else going on.

If a guy broadcasts the message that he is totally, utterly single, without another women in his life, how desirable can he be? Women will wonder, "What's the catch?" There must be something about him that turns women off—possibly a very serious flaw. Most women would rather cut him loose than stick around and find out what his personal issues are.

One of the themes you'll find throughout this book is that **by limiting your availability to women, you make yourself more attractive.** Once you've built a relationship with a girl and connected with her on an intimate level, you can spend more time with her and make yourself more available. But in those opening stages, when her female intuition is on high alert and trying to determine

her level of attraction towards you, always being available can kill her interest. Don't be an open book; present an element of intrigue and mystery.

Also, as we explained in the Conversation Blueprint, you don't want to ask for permission—or ask her what she feels like doing, because you've got nothing good to suggest.

When you ask for permission, you're giving her the option of saying “no.” When you ask her “So what do you feel like doing tonight?”, you sound like a guy with no plan. She respects a guy who leads and makes decisions, rather than leaving the decisions up to her.

So with this attitude in mind...

Never ask, “excuse me, do you mind if I ask you something?”

Never ask, “Can I buy you a drink?”

Never ask, “So can I call you sometime?”

Never ask, “Do you want to go back to my place?”

The “Female Perspective” Approach

We talked about this type of approach earlier. I want to give some additional examples and talk a bit more about why it can be so effective.

- ✓ Remember, these are especially strong ice-breakers if you want to approach a *group* of females, which can otherwise be a fairly awkward situation.

So let's say you're in a club and you spot a hottie you want to talk to, but she's surrounded by three female friends. You walk up to them, flashing a friendly smile, and you say...

“Excuse me, I have to get back to my buddies in a minute, I just need to get a quick female perspective on something...”

Now, you tell them a quick story and get their opinion on it. (Don't lurk on the perimeter of the group; step in towards them.) If the story involves *cheating*, 9 out of 10 women will have an immediate response and it will spark an interesting conversation.

You could say...

“My friend Mike has been dating this girl for only a couple of weeks and

she's already checking his phone every chance she gets, to see who he's been texting. So yesterday she saw some texts from a girl, telling Mike it was great to see him the other day and she wants to see him again soon, yada yada. So, Mike's girlfriend confronted him about it. He told her the message was totally innocent, it was an old friend that he used to go to school with and they ran into each other on the street. Just a friend—that's all. Mike was actually really mad at his girlfriend for checking his text messages. So what's the policy supposed to be on this? If you're dating someone, do you reserve the right to check their phone once in a while? Would you get mad if you found out your boyfriend was always checking *your* phone?"

Get the opinions of the group and let it flow. If the purpose of your approach was to get to know one of the girls in the group, don't make it obvious who your target is. Talk to them as a group, and after the conversation flows for a couple of minutes, introduce yourself by name and get their names. Then you can start subtly shifting your attention towards the girl you are interested in.

You can come up with endless variations on this "cheating story." (Instead of checking his voicemail, the girl in the story could have found out his email password.)

Another spin on the story:

"I have to get back to my friends, but let me ask you real something real quick because I need some female advice. My buddy Mike has been dating this girl for a couple of months, and she's really bothered by the fact that Mike has a close female friend he hangs out with sometimes. There's nothing romantic going on between this other girl and Mike. They've been close friends ever since high school. But every time Mike gets a phone call or text message from her, his girlfriend gets really pissed off and jealous. So do you think it's OK for a guy to maintain a friendship with a girl he's known for a long time, even if his girlfriend tells him not to?"

The point of these stories isn't to get into a debate or an extended discussion about boyfriends and girlfriends and cheating. The idea is to break the ice and get in the door, whether you're approaching a solo girl or a group. Talking about cheating with women is like throwing out a piece of bait that you know they're going to snap up. Ask them why they feel the way they do, and express solidarity: "Yeah, I can see why you would feel that way." "I guess you're right. I hadn't thought of it that way." "Have you ever been in a situation like that?" Etc.

Now, notice the prefacing statement in the above stories. The approach begins with, "I have to get back to my friends in a minute (or a second), I just

need to get a quick female perspective.”

Implying that your time is limited is very important. By establishing up front that you can only chat “for a minute,” you’re easing the main concern that women have when a guy they don’t know approaches them: that he’s going to start talking...and talking...and overstay his welcome.

Once you’re in the door and the conversation is flowing, you’re not going to leave after a minute to rejoin your friends. (Maybe you don’t even have any friends with you.) One of the big concerns women have, when it comes to chatting with a guy they don’t know, is that he’ll try to monopolize their time. This forces the woman to awkwardly excuse herself. (She’ll often use the line, “I have to go find my friends.”)

Also notice that with the above approach, *you are not asking permission* to get their perspective. You didn’t say, “excuse me, do you mind if I ask you a question?” Or, “do you mind giving me your female perspective on something?”

When you ask permission, you’re giving her the opportunity to turn you down—and women often will, rather than taking a chance on granting a stranger permission to enter their personal space.

So instead of asking permission, you mention how you need to get back to something in a second, you tell the girl (or the group) that you want to get a quick female perspective, and you launch into your story. A story that involves cheating or relationship drama is usually the right hook.

Or, you might try this one: “I’m planning a surprise birthday party for my friend Jeff, and I’m trying to decide between an 80s theme, or doing a Roman toga party thing. What do you think?”

Now transition it into a funny discussion on 80s music, and your favorite cheesy bands from that era...

“A toga party would rock, but I’m leaning towards the 80s party because I’d get to be the DJ. I’m already imagining the play list on my iPod. Journey, Duran Duran, the Go-Gos, Bananarama, Men At Work...help me out girls, what groups am I forgetting?”

*** NOTE: If you want to master your “approach game” and learn clever, effective approaches for *any* situation or environment – whether you want to meet women during the daytime, or at the bars and nightclubs – we’re offering a \$1 promotion right now**

on our “Ultimate Approach” program. That’s right—because you purchased Mack Tactics, you can pick it up for only \$1 for a limited time.

[Click here to download The Ultimate Approach program for only \\$1.](#)

Great Expectations

A motivator to keep in mind: if you’re in a social environment such as a nightclub or a bar, and are feeling reluctant about approaching women, remember that the single women are there because they *want* to be approached. If they wanted to be left alone, they’d be at home. They spent a considerable amount of time and expense on their hair, makeup and outfit and they want to be in the mix; it’s just a matter of who they want to be in the mix *with*.

If you present yourself as a way for her to have **more fun** this evening, you’re in the door. This is why your energy level should be at the same level as the girl (or group of girls) you are approaching, or slightly higher.

Remember Mack Commandment #2: “Wherever you’re at is the place to be.” If you happen to find yourself in a less-than-ideal environment (a wack nightclub, a bar with absurdly overpriced drinks, a party with lousy food, etc.) keep these feelings to yourself when you converse with women. You’re out tonight to have a good time and project positive energy no matter what—and because you’re there, it must be “the place to be” tonight.

Control, Don’t Dominate

“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

-Dale Carnegie

So you made your intro, and now the two of you are chatting. This convo is how it all begins. It’s the delicate dance in which the Mack presents himself in the best possible light, gets a read on this woman he’s dealing with, and begins to guide

the encounter.

The average guy won't attempt to control the conversation; he "goes with the flow." He figures as long as the woman keeps talking to him, he's doing okay. But "going with the flow" usually means the conversation stays stuck in neutral. It's only a matter of time before it runs out of gas. When it does, if this is a girl he just met, she's going to figure out a way to excuse herself. ("I need to go find my friend" is a classic.)

Instead, you want to shift this conversation into high gear right from the start—and **control the tempo and the topics.**

Now, when we say "control," we don't mean "dominate." You're not running your mouth or telling long-winded stories. You're never coming off as aggressive or overbearing, which are signs of desperation.

Your goal is to guide the conversation without her knowing it. You will steer it in a direction that builds a bridge between you and her, creating a subliminal (and eventually a physical) bond.

Instead of wasting time with superficial small talk, every story you tell, and question you ask, should have a purpose—whether it's to strengthen the bond, gather Intel about her, draw attention to your positive qualities, or amplify her attraction towards you.

Always keep Mack Commandment #8 in mind: "Three-Quarters of Macking is Listening." When you assume the role of the listener, instead of the talker, she reads you as a cool, nonchalant guy who's sincerely interested in her and isn't **trying** to make anything happen.

Your vibe should say, ***"I could be chatting with any girl in the room right now, but I'm going to give this one a chance."***

Guiding Force

Look for ways to guide the conversation towards your positive qualities. You want to mention them without lingering on them; the idea is to "plant seeds" rather than blab about yourself.

Travel is an excellent topic to move the conversation towards. If you've seen some interesting parts of the world, talking about it makes you seem worldly, sophisticated and adventurous—all qualities that women like. A man who travels is a man who can take her places.

To get on the subject of travel, simply wait for an opening, then slip in

sentence that references one of your travel experiences.

For example:

Her: “So do you like your job?”

You: “I love what I do, but I’m so looking forward to getting back to Italy when I take my next vacation. I’ve visited a lot of countries but Italy is my favorite, I’ll have to show you my pictures sometime...”

You are now *off* the topic of jobs—a subject that naturally elevates our stress levels—and moved onto the exciting subject of international travel. You get to tell her about your experiences in an exotic destination. (If you spent the whole time getting wasted and chasing women, omit those details.) Talk about the interesting things you saw, the food, the funny details you noticed about the culture. Spark her imagination. Paint the picture. Allow her to visualize it.

Keep it brief, hit the high points, and make it clear how much you love traveling and mention the places you plan to visit in the future. She’ll be thinking about what it would be like to join you.

If you haven’t visited any exciting foreign cities or countries, it means you need to do some Mack Preparation before your next mission. Think of some places you’d love to visit someday, the more exotic the better. Research them on the Internet. Learn some facts and background.

The next time you’re in mid-conversation with a female, you say “I’m thinking about buying a ticket to (insert country), I hear it’s beautiful this time of year. Have you ever done that—just bought a plane ticket on a whim, and gone somewhere totally different?”

The basic effect is the same. You’re establishing that you’re not like most guys; you’re worldly, spontaneous, and want to experience other places and cultures. Her brain registers this. You’ve placed yourself in a category above the average unsophisticated guy, most of whom don’t even own a passport.

Creative Phrasing

The average guy feels awkward about approaching girls because he worries his opening lines will sound obvious and cliché. He doesn’t have anything clever to say and knows he’ll have to resort to something along the lines of “So, do you come here often?”

It’s okay to ask a girl questions; after all, you want to find out things about her and discover qualities you have in common. The trick lies in how you phrase it.

We refer to this concept as “Creative Phrasing.” This means re-wording the question so that it sounds fresh and original, and prompts her to give thoughtful response.

If she’s well dressed—this could be as simple as a nice-fitting pair of jeans—you can start by complimenting her on her outfit. Attractive women take great care with their appearance. If you spent two hours at the mall shopping for the outfit you’ve got on, and spent an hour getting your hair just right, wouldn’t you want to be noticed? Wouldn’t it feel nice to have a stranger recognize the time and effort you put into how you look? There is no reason to feel shy about paying a girl an original compliment.

The key is to **be specific**. If she’s wearing an eye-catching skirt, blouse, or shoes, or has an stylish purse, single out that aspect and compliment it. **Never compliment her on how beautiful she is.** That is a deadly cliché which attractive women hear on a daily basis from over-aggressive guys. Tell her she has great *style* instead. No woman ever gets tired of hearing that.

Attach a question to the compliment, and you’ll open the door to conversation. “I just wanted to tell you that I noticed your outfit. I love that color on you. I’m just curious—where did you get that dress?”

If the girl is fashion-conscious, which is very likely the case, then it’s a subject she enjoys talking about. Chances are she’ll tell you where she bought it. If she wonders why you asked, tell her you need to shop for a birthday present for a girl you work with, and thought that the item you noticed (purse, skirt, shoes, etc.) might be a good gift.

This compliment/question accomplishes a number of things. You’re showing that you noticed a specific detail about her, while most guys only stare at her body; that you appreciate good style; and that you have female friends, and are thoughtful enough to buy them birthday gifts. What woman would be turned off by those qualities?

Now that the door is open to a conversation, you’re going to act casual and nonchalant. But remember, **everything you say from this point forward is calculated.** You are going to pose questions, give answers, and guide the conversation with an “invisible hand.”

If you are in a nightclub/bar, **do not offer to buy her a drink at this stage.** It may seem like the natural thing to do, but it’s too soon for you to lay out cash. First, you need to get things flowing and determine whether this girl, regardless of how good she looks, is worth your time and money.

You are the Mack, and the Mack is the one in charge of the encounter. Adopt the mindset that it is yours to continue, or cancel. You can always move on to the next.

Questions should be creatively phrased to avoid giving her the option of a simple “yes” or “no” answer. You want her to open up and talk, not respond with a single word. Relating this principle to law enforcement, there is a trick that cops use when they’re trying to get a crook to spill the beans.

Let’s say a cop suspects a guy of robbing a house on Main Street last night around midnight. The wrong way to phrase the question would be, “Were you on Main Street last night at midnight?” This allows the suspect to simply answer “no” and leave it at that. It is an easy question to dodge.

The more effective question is always, “Where were you last night at midnight?” Note the difference. Now the crook is forced to elaborate and come up with an explanation. He may hesitate (which indicates guilt), or he may be forced into a lie (which can be turned against him).

Not that you’ll ever want to take an “interrogation” tone with women, but understand the difference between asking a yes/no question, and encouraging a more thoughtful response.

Cliché question: “So do you come here often?”

Mack question: “You strike me as a girl who has her finger on the pulse of this town. Tell me your top three spots when you go out on the weekends.”

Word Power

Negotiators constantly use Creative Phrasing with hostage takers. One example is how a Negotiator will never use the word “gun.” Instead of saying, “I need you to lower that gun,” he’ll say “I need you to lower *that thing*.”

Why? Because the word “gun” carries violent connotations that might make the hostage taker more excitable. Calling it a “thing” diminishes the weapon’s power.

Apply the same principle when a girl talks about her boyfriend or ex-boyfriend. Never refer to him by his name; refer to him as “that guy,” thereby diminishing his significance. He is not an actual person to you. He is a figment of the past, not even worth discussing.

HER: “My ex, John, was such a lying bastard. We were engaged to be married and I found out he was sleeping with my best friend.”

YOU: “It sounds like that guy didn’t deserve you, but I know you’ve moved

on and you've got a lot of cool things going on. I actually want to hear more about your dog, I've been thinking about getting a pet but I'm not sure if a dog or a cat is the way to go..."

Note: get her on the subject of her pets, and watch her start smiling and chatting away...

Jobs

A standard question some women will ask is, "So what do you do?" (Especially if you're in a big city like New York or Los Angeles, where people tend to be career-oriented.)

As a Mack, you're not the average guy. This means you don't give standard answers to standard questions. You should always put an original spin on things and maintain a power position.

Say with a playful smile, "I'll tell you what I do, since you asked, but if I answer then you have to answer one of my questions."

(A good question to then ask her: "So tell me something about yourself that most people would never suspect.")

Then, answer her question succinctly by simply telling her what industry or field you work in. Do not launch into an explanation of what your job entails; this sounds self-centered and might bore her. If you have a lofty-sounding job title, such as Executive Vice President of something or other, don't bother mentioning it. If she is genuinely interested in hearing specifics about your job or career, she will ask. This is when you can go into more detail.

If you have a job that is less than impressive, don't lie; just mention the general industry. The succinct answer lets you move off the topic and on to something else. This is a principle we call **Articulate Avoidance**.

Whether you have a lucrative career or not, give the impression at first that it isn't terribly important to you. Portray yourself as confident but modest, like you're the type of guy who doesn't want women to be attracted to him because of his career or his bank account—just as they don't want men judging them solely by their looks.

WACK RESPONSE: "I'm an associate regional branch manager at Wells Fargo bank."

MACK RESPONSE: "I'm in the financial industry. The hours are long and it's challenging work, but I'm good at what I do and I love my job."

From Wack to Mack

As you converse, use Creative Phrasing to put a spin on other cliché questions. A generic question when you're chatting with a girl would be, "So what kind of music do you like?"

In response to a generic question, she'll probably give a generic answer: "I don't know...I like all kinds."

Lame question, even lamer answer, and you've made absolutely no forward progress. Instead, give the question an original spin by incorporating it into a quick story:

"You know those contests they have on the radio where they ask a trivia question, and if you call in and answer it, you win a pair of concert tickets? Today they were giving away front-row tickets to (insert your favorite band). I must have called 50 times trying to get through! No luck. Let me ask you, if you could win front-row tickets to see any concert, who'd you want to see?"

If she answers with an artist/band that you also love, then great—you've got a subject to talk about that gets her enthusiastic. Otherwise, tell her, "I have to admit I'm not that familiar with (insert her pick). I just bought an iPod and I want to load it up with new music—what are some songs of theirs that I should download?"

If you're in a nightclub, the creatively phrased question might be, "If I could get the DJ to play one song right now, what would you want to hear?"

The following are some other examples of weak questions (Wack Tactics), followed by a way to phrase them creatively (Mack Tactics). You will also see that creative questions can accomplish several goals at once.

Just remember to always have your own answers ready to go. Once she gives her answer to a question you ask, be prepared to give your own, and explain why. Never make an inquiry that you are not prepared to answer for yourself in an interesting way.

Or, preface the question with a short story. Here's an example of a boring, unimaginative question—followed by a story/question that will spark a much more interesting and fun discussion.

(The idea isn't for you to *memorize* this. We're just demonstrating ways in which basic questions can be rephrased in interesting ways. Come up with 'mini-stories' of your own that you can plug into these situations.)

WACK TACTIC: “So who’s your favorite actor?”

MACK TACTIC: “I was watching TV yesterday and one of my all-time favorite movies came on: *The Lost Boys*. ‘The Two Coreys,’ Corey Haim and Corey Feldman, they were both in that movie, remember? I remember when my sister was 13, every square inch of her bedroom was covered with pictures and posters of *The Two Coreys*. Posters. She was completely obsessed. So what about you, who was your big celebrity crush when you were 13? I know you had one...”

Women will almost always have an answer for this one. The question cracks them up; they’re a little bit embarrassed to admit their adolescent crush (especially if it’s some corny boy-band singer, or some actor who is now totally washed up). By sharing this information with you she’s letting you in on a quirky detail that she would usually never share with a guy she just met. This automatically strengthens the bond between the two of you.

Now, tell her about one of *your* cinematic or musical idols. It doesn’t need to be a has-been. (No need to go into an explanation about how you worshipped hair-metal bands and wore a Winger denim jacket back in high school.) This is an opportunity to tell her about a cool celebrity you’ve always identified with.

WACK TACTIC: “So what kind of food do you like?”

MACK TACTIC: “I have to arrange a birthday dinner for my friend Melissa and I’m trying to find someplace different that none of us have tried yet. What’s the last really good restaurant you went to around here?”

This question opens the door for you to then talk about your own favorite restaurants. Establish that you’re a guy who appreciates good food and good service. If you like exotic cuisine, even better—it shows that you have broader horizons than the average guy.

Here’s the bonus tip: once you know a restaurant that she loves, you can take her there for a special night out. (Not on the first date—this would be once you’re sleeping with her. I’ll explain why in the upcoming “First Dates” chapter.) She’ll be impressed that you remembered her favorite place. Most guys wouldn’t.

Creatively phrased questions force her to think and respond in a genuine way. Remember that effective conversation means connecting with her on a one-on-one level. You’re getting to know things about her, and she’s getting to know things about you—but only the things you are *allowing* her to know.

Humor

Women say it all the time: a sense of humor is a very desirable quality in a man. This gives hope to a lot of guys who aren't confident in their looks, but are quick with words. The problem is that for most "funny" guys, their sense of humor is a defense mechanism. They're insecure about trying to **connect** with women, so they keep things light and try to make a joke out of everything.

Don't think that just because you're making her laugh that you're building any real connection. The more she laughs, the less she is focusing on romantic possibilities.

There is also a big difference between humor and wit. Humor is a hand grenade; wit is a sniper rifle. You want to demonstrate the latter quality instead of being the guy busting out joke after joke, or trying to be the life of the party. It's better to pick your moments to make witty comments and observations.

If you possess a sharp sense of wit, you've got a great advantage with women. If not, the good news is that this is a skill that can be developed. The best way to do so is to listen and learn from your favorite comedians. Notice the topics they riff on and the way they deliver their punch lines. Usually, the more "straight" their delivery is, the funnier they are. As you build yourself as a Mack and learn more about music, movies, books and current events, you will be able to make more clever observations about things.

Save the rapid-fire one-liners and raunchy stories for when you're hanging with your buddies, and stay away from telling drawn-out jokes (i.e. "Three guys walk into a bar..."). Just think of how uncomfortable it feels when someone you barely know starts telling a long-winded joke at a party: you're all standing around waiting for the punch line, at which point you're required to pretend it was hilarious, just to be polite. (Besides, the funniest jokes are usually the dirty or politically incorrect ones, which may offend her.)

Also, when you're around women, don't tell jokes at the expense of others. Don't crack jokes about any of your buddies; not only is that being a lousy wingman (as we'll explain in the upcoming "Wingmen" chapter), but it can create an awkward atmosphere. And if you've got a self-deprecating sense of humor, keep it in check. Your goal is to build yourself up in her eyes, not knock yourself down.

Remember that while the occasional well-timed line can make you look sharp and clever, your primary focus should be listening, guiding the conversation and strengthening the bridge. Really, one or two clever, funny comments are all it takes to show her you possess a sense of humor. No need to keep the jokes coming one after the next.

Minimal Encouragers

As you converse, you're letting her do much of the talking. Resist the urge to jump in and start telling her what **you** think. Instead, use Minimal Encouragers—a technique used by Hostage Negotiators—to keep things flowing.

Some examples of Minimal Encouragers are:

- “Wow, it seems like we’re really on the same page. Tell me more.”
- “I was thinking exactly the same thing.”
- “I feel the same way. We definitely have some things in common.”
- “That’s an interesting concept. Tell me how you came up with it.”
- “Is that right?”
- “How did that make you feel?”

Women deeply appreciate a man who listens and empathizes. As she tells you more about herself, and you acknowledge and appreciate what she's saying, it reinforces the bridge you're building between the two of you. Every time you agree with something she says, or tell her you feel “the same way,” you make her feel good and give her ego a little boost.

When you give her validation, she's going to crave more of it. The more interested and thoughtful you seem, the more thoughtful she will be with her answers. She'll be trying to impress you, whereas normally it's **the guy** who is in the position of talking (rather than listening) and trying to say all the right things.

Mood Killers and Articulate Avoidance

There are certain topics which you should always avoid when talking to a female you're trying to mack. These topics include:

- **Death**
- **Communicable diseases**
- **Any type of violence towards women**
- **Porn**

Yeah, we know these sound totally obvious. What kind of jackass would start talking about rape, watching porn, or his contagious skin rash with a girl he just met? But there's a reason we mention these “mood killers,” and that's because you can still fall into these conversational traps if you're not careful. If the woman

happens to mention one of these subjects, some guys will then assume that it's OK to discuss or joke about.

While it's not OK to get into a discussion on any of these topics, you do need to know how to deal with it if one comes up. If you try to change the subject too quickly, it will make you sound uptight, or even worse, like you have something to hide.

Here's the trick: if she touches on a topic that is a Mood Killer, you don't change the subject right away, but you don't linger on it either. You go into Hostage Negotiator mode. We'll explain in-depth how negotiations apply to Macking in the next chapter, but for now, let me give an example.

A situation that Negotiators face is the guy who's holed up inside a house with his woman, threatening to kill her (or himself) because he found out she's been cheating on him. The Negotiator will identify and empathize with the hostage taker and become his "fellow traveler." He will explain how it would make **him** feel if he was put in that same type of situation. By doing so, the Negotiator creates a bond between himself and the subject. He "understands his pain."

So let's say she brings up the fact that her best friend has an abusive boyfriend who slaps her around. This is a Mood Killer that you don't want to dwell on, but you don't want to sound dismissive either. The correct way to play it is to use Articulate Avoidance: "I think any type of violence against women is totally unacceptable. I think about something like that happening to my mother (or my sister), and it would be very hard for me to handle because I'm super protective of them."

Then grab onto a "hook" (as I explained in the Conversation Blueprint section) and use it to transition to a more positive topic. In the above example, she mentioned her best friend. That's a hook. My transition might be, "So among your group of friends, I bet you're the advice-giver—the one who your friends go to when they need to talk about stuff."

(Women will nearly always agree with this statement; they all think of themselves as the "level-headed friend" who can be counted on to give good advice.)

When she agrees, I'll say "You could have your own talk show, like Tyra Banks. So tell me, which celebrity would you invite to be on your first episode? I know who mine would be..."

The above example of Articulate Avoidance also accomplished a secondary goal. You mentioned a woman (or women) who are close to you and implied how much they mean to you. Women notice this; a man who treats his mother (or sister) well is likely to treat her well. You don't want to overdo it—there's nothing sexy about a "mama's boy"—but a quick, positive reference to how you feel about your mom will plant the seed that you're a guy who appreciates and

respects women.

Portraying yourself as a man who is protective of women is even more powerfully attractive. To feel protected by a man is one of a woman's most basic needs. So you see, in that example, you took a totally negative topic and used it to plant a great seed.

Conversely, if you complain about what a pain in the ass your mother is, that plants a negative seed. If a man can't appreciate the woman who brought him into this world, how can he truly appreciate any female?

Your goal as a Mack is to transport her into another reality—a “comfort zone” where the problems and evils of the world do not exist. You want to keep the focus on fun, exciting subjects that stimulate romantic possibilities.

Advanced Mack Maneuver: “Polite Interruptions”

Once you're in a groove and the conversation is flowing, inject a “polite interruption.” While she's telling you a humorous story, give her a slight touch on her forearm—or if you're sitting next to her, on the leg—and pay her a quick compliment. It should feel spontaneous, but it's actually a Tactic.



“I'm listening, I had just had to tell you—you have the cutest smile while you're telling this story. I'm sorry, go on.”

If there's a good vibe between you, this should cause her to smile and blush. The trick is to say it like you couldn't help yourself. When she returns to telling her story, the chemistry between the two of you should be stronger. That slight bit of body contact has just removed the invisible barrier between you. From this point forward you should be leaning in closer, narrowing the physical gap.

Later on we'll go into more detail about building body contact, but the polite interruption is an excellent method for establishing it early in the encounter.

Baiting Questions

Be careful about “baiting questions” that women may ask you. Females have crafty tactics of their own and might slip in an innocent-sounding question in an attempt to expose a chink in your armor. If you give the wrong answer, it may extinguish any interest she has in you.

A common baiting question women ask is, “So how come you don’t have a girlfriend?” This is never an innocent question. There’s an intention behind it: she’s trying to gauge whether you’re a “player” who bounces from one woman to the next. Or, maybe you’ve got some defect that turns women off.

Answering in a cocky way is the wrong move. Don’t say something like “I like to play the field,” or “I’ve date a lot of different girls, I’m just not ready to settle down.”

Instead, **answer in a way that separates you from the herd.** Tell her, “I’m not in a hurry—a serious relationship isn’t something to rush into. When the right girl comes along, who has the qualities I’m looking for, I’ll be ready to consider that type of commitment.”

This is the honest truth: as a Mack, you’re not in a rush to make anything happen, but you’re prepared to capitalize when opportunities arise. Now that you’ve answered her question, move to another topic. Don’t let her start asking you specifics about your exes. (Another question they always seem to ask: “How long was your longest relationship?”) You want to keep her focused **on the present moment**, and the possibilities that are blossoming between you and her.

Another baiting question we’ve been hit with involves the ménage a trois. Every guy has fantasized, or at least wondered, about getting it on with two women at the same time. There is a small percentage of women who are open to this idea, but most are definitely *not* down with it. They may think you’re a dog for even admitting that it turns you on.

If a girl asks you what you think about two-on-ones, no matter how sexually liberated she may seem, don’t take the bait. You run the risk of planting a poisonous seed in her mind, that you’re a typical horndog who’s more interested in casual, freaky sex than committed relationships.

Tell her, “I guess everyone fantasizes about it at some point, but I’d much rather be in a one-on-one relationship with someone that I can trust.”

Another one they might ask is the cheating question: “Have you ever cheated on one of your girlfriends?” A lot of guys have fooled around during a relationship at least once in their life, and some are under the impression that it’s OK to admit this. They may think they score points by being honest, or that it sends the message that they’re a virile stud.

Again, don’t take the bait. It’s never a good idea to talk about your past sexual conquests, whether they involved cheating or not. Shut this baiting question down by talking about the future instead: “It’s not my style. When I’m in a relationship I expect the other person to be loyal and committed, and I hold myself to the same standard.”

My friend The Negotiator once deflected the cheating question with a clever little story. He told the girl...

“In the Mafia, it’s normal for guys to have their wives, and their ‘goomahs’ — that’s what they call their mistresses. But I heard a story once about a Mafia boss who looked down on the guys in his family who had goomahs. He actually had a hard time trusting them. His attitude was, ‘How can you be loyal to me, if you can’t be true to the one person in the world you vowed to be faithful to?’ ”

Instead of taking the girl’s bait, he flipped it around and established how much he valued loyalty. If the girl was suspicious before about him being a “player,” she now saw him in a new light.

***Bonus Convo Tip:* If it’s a nightlife environment (bar, club, etc.) and a girl talks to you for more than 20 minutes, the situation has strong potential. No girl spends this much time talking to a guy she just met unless she has some degree of sexual interest. Once you’ve passed the 20 minute mark, you should offer to buy her a drink if she is in need of one. At this point it’s time to start working towards Closing the Deal, which we will discuss shortly.**

More Convo Basics

Believe us, there’s a reason why Mack Commandment #8 is “3/4 of Macking Is Listening.” The more time you spend listening, the less chance you will say the wrong thing. Give a guy enough rope, and he’ll usually hang himself.

We can guarantee that you’ve done this at least once and not realized it: ruined a “sure thing” by saying something that suddenly cooled off a woman’s attraction to you.

We’ve heard a lot of women describe the following scenario: a guy introduces himself, and based on his appearance and the way he carries himself, she’s willing to give him a shot. At this point, he doesn’t need to be brilliantly funny, or mention his high-powered job, or charm her pants off. She’s just hoping he can carry on a decent conversation and doesn’t give off any red flags. He’s like a football team that’s ahead by two touchdowns with five minutes left in the game. He doesn’t need to make any spectacular plays; if he can just protect his lead and avoid making stupid mistakes, victory is assured.

But in many cases, this guy will fumble the football and blow his lead. Most times he won’t even realize where he went wrong. He might have thought he was being

witty, but to the woman he came off as self-centered, chauvinistic, or even perverted. There is sometimes a great divide between what men and women think is “clever conversation.”

Whenever you step to a woman and she is interested enough to engage in an extended conversation, you are a football team that is ahead in the fourth quarter. As you guide the conversation, you must protect your lead and avoid making boneheaded plays.

The following are some basic conversational “do’s” and “don’ts”:

Do humor her. If she’s talking about subjects that interest her, let her talk and act genuinely interested. Give her a chance to shine.

Don’t wait for your chance to jump in and talk about yourself.

Do ask her where she’s originally from. It’s an important piece of Intell: is she from a big city, or is she a small-town girl with small-town values?

Don’t try to guess what country a foreign woman is from. The chances of you guessing correctly on your first try are slim at best; the chances of you screwing it up are huge. In some cases, saying the wrong country might even insult her. If you’re curious, your best bet is to say “You have a striking look, where are your parents from?” Or, “Your accent is so cute. Where were you born?” (Asking this question also provides a gateway for you to segue into a conversation about travel.)

Do point out her positive qualities: “You know, Jennifer, I appreciate someone who’s as ambitious as you are.”

Don’t use generalities when you’re discussing men and women, i.e. “Women always get so jealous.” Establish yourself as a person who judges others on their individual qualities. This way, you can call her on it if she makes unfair generalizations about men.

Women have a tendency to bunch us all together, saying things like “all men are dogs” or “men are only interested in one thing.” This is when you separate yourself from the herd and establish your respect for individuality: “I can understand why you would say that, but I try to judge people on their own merits.”

This has a direct parallel to hostage negotiations. Hostage takers will frequently complain to the Negotiator how “cops” always give them a hard time, or how “cops” unfairly accuse them of things because they’ve got a criminal record. In response to this, the Negotiator separates himself from the “cop pack” in order

to build one-on-one trust: “I can understand why you feel that way. If I was in your position, I’d feel the same. But this is your first time talking to me. I’m not judging you.”

Do pay her original compliments, on an article of clothing or a piece of jewelry she is wearing.

Don’t compliment her on her body, not even in a general sense (i.e. “I can tell you must work out.”) Drawing attention to her body is either going to sound overtly sexual, or it’s going to make her feel self-conscious. Wait until you’ve been intimate with her to comment on her more intimate aspects.

Finally, a few major “don’ts”:

Don’t brag about your sexual prowess, not even in jest. Don’t mention how good you are in bed, how well endowed you are, or how long your tongue is. Flirtatious sexual talk can be cool once you’ve gotten to know her. Coming from a stranger, the only future she’s going to imagine with a guy like that involves a restraining order.

Don’t make jokes about how you’re *not* a psycho; they only turn her thoughts towards negative possibilities. A classic example is the guy offering a girl a ride home and telling her, “Don’t worry, I’m not an axe murderer.” We actually heard one guy say, while asking a girl out on a date, “I promise I won’t kill you and dump your body in the woods.” Needless to say, she wasn’t available that weekend—or any weekend for the rest of her life.

Don’t tell her she looks like a celebrity. Women are very particular about how they want men to perceive them. There is a chance she won’t be flattered by the comparison and will get the wrong idea. Also, if she really does look like someone famous, she probably hears this all the time from guys and is sick of it. Women want to be appreciated for *who they are*, not because they remind you of someone else.

Don’t mention your ex, not even in the context of an innocent comment (i.e. “You were in Vegas recently? Me and my ex went there once on vacation.”) It makes you sound like you haven’t been able to let go of her. More importantly, you want this girl to focus on what a future with **you** would be like. Exes have no place in the present conversation.

Don’t complain. Even if you’re doing it in a humorous context, don’t complain about your boss, the jackass you had to deal with at work, how boring this party is, etc. Stay positive. If you’ve got a sarcastic sense of humor, dial it down. This might not be your favorite spot, but



don't try to act "above" it. Remember the Mack Commandment: wherever *you're* at is the place to be. If she complains about the bar being lame, you can say, "Yeah, but you and me are here to have fun—so that's what we're going to do."

Comfort Zones

When you approach a woman, she's in her own comfort zone. One of your primary goals as a Mack is to remove her from that comfort zone—without ever making her feel *un* comfortable—and bring her into yours.

If you're in a crowded environment (such as a nightclub), bring her to an area where you can focus on conversation and on each other, rather than trying to talk over the music. If you can maneuver her to a bar or seating area near the exit, that is ideal. The subliminal implication is that you're almost out the door together; the exit, which you plan to escort her through soon when you leave together, is just steps away.

Important Intell

In many cases, the goal of this first conversation is to lay the groundwork for a first date. This means that by the end of the conversation you need to have gathered certain pieces of key Intell. They include:

- **what kind of food does she like**
- **what is her work schedule**
- **what are her days off**
- **what does she like to do on her days off**
- **does she live alone, or with family or roommates**
- **what part of town does she live in**

By obtaining this information, you will be properly equipped to lay out the plan for the first date. The chances of her saying "no" will be greatly reduced if you are aware of her schedule and what her interests are. But never telegraph your intentions; you don't want her to know that you're leading up to asking her out.

If you want to find out her work schedule, casually mention yours and then ask what hers is like. If you're in a bar, you might glance over at the bartender and say to her:

“I had a roommate who was a bartender—he’d work all night and sleep ‘till like 5pm every day. I could never do that, I’m glad I have a regular 9-to-5 job with my weekends free. Are you on the same type of schedule?”

Some guys will call a girl to try to make plans with her for next Saturday night, and when she says she’ll be “busy” they take it as a rejection. If they’d bothered to find out that she *works* on Saturday nights, they would have set things up for a different evening and probably gotten a “yes” instead of a “no.”



Advanced Mack Maneuver: The 70/30 Rule

By “The Negotiator”



Last night I hit one of the hottest clubs in Vegas with my wingman Dean. It was Thursday night, when the place is always filled with hotties. (A “target rich environment,” as we like to say.)

I noticed an exotic dark-skinned stunner, standing across the room by the dance floor. She was with a friend who was far less attractive. I could tell they’d come to the club together. (Have you ever noticed how beautiful girls tend to travel with less-than-beautiful friends? Probably because they enjoy being the “superstar” who gets the attention from guys.)

Normally Dean would act as my wingman and distract the wack friend (and I do the same thing for him when needed), but he was already making his move on some other girl. I'd have to do this one alone.

I decided to use a Tactic designed for this exact situation. I'd make the wack friend my wingman without her even knowing it. (I call this technique "flipping," the same way the cops flip a bad guy, make him their informant, and use him to catch the bigger crooks.)

So I walked over and introduced myself. It turned out the stunner was named Lisa: tall, beautiful smile, banging body. She introduced me to her friend, and I made sure I introduced myself to her in an *even more* charming manner—I told her my name and gave her a nice smile and a warm handshake. I paid her a quick compliment: "You have a nice sense of style, that outfit is *on point*."

I knew what I had to do next. As we began chatting, I positioned my body towards the wack friend and pretended to be into her—more so than Lisa. I could tell by the way she was smiling, she wasn't used to getting this kind of attention. Especially not when she was out with Lisa.

I chatted with them both, getting some background details. They were college students visiting from California. They were staying at a nearby hotel, sharing a room, and had taken a cab over here because they heard it was a cool club.

I dropped a line: "**I can't believe your boyfriends let you come to Vegas by yourselves.**" They giggled and assured me that they didn't have boyfriends. They probably wouldn't admit it if they did, but I could tell by Lisa's body language that she was indeed single and available.

During this phase of the encounter, I maintained a 30-70 attention ratio. I paid attention to Lisa only 30 percent of the time, while giving the wack friend the rest of my attention. I was flirting with her, and she was loving it. She probably couldn't believe her luck—when was the last time a guy showed interest in *her* instead of hot friend Lisa?

So now the friend is laughing at my jokes, flirting back. She's building me up in front of Lisa—acting as my wingman without even knowing it. I could tell this was putting Lisa on uncomfortable ground. This type of situation was alien to her. She was trying to smile and be a part of the conversation, but I knew she was feeling jealous and ignored. **All part of my strategy.**

Now it was time for the first Break Point of the encounter. I asked them what kinds of drinks they wanted, then I went to the bar to get them. Obviously, the second I walked away they started talking about me behind my back.

Under normal circumstances, the guy (me) would have been hitting on Lisa, and the wack friend would start trying to discourage her: "He's not all that, let's go to

another club,” etc.

But instead, because I flipped the friend, she’s singing my praises while I’m at the bar. She’s blowing me up, telling Lisa how great I am. Now Lisa’s starting to feel competitive. She’s also feeling self-conscious, wondering why I’m macking her friend instead of her!

OK, so now it’s time to take care of business. When I return with the drinks, I shift to a 70-30 attention ratio. Now I’m giving Lisa the majority of my attention and starting to ignore her friend.

After I hand Lisa her drink, I do the **“taste test.”** I ask her how it tastes, implying that I want to taste it myself. She hands me her drink. I go to put my lips on the straw, then smile and ask her if I’m going to get “cooties” from her. She laughs and says “no.” I take a sip from the straw and hand it back to her. Then she goes ahead and uses the straw.

The straw move is a very subtle technique that works with girls on a subconscious level. Now that we’ve swapped spit, a kiss won’t be much of a leap, right?

At this point, I’m totally in control of the conversation. I’m breaking Lisa down and applying heavy Tactics. I’m locked in with eye contact and I’m guiding the conversation, talking about music, fashion, and travel...all stimulating subjects that we share common interests in. The whole time, I’m still being polite to the wack friend and keeping her marginally involved. But it’s obvious who I’m focusing on. *My eye contact is locked in with Lisa.*

Now it’s too late for the wack friend to get between us. I’ve successfully removed her from the equation. At this stage, if the friend tries to pull Lisa away from me, or tries to badmouth me in any way, Lisa will think she’s just being jealous.

Eventually, the friend takes the hint and tells us that she’s going to go dance. She wanders off and leaves Lisa and I to get to know each other better. Now that I’ve reduced the situation to a one-on-one, it’s time to apply more Conversation Control, work the Body Contact, and move towards Closing the Deal.



 BONUS SECTION

Check out the book “Influence: The Psychology of Persuasion” by Robert Cialdini

In this landmark book, author Robert Cialdini lays out a well-researched case on why persuasion is a science—and how as human beings, our brains are running most of the time on autopilot and trained to react to certain forms of influence.

This makes us vulnerable to “compliance professionals” of all types whom we encounter in our daily lives—whether it’s a salesman on a car lot, a panhandler on the street, someone presenting us with an investment opportunity, or a friend or family member trying to make us come around to their way of thinking.

Good salesmen understand the psychological foundations of our decision-making process, and know how to steer us in the direction of saying “yes.” Once you understand the principles the author explains, you can start wielding them on others—and recognize when persuasion techniques are being used on you. (Each chapter concludes with hints on “How to say no.”)

The main principles Cialdini explains are:

1. **Reciprocation** (I give you something small, which motivates you to give me something larger in return. Humans feels uncomfortable when they think they “owe” somebody.)
2. **Commitment and Consistency** (If I get you to state what you will do, or I get you to agree that you are a certain type of person, you will want to behave in a way that is consistent with that.)
3. **Social Proof** (If you see others doing it, you will too)
4. **Liking** (If I can make you *like* me and you think we have things in common, it’s easier for me to get you to agree to my requests)
5. **Authority** (when someone we’re conditioned to respect—such as a celebrity spokesperson—vouches for something, we tend to believe it has

merit. When a woman sees that you have social value, you gain Authority.)

6. **Scarcity** (when you believe you'll lose out forever if you don't seize the opportunity NOW, you're more likely to take action.)

A chapter is devoted to each principle, which are supported by scientific testing. The author provides a wealth of examples so that you understand how each principle can be applied—and you'll probably recognize instances in your own life where you fell victim to someone else's powers of persuasion.

While Cialdini doesn't delve into the subject of male-female relationships, it's amazing how clearly these principles translate into our interactions with women. After all, closing the deal with a girl is basically a sales job: you are the product, and you've got to find ways to capture her attention and persuade her that you're the right guy—and an opportunity she needs to act on!

Reciprocation, Commitment and Consistency, Social Proof, Liking, Authority & Scarcity...every one of these persuasion principles relate to the techniques we teach in M.A.C.K. Tactics.

CHAPTER SIX: HYPOTHETICALS

Another highly effective conversational tool in the M.A.C.K. Tactics arsenal is Hypotheticals. These are hypothetical questions that you pose in the course of a conversation.

A good one accomplishes a number of things. First, they're a great way to "turbo charge" the conversation and take it to a deeper level. Second, they are an excellent means of gathering Intell about her. Third, they allow you to highlight your own best qualities and tell *her* the qualities you value in a woman. Instead of stating these things outright, Hypotheticals allow you to plant seeds in her brain which work in your favor.



Let's say you've been talking about music. She told you which bands she's into, and now you're telling her which ones you like. You know that in a matter of moments you're going to have to guide the conversation to the next topic, since it's important to keep things flowing and progressing.

A good Hypothetical will make her smile and think, open a whole new

conversational gateway, and prompt her to reveal things about herself. Then, you will reveal a positive quality of your own.

Hypothetical A: The Dinner Party

“OK, so let me ask you this,” you ask her. “If you could have a dinner party and have any three famous people show up, whether they’re alive now or they’re from way back in history, who would they be?”

The point here is to learn more about this girl and what makes her tick. If she includes any “bad boy” celebrities, you know she has a weak spot for guys with swagger and an edgy style. If she says a politician’s name, you know you’re dealing with a girl who keeps up with current events and has opinions about world affairs. Whether this type of girl appeals to you or not, you’ve just gathered some important Intell on her.

Dean Cortez says:

With the “Dinner Party” Hypothetical, chicks will often mention some famous heart throb like Brad Pitt, George Clooney, or Johnny Depp. Never get thrown off by this. (Some guys would think, “if she’s into George Clooney, what chance have I got?”) I’ve got a response for all three of these names...and for many others.

Brad Pitt: “That’s interesting that you would mention Brad Pitt. I’d actually love to sit down with him for a meal. I mean, here’s this guy who—let’s face it—could sleep with a million different women, but instead he chose to devote himself to raising a family with Angelina Jolie. They adopted a bunch of kids and now they’re involved in all kinds of important charitable causes, and they really seem committed to each other and their children. I admire them for that.”

So instead of letting her gush about how hot Brad Pitt is (which no guy wants to listen to), I take it to a deeper level and show her how much I respect their sense of commitment. I imply that I’m actually quite **similar** to him.

Johnny Depp: Like Brad Pitt, he’s been living in France for years with the same woman, Vanessa Paradis, who’s also the mother of his two little kids. I play up how cool it is that he can be a top movie star, and still have his privacy and his family away from all the hype and Hollywood nonsense. (A third mega-star who is committed to his wife and kids, which is a rarity in Hollywood: Will Smith. Talking about celebrities who stay committed to their families, and how much you respect that, paints you in a very positive light.)

George Clooney: I flip it around with Clooney, because he's still a bachelor with no kids. "I bet that George Clooney is actually a lonely person," I say. "I read an interview with him once, and the reporter asked him why he was still single. He said dating was actually very difficult for him, because he never knew if the woman loved *him*, or if she was just in love with his celebrity." (This comment always sparks an interesting conversation.)

Pitt, Depp and Clooney are just three examples. Whatever her answers are, try to find insightful, unexpected reasons why you agree with her choices.

* * * * *

After she finishes explaining her choices, she'll turn the tables and ask you who your dinner guests would be. Make sure you've done your homework before you use this Hypothetical. You should already have several answers prepared, with reasons to back them up.

You shouldn't have to be disingenuous and name people you aren't actually interested in, just for the sake of trying to impress her. Come up with people who have accomplished great things in different fields, who you genuinely find fascinating.

When figuring out your choices, think about two categories: a famous person who happens to be in a strong, committed relationship (you can mention this fact, which shows the value you place on loyalty and commitment), and someone who demonstrated perseverance and went on to achieve great success (which implies that you are an ambitious person who respects that quality in others).

In the first category, an unexpected response would be David Bowie. Here's a guy who is a hugely successful artist who has evolved and stayed on the cutting edge through the decades. He's also been married for many years to the supermodel Iman, who happens to be outside his race. Together, they make one of the world's most glamorous and stylish couples.

In the second category, consider Tina Turner—a woman that overcame a terribly abusive marriage, was relegated to playing lounges and cheap gigs for years, but persevered and fought her way to the top of the music world. Now in her 60's, she still has huge sex appeal.

Whatever your choices may be, have interesting reasons to support them. Explain why they spark your imagination and how you'd love the opportunity to ask that person a certain question.

A word of warning: you'll probably want to stay away from politics. Unless you're macking women at a political rally, this isn't the time to debate abortion laws or the situation in Iraq. Maintain the comfort zone. Keep things light, fun

and stimulating.

Hypothetical B: Cops At The Door

Loyalty is a quality that women, and Macks, take seriously. Here is an example of a Hypothetical that allows you to A) gauge how important loyalty is to her, and B) establish that you are loyal person.

This Hypothetical should be used once you're deep into the conversation and she feels comfortable with you (don't spring it on her five minutes into the conversation). "Let me run this by you," you say with a sly smile. "It's a hypothetical situation."

"You've been dating a guy for a few weeks, and you really like him. One night you're at his house having dinner with him, and a police car pulls up outside. The guy suddenly jumps up and says to you, 'Tell them I'm not home.' Then he runs into the bedroom and hides in the closet."

"So the cops come knocking on the door. You answer. The cops ask you if he's home. What do you do? Do you lie and say he's not home? Or do you point them towards the bedroom?"

Girls will reveal a lot about themselves by the way they answer this question. If she says "I'd cover for him," you know that she holds loyalty in high regard. When she cares about someone, she has their back, and she's passionate with the men she loves. Therefore you need to play up how important these qualities are to you. Give a reply along these lines:

"That's interesting that you would say that. Because honestly, if you flipped the situation, and I was dating you and I was the one answering the door...I would have to cover for you. Loyalty is at the top of my list."

If you want to rack up extra points, throw in a reference to the classic movie ***Bonnie & Clyde*** (1967). It's about a guy and a girl, played by Warren Beatty and Faye Dunaway, who fall madly in love and embark on a bank-robbing spree. They're fiercely loyal to each other. It's them against the world—a notion that women find incredibly romantic.

A more modern reference is the movie ***True Romance***, which was inspired by ***Bonnie & Clyde***. This time it's Christian Slater and Patricia Arquette on the run, road-tripping from Detroit to Hollywood. Girls love this movie for the same reasons: two star-crossed lovers on the run, against all odds. Bonnie & Clyde ended on the more powerful note, with the two doomed lovers dying together in a hail of bullets—bloody, tragic, but still an incredibly romantic notion.

Or, she might give the opposite response to your Hypothetical: “I’d tell the cops that he’s in the closet! I haven’t known the guy that long...what if he’s a murderer or something, and he didn’t tell me?”

In this situation, you give an equally smooth reply: “I respect what you’re saying. You believe in honesty, and if this guy wasn’t being straight with you about himself, and what he’s involved in, then there’s no reason for you to cover for him. I also believe in honesty, I think it’s very important.”

You don’t want to bust out this Hypothetical on a woman five minutes after you meet her. (She might wonder whether you’re trying to find a girl who really *will* cover for you when the cops come serving an arrest warrant!) But once you’re getting to know each other, and the conversation is in a nice groove, this one’s a gem.

Hypothetical C: The Million Dollar House

Another provocative question you can pose: “OK, check this out. If I was to give you ten million dollars to build your dream house, but you had to build it out of either wood, glass, or concrete, which material would you choose? And be careful how you answer...because it’s going to say a lot about the type of person you are.”

The purpose here is to learn more about her personality. It also allows you to tell **her** how much you value certain qualities in a woman.

Once she gives her answer, compliment her on it. Whether she chose wood, glass, or concrete, say “that’s exactly what I thought you would say.” Now you’ve got her intrigued. When she asks why, explain to her what her answer means about her. She’ll be hanging on every word.

If she says “glass,” tell her she’s an open book. She’s not afraid to reveal herself and her emotions. She has a wide circle of friends. People like to be around her because she is outgoing and expresses her feelings.

If she answers “wood,” tell her she’s creative. She has an artistic side. Even if she doesn’t have any creative or artistic hobbies right now, you can tell her that she *does* have these talents—it’s just a side of her she isn’t expressing. Women will usually agree with this assessment, because they all like to think they have an artistic or creative side—whether it’s an interest in writing, painting or music, or the way they express themselves through their clothes and style.

If she answers “concrete,” she probably has her legs crossed when she’s sitting

down. This is a person who needs to feel secure and puts a big value on stability. “Basically, it means you’re very concerned about security,” you tell her. “Not just *your* security, but the people close to you. And you want stability in your life. I do, too, so I can definitely appreciate that answer.”

Most women who pick “concrete” have security issues because of a difficult relationship they’ve had in the past with a man. It could be her father, or an ex-boyfriend. Another interesting piece of Intell to file away.

All of these interpretations are broad enough that they apply to most women. But you should always be ready with a further explanation in the event that she disagrees with your interpretation. If she chooses glass, and you tell her she’s an open person, she might say she’s not: “Actually, I keep my feelings locked up inside. It takes me a while to open up to people.”

To this, you would say “but I can tell that you **want** to be more open. You want to let more people into your life, but something is holding you back.” Now let her respond. A gateway has just opened to a very personal, intimate discussion.

Likewise, if she chooses wood but tells you she’s not creative, you can say “but I can tell you’ve got a creative side you haven’t really explored.” Chances are she will be flattered by this statement and see some truth in it. She’ll find a reason to agree; maybe she’s always been interested in art, or would love to learn how to play a musical instrument, but hasn’t explored these areas.

Encourage her to do so. And as she shares these personal details about herself, and you show appreciation, the bond between you and her is strengthened.

Hypothetical D: Age is Just A Number

“My friends and I were talking about this the other day, and I’m curious what you think. Which do you think is more appropriate: an older guy with a much younger girlfriend, or a young guy dating a much older woman?”

Notice you phrased this politely by using the word “appropriate.” You didn’t pass judgment on either option. This Hypothetical opens a gateway for you to discuss life, love, and the possibility of two people being soul mates even if society doesn’t think they belong together. Great stuff.

She might answer, “I think it’s gross when I see some 50-year-old guy with a 25-year-old.”

To this, you can say something like, “I’ll admit, it does look a little strange. But look at the deeper part of it: if they’re truly in love with each other, and they make each other’s lives complete, does age really matter?”

On the other hand, if she says, “Age shouldn’t matter, as long as they’re in love,” then you can wholeheartedly agree. If your parents or grandparents have been married for many years, or you can relate a sweet story about a couple that you know that has been together forever, tell her about it. Women find this notion very romantic. You can’t go wrong with this Hypothetical; every woman has an opinion on it, and it opens excellent conversational gateways.

Hypothetical E: The Five Senses

Women tend to be more sensual than men. They have a deeper appreciation for breathtaking scenery, soothing sounds, and gentle caresses. Since romance is about stimulating a woman’s senses, here is a Hypothetical that opens gateways to romantic and sensual subjects:

“If you had to lose one of your senses—sight, sound, smell, taste, or touch—which is the one you would never be able to give up?”

It’s a tricky question that will make them think for a moment. Her answer isn’t the point. It’s all about you asking her *why* that sense is so important to her, and taking it from there. Then, you need to have an answer of your own, ready to go. Think about it: which sense would you absolutely need to keep, if you had to lose the others? And why?

Maybe she values her sight above all other senses, because she couldn’t imagine never seeing another sunset. Perhaps she would choose to keep her sense of touch. Ask her, what are the things she would miss touching? Here’s a perfect opportunity for you to stress how you’re an affectionate person, and you could never live without touch, either. You can say “Touch has to be the most powerful of all the senses. It’s amazing what it can do. I could be having a terrible day, feeling really down, and a simple touch from someone you love can heal everything.” Give her forearm a gentle touch while you say this.

Whatever her answer is, say “I can understand why you feel that way.” Now tell her about your pick. It should reveal something about you, and the things you treasure most.



By playing upon her senses, you develop a romantic bubble around the two of you. You are communicating and connecting on a level that goes way beyond normal conversation.

Hypothetical F: The Voyeur

This one is flirtatious and fun. Don’t use it until

the two of you have established a solid connection. If she has a strong sexual energy—for example, she’s dressed provocatively and is partying it up tonight—this one can really get her in the right mood.

“Let’s say you’ve just moved into a new place, and you realize that you can see into the house across the street from you. A guy and a girl live there, both very attractive people. One night you look through your blinds and you see them having wild, passionate sex. They’re so into each other, there’s no way they’re going to notice you. So the question is this: do you close your blinds, or do you watch?”

With this one, you’re steering the conversation into sexual territory. As long as the chemistry between you is good, she will find this question sexy, intriguing and a bit naughty—in a good way.

There is no wrong answer. Again, the key is to ask her why she answers the way she does. If she says “I wouldn’t look,” you might say, “What is it that would stop you from looking? I’m not saying that *I* would watch, but what exactly would hold you back?” Allow her to explain her view of sex and intimacy. Now *there* is some valuable Intell.

An answer you can give is, “I’m not going to lie; curiosity would probably get the better of me. But I would also think, ‘how would I feel if someone was watching me and my girlfriend?’ I do think it’s a very personal thing between two people.” This way, you’re playing both sides of the fence: you’re establishing that you have a sexual side, while still sounding like you respect privacy.

She might admit that she would watch. This means you’re dealing with a sexual person and there are some nice possibilities. You can use the same response as above: you’re no Peeping Tom, but curiosity probably *would* get the better of you...

More Hypotheticals

Here are some quick hypothetical questions that can go a long way. Anytime you ask a woman one of the following questions, she will reveal something about herself—and then it’s your turn to answer, and plant seeds.

- **If could you teleport right now to any place in the world, where would you go?**
- **Which would rather have for one day: the power to fly, or the power to be invisible? (And how would you use this power?)**

- **If you won a hundred million dollars, what's the first thing you would do?**
- **If Hollywood makes a movie about your life one day, which actress would you want playing you?**
- **If you could eat one food as much as you want, and never gain a single ounce, what would it be?**
- **If you could gaze into a crystal ball and see a single day in your future, which day would you want to see?**
- **What's the best purchase you've ever made?**

CHAPTER SEVEN: NEGOTIATIONS

This is the core of M.A.C.K. Tactics, a set of principles that were literally gained through blood, sweat and tears on the battlefield—the kind where bullets fly, instead of Cupid's arrows. Here we'll explain the powerful connection between Hostage Negotiation and the art of Macking.



The Negotiator Mindset

The Negotiator is a calming, non-threatening presence. He conveys the sense that he is the hostage taker's *ally*, the one person in the world who is willing to listen and is “on his side.” But the Negotiator is always the one in control. He's like an actor who has memorized the script; he already knows how it's going to end, it's just a matter of steering it there.

Now let's put this in Mack terms. If you're the Negotiator, and the female you're working on is the hostage taker, who's the hostage? The answer, for most men, is their confidence. The bottom line is that women have kidnapped our testicles and they've already got their demands worked out. We, as men, are eager to recapture our confidence from them. So we acquiesce to their demands—in small ways when we first meet them, and in big ways once we're committed to a relationship or marriage.

As most men know, the demands of women never cease. (Just ask your married

buddies!) Often, women don't even need to verbalize their demands; men rush to provide them with whatever they might want. We shell out money for their drinks. We take them out on dates and spend money. We listen to them complain and freak about over silly problems. And we do it all wearing a phony smile, figuring if we endure enough nonsense, and jump through enough hoops, maybe she'll give us some sex.

The Mack doesn't play this game. He deals with women like a Negotiator deals with a hostage taker: operating from a playbook, using strategies to achieve his end goal no matter how long it takes. He'll do what it takes to win the encounter, and has the patience and self-discipline to see his plan through.

Imagine a scenario where some crazed hostage taker says, "I need a plane, \$50,000, and a passport and a plane so I can get out of the country."

If you were to watch this scenario unfold, and the Negotiator acquiesced to every one of those demands, you would think he was a fool. Yet most men think it's normal to make **constant** concessions to women.

In a hostage situation, the hostage taker may think he's the one calling the shots. But in the Negotiator's mind, there are only two options: you're either going deal with me and work things out my way, or we "go tactical" and the SWAT team brings the pain.

If you initiate an encounter with a woman but she's got her "bitch shield" on high alert, throwing up barriers and being standoffish, approach it the way a Hostage Negotiator would. Have two options firmly planted in your mind. It's going to work out one of two ways:

Option #1: She may have issues going on in her life right now, but you're going to find ways to get past them. You're going to break down the barriers so the two of you can have a good time together.

Option #2: Even after making your best attempt, you are unable to reach a happy medium with her. For whatever reason, she just isn't interested in building a bridge with you. No hard feelings. The two of you will go your separate ways, and you'll work your magic on someone who is more deserving of your time and energy. You also know that even during that brief encounter, you were able to practice your Tactics and note a detail or two that adds to your overall knowledge of women.

Empower yourself with these thoughts. Forget about rejection; there is no such thing. There is your Option A (you hook up with her), and Option B (she's not worth your energy, so you'll go mack someone else).

You will either work out a deal with her, or you will find someone who is willing to meet your terms.

I.O.U.s

The book *Crisis Negotiations* by Michael McMains and Wayman Mullins, used by police departments across the country, refers to the “rule of reciprocity.” This rule means that if you do a favor for someone, they will feel obliged to repay the favor. It’s basic human nature. It makes us uncomfortable to feel that we owe a person something.

When you do something nice for a woman, even if it’s something simple that you would do as a matter of course, you want to reinforce in her mind that ***you’ve just done her a favor***. Therefore, she will feel that she should pay you back, on some level. In M.A.C.K. Tactics, we refer to this technique as creating “**I.O.U.’s**.”

Let’s say the hostage taker, call him “Bob,” is holed up in an apartment. It’s the dead of winter, freezing temperatures. Early in the standoff, the Negotiator tells him, “I just want you to know, Bob, I’m going to make sure right now that no one’s going to mess with the electricity. You have my word: your heat stays on. I want you to be so comfortable in there while we talk.”

In reality, the cops had no intention of cutting off his heat. Maybe there are children in the apartment with Bob; perhaps the cops don’t have access to the electricity. Yet Bob thinks the Negotiator has made an ***extra effort*** to look out for him. As the Negotiator continues to do Bob “favors” (the next one being, “I’m going to make sure the officers out here don’t hurt you”), Bob begins to trust and feel grateful towards the Negotiator.

The Negotiator has become his ally, his ***fellow traveler***, during a difficult time.

Soon, the Negotiator will ask for reciprocity. (“Bob, I made sure your heat stayed on, and that no one tried to come in there and hurt you. Now I need you to free one of the hostages.”) Bob is much more likely to listen and respond in a positive manner because the seed has been planted that he ***owes*** the Negotiator. He also doesn’t want to lose his most important ally.

In M.A.C.K. Tactics, we use this same principle. When a man approaches a woman and tries to initiate a conversation, her stress levels naturally rise. Thoughts and questions are running through her mind. Who is this guy? What does he want? Her brain is trying to interpret a hundred different signals you are sending her way—from your body language, to the topic you start talking about. The average guy will say and do things that ***increase*** her stress levels and raise red flags. The Mack **puts her in a comfort zone and becomes**

her fellow traveler.

The Minimal Encouragers we outlined in the Conversation Control chapter will help in this regard. Keep the conversation flowing, listen attentively, and express interest in what she has to say. This keeps her stress levels at a minimum, while gradually increasing her comfort level with you.

Special Efforts

The Mack is always in Negotiator mode with regards to women, whether it's the initial conversation or a fourth date. **Anything** she asks for should be viewed as a demand that needs to be addressed in a Tactical manner. And when a Mack chooses to meet one of those demands, he does not allow it to be taken for granted.

You'll do this in a subtle way. You're not laying guilt trips on her every time you do the slightest thing for her. You don't make a big deal out of the fact that you paid for her drink or her meal. But when you give her these things, you use Creative Phrasing to reinforce in her mind that A) she has earned it, and B) you are making an effort that you wouldn't make for any ordinary girl.

Wack Tactic: "Can I buy you a drink?"

MACK Tactic: "I'm really enjoying this conversation. I'd like to go ahead and buy you a drink."

The applications are endless. Let's say you pick up a girl, for a date, and it's cold outside. She gets in your car, and as you start driving...

Wack Tactic: "Are you cold? Should I turn on the heat?"

MACK Tactic: "I don't want you to catch a cold, so let me turn on the heat. Let me know if it gets too hot."

Or, if you're vibing with a girl in a crowded bar...

Wack Tactic: "Do you want to go sit down somewhere?"

MACK Tactic: "Come on, I'm going to find you a seat. I don't want you standing here by the bar with all these drunk people pushing up against you."

Setting Precedents

The average guy downplays it when he does something nice for a woman. If he drives 30 miles through a blinding rainstorm to give her a ride home, when she thanks him, he'll say "No problem. Anytime." If she asks him to help her move to a new apartment—which means lugging furniture all day in the sweltering heat—he'll say "Sure, I'll be free next weekend to help out." If he digs deep into his wallet to pay for an expensive dinner that is beyond his budget, he'll say "Aw, you don't need to thank me. It was my pleasure."

He *thinks* he's playing it cool by downplaying his efforts. But this is setting a **bad precedent**. She will come to expect this level of treatment and attention. The gestures she once appreciated, she comes to expect. Her demands will escalate over time, and as they rise, his power diminishes.

The Mack knows the correct way to deal with a woman's demands. **He is consistently generating I.O.U.'s**, reinforcing in her mind that he is going above and beyond the call of duty. He's doing things for her that deserve ***reciprocation***.

I.O.U's come in all shapes and sizes. Let's say you're sitting at home on a Thursday night, drinking a beer and watching television. You don't have any plans. Then the phone rings: it's a hammer that you met the other night. A chick would ***love*** to see again.

She asks what you're doing. To this, the average guy might respond, "Nothing, just watching TV. What are you up to?" He's hoping that she is free tonight and wants to make plans.

The Mack might be hoping the same thing, but he puts a spin on it and turns it into an I.O.U. "I had a long day at work," he says. "One of my favorite movies is on right now and I was just going to chill. Why, what are you doing?"

She says she's going to a bar with a couple of friends: does he want to join them?

The Mack takes a moment, as if considering it. He replies, "I was going to take tonight off and just relax—I've got a big day tomorrow—but it *would* be nice to see you. Maybe I could come meet you for an hour."

Note the difference. Instead of admitting that he's home alone in front of the boob tube, he just made plans with the girl AND established in her mind that he's doing it because *she's worth making a special effort*.

In her view, he's changing his plans to spend some time with her. When he shows up at the bar, she's appreciative—instead of feeling like she did *him* a

favor, inviting him to come out when he had nothing better to do.

The Mack can create another I.O.U. at the end of the night, when he's walking her to her door: "I can't believe you made me miss the ending of my favorite movie, and I ended up staying out three hours past my bedtime—but I really had a good time tonight. It was definitely worth it."

If she had a good time with him at the bar, too, there is now a much higher probability that she will invite him inside—and pay him back him for his efforts, if you know what we mean.

They come in all sizes. Consider this tiny I.O.U.: when you walk into a restaurant with a girl and go to sit down at a table, ask her which side she would prefer to sit on. No matter which side she picks, you smile and say, "That's funny, that's the side I always sit on." She'll say "Oh, that's OK, you take that side then," but you ***gently insist*** that she take it.

Of course, it makes no difference to you which side of the table you sit on. But on a subliminal level, you've "given" her something that is of value to you. She feels that you've extended yourself, and she appreciates it.

I.O.U's add up. If she is made to feel that you are consistently doing little favors for her, she is far more likely to reciprocate sexually.

Another great thing about I.O.U.'s is that they create a "safety net" when it's time for you to make your move. When the Mack goes for a goodnight kiss, he knows that if she hesitates, it's time to cash one in.

"Wow," you say jokingly. "I let you take my *favorite seat* at dinner, and I can't even get a goodnight kiss." She'll smile at this clever, unexpected comment, and she'll probably give you that kiss you were looking for. The rule of reciprocity in action.

Life Applications

I.O.U's can translate into all areas of your life. We have opportunities to create them every day with our friends, bosses, even our parents— anyone who calls upon us to do things.

An example would be someone calling you to discuss some business. A standard question they might ask is, "Am I catching you at a bad time?"

The typical response to that would be "No, not at all," even if you're busy doing something else. It just seems like the proper thing to say, right?

Instead, create an I.O.U. : “I’ve actually got a lot on my plate right now, but I’m going to put it aside so we can talk.” Now you’re starting this business conversation from a position of power. Clearly, your time is valuable and scarce, but you’re willing to give this person some. He now feels a sense of pressure to make this phone conversation worthwhile for you.

If a girl says “I’ll call you later,” instead of just saying OK, turn it into an I.O.U. Tell her, “I was planning on relaxing tonight and watching a movie, so I was going to shut off my phone. But I do want to hear from you, so I’ll keep my ringer turned on.”

Start creating them at your job as well. Let’s say you’re about to go home for the day, but your boss suddenly drops an assignment on your desk. He asks if you can finish up this extra work before you leave—but you know, and he knows, that it isn’t a request. ***It’s a demand.***

Instead of saying “no problem, boss,” a well-spoken I.O.U. creates a different impression in his mind:

“I’m swamped right now—but I know you need this taken care of, so I’m going to put my other work aside and make sure this gets done.”

With that simple sentence, you’re sending the message that you’re an important ally that your boss can count on. Earn the bonus points you deserve, rather than acting like a drone who simply does whatever task is thrown on your desk.

Adopt this mindset. It can be applied in endless ways. People will begin to view you as someone whose time is precious—but if they are deserving enough, you are generous enough to make time for them.

Gifts

“Ever since Eve gave Adam the apple, there has been a misunderstanding between the sexes about gifts.”

-Nan Robertson

“Men who have pierced ears are better prepared for marriage. They've experienced pain and bought jewelry.”

-Rita Rudner

Gifts are another form of I.O.U.’s Most men take a backwards approach to the idea of gift-giving. They give women stuff in the hopes of getting something in the future, when the gift *should* be a “thank you” for something she has already done.

WACK TACTIC: giving her flowers before your first date, in the hopes of getting some action at the end of the night.

MACK TACTIC: the first time you met her, you found out that she enjoys reading books about spirituality and personal improvement. (Many women do.) You wind up going on a date and it goes well. Before your second date, you do some research on amazon.com and buy her a book on spirituality that comes highly recommended. When she thanks you, you imply that the book is reward: “I had a great time with you the other night, and I thought you would enjoy this.” For added effect, write a note to her on the inside cover: something short and sweet, a sentence or two.

Do not give gifts in an attempt to score points with women. You give a gift because she **earned** it, by providing you with enjoyable companionship.

Demands

The negotiating process always involves demands. In any situation, the Negotiator knows going in that there will be negotiable demands and non-negotiable demands. The hostage taker can rant all he wants, about getting a 747 to Cuba and a million dollars in a brown paper bag, but the Negotiator knows that it is not an option.

Other non-negotiable demands would include weapons or drugs. But when the hostage taker demands these things, the Negotiator won't flat-out say “no”; this will only aggravate the situation.

Instead, the Negotiator steers the conversation in another direction. “Tell me, Bob, why do you want that plane?” he might ask. This will prompt the hostage taker to explain the reasons behind his request: he's afraid of being killed by the cops, his wife has abandoned him, he lost his job, etc. When he opens up about his problems, the Negotiator can lend a sympathetic ear, assure him that his problems are going to be worked out, and build a **bridge of trust**.

The Negotiator also knows there are certain demands that he will agree to—if the hostage taker earns them. Negotiable demands may include food, water, and maybe a pack of smokes. Though they are simple requests, the Negotiator always makes the hostage taker feel that a **special effort** is being made to grant these demands.

Quid pro quo: I've just done something for you, now I expect you to do something for me. I made sure you got water and I kept your electricity turned on; now I need you to let one of those hostages

come outside.

As it becomes clear to the hostage taker that no 747 or million dollars is forthcoming, he will scale down his demands to more manageable ones. **But the Negotiator does not grant any demand right away,** because by doing so he relinquishes power. Instead, he stalls by asking more questions and keeping him talking.

This way, if and when he *does* grant a demand, it takes on greater significance: “You know what, John? You and I have been getting along, you’ve been telling me what you’re going through, and I appreciate that. So I’m going to make sure you get something to eat now.”

You must always know, up front, which demands you are willing to meet with the person you are dealing with—**how much you are willing to give in order to accomplish your end goal.**

Any request from a woman that involves an expenditure of your time and/or money should be viewed as a demand.

Be wary of granting any demand from a woman too quickly. Even if you intend to give it to her anyway, you’ll make the gesture more significant by holding it back and then acting as if it’s a special gesture.

Let’s say you’ve been dating a girl, and she mentions a new Indian restaurant that her friends have been raving about. She’s not telling you “take me to dinner there,” but she’s **implying** that she wants that.

The average guy, eager to score points, will immediately offer to do so. But the Mack is more calculating. He makes a mental note of this, and sometime in the near future he surprises her picking her up for a date, and taking her to that seafood restaurant.

He tells her, “Normally I’m not really into Indian food, but I remember you telling me how much your friends loved this place. Let’s give it a try, so you can tell your friends what you think.”

Now she feels that she is being **rewarded**. It’s not a particularly expensive place; he could have taken her there for dinner at any point. But by holding back, then granting the demand when he feels it is appropriate to do so, he is asserting control and “rewarding” her instead of simply doing the expected.

Ordinary men do what women expect of them. Macks do things on their own terms.

Sometimes these demands are on your time. If you begin dating a woman, but

have a busy schedule, set parameters in your mind about how much time you are willing to devote to her. Then, stick to them.

She may complain about wanting to spend more time with you, but you have established a non-negotiable demand and she has no choice but to respect it. The nights that you **do** spend with her will feel like special occasions. She knows that your time is in short supply, and she will appreciate your company rather than expect it.

If she wants you to spend every Friday and Saturday night with her, but you want the option to hang out with your buddies (and perhaps mack other women), establish that you won't always be available on that night of the week. Be nice about it, but let her know that your friends are important to you and you don't get much time to spend with them. Make this **non negotiable**.

This puts you in a position of control. From this point forward, every Friday or Saturday night that you *do* spend with her is a bonus. **Instead of relinquishing control and apologizing for not being able to see her, you are increasing your power.**

Other times, the demands are on your wallet. Before you go on a date, set a limit on what you are comfortable spending. If she wants to go to a pricey restaurant, only do so if you've decided beforehand that it is within your parameters. If you're not comfortable with the idea of spending \$100 on dinner, suggest a more casual, less expensive place instead.

If she earns it, you may decide to take her to the fancy place on a future date. If and when that happens, she will feel that you are doing something **special** for her, and she will be more appreciative. She will feel that she earned that dinner. Never allow her to take you, or your wallet, for granted.

This isn't about saving money. This is about setting parameters for the relationship. When you set these guidelines in your mind, you are telling yourself that you are in charge of the situation and the outcome. Otherwise, you won't earn respect from her, and will lose respect for yourself.

The Negotiator recalls a story about a negotiation that had been dragging on for hours. The hostage taker, speaking to the Negotiator over a phone line, kept asking for a cigarette. The Negotiator stalled until he felt it was time to accommodate the request. He then had a single cigarette delivered to the hostage taker.

Seconds later, the hostage taker called the Negotiator back, freaking out, saying he needed a light. The Negotiator calmly replied, "What you *asked* for was a cigarette. If you want a match, we'll deal with that next."

Get Creative

Creative Phrasing is another way to jam her radar. We explained earlier how this is the key to scoring phone numbers. You also learned that when you ask permission (“Can I call you sometime?”), her mind will consider the negative possibilities first. (You’ll call her constantly, she shouldn’t share personal information with a guy she just met, etc.)

That’s why the more strategic phrase is, “Stacy, I remember you told me you’re off on Saturdays. When would be the best time for me to call you, so we can figure out when to go to that art show I told you about?”

(As you say this, you’re already programming her name into your phone.)

You make getting her number feel like a foregone conclusion. It’s as if you are saying, “**obviously** you’re going to give me your phone number, I just want to know a good time to ring you.” (This phone call is *going to happen*. The actual act of her telling you her digits is reduced to a minor detail, something you will take care of in a moment.)

He has stated his intention: that he is going to call her when he knows she will be free to talk. If the last guy annoyed her by calling her as she getting ready to go to sleep, the Mack has eliminated that concern. He’s laying out the parameters of the deal: you tell me the time, and I’ll call you then.

You will encounter scenarios where there are obstacles you aren’t aware of. Let’s say the girl recently went through a painful break-up, and made a pledge to herself that she wouldn’t get involved with anyone new for awhile. She doesn’t tell any of you this...but it’s an invisible obstacle to your success.

Pre-Emptive Actions

There are all kinds of ways for women to say “no” and a million different reasons for them to say it, whether you’re trying to get a phone number, or inviting them to share a bottle of wine back at your pad. This is why during the conversation, you should plant seeds that will negate any of her doubts and concerns. In M.A.C.K. Tactics, this is known as taking **Pre-Emptive Actions**.

Let’s say you’re on a first date, having cocktails with a girl, and your goal is to bring her back to your place afterwards. During the dinner conversation, here are some things you could mention:

- ✓ Your house is just a short drive from the bar

- ✓ You keep your place very clean, not like most “bachelor pads”
- ✓ You live alone, which you prefer because it gives you total privacy
- ✓ You tell her about an item at your house which you’d love to show her sometime. (A DVD, a crazy clip on Youtube, photos from your recent travels, a cool piece of artwork you own, etc.)

By mentioning these things earlier in the evening, when it’s time to get her back to your place, a bunch of her potential concerns have already been eliminated. (The fourth bullet point—the item at your house that you want to show her—is the most important. As we’ll explain in the “Closing the Deal” chapter, you’ve got to provide a **justification** for her to accompany her back to your place.)

Another concern women have is that because it’s only the first date, or the first time they met you, they should take things slow. You can plant seeds to eliminate this concern as well. Once you start vibing and discover you have things in common with her, say “It’s funny, I feel like we’ve known each other a long time. Do you feel the same way?”

Even though you just met her recently, you’re creating an impression in her mind that it doesn’t **feel** that way.

If things get to the hot-and-heavy stage, she might shut you down with the statement, “Sex is special to me.” Again, this form of “no” can be avoided by laying down groundwork earlier in the evening. Reinforce in her mind that she is special to *you*, and you are doing things for her that you don’t normally do with women.

When taking her to a restaurant, say “This restaurant is one of my special places, I don’t usually bring people here.” Or mention, “My house is like my sanctuary, I almost never have guests over.” This way, when she winds up back at your place, it feels like a special occasion. Make her feel like a VIP in your world.

I Can’t Go For That

“It takes a woman twenty years to make a man of her son, and another woman twenty minutes to make a fool of him.”

-Helen Rowland

The average guy, while trying to score points with a girl, is willing to do all kinds of things that he really doesn’t want to do. He worries that saying “no” to one of

her requests will cause her to think less of him. If he's in a long-term relationship with her, saying "no" could trigger an argument that he'd rather not deal with. Some guys figure it's easier to just bite their tongue and swallow what's left of their pride.

There are situations where you *will* have to grin and bear it when a woman has demands. There has to be a degree of give-and-take for any relationship to work. You might prefer a swift kick to the testicles over shelling out for Justin Timberlake concert tickets, but you take her because she really wants to go. You might want to watch the NFL playoffs, but you accompany her to her sister's barbecue because it would mean a lot to her.

These are examples of things you would do for a woman once you are in a relationship. But in the early stages, as you are getting to know each other, it is imperative that you are willing to say "no." It's a matter of establishing parameters. Furthermore, in these early stages you need to make the best possible impression every time you're with her.

When you are uncomfortable and have no control over the environment, you're not at your best as a Mack.

If she proposes an activity that puts you in this type of situation, you should politely decline.

Let's say you've got plans to take a girl out for drinks at a cool spot. You're looking forward to a romantic one-on-one evening. This will be a second date, and you made these plans with her a week ago.

However, when you call her to set a time for you to pick her up, she suddenly tries to switch the plans. She says that a bunch of her co-workers are going out to a karaoke bar, and wants you to know if the two of you can go there instead.

Let's assume you have zero interest in karaoke. You can't carry a tune to save your life, and her co-workers from her accounting firm are probably about as much fun as root canal surgery. If you go, you know you're going to be in a lousy mood. Plus, tonight is your second date with her. This means that strategically, it's an important evening. You want it to take place in an environment where you can be at your best.

The average guy would reply to her request (which is really more like a demand) in one of two ways: either by bending ("Sure, I guess we can go there instead"), or by getting agitated ("I thought we were going to spend time together. I can't stand karaoke!")

Either way, his night is shot. He'll either go the karaoke bar and feel like a third wheel, or she'll go to dinner with him as originally planned—but *she'll* be resentful because of the way he shot down her suggestion.

Instead, play it like a Mack and deny the demand with some positive spin: **“Karaoke sounds like a good time, but I’d rather see you when I can have your undivided attention. You go out with your friends tonight and have fun. Give me a call tomorrow and let me know which songs you sang.”**

Here, not only are you saving yourself time, money and aggravation—the karaoke bar would have cost you all three—you’re also showing her that you’re not a controlling person. You’re comfortable letting her to do her own thing.

Setting these parameters with a woman early in a relationship will pay off down the line. If she knows you simply *will not do* certain things, she’ll know better than to nag you about them. And if have no objections to her going out with friends, there shouldn’t be a problem when you want to do the same.

Negotiation Principles

William Ury’s book *Getting Past No* contains a five-step model for Hostage Negotiators to follow. It has direct applications to macking. (For simplicity’s sake, we combined the fourth and fifth principles.)

1. Go to the balcony. The Negotiator doesn’t go anywhere in a literal sense. It means he “steps outside of himself” and imagines being up above, looking down on the scenario. This is a psychological technique that helps Negotiators maintain their cool. They must remain calm and keep a level of emotional detachment. If the Negotiator becomes angry or overly sympathetic, he might deviate from his game plan and act with his heart instead of his head.

Likewise, a woman might do or say things that get under your skin. Before you react, “go to the balcony” and imagine yourself watching your conversation from a third-party perspective. Think about why she’s saying these things. Consider what you’ve done to trigger her behavior. Re-focus your game plan.

Sometimes men fall into the opposite trap: they start thinking about how *well* they’re doing and become overly confident. A guy might think “this girl is so into me,” and figure it’s no longer necessary to stick with his Tactics. He starts running his mouth when he should be listening, or allowing her to guide the conversation to places it shouldn’t go (such as talking about his ex-girlfriends). He forgets that one false move can shatter the bridge that he has been building.

The next time you’re macking a female, try taking the balcony view for a moment. Imagine that you’re watching yourself talk to her. What is your body language saying? What is hers saying? What are the topics that make her smile and open up? Are there any subjects that seem to dial down her energy, or

change her mood for the worse? Are you making progress, or are you treading water?

2. Step to their side. In most hostage situations, the hostage taker is severely pissed off at someone or something. The Negotiator must make him feel as though they're traveling down the same road together. He understands what the guy is going through, and would feel the same way if he was in his shoes.

This is the same approach the Mack takes when a woman he is trying to converse with is irritated or upset about something. He's got to switch her thoughts from negative to positive. According to Ury's model, this is accomplished with a three-step approach: *listen*, *identify* with what they the hostage taker is feeling, and *acknowledge* it.

Putting this in Mack terms, let's say you're trying to build a bridge with a hammer, but she keeps complaining about her boss and his lewd sexual comments. Because of this, she has formed an opinion that "all men are dogs, they're only interested in sex." Obviously this is a barrier you need to remove in order to connect with her.

Don't point out that "you're not like most men." This is something you need to make her feel through your actions. Don't challenge what she is saying, or try to stand up for the brotherhood of men. And definitely don't interject with your own story about some girl you know who was sexually harassed. Just *listen* to what she is saying. Let her thoughts and feelings flow.

Next, *identify* with her feelings and become her fellow traveler: "I can tell it really upsets you when someone treats you like that. If I was put in that situation, I'd feel the same way."

Finally, the Mack *acknowledges* that while he sympathizes with her situation, the present moment is what matters most: "I completely understand how you feel. But thankfully, you're not at your office right now. You came out tonight to enjoy this food and this fantastic bottle of red wine, so let's do that."

3. Change the Game. Next, move the discussion to another subject. You've allowed her to vent, you've empathized, but now it's time to move on—just as the Negotiator doesn't want the hostage taker to dwell on his cheating wife, since it will only make him more upset.

Make this next topic something fun and interesting. Now is a good time to discuss one of your Favorites, or pose a Hypothetical that takes her mind completely off her problem.

4/5. Build a Golden Bridge / Make It Hard To Say No.

Negotiators sometimes refer to this as “building a bridge of yesses.” They never want to make it easy for the hostage taker to say the word “no,” because that puts the hostage taker in a position of power.

If the Negotiator asks “Will you come outside now?”, the hostage taker can easily refuse. He has any number of reasons not to come outside. He’s worried about being shot by the cops, getting shipped off to prison, etc. He can only imagine worst-case scenarios.

Instead, the Negotiator will pose a question that addresses the hostage taker’s concerns. He might ask, “*What would happen* if you came out right now?”

This question prompts the hostage taker to voice his specific concerns: “If I come out there, I’m going to get shot, right?”

Now the Negotiator has something he can work with. He can ease this concern by explaining exactly what *will* happen: “No one’s going to rush you or hurt you. What’s going to happen is this: you and I are going to sit down in my car and talk about your problem.” To the hostage taker, surrendering peacefully might now sound like a reasonable option.

Compare this to a macking situation, in which a girl is reluctant to give you her phone number. “I’m not looking to date anyone right now,” she says. Or, “Sorry, I don’t give out my phone number to people I don’t know.”

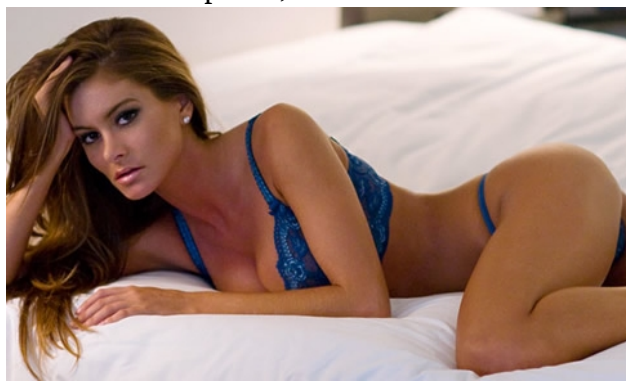
So you respond by posing this question: “What do you think would *happen* if you gave me your phone number?”

The question catches her off-guard. She’s not sure where you’re going with this. “I don’t know,” she says.

Now you lay out a scenario that addresses and eliminates her concerns: “Here’s what’s going to happen. I’m going to call you tomorrow night around seven, because there are some very cool things going on next weekend that I want to let you know about.”

If you use the tactics you’re learning—including our methods for getting a phone number—it’s unlikely that you’ll encounter resistance when you try to get her digits. The point is, *whenever* you encounter resistance, you can find a way to build a “yes” bridge. She might give you her phone without resistance—but then when you call her to make plans, she seems reluctant to hang out for some reason.

You can
form of
laying out a



overcome any
resistance by
clear plan and

painting a scenario in her mind that is easy for her to visualize and agree to—instead of being vague and letting her come up with reasons to say “no.”

CHAPTER EIGHT: JAMMING HER RADAR

As you learned in our “Conversation Control” chapter, *phrasing* can make all the difference. There are so many times in life when we could have gotten a “yes,” but got a “no” instead because we phrased our request the wrong way.

When you approach a girl, she already has reasons to say no. These reasons could be beyond your control. You might remind her of the asshole who broke her heart a few weeks ago. She might be stressed out from her job, or have something else weighing on her mind. If you’re at a bar, perhaps she has convinced herself that it’s impossible to meet a decent guy in this type of environment, and that there’s no way in hell she’s hooking up with *any* guy she meets here.



If she’s hot, she knows that tonight she has dozens (maybe hundreds!) of other options. She has the power to pick and choose. So, it’s in her best interest to *weed out* all the wrong guys as quickly as possible. If you make an awkward approach that fails to capture her interest, she probably won’t allow you to talk to her for ten minutes to see if maybe you do have attractive qualities. Instead, she’ll shut you out.

She’s looking for red flags: reasons to rule you out and end the interaction. You may also be operating at a disadvantage from the very beginning because you don’t meet her “criteria”: the ***superficial*** qualities she tells herself she needs in a man. (He needs to be tall, handsome, wealthy, etc.)

The good news is that there are methods for “jamming” her radar and getting through these barriers. First, you need to understand one of the biggest fundamental differences between men and women: we seek to QUALIFY women, while women seek reasons to DISQUALIFY us.

In other words, we’re willing to overlook a girl’s flaws if we’re interested in having sex with her. Women, meanwhile, are more likely to look past our good qualities and try to find reasons to rule us out.

Let’s say you spot a blonde across the bar. Her face is average (at best) but she’s wearing a tight dress and has a killer body. That’s enough to make you want to approach. Then, if it turns out she’s dumber than a box of rocks and has nothing interesting to say, you’ll continue to fixate on her body. You’ll keep macking. As long as she’s receptive to you, you’ll keep trying.

As long as there is **something** about her that turns you on, you’ll give it your best shot, right? (Especially after six or seven drinks...)

Women have a different perspective. From the moment we make eye contact with a girl, or approach her, she’s sizing us up and her brain is coming up with reasons to DISQUALIFY us.

Maybe her radar is telling her you’re too short, too young, a little too old, or she doesn’t like the way you’re dressed...or if you look *too* good, she might figure you’re a player who’s only looking to get in her pants. She’s going to think about all the reasons NOT to get to know you, before she considers the reasons why she SHOULD.

The typical guy faces an uphill battle because he’s always **struggling to qualify** himself to women. This is why so many men resort to pickup lines or try to impress women off the bat by talking about what they do for a living, or who they know. (Truth be told, unless you’re a rock star, famous actor or professional athlete, there are few professions that are going to compel a woman to want to have sex with you.)

Most guys are so used to being blown off in the first minute or two, they resort to ***desperate measures*** just to get their foot in the door.

Jamming her radar means you’re never going to allow a woman to go into the mental process of disqualifying you. You’re going to throw her off balance and turn the tables. You send the message that you’re not that into in her, you’re not easily impressed, and that SHE needs to qualify herself to YOU.

Then, throughout the course of conversation, you continue with this strategy. You say things, and ask questions, that force her to qualify herself to you. The message you are sending is that you are a guy with standards, and if she doesn’t

meet them, you're outta there.

Tease, Push, Pull

"Teases" are a powerful Mack technique. Throw out stories or comments that **imply** that you're a man in demand, with high standards:

"The girls I've dated recently have been kinda high-maintenance. They looked great, but they had all kinds of drama. It's cool to meet a normal girl like yourself, who has a positive outlook on things."

While it sounds on the surface like you're paying her a compliment—that she's a "normal" person—you're actually jabbing her ego and making her feel self-conscious. You're implying that you usually date really *hot* women, but hey, you're still enjoying her company at the moment...

By using this method, as you continue to control the conversation, she's going to feel the need to qualify herself to you. She'll want to show she's not just a boring "normal" girl...she's fun and sexy, too.

Think Push/Pull. Punishment/Reward. Throw challenges at her. Make her wonder if she measures up to your standards, and get her thinking, "If this guy has such high standards, and is so hard to impress, he *must* be something special."

Another one:

"I plan on staying out late tonight and having some fun, but I don't want to get you into any trouble...I can tell you're a nice girl who's probably got a curfew..."

Or say this one to a really hot girl and catch her by surprise:

**"It's too bad you're not my type, you seem like a cool person."
(Then, immediately change the subject.)**

Again, you've paid her a compliment (she "seems cool"), but you've made her feel self-conscious because for some unknown reason, she's "not your type." Don't explain why you said it; just plant that seed and move on.

If she asks you what *is* your type, keep your answer totally vague: "I've just normally dated girls with a certain type of look." Then keep going on another

subject. Leave her wondering why she doesn't meet your standards, and what **she can do** to be more attractive.

Another example to use at a nightclub...

"Have you noticed the women in this place? There must be a billion dollars worth of plastic surgery in this room. It's nice to talk to someone normal for a change."

Or, **"Have you noticed that group of tall, gorgeous Amazon-type women waiting by the bathroom? This place is like a modeling convention tonight. It's cool to talk to someone like you, who's normal and down-to-earth."**

Here's a quick one. In mid-conversation, as she's saying something, say "One sec, I need to ask my friend something" and then abruptly walk away. Rejoin her a couple of minutes later and let her keep going with what she was saying.

Slightly impolite, yes...but you're sending the signal that you've got other people to attend to, and that she's not impressive enough to warrant 100% of your attention.

Mastering [how to approach women](#) and engage them in conversation begins with the right belief system: You are the prize! If there are a hundred other guys in the room, you must believe you're the guy who stands above the herd. For a limited time, we're offering our Ultimate Guide To Approaching Women for only \$1. [Click Here](#) to grab your copy, along with a bunch of cool bonuses.

Remember: when you approach a girl, you're not going to let her radar kick into high gear and start screening you for defects. You're going to establish that YOU are the one with high standards, who's giving HER the chance to join your team.

Or, try this one...

"You seem like someone who doesn't take herself too seriously—you work hard, but you play hard, too. Am I right?"

She will almost always say "yes" to this. (If by some chance she says "no," then you know right off the bat this chick probably isn't much fun.) If she does, you're now going to imply that she's cool enough to enter your circle.

Tell her, "That's good to know, because I don't hang out with uptight people."

There are all types of ways to test her and tease her. This approach is

completely different from how 95% of men interact with women. The average guy is worried the whole time about being cool enough to be in HER circle.

When you are obviously trying to impress a woman, what you're really admitting is that you know she's not impressed with you yet.

Instead, you will **assume** she is impressed with you. Now it's up to her to demonstrate she is on your level.

Some other “tests” to throw her way:

“Are you a spontaneous, adventurous type of person? Because you need to be if you're going to hang out with me.”

If she says she is spontaneous, reward her by saying something like, “That's cool. There are still some things I want to find out about you, but so far, so good.”

If she is reluctant to say yes, or says “it depends,” then here's a way to push her (and have some fun):

“So on a scale of 1-10, how adventurous would you say you are?”

She'll probably give an answer in the 6-9 range. Now, knock her down a peg. If she says “7,” say,

“Really? I would have figured you for a 6. Let me ask you a question. I find that women who are spontaneous are the best kissers. Would you say you're a good kisser?”

If she says “yes” (which she almost certainly will), say “Good, because I have a policy from now on that I can only date women who know how to kiss. Doesn't that suck—when you meet someone that you're totally attracted to, but then when you kiss them for the first time, they're just terrible at it?”

The “good kisser” question might sound too forward with a girl you just met five minutes ago, but it isn't if you've already gotten her to agree that she is spontaneous and adventurous.

Once you've gotten her to **verbally commit** to being that kind of girl, you can continue to “test” her spontaneity and sense of adventure. She'll want to live up to the image she has committed to.

A short while later, you might say to her, “This bar is cool, but the energy is

kind of low tonight. I'm in the mood for something more fun, something different. I know you're always up for an adventure—let's go to the club down the street.” (Or, another environment that is higher-energy.)

Take her from environment A (where you met her), and to a completely different environment (a different bar or club, or a diner), and the two of you are basically on your “first date.”

More examples of tests, always keeping push/pull in mind:

Mention a cool spot in your town that most people aren't aware of. It could be an out-of-the-way bar, a live music spot, a restaurant, a mountain you hiked...whatever. Ask her if she's been there. If she says “yes,” then pull her in. If she says “no,” then push her away:

“Wow, Lisa, you've never tried Thai food? I don't know if this is going to work out between us. It's a good thing you met me, though—I can show you a lot of really cool places to eat.”

Or, you could say:

“I get the sense that you've done a lot of traveling. People who've been to different countries and seen different cultures, they have a deeper perspective on things, don't you think? ”

If it turns out she has done a lot of traveling, then continue to push and pull: “That's good to know. I wasn't sure about you at first, Maria, but maybe I misjudged you.”

If she admits that she hasn't done much traveling, you can “push” her by acting like you're not up her standards...and then “pull” her back to you.

“You mean to tell me you've *never* been outside of this country? Well, you should just know, before we get married and have kids, you and me are going to spend some time in Buenos Aires. It's my favorite city.”

That was also an example of the “instant relationship” technique—pretending that the two of you are already a couple. You say it with a smile, but you're sending the message that the two of you belong together, and you're starting to make her feel comfortable with this idea.

Or, you can ask her one of the Hypothetical questions from our earlier chapter, and then “push” her away when she gives the “wrong” answer. (Anything she says can be a wrong answer.)

“I can’t believe you gave that answer! I’m sorry, Debbie, but I’m going to have to break up with you. That’s it. Tell that girl over there in the red dress, she’s my new girlfriend.”

Then laugh, tell her you’re only kidding, and get into a discussion about the Hypothetical and the reasons behind her answer.

Keep the push/pull in mind. Act like you’re never **totally** sure she’s cool enough to join your team, but you’re going to give her a chance to prove herself.



 BONUS SECTION

Secret Weapons for Scoring “High Status” Women

By Dean Cortez

Hey Dean. I live in Las Vegas, where it's pretty much a given that the super hot chicks only go for wealthy dudes. I have a good job but I'm by no means rich. Should I just stay away from the “10s” and assume they're gold diggers? Or is there a strategy for macking these types of girls, when you don't parked outside in the valet?

- Bruce, Las Vegas

First off, Bruce, you’re operating with the wrong mindset. When a guy **assumes** that a girl he doesn’t even know is only going to be interested in rich guys, or guys who are tall and well-built, or any other type of guy which he believes he is not, he’s throwing in the towel before the battle begins.

Guys like these are making an excuse, a justification, because they lack the will—and the strategy—to approach exceptionally attractive women. They’ve fallen into the trap of believing that certain girls are “out of their league.”

It’s really just another way of saying, “I’d give my left testicle to date a hottie like her, but she’d probably blow me off, so I’d rather save myself the humiliation.”

A guy who is afraid of rejection is just another Beta Guy who doesn't have confidence and the resilience to withstand this reality:

Not every person in the world is going to like you!

There are specific strategies one should use when dealing with HSFs (High Status Females - the girls that every guy in the room is checking out), and things you've got to understand about them. More importantly, you've got to get rid of the self-defeating attitude that the hottest babes are only interested in guys with money, because this simply is not true.

It isn't money that HSFs are irresistibly drawn towards. Money is really just a symbol of other, more important qualities—like **status, ambition and passion**. And these are qualities that **you** can convey to women no matter how much (or how little) money you make.

Let's break down these qualities and explore them:

Status is an indicator of the way other people in your environment – and in social circles – view you and respond to you. When people like you and respect you, it's evident in the way they act when they're around you. And when you draw this type of favorable attention, your status grows in the eyes of women.

Women are interpretive creatures. While the things you say (and the way you say them) are important, the way you influence your environment makes a far more powerful statement.

Projecting status can be as simple as being friendly with the doormen, bartenders or wait staff at the bars or clubs you go to. When people know your name and are happy to see you, women notice. **You're somebody**. It means that you must have attractive qualities; in her eyes, there must be a reason why people respond to you in this positive manner.

This principle definitely applies to the friends you surround yourself with. If you introduce a buddy of yours to a girl, and he's a respectful, likeable person who speaks highly of you, that is a powerful and positive reflection on you. (If you said this, she would think you're a bragging fool; if he says it for you, you're now completely endorsed.) The more cool, charming people you have in your social orbit, the more status you'll have in the eyes of women.

This concept is also referred to as "social proof." When other people respond towards you with friendliness and a level of respect, they're vouching for your

social value. The woman you are with, or the other women in the room, take notice of this. And even when you don't think they're noticing, trust me, they are. We intuit this sometimes without even being aware that we were sensing a person's vibe from across the room.

When taking a girl on the first few dates, you should bring her into an environment where you already have built-in social proof. This could be a restaurant where you're on friendly terms with the staff, and they welcome you by name. It could be a bar where you're buddies with the bartender and a cute waitress. If you're into the nightlife scene, it means you know the doormen at the clubs you frequent.

You're not just another nobody standing in line; you're a welcome guest at their establishment.

Start cultivating these connections every day. It's easy to do, and it can be as simple as striking up a quick conversation with the door guy while he checks your ID. Ask him "how's the crowd in there tonight?" After he answers, offer your name and shake his hand.

Tell him how much you like the place. Throw in a little joke about if you get in any trouble tonight, you're glad to know he's watching your back—since he looks like he could bench press an SUV. Doormen are used to dealing with impatient, arrogant or downright rude people. You, on the other hand, make a positive impression everywhere you go. Vibe with him for a minute or two (don't wear out your welcome; he's got a job to do), and make sure you remember his name.

If you come back next Saturday night accompanied by a girl, you're now going to shake his hand and greet him by name when you encounter him. Then introduce your girl to him. (ALWAYS introduce your date to the people within your "status circle.")

Whether he immediately remembers you or not is unimportant. What is important is that you're setting a tone for the evening you're about to enjoy with your date: you've brought her to a place where you are known. **She is a VIP guest in your world.**

Make this a part of your new routine. If you have a favorite coffee shop, restaurant, bar, nightclub—whatever your hangouts are—you should be on a friendly, first-name basis with at least some of the staff. Establish an A, B, and C location where you can bring a date on any night of the week. In each of these locations you are familiar with the terrain and with some of the people who work there.

You are in control of the environment. You know where everything is located; the bathrooms, the exits, the quieter areas where you can have an intimate conversation. If it's a restaurant, you know some interesting menu items or a delicious dessert you can turn her onto. And, most importantly, you know this is a place where both of you will be comfortable and well taken care of.

Also, remember what we said about I.O.U.'s. Let her know that this one of your "special places" where you don't usually bring people. You can tell her:

"Y'know, Julia, I've never brought anyone here before...I usually come here alone when I want to enjoy some quiet time. This place is like my sanctuary. But I thought you'd enjoy it, so I wanted to share it with you."

The more "off the radar" this place is, the better this statement will work. This is why your A, B and C locations should have unique qualities; instead of bringing her to Starbucks, find some out-of-the-way coffee shop that is a cool date location most people aren't aware of. Instead of bringing her to a chain restaurant, find smaller, family-owned restaurants that you can "share" with your dates.

Ambition, the next quality, can be just as attractive as financial success, since women know that ambition almost always results in that.

When talking to a woman, mention the things you are committed to achieving. You might only be getting started in your career, but if you're an ambitious person on an exciting path, she'll want to come along for the ride. Projecting ambition is also an effective method for taking the edge off any vulnerable areas you might have, and spinning negatives into positives.

Hey, we've all got faults and weaknesses, but the difference between "deal breakers" for her, and "endearing quirks," is all in how well you present the big picture.

For instance, let's say Tim is currently working as an intern at a record company—not a glorious job title, but it's a stepping stone towards the career goals he is ambitious about. He meets a girl, and she asks him what he does for a living.

Which of the following answers sounds better?

A. "I'm an intern. I work sixty hours a week and get paid peanuts, and I'm exhausted all the time."

B. “Right now I’m learning everything I can about the record business. I plan on owning my own record label in the future, it’s a goal of mine. The hours are long and hard, but it’s going to pay off.”

With statement B, Tim has said everything about his job he needs to say. Now he can segue into a conversation about music, a topic he knows a lot about: “I can actually tell a lot about a person by the type of music they’re into. So tell me, what radio station is your car radio tuned to right now?”

Very smooth. He has answered her question, glossed over the fact that he’s an intern, and emphasized he’s on his way to achieving big things. Then, he asks her an original question that will open the gateway to an interesting conversation about music.

Passion is a characteristic that women intuitively respond to. A guy who expresses great passion—whether it’s a passion for life, travel, his career, or a certain type of art or music—is a guy she’ll want to be around.

At some point, most men lose their enthusiasm, their spark, and really aren’t passionate about anything. Present yourself as the opposite. The way women perceive it, a man who is passionate about the things he loves has the capacity to be passionate about her.

Remember that all conversations should give you depth, and serve your greater purpose of demonstrating value to her, but you must always be sure to calibrate the conversation so it never appears to be bragging. Pull her back in to share her life’s experience, and leave just enough questions in her head that she will feel compelled to stick around long enough to get some of them answered.

Other ways you can verbalize your passion:

“Right now I’m really passionate about my career—I’m doing what I love to do.”

“I have a lot of interests and passions. I’m the type of guy that when I get interested in something, I commit to it 100 percent. Lately, I’ve been committed to getting in shape because I want to look and feel my best.”

Don’t forget that in hyper-competitive environments such as nightclubs, having money, a flashy car and a table in the VIP section aren’t unique qualities. You’d be surprised how many of these guys are struggling to hook up (and looking to

me for advice), which is why they're out at the clubs blowing hundreds of dollars on ridiculously overpriced alcohol in the first place.

(Meanwhile, the bouncers and bartenders with an abundance mentality are getting all the phone numbers and action the customers are missing out on.)

Guys who try to use money – or the appearance of having money – often wind up dating girls who are constantly taking from them, rather than giving. These relationships turn out to be disasters without exception. If you walked through the ghetto waving a fistful of \$100 bills, would it come as a surprise if you got mugged? Well, don't expect it to be any different on the dating scene when you use money as a lure.

Whether you really do have a high net worth, or are pretending to have money in order to impress women, getting your foot in the door this way has three major drawbacks: (1) it prevents you from developing strong game, which is necessary to get and keep girls on a consistent basis, (2) it often attracts the wrong type of girl, and (3) because wealth is not a unique or original quality, these women can easily be lured away from you when a wealthier (or seemingly wealthier) guy comes along.

A guy I know, Brad, played the game the wrong way for many years. As a hedge fund manager in New York City, his game grew lazy and weak because his outward trappings of success were enough for beautiful women to give him a chance. He'd collect phone numbers and take girls out on dates—spending \$300 on a typical first-date dinner—but the relationships never panned out. Either he'd grow bored with the girl after a few weeks, or she'd play games with him (not returning his phone calls, acting evasive) and it would fizzle out.

I advised Brad to take a more original approach, and soon he met the girl that is now his wife. “With Mandy, I did it differently,” he told me. “Instead of trying to impress her with an extravagant date, I did something original with her. We had a picnic in the park; I brought some sandwiches, snacks and a \$10 bottle of wine. Afterwards, we went to a free show at an art gallery. The date wound up costing me about \$30, and it was the most fun, relaxed first date I'd ever been on.”

When Mandy tells the story of that first date, she mentions an interesting detail: “I could tell Brad was a little nervous, and a couple of times he tried to drop hints about the fact that he had money. He mentioned his new car at one point, and the ritzy part of town where he lived; I just nodded and started talking about another subject. After an hour of conversation, he looked at me and said, ‘So, you haven't asked me what I do for a living.’ I shrugged and said, ‘That's because I don't care what you do for a living.’ I could see a shift in his behavior after that...he was

more relaxed, he seemed happier just getting to know me. It was like a weight had been lifted; he knew I wasn't like all the other girls, who he felt he had to impress with money talk."

Keep Money Out of the Conversation

"I hate it when guys start talking about their money, or all the stuff they own, for three reasons," says Naomi, a 32-year-old attorney. "First, it's an automatic red flag that they're lacking in other areas. Second, I feel disrespected because it's like he thinks he can 'buy' me. And third, it makes me assume he's sleeping with a bunch of women already—because let's face it, if he's always out macking at clubs and has the kind of money he's bragging about, there will always be sluts willing to hook up with him."

Just as women need to stop asking guys "so what do you do?" five minutes into the conversation (in Los Angeles, it's more like 30 seconds), you shouldn't ask women this question. Not because it sends the wrong signals, but because it's a cliché question that probably isn't going to move the conversation to the next level.

Instead, put an original spin on it. Ask her, "So how do you spend your days?" This will prompt her to talk about more than her job. If she works a boring 9-to-5 during the week, she might talk about the hobbies she enjoys on the weekends, or something interesting she did this afternoon. This will open the gateway to an engaging conversation, instead of her giving a short answer (i.e. "I'm a receptionist at a mortgage company") and you nodding and awkwardly saying, "that's cool."

Another note about HSFs: yes, there are women out there—most visibly, in the nightclubs—whose attitudes are so bitchy, and whose barriers are so thick, that they're just not open to being approached. Don't covet these girls or let them frustrate you. **Pity these chicks.**

They're usually bottomless pits of insecurity because they've been cheated on, dumped and crushed by the "bad boys" and extremely good-looking "players" they can't stay away from. (Dating these jerks serves to reinforce their own internal belief system: that beyond their looks, they offer nothing, and therefore they deserve to be treated poorly. Like I said, underneath the fake breasts and the expensive outfit, they're bottomless pits of insecurity.)

If you approach a girl and she gives off this vibe, and even after saying the right things you can't make any headway, politely excuse yourself and move onto the

next promising possibility.

Counter her negative energy with nothing but friendly, laidback positivity. Why be rude, and reinforce her belief that every guy in the club is just a creep looking to get laid? Instead, throw her a curveball. If she tries to blow you off, give her your best smile, tell her you hope she has a great night, and move on to some other girl who's in the same fun, open mindset that you are in.

Look, the real reason guys fear these women is that 1) they represent a challenge to us and our self-image, and 2) we think their angry, hateful opinion about us might actually be right. You cure both these misconceptions by building up your self image to such a high level of healthy self-esteem that you can stand there and giggle at their ridiculous behavior.

Also, Be Careful With "Negging" Women.

Among the folks in the "seduction community," one of the most popular and most talked-about methods is the "neg." A neg is a slightly insulting statement that is designed to knock a girl down a peg—especially a chick who is hot, and knows it—in order to make her think you're not impressed by her.



The neg is supposed to make her feel slightly self-conscious and vulnerable, which in theory, makes her more open to your advances. The thought process here is that by lowering her status, you will indirectly raise yours.

Basically, the idea is that it's reverse psychology...by making her think you're NOT into her, she's supposed to think you're a super confident stud and become interested in you.

An example of a neg would be walking up to a slamming chick and saying, "Hey, I like your outfit. If your shoes matched, it would be perfect."

Not really a dis, exactly...but a jab, intended to make her feel a little insecure. In theory, this stuff might sound kinda cool. But in practice, most girls will take offense and will assume your "cockiness" is "creepiness."

Negs are being misused and overused by guys, and they are being used in the wrong context, mostly because the social finesse required to pull it off is really hard to calibrate when you first walk up to a girl.

Forget about "negging" girls. Think about using subtle "teases" instead. For instance, if you mention some cool bar you like, or a movie or a band you're

into—and she has no idea about it—act surprised and say "Wow, I can't believe you don't know about that. You have to keep up on these things if you're going to hang with a guy like me."

Or, you might say (teasingly), "You've gotta be kidding me. You've never seen *Goodfellas*? It's one of the greatest films of all time. I have to be honest, Jane, I'm having second thoughts...I don't know if this relationship is going to work out."

You smile when you say this...and then you have to move the conversation to a fun subject that gets her feeling good. An effective tease will make her want to qualify herself to *you*. If you make her feel a little self-conscious about the fact that she's clueless about something, she'll want to prove that she *does* know things.

But here's the critical point: She will only care about proving this to you if you've established yourself as a person worth impressing.

A neg, on its own, isn't enough. The main problem with most guys using "negs" is that they think it's a way to break the ice. Instead, they're sending a contentious message at her before they've had a chance to establish any attraction.

Why should she care what some stranger at the bar thinks about her in the first place? You have to be a source of credibility for her to care, and that requires that she must place some value on your opinion of her first. You've got to build the bridge using the Tactics, and get to know details about her, before you begin using Teases.

One tease that can be effective: look at her nose, like you're noticing something. Rub your own nose and say to her, "you've got something right here." She will reflexively rub her own nose to get rid of whatever you've noticed. Then say, "ok, it's gone."

This puts the two of you on the same level. You're both human. We all have our little imperfections and things that need to be corrected. Making an High Status Female feel slightly self-conscious, and letting her know that she's not a flawless goddess in your eyes—while NOT being offensive—is a solid Tactic.

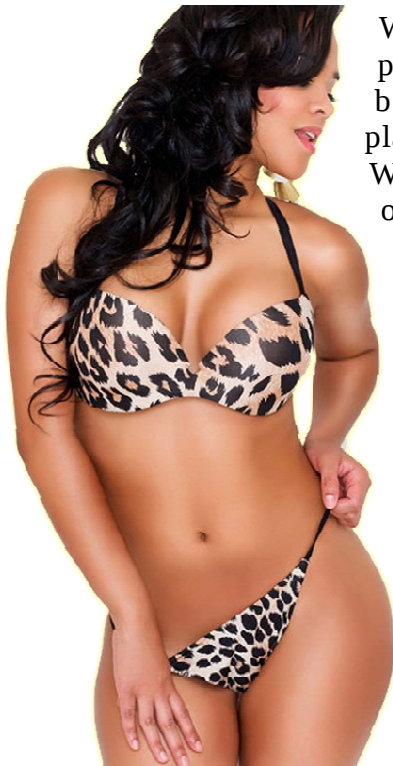
Another one you can use: when she cracks a corny joke, or admits to something dorky (she likes a cheesy movie or band, or admits to some funny personal quirk), you laugh along with her and say "wow, you are SUCH a dork. It's kinda cute though. Let's hear it for dorks... high five!" *Now you've got some physical*



contact going, too...

It's all about timing, the inflection of your voice, and keeping things moving along to fun subjects after you throw in a tease—so that it never feels like an insult. You can keep her slightly off-balance and let her know you're not easily impressed, without throwing out “negs” that run the risk of offending her.

CHAPTER NINE: THE EX FACTOR



Women have a tendency to talk at length about their prior relationships, especially the ones that ended badly. (Even if it didn't end badly, women still love to play up every past relationship as a big melodrama.) While this is not a topic you should allow her to dwell on, you need to know how to react if it comes up—because it probably will.

While you want to be sympathetic and attentive, you can only be her shoulder to cry on up to a certain point. You want her to focus on future possibilities with you, not wreckage from the past.

Allow her to have this conversation with you once, and only once. If she wants to vent about her ex on this one occasion, it can strengthen the bond between the two of you and provide you with valuable Intel. But if she tries to discuss it the next time you see her or speak on the phone, change the subject: “I understand you went through some difficult stuff with that guy, but right now I just want you to relax and enjoy yourself.”

Now shift the topic onto something light and fun, such as a place you want to take her to, or something interesting you were talking about with her recently.

This is an example of taking **emotional control** of the situation. While men are driven by logic, women are fueled by emotion—and these emotions often swing out of control. When she gets agitated or upset over something unimportant (such as the crap she went through with her ex-boyfriend), and her emotional waves start churning, it's your job to provide a firm shoreline for her waves to “break” against. Tell her you understand, but shut down this topic and get the conversation moving in a better direction. Be firm.

That's how you would respond if tries to talk about her ex on repeated occasions. The first time she draws you into the “ex conversation,” it's OK to let her tell you about her ex. Knowing about her previous relationships can work to your advantage in a number of ways...

- ✓ It shows you which types of men she falls for, and which types she has formed strong negative feelings towards.
- ✓ By knowing what kind of guy burned her in the past, you can present yourself as the opposite.
- ✓ You can find out how recently she's been in a relationship. If it broke off last week, be aware that she might get back with him. (The average abused woman leaves a relationship seven times before she quits it for good.)
- ✓ It shows that you're not insecure talking about other guys.
- ✓ It shows that you're a good listener.

Just remember the Negotiator tactic we taught you earlier: when on the topic of her ex, never refer to him by name. Refer to him as “that guy.” Make him seem irrelevant to what's going on right here and now.

Also, no matter how much of a creep or loser he sounds like, don't say disparaging things about him. She cared about him deeply at one time. Stating your negative opinion of him might cause her to suddenly get defensive; she gave the guy a piece of her heart, so in a sense you're insulting her judgment. Any critical comments you make about her ex should refer to his *behavior*, not him as a person.

Most “exes” fall under one of the following categories:

The Stalker. If the guy couldn't take a hint and kept harassing her after the breakup, you've got to be extra careful about showing *any* potential stalker tendencies. She's on high alert for those red flags.

Paint yourself as the opposite. If her ex got jealous when other guys talked to her, you can say "Y'know, I didn't mind when guys would compliment my ex-girlfriend, as long as they were respectful." Plant seeds in her mind; if she were to date you, you would never behave the way *that guy* did.

Stalkers are massively insecure. They smother their girlfriends for fear of losing them to another man. Plant another seed by mentioning to her, "When I'm in a relationship with a girl it's important to spend time together, but I also enjoy my personal space and time to myself."

If this conversation is happening at a nightclub or bar, play it totally cool if she wants to excuse herself to go the bathroom or go talk to some friends. Don't try to go with her. Give her *extra* space. When she returns to you, make a joke: "You came back. I guess I must be doing something right." You are the *opposite* of that ex who shadowed her everywhere she went.

If she makes a comment about how some other guy is checking her out, or tried to flirt with her on her way back from the bathroom, react in the opposite way that her ex would. Make light of it. Say, "Obviously someone else recognized how great you look in that outfit."

If it's the first encounter, and you wind up exchanging phone numbers with her, maintain this laidback attitude. Assume that her ex probably called her cell phone twenty times a day. (He *still* might.) Don't sound like you're in a rush to make plans to see her again. You're still going to guide her towards a date and your desired outcome—we'll show you how in our "Phone Game" chapter—but it's important to make her feel that you're in no hurry. No pressure, no expectations.

The Cheater. This is another common ex-boyfriend scenario: the guy who was unfaithful. This affects women deeply and damages their trust in all men. One way to overcome this barrier is to drop little "fidelity bombs" throughout the conversation, underscoring how much you value commitment. A good one is, "I love seeing old couples that look like they've been married for fifty years and are still in love." If you happen to know a couple that fits this bill, perhaps your parents or grandparents, use them as an example.

This is also a good time to drop the "Cops At the Door" Hypothetical. If she stayed loyal to a guy who screwed around behind her back, she'll probably answer that Hypothetical by saying she'd cover for a guy in that situation. At this point, you underscore **how much you also value loyalty**.

Also, you can add a twist to distance yourself from her ex: "But I also believe

loyalty is something you have to *earn*. When I'm in a relationship with someone, I'm very loyal to them, but I expect the same in return."

The Hostage Negotiator technique to use here, with women who've been cheated on, is to become her fellow traveler. "I was in a relationship where I was cheated on," you can say. "A lot of people have been there. I remember how I used to beat myself up over it, until I realized it had nothing to do with me and everything to do with them. You're a very special person and *he* missed out on a lot."

After dropping this gem, you've pretty much said all there is to say on the subject. Move the conversation to another topic, something light and humorous.

The Loser. If her ex was a deadbeat, drop gems that establish you as a responsible, upwardly mobile person. This doesn't mean you should mention the expensive car you drive, or how much money you make. That just sounds like insecure bragging. Do it in a subtler way by talking about the importance of *punctuality*.

As you listen to her tales of woe about how her ex was always broke, mooched off of her, etc., say "it sounds like he wasted a lot your time." Go into a brief riff on punctuality, which is one of the most obvious signs of a man who has his act together. Tell her a quick story about someone who showed up late for an appointment with you. It could have been a business meeting or a date with a woman. "I think everyone's time is valuable," you tell her. "When that person showed up a half-hour late, I felt like they didn't respect me and the fact that my time is valuable, too." You've just planted a major seed. You're the polar opposite of a guy who's unorganized and lazy.

The Commitaphobe. If her ex was gun shy about committing to a serious relationship or marrying her, a Mack needs to find this out as soon as possible. The Commitaphobe can do more damage to a woman than any other type of ex-boyfriend. When women break up with stalkers, cheaters or losers, it's for clear-cut reasons. Even if she still has feelings for the guy, she can justify the breakup to herself and to her friends.

Commitaphobes can wreak havoc on a woman's self esteem because there isn't the same sense of closure. She probably went through a phase where she blamed herself for his refusal to commit: "What is it about *me* that makes him want to date other girls?" Meanwhile, her friends have serious boyfriends and are getting married left and right, which compounds her sense of confusion and frustration.

When you meet a woman whose prior boyfriend was a Commitaphobe, plant seeds that show **you respect and value commitment**. Pepper the conversation with things you have committed to in your life. When talking about jobs, you might emphasize how you're very *committed* to your career or your company. You might be *committed* to staying in good shape, or to achieving a

personal goal. If you haven't made any major life commitments yet, perhaps you've been committed to a sports team through the years. Don't bore her with stories about the Boston Red Sox; just mention that you've always stood by your team through thick and thin, and you think that's an important attitude to have in life.

A fun question you might ask is, "Are you a dog person or a cat person?" (If you're highly allergic to cats, this is also Intell you ought to know before going back to her place.) Women tend to love animals—some even carry around pet photos in their wallet, to show them off like proud mothers—and dogs and cats cling to their owners. Tell her you love how animals commit to their owners unconditionally.

You never want to come right out and tell her you want to commit to *her*. This makes your intentions obvious, and it might scare her off if she hasn't known you long and wants to take things in steps. But do reinforce in her mind that you have the *potential* to be a committed boyfriend. Men don't tend to consider potential; they judge a woman by what's in front of their face. Women are often willing to view men as works-in-progress. If she feels a guy has the potential to become a good boyfriend or husband, she's usually willing to give it a shot.

Unfortunately, some women stay in relationships long after it becomes obvious that he's a Commitaphobe, and is never going to change.

Protect Your Past

Though you're willing to listen (to a point) about her exes, the rule of thumb is that you should never go into details about your own. Talking about your prior relationships is like stumbling through a minefield. She'll ask why you broke up with your ex (women *always* want to know this), and no matter how it ended it's usually difficult to explain without setting off red flags.

Regardless of who dumped who, or who got caught cheating, or whether you and your ex "just grew apart," the story behind the breakup can only make her mind generate suspicions about you. It's a road you don't want to go down.

If she inquires about your romantic past, say "I could tell you some stories, but you know what? That was in the past, and I believe in staying focused on the present. Right now, me and you enjoying each other's company is the important thing. So let me ask you a quick question..." (**control the conversation** and move it onto a topic that will keep the positive energy flowing...)



CHAPTER 10: TARGET-RICH ENVIRONMENTS



After dark is when most guys attempt to meet women, with nightclubs and bars being the most obvious “pick up” environments. (For many men, these are the *only* environments where they’ll attempt to mack since it allows them to gulp down some “liquid courage.”)

While the hot clubs in your town might contain their share of stunners, they can also be challenging environments. Competition is in the air. Wolves are everywhere, all prowling for the same limited pool of attractive women. Beyond the testosterone overload, you’ve got to deal with other factors such as the money you’ve got to spend on drinks, smoke and loud music.

But the toughest obstacle you face in a nightclub is the attitude women adopt in these environments. They’re on guard, like airport metal detectors cranked up to high alert. Sometimes it’s difficult to initiate a casual, friendly conversation, because in this environment women will often automatically assume that you’re just trying to hook up. On top of this, she’s probably there with friends who tend to interrupt (especially the jealous unattractive ones), and may drag her away to the bathroom just when you’re starting to make progress.

Using M.A.C.K. Tactics, you can certainly succeed with women in nightclubs, but when it comes to picking target-rich environments you need to think beyond the

obvious “meat markets.” Remember Mack Commandment #6: “Be Original.” **This extends to the places where you go to meet new women.**

A Mack friend of mine, Johnny, noticed that billboards for real estate agents were all over his town, and in supermarkets and 7-11s there were free real estate magazines filled with ads for more agents. In these ads, the agent is pictured and the majority of them were females. Some were quite classy-looking and attractive. So he called a young, pretty agent and told her he wanted to see a certain home that she was handling the sale for. She was glad to meet him and give him a personal tour.

Before he met up with her, he Googled her name...looked her up on Facebook and found her on a couple of other social networking sites...and found out that her relationship status was “single.” He also saw some pictures in her profile that showed her out partying with her cute girlfriends—so she was a girl who knew how to go out and have fun. This was someone he wanted to meet.

Now, if Johnny was *only* meeting this real estate agent to try to hook up with her, I’d call it a wack move because he’d be meeting her under false pretenses (and possibly wasting her time). But this was about more than getting to know the girl. He wanted to check out the interior of a beautiful home so that he could get a sense of what type of place he might want to buy in the future.

When he wound up meeting the agent to tour the house, they got along well but Johnny could tell she wanted to keep things on a professional level. No problem. As a Mack, he likes to constantly acquire new knowledge—particularly about things he aspires to own someday.

He learned a lot that day about the local real estate market and what it takes to afford and furnish the type of house he wants, and he was also impressed by the agent’s sales skills and charisma. He realized that good sales people are not unlike Macks, able to quickly build connections with people, gain their trust, and guide them towards “yes” answers. That day, Johnny learned a few new tricks to add to his **own** playbook.

(And here’s the capper: the agent invited him to an “open house” the following week where a group of people were invited to tour another home that was on the market. At the open house, he met a single cutie who he wound up dating. So you see, getting out there and acquiring new knowledge can pay off in all sorts of ways.)

Large car lots may also have an attractive woman or two on staff. Ignore the overbearing salesmen and let a female show you some vehicles. All you need is a valid driver’s license and you can take a spin in any car on the lot, with her riding shotgun. You probably won’t make a purchase that day, but you can easily go home with a sales girl’s phone number—and learn about a cool new ride, which makes for interesting conversation with other women you meet.

HER: “So how’s your weekend going?”

YOU: “Today was cool, I visited the Hummer lot so I could test-drive their newest model. I took it off-road to see what it could do. It’s a kick-ass vehicle but I might prefer something more sporty.”

Now that’s more interesting than telling her you sat on the couch and watched college football all day, isn’t it? Also, it makes no difference if you’re seriously looking to make a purchase (or can afford to make one). Nothing you said is untrue. You took a cool car for a test spin. The *implication*, of course, is that you drive expensive vehicles.

If you drive a crappy car, spending some time on car lots serves a purpose the next time a woman asks you what kind of car you drive. Use the principle of Articulate Avoidance: instead of admitting what you drive an ’87 Dodge Dart, tell her about that Mercedes or Porsche you took for a test-drive the other day. This way, instead of admitting one of your vulnerable areas, you’re *deflecting* it and implying that you’re a guy who appreciates (and drives) luxury cars. You might be a few years from being able to afford one, but she doesn’t need to know that detail.

Our friend who toured the expensive house could use the same form of Articulate Avoidance when asked about where he lives. Instead of telling the girl about the apartment he shares with two roommates next to the railroad tracks, he could talk about his helpful real estate agent and the homes he’s been checking out.

HER: So do you have a house?

HIM: I’m renting at the moment, while I look into some more permanent options. I met an excellent real estate agent the other day, I think she’s going to help me find what I’m looking for.

Again, nothing he said was untrue. He *did* meet a real estate agent, who showed him some homes he’d be interested in possibly buying someday.

Important note: unless you really are thinking about buying a home or car, don’t allow them to run your credit. (Salesmen will often want to do this as soon as possible, to know whether you’ll qualify as a buyer.) When they run your credit, it can lower your credit rating.

You don’t necessarily need to start touring million-dollar homes and hanging around car lots. The point is that there are target-rich environments around you that you’ve been overlooking. We’ve already discussed how the sales women at your local mall can be an asset. Spend a couple of hours leisurely browsing at the mall; you can chat up all kinds of cuties while learning about

new colognes, perfumes, jewelry and clothes. You'll rack up tons of free advice on how to enhance your appearance—from an attractive female's perspective.

Try taking a class or joining an activity group in your spare time. If you're interested in women from a certain part of the world, take a language class. Before you sign up and pay, ask to sit in on one of the classes and check out the ratio of men to women. You can mack on women from your class, and go to clubs and restaurants to test out your new skills on women who speak that language. Foreign women are flattered when a guy makes that type of effort to learn about their language and culture.

Pet stores and animal shelters are other original environments. The women who are working and browsing in these places have their guard down around all those cute little puppies and kittens. Bookstores, coffee shops, the library, the gym, the supermarket...anywhere you go where there are single women, you can start casual conversations.

Note: check out her body language before you approach. If she looks stressed-out or pre-occupied, leave her alone and let her do her thing. You never want to be intrusive.

Here are some examples of things you might say in certain environments. As you continue taking "batting practice" and introducing yourself to various women, you'll come up with your own. Whenever the woman responds in a friendly manner, introduce yourself and go from there. Note that asking a woman for some advice is often a good way to go.

Girl in book store. Note the book she's looking at. If it's fiction, say to her, "My friend just finished reading that. I don't want to spoil the surprise, but she told me it has a great ending." Let her respond, and then say, "I'm actually here to get her a book because she's laid up in bed with the flu and needs some reading material. You seem to have similar tastes...what have you read lately that you can recommend?"

Girl at the supermarket. A huge number of "missed opportunities" occur at these places. These are excellent places to meet women for a lot of different reasons.

Inside grocery stores, women naturally feel that they are in their element. They know a lot of stuff about food, cooking and grocery shopping that guys are clueless about. You can use this to your advantage. Because you're a guy shopping alone, women are going to presume that you could use some help. (Few bachelors know how to shop or cook properly.) Most women will be more than willing to help you out if you ask them for assistance with a friendly smile.

But before you strike up a conversation with a girl, gather a quick bit of Intell on her by glancing at the contents of her shopping cart. If you see items like men's razors, microwavable Hungry Man meals, or other men's toiletries, it is probably a good idea to move on. The quantities of her purchases are also a good indicator of her availability. A 20 pound pot roast and five boxes of kids' cereal and diapers probably mean she's not worth approaching.

On the flip side, if she's carrying a small basket rather than pushing a shopping cart, there is a good chance she's single.

Remember, your goal is to begin a conversation, not to get a short, one word response that brings the interaction to a standstill. Here are some examples of Wack Intros:

WACK: Do you know where the coffee section is?

WACK: (While holding an item) Is this stuff any good?

WACK: Can you help me find the milk?

We've actually heard all of these lines spoken by wanna-be Grocery Store Macks, and it's enough to make us cringe. It's not just the fact that these lines are lame and unoriginal. It's that they don't require in-depth responses, and they lack sincerity.

Here's a sincere-sounding approach that is going to cause a woman to stop, think, and offer her a genuine opinion.

YOU: Hi, you look like you know your way around this place and I could use some help. I'm going to a potluck dinner party tomorrow night and I want to cook something simple that I can bring. The problem is, I'm not very handy in the kitchen. Do you have any suggestions for a really tasty, simple dish? (A potluck dinner means all of the guests bring dishes for everyone to share.)

Notice, **you didn't ask permission** to ask the question. In a friendly, non-invasive way, you made your approach and immediately engaged her attention with a subject most women feel comfortable talking about.

Women appreciate a guy who wants to learn more about cooking, an area which men aren't typically interested in—and are typically very bad at. (A Mack should have at least have several “go-to” dishes that he knows how to prepare when he's hosting female company.)

There's a good chance that she'll be willing to spend some time giving you suggestions. Ask questions to keep things flowing. Since recipes can get a little complex, you're also ensuring that this interaction will go on awhile. If you've

got a nice vibe going, you should by all means introduce yourself by name and guide the conversation onto other topics.

In these situations, rather than getting her phone number, I'll usually ask for her email address—because I might have a quick question on preparing the dish, and I'll want to let her know if my dish was a success at the dinner party. At the very least, even if you don't stay in touch with this girl you've gained some knowledge about cooking that you can use in the future.

Girl in clothing store. If she's browsing in the men's section, don't bother (unless she makes friendly eye contact with you); she's probably shopping for her husband or boyfriend. If she's shopping in the women's section, pick out a female clothing item and say "Excuse me, I want to ask your opinion on this real quick..." and then show her the item and explain that you're shopping for a gift for a friend. What does she think? Does she have any other suggestions? You can throw in, "I like the way you dress, I thought you'd be a good person to ask." After she tells you her opinion, unless her body language suggests that she's in a hurry, keep talking and take the conversation from there.

Many guys overlook retail stores as places that they can go to meet women. This is actually one of the best places to make it happen with females. Their barriers are usually lowered because they're out shopping—an activity that women enjoy about as much as we enjoy sex. Shopping puts women in a good mood. They're usually more open to interactions with other people. And, the environment is extremely conducive to starting conversations.

In a clothing store, there are endless things you can ask a woman's opinion about. When you ask a girl what she thinks of a shirt or a certain style, you're complimenting her in a sense because you're implying that you respect her taste. Chances are she'll be glad to offer her opinion, and then a conversation has begun. Clothing stores are also the perfect place for you to gather intel about new fashions and trends, and the "looks" that women find attractive.

If you're browsing in a clothing store and you see a hottie picking out a pair of jeans, position yourself near her, glance over at her selection, and make a friendly comment that will get you in the door.

"I like those. What brand are they, I need to pick up a gift for a friend."

She'll answer your question. Now, play her a compliment on something she's wearing. Tell her you noticed that she's got good style. (Attractive women take a lot of care with their appearance; this type of compliment will always succeed.)

If she's friendly and receptive, chat with her about clothes, and where she likes to shop, and guide the conversation from there. Ideally, you'll be looking to pick up some new clothes for yourself. If so, you can ask her to walk with you over to

the men's department and get her opinion on some clothing items. This puts you in a totally positive light: you're showing that you're a fashionable guy who cares about style (an attractive quality), AND you respect her taste and her opinion.

Remember to keep an eye out for any cute female staff members. If you spot one, start browsing the merchandise in her area. She'll probably notice you and offer to help.

HER: Is there something that I can help you with?

YOU: Yes. I'm looking for some shirts that would look good with my body type, and maybe a pair of jeans, also.

This type of response requires more than a simple "yes" or "no" answer. You're now putting the ball in her court. She's going to look you over and start helping you put together some options. (Women, whether they work in a store or not, love picking out clothes for men. Especially shirts.)

Encourage her to put together a few outfits for you, and try them on. Ask for her opinion when you come out of the dressing room. Just don't fall into the mode of agreeing with everything she picks out. You don't want to seem clueless about style, or like you need help dressing yourself. If an outfit doesn't look or feel right to you, let her know in a polite way (i.e., "I'm not sure if this color is right for me. What are some other colors you think might look good on me?")

Or, here's a quick Mack line you can use, as you step out of the dressing room to show her how you look:

YOU: So what do you think?

HER: You look great. Those pants are perfect with that shirt.

YOU: So you'd like it if your boyfriend wore something like this?

HER: I don't have a boyfriend, but if I did, sure.

YOU: In that case, I'll take it.

There's zero pressure in this situation. This interaction is a positive for you no matter how it pans out. Even if she's got a boyfriend, you're still gathering some helpful Intell about men's fashion and getting the advice of a fashionable woman.

Remember the words of Abraham Lincoln: “Good things may come to those who wait, but only the things left by those who hustle.”

Pet Shops

Pet shops are another potential bonanza when it comes to macking women. It's no secret that women LOVE animals and can talk about them endlessly. Trust us, if you make it a routine to swing through the puppy area in your local pet store, you're going to have plenty of chances to talk to single women. Even more importantly, these women will be in the perfect state of mind—happy, relaxed and feeling affectionate—for you to get in the door with them.

In a pet shop, no matter how much you might know about dogs and cats, it's better to play the role of student rather than try to play the role of teacher. You want to ask questions and listen. The more you prompt a girl to tell you about her adorable pet, or the types of animals she loves, the more of a bond you create.

Just be aware that when you meet a girl in a pet store, you need to remember TWO names: hers, and her pet's. You need to find out both. Then, throughout the conversation, you'll want to use both names to reinforce the bond you are developing with her (i.e., “I figured you were a dog person, Michelle. So what kind of dog is Hercules? With a name like that, please don't tell me he's one of those little tiny dogs like Paris Hilton carries around in her purse...”)

A great way to strike up a pet-store conversation is to ask a girl a simple question while you're observing the animals. Let's say you're standing by the dog cages. Ask her if a certain type of dog makes for a good pet for a single guy.

Phrasing your intro this way does a couple of things. First, it lets her know you are single. Second, it implies that you're a guy who is willing to listen and learn from others. And most importantly, it shows her that you value what she has to say. This is a refreshing quality for a guy to possess, since most guys who talk to women come off like know-it-alls.

Remember, the “K” in M.A.C.K. stands for “Knowledge.” If you know barely anything about pets, this trip to the pet store is going to educate you as well as give you opportunities to meet girls. The next time you visit this type of store, you'll have more information and knowledge to work with when you chat with

women. (You don't want to *show off* this knowledge, but girls definitely think it's endearing when a guy has a love of animals and can talk about them intelligently.)

You may be surprised at how easily the conversation will flow inside a pet store. Again, it's because women are in a very receptive state of mind and you're discussing a subject they love. Of course, you don't want to let her go on for 20 minutes about house-breaking her puppy. Once you've made your intro and heard a bit about her pet, you use Conversation Control to guide the discussion towards other topics. Learn about her personal qualities (her job, her schedule, her hobbies, favorite things to do, etc) and let her know about your own good qualities. Specific methods on how to accomplish this are found in the Conversation Control chapter of this book.

Then, it should be easy for you to segue into something like this:

YOU: It's interesting that you know so much about _____. (Fill in the blank with the type of pet you've been discussing.) Let's swing over to the coffee shop, I'd like to hear more. It's my treat, it's the least I can do after everything you've taught me."

Remember that you have an entire world of opportunities in front of you. You're encountering attractive women every day as you go about your daily routine, but chances are you haven't been capitalizing. In reality, thousands of golden opportunities to meet and date beautiful girls have already slipped through your fingers, either because you failed to notice them, or because you felt it wouldn't be "appropriate" for you to approach them.

Meanwhile, the Mocks are out there striking up conversations with new girls every day, whether it's at the gym, the mall, the bookstore or the park. In reality, there are few environments where a single girl will feel it's "inappropriate" for you to start a friendly conversation with them. (Funerals and STD clinics would definitely fall under this category.)

As long as you engage them in a casual, friendly manner and use a creative angle to open the conversation, you can meet women practically anywhere—and you'll often get better results than you would trying to holler over the music at a crowded nightclub, while five other guys are waiting for the chance to hit on her.

Advanced Mack Maneuver: "The Walk Away"

In a busy bar or nightclub, the hot chick never has any shortage of guys willing to step up and take a shot at her. She *expects* men to jump at the opportunity to buy her a drink and talk to her. She's essentially giving them the chance to "audition" for her, a role which the average guy eagerly accepts.

In this type of environment, the advanced Mack may take an opposite approach. Instead of trying to engage her in a conversation right off the bat, he'll introduce himself, get a positive reaction, then excuse himself and walk away. This knocks her for a loop and leaves her wondering. It also sets the stage for a second encounter later in the evening.

It's simple but effective. Make a quick intro and pay her on a compliment on her fashion sense: "Hello, my name is Dean. I just wanted to tell you, I love that outfit you've got on. You've got great style."

When she says "thank you," she's expecting you to initiate a conversation or offer to buy her a drink. Instead, say "You have a good time tonight, just don't get *too* crazy, alright?" Then give her a smile and walk away.

BONUS TIP: If you know the bartender, you can drop a cool gem. Put your arm on the girl's shoulder, call over to the bartender by name, and tell him, "Hey Marty, I want you to take extra special care of this girl tonight, ok? Just keep her away from the tequila, cuz we don't want her getting TOO crazy..."

This will get a smile out of the girl, and although you're saying it in an amusing way you're also making an important point. You're showing her that you are **somebody**. You know the people who run this place, and they know you—and when you're with a woman here, she is "protected."

Now, when you walk away, the girl is flattered—and a little bit confused. Now *there's* a confident guy, she thinks; he paid her a compliment, captured her interest, then went back to doing his own thing. Obviously this is not a guy who is lacking for female company.

But you intend to encounter her again. Perhaps an hour later you see her going to the ladies' room, and you move to that area of the club so that you can catch her eye as she comes out. Then you reference the earlier encounter: "Hey, it's the most stylish girl in the club."

This time, instead of walking away, you start conversing with her. The ice has already been broken, and you've established that you're not another overeager guy trying to pick her up. This second time around, she might even feel flattered that you're taking the time to talk to her. After all, she believes you're a guy who must have other options and plenty of people to spend time besides her.

If you're feeling especially confident and sense that she's into you, drop this funny little gem, delivered with a smile: "I wasn't trying to pick you up before, but I am now. Let's go get a drink."

You can't put a price tag on a line like that.



BONUS SECTION

Daytime Approaches **By Savoy, founder of [Love Systems](#)**



Note from Dean Cortez: Love Systems is a highly respected company in the dating industry and hosts seminars (or “bootcamps”) around the world in which they’ve taught thousands of guys how to become massively successful with women. The founder of Love Systems, my friend Savoy, was formerly the co-creator of the Mystery Method Corporation, which launched the legendary pickup

artist known as “Mystery” to fame (and his own reality TV show, “The Pickup Artist.”)

Now, with Love Systems, Savoy has become a a superstar pickup artist in his own right—appearing on shows including Tyra Banks and Dr. Phil and proving that his techniques work in front of worldwide audiences. He is also the author, along with his team of instructors, of several very important books on seduction including “[Magic Bullets](#)” and the “[Routines Manuals](#)” (Volumes I & II).

I asked Savoy to include some of his perspectives on dating, attraction and seduction in this book. We’ll begin with some of this thoughts on “Day Game”—the art of approaching and picking up women during the daytime.

For more details on Savoy and Love Systems, just [click one of the links](#) in this bonus section...

It was 8am on a Monday morning, and I was on my way to work. Through the window of a coffee shop, I saw a woman who caught my attention.

My first inclination was not to bother. I have more women in my life than I know what to do with, and I’m really only interested in meeting the best of the best these days. I notice women who are true “10s” in both looks and personality – so it saves me a lot of time not approaching women who aren’t 10s. And this woman, while beautiful, did not look quite like the 10s that populate the clubs I go to.

And then I remembered one very obvious thing:

“10s” look like “8s” or “9s” when they wake up.

Anyone who has brought home a beautiful woman and then sees someone who is merely attractive the next morning will know what I’m talking about. And, no, “beautiful” does not mean “beautiful after ten drinks” – we’re talking about legitimate “10s” here.

So, I decided to approach. First, I bought a coffee. This makes me relevant for the environment. A guy wandering around a coffee shop talking to people and not buying anything is a bum, a loony, or trying to sell you something. A guy wandering a coffee shop with a cup of coffee and talking to people is a customer.

I made sure not to look at her too much when in line. I want to appear spontaneous. I looked for a second and noticed that she was reading a newspaper: USA Today. That's all I needed.

My book, [Magic Bullets](#), introduced the concept of the Emotional Progression Model (since updated to the all-new Love Systems Triad Model). You have to go through the same 7 stages, in order, to develop a sexual or emotional relationship with a woman. The first of these is *approaching*.

So, how to approach? Also from [Magic Bullets](#), there are six basic kinds of openers, for different situations. If you didn't know this, you can actually download the chapter on openers for no cost on the [Magic Bullets page](#). This was my quick evaluation:

- *Functional opener* (e.g., "do you have the time?") : Would have been okay in this situation, but I only use functional openers when nothing else fits.
- *Opinion opener* (e.g., "so I have such-and-such of a situation, what's your opinion?") : A low-energy opinion opener like "birthday party" (from the [Love Systems Routines Manual Volume 1](#), and there are many more in [Volume 2](#) as well) could have worked, but I didn't want to have to use an opinion opener in a not-particularly-social environment.
- *Situational opener*: Great for Day Game, and what I actually used. See below.
- *No opener* (just starting straight in mid-conversation): Definitely not. The coffee shop had zero social energy.
- *Direct opener* (e.g., "You're cute. I want to get to know you"): Could have worked. But it was so quiet in the coffee shop that she might have felt the awkwardness of everyone else staring and watching such an unusual event taking place.
- *Challenging opener* (e.g., "So... is there more to you than meets the eye?") : Totally out of place in the situation, for the same reasons as for the direct opener.

Day Game is different from Night Game. At 8am on a Monday morning at a quiet coffee shop, I'm not going to be very sexual. I'm not going to run a high-energy opinion opener.

If you're lost, there is a practical description of each kind of opener in the free chapters that you can download from the [Magic Bullets page](#). There are a couple of examples of each kind of opener, but of course it's the [Love Systems Routines Manual Volume 1](#) and [Volume 2](#) that have the exhaustive library of openers (and routines for every phase until seduction) along with when and how to use each one and what to say next.

So, I went situational. I casually walked slightly past her table with my coffee and then stopped and looked at her for a moment.

Me: You're not from LA are you?

Her: No... how did you know?

Me: You don't tend to see a lot of people in their home towns reading USA Today. It's kind of a hotel thing. Unless you just really like small words and big pictures.

Her: I'm from New York.

Me: Oh, cool, why are you here? [*this is a boring, logical, rapport-seeking question that would not necessarily be ideal at this stage in a nightclub with lots of energy distractions, but worked just fine in this situation*]

Her: Shooting a movie... etc., etc., etc.

And then off we went into a *normal conversation* (which I will explain below).

During this time, I was also doing something that was opposite from what I'd do during nightclub game. I was deliberately being too quiet. This was only partly because we were in a quiet coffee shop, we'd obviously just met, and I didn't want to draw a lot of attention to us that might have made her feel awkward or embarrassed.

The bigger reason was that I was waiting for her to ask me to repeat myself. That gave me an excuse to sit down with her so she could hear me better. **Do not do this at clubs.** Within another minute, she was asking me what I do for work, where I've lived, and so on. She was becoming attracted.

A *normal conversation* is what you'd have in any non-transactional conversation. It's one where you are free to talk about whatever you like and to move between

conversation subjects. Someone you meet at a cocktail party you're pretty much already in a normal conversation with. But asking someone for the time or using an opinion opener does not generally get you into a normal conversation. That's why I defined the Transitioning phase to get between Approaching and Attraction. A fuller description is also available in the free download on the [Magic Bullets page](#).

One of the big reasons I don't tend to meet women during the day is I'm pretty busy. I used to use that as an excuse not to approach women during the day at all. But then I realized that you don't have to do Day Game for a long time. I wasn't going to try to pull her back to my apartment for a quickie. It might have worked, it might not have, but I have things to do today and so does she and I'm far beyond the point of wanting to sleep with every beautiful woman who wants to sleep with me. (The Savoy of a few years ago would have been appalled by this statement.)

A cool thing about Day Game is that women will always remember you. They are almost always sober when you meet them, and they don't tend to meet a lot of people in the day, so it's unusual and memorable. You don't need a lot of time to make an impression.

After about 10 minutes of conversation (which included very brief qualification), I started looking for the "hook" that would let us see each other again. I talked about places to go out in Los Angeles, she asked a lot of questions, and I mentioned that some friends and I are going to a special party at a well-known club. She immediately offered her number. I told her if we go, that she could come along.

And that's it. There was almost no touching (not appropriate for the time or venue), no high-energy games, no peacocking. She came out the next night, bringing a friend at first, but giving her the signal that she could go home without her after she became comfortable with me and the idea that we were going to have sex that night.

The success was due to:

1. I was in position to meet women. I looked good. Some days I leave the house in "whatever" clothes because I'm busy or don't feel like getting ready or just am not in the mood. Those days are usually missed

opportunities to meet women. Always look and feel your best when you leave your house.

2. I had time. If you're constantly rushing around and late for everything, you're not going to be able to take advantage of opportunities to meet women on the way. I used to be a terrible offender at this, because I really have a very busy life and am always rushing. But I just got it into my mind to plan to be 15-30 minutes early for stuff. Sometimes all that means is that I'm exactly on time instead of being late. Sometimes it means that I'm early, but so what? It's not wasted time – with my Blackberry I can make calls, write stuff, do email, just like I can anywhere. And sometimes, like this morning, it gave me a chance to meet someone new.
3. Calibrating the approach for the environment. There's a reason [Magic Bullets](#) has six types of openers, four types of transitions, and seven attraction switches. That's 168 unique combinations. The [Love Systems Routines Manual Volume 1](#) gives a map of what goes with what and when you want to use different routines, and the [Routines Manual Volume 2](#) builds upon this even further with hundreds more advanced scripts.

Now, you'll also notice that we're not going on a "date." Instead, she's "coming along" to something I am doing with my friends anyway. This is far better. First of all, it's way more fun for me. Second, it puts her out of "date frame" where she is evaluating me. Instead she is in the "compete for Savoy's attention" frame, which creates and sustains attraction.



CHAPTER 11: WOMEN TO BE WARY OF



When you meet a girl for the first time, you're not meeting the *real* her. You're meeting her representative, **the image she tries to project to men she doesn't know.**

Females put up fronts for any number of reasons (just as men do), whether it's due to vanity, insecurity, shyness, or because they don't want to reveal their attraction to you. Using Conversation Control techniques (such as Hypotheticals) is how you get them to open up and reveal their true nature, which then enables you to bond with them.

As a Mack, you want to cut through the facade and get to know "the real her" as soon as possible. Before you invest a significant amount of time in her, you must determine whether she's going to be worth your efforts. The Mack doesn't hesitate to make a polite exit if he's knows he's not going to mesh with a particular woman. You must maintain the attitude that your options are limitless. For Macks, they truly are.

In this chapter, we'll identify certain categories of problematic women. Each gives off warning signals, or "red flags," which you need to be able to pickup on. Just because a woman falls under one of the following categories doesn't mean you should kick her to the curb. Some of these women may be fine for one-night stands or casual relationships, or as a friend to accompany you when you go out.

But definitely think twice before making any type of commitment.

It should be noted that everyone has the capacity for change, and a skilled Mack can often mold a woman over time to fit his groove. It's up to you whether you want to devote effort to a "work in progress." As a rule of thumb, however, beginning Macks should avoid the following categories and focus on meeting women that are less likely to create problems.

The Money Chick. The signals are usually clear: the designer outfits, the jewelry, the hot (often surgically enhanced) body she loves to show off. She acts like she's above every guy in the room, but wants to be the center of attention.

The Money Chick wants men who will treat her to the finer things. If you're not prepared to drop serious loot, she's not interested. Even if you do write her the proverbial "blank check," she might still entertain offers from other guys who are down to spend cash on her. As long as she looks as good as she does, there will never be any shortage of guys willing to do so. But never *assume* she's a Money Chick just because of her appearance. A lot of guys have convinced themselves that hot women are only interested in guys who are either rich or extremely good-looking. This gives them an excuse not to approach these women and risk rejection.

Remember that with extremely attractive women, the key is to project confidence—not cockiness, but an attitude that says "I might be interested in knowing you better, but I'm not impressed yet." Tease her. (We'll show you how.) As we've stated before, never compliment her on her looks. She gets those compliments from the Wack Pack all day long. It's the most predictable thing you could possibly say.

If you suspect she might be a Money Chick, you'll want to either confirm or disprove those suspicions. Here, Conversation Control is especially important. Always remember Mack Commandment #8: "3/4 of Macking is listening." The more she talks about herself, the easier it will be to learn her true nature.

You can bust out special Hypotheticals to see how money-oriented she is. Tell her a story along these lines:

YOU (as you check your cell phone): "My friend Mike keeps texting me. He's been bummed out all day."

HER: "Why?"

YOU: "He had a date last night with a girl. But when he showed up at her house to take her to dinner, she took one look at the car he was driving and said 'on second thought, maybe this isn't such a good idea.' She dissed him

because he drives a beat-up car.”

Chuckle while you tell the story, then see how she responds. You can follow up with, “Would you ever not date a guy because of his car?” If she displays an arrogant attitude (“I don’t date broke guys” or “I’m not going to seen driving around in some crappy car”), then it’s safe to say you’re dealing with a Money Chick. (She might not actually have any money of her own, but she’s looking for a “deal”: a sucker who’s willing to finance her lifestyle.)

Another Hypothetical: “My buddy Mike just got back from a trip to New York. He bought a fake Cartier watch off some street vendor for \$20. He gave it to his girlfriend as a gift. She’s all excited, thinking he gave her this super expensive watch. Now he feels bad about it and wants to tell her it’s a fake, but he doesn’t want to disappoint her.”

Again, tell it as a humorous story. Note her reaction. Is she disgusted by the idea of a man giving a woman a fake watch? Does she make a comment about how *she* could tell the difference between a Cartier and a fake? Or does she show a less materialistic attitude, saying something to the effect of, “I guess as long as it makes her happy...” You might be surprised at how genuine and down-to-earth she actually is. A lot of beautiful women are much sweeter than you might think.

The Mack is never intimidated by Money Chicks, but respects their game. These girls are players in their own right and know how to wrap men around their manicured fingers. Generally they’ll respect you, too, if you project confidence and seem difficult to impress. That’s not a vibe they’re used to getting from men.

Then again, maybe you’ve got big bucks and are looking to bag yourself the hottest trophy on the block. Some guys have the finances to play the Money Chick’s game, by her rules, and think it’s worth the price to have a smoking hot babe on their arm. If so, more power to you. Just know what you’re getting into and don’t spend more than you can afford.

One Night Stand Chick. She’s a bad girl and wants you to know it. She makes sexual references even though she just met you. She makes frequent physical contact: touching you, brushing up against you, grinding on the dance floor. It seems like she’s good to go, but realize that if you don’t seal the deal with her tonight, some other guy will.

With girls like these, you rarely get a second chance. If you don’t hook up with her that night, don’t think that getting her phone number and setting up a date for the near future is going to lead anywhere. When you call her, it’s likely that she won’t even remember who you are. These women are spontaneous and live in the moment. When she’s giving you the signals, the moment to capitalize is *right then*.

Isolate her by bringing her to an area of the club or bar where you can hangout, away from the crowd. If the two of you start kissing, cool—but don't get into an endless, sloppy makeout session that draws attention. Show self-control by easing away from her after a moment of kissing and use one of our Deal Closing techniques (i.e. "This place is getting kind of loud and crowded. Let's go to my place, you need to see that crazy YouTube clip I was telling you about...")

Make your exit with her and take the party back to your place. Stick around too long and continue the makeout session, and chances are, nothing good will come of it. Her friends will interrupt and pull her away; she might suddenly come to her senses and feel embarrassed about making out in public with a guy she just met; or, if she's been drinking, another drink or two might send her over the edge. Next thing you know, she's passing out or throwing up on your shoes.

These girls get off on being shocking. The key is to never be timid and to give as good as you get. Tease her a little and make her prove just how much of a bad girl she is. If she likes talking about sex, smile and say, "You talk a good game, but I don't know if you can back it up." As a Mack, you shouldn't get into raunchy sex talk. But this is a good time to drop the "Voyeur" Hypothetical. It will keep the conversation frisky, at a PG-13 level. Things will get R, and hopefully rated X, once you're alone with her.

Rebound Chick. This type of female is still bruised from a relationship gone bad. Maybe the breakup occurred a week ago, or perhaps it happened years ago and she still can't get over the guy. In any event, you're dealing with wreckage that another man left behind. Refer to the "Ex Factor" chapter for specific techniques on how to set her mind straight and refocus it on you.

Just remember to be cautious. Listen sympathetically while gathering Intell. But once she's told you the whole sad story, end that topic of discussion. The longer you let her go on about her romantic problems, the more likely she'll start viewing you as a "good friend" rather than a romantic partner. Once she mentally places you in that "Friend Box," that's where you will remain.

Drama Queens, Man Haters, and Consumers. You never want to get emotionally attached to these types of females. They might be OK for a short fling, but be aware that you're playing with fire. Dating these women on a serious level will only create turmoil in your life.

To the **Drama Queen**, every minor problem is a crisis. Her problems become your headaches. She has a complaint about everything and thinks everyone is trying to screw her over or stab her in the back—but of course, nothing is ever *her* fault. She pays little attention to anyone else's problems, including yours, but wants everyone to know about hers.

We have a rule of thumb: if we hear three different complaints from a woman

within ten minutes of meeting her, we tag her as a Drama Queen and politely excuse ourselves. There's a big difference between being a sympathetic listener and letting a woman dump her problems and drama on you, especially if she barely knows you. This type of personality is extremely difficult to deal with long-term. There will always be something new for her to complain about.

Man Haters are females that have been mistreated by men throughout their lives, probably beginning with their father. During the course of your conversation, she makes statements like "All men are dogs" or "Guys only care about one thing." She has serious issues with men and does not trust them.

Don't argue with the Man Hater. And don't ever give her the sense that you're putting the moves on her, since this will only confirm her beliefs.

So how should you handle it? M.A.C.K. Tactics takes a unique approach with Man Haters. As a Mack, you can turn this negative situation into a positive by using the concept of "Pay It Forward." Ask her why she feels the way she does. Listen, converse with her on a friendly level, and do none of the things she expects "all men" to do. Agree with her, at least partially: "I understand what you're saying, Becky. Unfortunately, there *are* a lot of men out there like the ones you're describing."

This is not a waste of your time. By doing this, you are demonstrating to her that there *are* decent guys out there; she's talking to one. In effect, you're acting as a wingman for the entire male brotherhood. After chatting for a little while and hearing her out, tell her that you really enjoyed meeting her and politely excuse yourself. The mere fact that you didn't try to get anything from her (a phone number, a date, etc.) will force her to reevaluate her feelings. It may not change her mind about men, but a seed has been planted—and because of it, the next guy down the road might have some success with her.

Pay It Forward. The good karma that a Mack puts out inevitably returns to him.

Consumers are females who are always asking for things but don't reciprocate. They're almost like low-budget Money Chicks, the difference being that Money Chicks go for much bigger scores. (They want the diamonds and the Benz, not lunch and a movie.)

Here are a few examples of Consumer behavior:

- She asks you to buy her a drink before you offer it, or orders herself a second round (on your bill) without your permission.
- She needs to use your cell phone, multiple times in one evening.
- She bums rides off of you, sometimes asking you to drive significant distances.

- In the car, she asks you to stop for things (i.e. alcohol, food), then expects you to pay for it.
- When a bill arrives, she never even pretends to make an effort to chip in.
- She's excited to see you or talk to you on the phone when she needs something. Otherwise, she's usually in a bad mood or stressed out.
- She calls you to talk about her problems, but doesn't inquire about the things going on in *your* life.

When the Consumer says “thanks,” there's usually no real gratitude behind it. She expects these things, and she typically dates weak men who tolerate this behavior. A lot of men are willing to fork over the cash because they don't want to look cheap. But the Mack knows that the amount you spend has nothing to do with it. **It's about respect.** Making constant demands on your time and wallet is a form of disrespect that the Mack does not tolerate.

We avoid Consumers, but in the time we've spent hanging out on the Las Vegas club scene we've met enough of them to fill a phone book. These women always have money to go to the salon and buy new outfits, yet they bum rides because they don't have a car. They flirt with guys just long enough to get free drinks. They borrow money from friends and always have a sob story why they can't pay them back. Their looks give them a “free pass”—but not for long. As the Consumer ages into her late 20s and 30s, she becomes increasingly desperate as she's forced to compete with the new generation of Consumer chicks who are younger, fresher and hotter.

There are different levels of Consumers. In the extreme cases, they're vacuums that suck up the time, money and energy of everyone around them. But Consumers can also operate a more subtle level. It's not just about the size of her requests; it's about a consistent pattern of behavior. *She always needs something.*

You can perform little “tests” to see if she has Consumer tendencies:

- **You're talking to her at a bar. You say that you need a napkin. Note her reflex response. Does she check to see if there's napkin nearby to hand you, or does she let you figure it out?**
- **You're having drinks with her. You've been paying for the rounds so far; now it's time to order the next one. You check your wallet and mention that you're low on cash and need to hit a bank machine. Does she reach into her purse and offer to pay for the next round, or does she sit there and wait for you to go find an ATM?**

You can learn a lot about a woman's nature by noting the way she reacts to *your*

little requests. If she's a "subtle Consumer," she might be worth putting up with for the time being. But unless you are able to correct her behavior, her Consumer mentality will become very annoying in an ongoing relationship. This is because as a Mack, you're aware of it; most guys aren't able to recognize the red flags, and wind up being sucked dry financially and emotionally.

The Negotiator tells a story to illustrate. We'll call this...

Advanced Mack Maneuver: "Cutting Off the Consumer"

A while back I was in San Diego at a bar by the beach. I was macking this girl named Janice, and she was macking me. I could tell she had game. I wasn't picking up on any red flags, but then things took a turn.

When the bartender came over, I ordered a beer for myself and Janice told the bartender she wanted a margarita. I hadn't asked her if she wanted anything, but when the check came she didn't flinch. She assumed that I would pay for the round. Then she asked to bum a cigarette. I didn't have any, so then she wanted me to go ask some guys smoking at the bar if they could spare one. A few minutes later she asked me to order an appetizer, so we could "share it." So I ordered it, even though I wasn't hungry.

After she finished eating, she asked if we could drive to a party. She said it was "close," but I knew from the address that it was way on the other side of town. We left the bar together and hopped in my car.

When I turned on the radio, she changed the station without asking. Then I stopped to buy some gas. While I was filling up the tank, she asked me to go inside and buy some beer so we'd have something to drink in case the party was running low. She also asked me to buy some gum for her.

What happened next came as a surprise to her. Instead of heading into the 7/11, I got back in the car and said that I'd changed my mind; I wasn't in the mood to go to a party. I politely explained that I was feeling tired and had work in the morning, but I would give her a ride to the party if she wanted.

So I drove her to the party. Before she got out of the car, we kissed and she gave me her phone number (which I won't be calling).

I didn't go home; I hit a club instead, and had a great time macking solo. The next day I thought about the time I'd spent with Samantha, and how I should have recognized her red flags even sooner.

I wasn't concerned about the cost of some drinks, gas, or a pack of gum. She always asked in a sweet way, and she said her "thank you's." But her pattern of behavior bothered me. She was constantly asking me for things, a guy she barely knew. She was a cool girl, but she was also a Consumer. And that's a game that Macks don't play.



CHAPTER 12: PHONE CONTROL

"I was ordering dessert when they were eating dinner. When they were having coffee, I was asking for a check. I had BUSINESS..."

**- Ray Liotta in "Goodfellas,"
while on a first date**



A Mafia boss once said that every time he put a phone to his ear, he treated it like he had a gun to his head. He spoke calmly, with authority, but he chose his words carefully because he never knew when the Feds were listening in. If he carelessly mentioned a name, or referred to a certain piece of business, it could bring down his whole empire.

As a Mack, you need to approach phone calls with women the same way.

After exchanging numbers with a woman, the biggest question for most guys is how long they should wait before calling her. They worry that if they call the next day, they'll appear desperate, but if they wait a day or two the girl might forget about them.

Here's the simple answer. If you used Conversation Control during your initial meeting with her, don't worry. She *will* remember you. You established yourself as a fun, original individual. At the same time, you were a good listener. She probably told you things about herself that she wouldn't tell the average guy. If you laid this groundwork the first time you met her, she'll be looking forward to talking to you on the phone. There's no need for you to feel awkward or anxious about it. The door is wide open.

She also remembers you as a confident guy. Confident men take Action; those words are two of the Pillars of Power in the word M.A.C.K. So if you want to see her again and she doesn't call you by 7pm the following evening, pick up the phone and give her a ring.

You've got absolutely nothing to lose. You're a train moving full-steam ahead. With or without her, you're going to keep macking and making moves. You're giving her the *opportunity* to take a ride with you.

When You Call Her

The key is to call her *with a purpose*. If your goal is to set up a date, have a plan mapped out before you pick up the phone. When you met her, you should have learned what her schedule is like. Does she work nights? Is she free on the weekends? Does she enjoy going out for drinks or coffee at a particular place? Is she a night owl, or does she prefer daytime activities?

If you applied proper Conversation Control, you already know the answers to these questions before you make the phone call. You're now going to chat, get to know her a little more, and then suggest a time and a place to get together that should work for her.

If she doesn't answer, never hang up. Always leave a message. Assume she has caller ID; you don't want it to look like you chickened out. Then, when you leave the message, sound energized and confident: "Hi Michelle, this is John, we met a couple of nights ago. I'm going to a couple of interesting things later in the week that I wanted to let you know about. Give me a callback, 867-5309."

What are the "interesting things" you are referring to? It's the place, or places, that you were planning on inviting her to for your first date. (We'll explain in a moment why it's important to *extend invitations*, rather than asking her out in the conventional way.)

If she answers, view this first phone conversation with her as a "mini date." You're not calling her to engage in random chit-chat. ***You are executing a plan.***

Never ask "Am I catching you at a bad time?" or "Can you talk?" This sounds nervous and apologetic. Play it like **you know** she's been waiting for your call. If it's not a good time for her to talk, she'll tell you.

Keep the conversation light. Ask her simple questions that prompt her total: "How's your day been going?" Keep your responses brief and don't volunteer any information about yourself that she doesn't already know. Wait until you see her again to get more in-depth.

Another hostage negotiation technique to use in this scenario: the Negotiator will remind the hostage taker of things he said in order to show that he was listening. This strengthens their bond. ("I remember you mentioned you had a daughter. How old is she?" or "I remember you said you were hungry. I can see about helping you with that.")

On the phone with her, you can say "I remember you said you worked at the mall. Was it busy today?" or "You mentioned you were looking for an apartment."

Have you made any progress with that?” It’s a way to keep the conversation flowing, while showing that you were listening to the things she said. Most guys have a terrible memory when it comes to these little details. After chatting for a short period (five minutes or less), it’s time to arrange plans with her.

You’re going to use the Intell you have gathered to suggest a specific time and place to meet. *This will be an invitation to join you for an activity that you already had “planned.”*

Wack Tactic: “So maybe one of these nights when you’re not busy, we could do something.”

Wack Tactic: “If you don’t have plans Saturday night, I was thinking we could have dinner somewhere.”

Mack Tactic #1: “So Michelle, I remember you said you were off on Saturdays and you like Italian food. I’ve been meaning to check out this Italian restaurant I’ve heard great things about, why don’t we go together.”

Mack Tactic #2: “I’m going to check out this cool jazz cafe on Thursday night. I remember you said that’s your night off and you love jazz. Why don’t we go together.”

Notice the phrasing: **you are planning to visit this spot with or without her.** (It could be an art gallery, a café, a cocktail lounge—wherever you want to take her.) The message you’re sending is that you already have plans in motion and you’re extending an offer for her to join you.

This approach should give you complete confidence. If she declines for any reason, there’s no need for you to feel awkward; you were going to go anyway, right?

Something else to bear in mind: if you met her in a nightclub or at a party, any environment where it’s loud and the alcohol is flowing, you might not be certain this is a woman you *want* to take out on a date. This phone chat is then a chance for you to feel her out a little more and make that determination. If you weren’t able to gather certain bits of important Intell—her schedule, her interests, etc.—you can gain the answers during this phone call. Ideally, however, you should have gathered this Intell when you first met her.

Make all of your phone chats with women concise and purposeful. Don’t hang on the line for too long, and avoid subjects that require you to go into long explanations. Remember, the Mack always conveys the impression that he has other things going on in his life. Your phone conversations with her

should have a purpose: to set up a date, or to touch base and keep the flow going until you have your next date. It's **not** an occasion for you to get into deep discussions or reveal anything about yourself that she doesn't already know.

If you get an incoming call while you're talking to her, don't take it. Call the other person back once you've finished conversing with her. Just think about how you feel when you're speaking with someone, and they say "Hold on, I need to take this call." It always feels mildly insulting.

The five minute limit is flexible. If she has a problem she needs to talk to you about, then of course it's OK to give her more of your time. But don't let her go on endlessly. As we all know, women tend to enjoy chatting on the phone a lot more than men do. Some women like to have guys as "phone friends" that they can chat with, but don't want to commit to going out on dates with them. Don't play this game. If she enjoys talking to you, then she should have no qualms about meeting you again in person.

Another note on phone etiquette: the outgoing message on your cell and/or home phone should convey confidence and be brief. Ask callers to leave their name and end it on a positive note, i.e. "God bless" or "Take care." Nothing corny, just a short, positive phrase. And don't play a song in the background. That might have sounded cool back in high school. Now, it sounds juvenile.

If She Calls You

If you exchange numbers and she calls you first, it's an excellent sign. But again, don't yourself available for a long chat. The message you want to send is that you were in the middle of something, but you're willing to set aside a few minutes for her.

When she asks what you're up to, don't say "nothing." Tell her you're finishing up some work, getting ready to go out, cooking dinner—something that suggests you're engaged in an activity but will put it aside to give her your attention.

Also, if she is the one calling you, don't attempt to set up a date. You don't want her to think you're in a hurry to see her again, or that you've been waiting for her call to ask her out. Just chat with her. Once it's been five minutes, tell her you've got something you need to take care of. Ask her "When is a good time for me to call you tomorrow?"

You will be prepared to make this call, with a specific date plan in mind, and this is when you will invite her out.

It's important to lock down the time when you will call her. By asking her "when is a good time," and calling her then, you'll avoid having to leave messages and playing phone tag. Calling a girl and accidentally waking her up, or someone

she lives with, is an awkward situation. You can put a cute little twist on it by asking, “What’s your bedtime? I wouldn’t want to wake you up.”

More Phone Fundamentals

When you’re out on a date, shut your phone off or keep it on vibrate. Only wanna-be Macks take calls when they’re with a woman, believing that it makes them look important. In reality, important people can’t be bothered every time someone calls them to chat. Plus, if you’re receiving calls and text messages during a date, the first thing your date will assume is that you’re a player who is juggling multiple women. Not good.

If you absolutely must answer your phone (or send a text message) when you’re out on a date, be polite and apologetic: “Do you mind if I answer this? It’s an important call.” She’ll say yes, go ahead. Keep the call short and businesslike, then focus your full attention back on her. Make her feel like your priority.

Only take phone calls from women when you’re in the right frame of mind to talk. If you’re stressed out or in a bad mood, or in an environment that makes it difficult to converse, don’t answer. Call her back when you’re ready to do so. You will always have the opportunity to speak with her again. It’s always better to ignore the call than to give off negative energy, or make her feel like she’s less important than whatever you’re doing at the moment.

If the date you set up with her is more than three days away, call her once more between now and then. The purpose of this phone call is simply to confirm your plans; women sometimes get flighty and forget.

If you begin dating a woman, it’s perfectly OK to speak with her on the phone on a daily basis. If you enjoy talking to her every day, great. You can increase the length of your phone chats—but **don’t always be the one calling her**. If you call her two days in a row, end the second call by saying “give me a ring tomorrow when you have time,” or “call me tomorrow when you’re done with work.” Make *her* put forth effort. It’s also a way to gauge her interest level in you.





BONUS SECTION

Winning the Phone Game: How to navigate landing a date through the technical traps of text messages, phone and email

By Dean Cortez

A scene from the classic Vegas comedy flick *Swingers* has haunted the thoughts of many men as they angst over when and how to call a woman they've recently met. In the scene, Mike (played by Jon Favreau) keeps nervously calling a girl he met earlier that night at a bar, trying to leave a message on her answering machine. But the machine keeps cutting him off in mid-sentence. So he calls back, again and again, trying to finish what he was saying – until she eventually picks up on the other end and tells him to never call again, blowing Mike's fragile self-esteem to pieces.

Guys, don't be like Mike. Here are some tips for you on mastering the Phone Game, which is an essential part of your dating success.

First, a note on scoring her digits: don't ask permission. Make swapping numbers seem like a completely natural step. After ten minutes of conversation, take your phone out of your pocket and tell her,

"Let's exchange numbers, I can tell we've got a lot in common. We should continue this conversation sometime." Don't wait for a "yes" or "no." Just start programming her name in.

Even better, mention there are some parties/events coming up that you want to let her know about. This makes you sound socially savvy and "plugged in."

"Let's swap numbers, there are some cool parties coming up that I want to let you know about." (Hey, doesn't every girl want to be in the loop?)

If you've laid the proper groundwork, she's going to go with your flow. She'll give you her number, and you'll give her yours. As a man, you'll be the one to make the call—but swapping numbers, rather than just getting hers, feels like a fair exchange.

Now, as you program her number in, say "I'll have some free time on _____"

(name the day of the week two days from now). What's a good time to ring you?"

This eliminates any worries about disturbing her while she's in the middle of something, or calling too soon. (Most guys fear that if they don't wait long enough to call, they'll appear desperate. This is nonsense. Find out when she's available to talk two days from now, and call her then.)

Now, when you make the call, here are some tactics to keep in mind:

1. No matter who answers the phone, announce who you are: "Hi, this is Mike. Is Sarah there?" This demonstrates confidence, and if a housemate or family member answers, you'll establish rapport with them. This can come in handy later if you meet them.
2. If they tell you she's not home, just ask for her to call you back. Don't go into any sort of explanation or mention that you want to make plans with her. It will only make her feel embarrassed when they relate the message to her.
3. Never call just to chit-chat. Only call to plan a date with her, and have the game plan already in mind. Keep the phone call under five minutes. You'll have plenty to talk about when you meet again in person. Once the date has been set, tell her you're looking forward to seeing her and politely end the conversation.
4. Talk slowly and sound cheerful and relaxed. Your tone is very important. If you sound anxious and talk too fast, you're going to come off as desperate and over-eager.
5. If she doesn't answer, don't leave a message. In most cases she'll screen the message and "forget" to call back. Make the call in the afternoon, and if she doesn't pick up, call again in the evening. In Vegas, it's especially important to find out what she does for a living and ask "when is the best time to ring you," because a lot of women work night shifts and sleep during the day. Waking her up and having to apologize sucks! (If you don't get her on the line in your first two attempts, try again two days later. Still no answer? Forget her and move on, unless you've also got her email address. I'll get to that in a moment.)
6. Don't send her a text message instead of calling her. This is an obvious impersonal wuss move, and the flirty energy and tone of your voice is important for making her feel comfortable saying "yes" to the date.

So what about email? In this day and age, it does make a lot of sense to get her email as well as her phone number. Women are far more likely to respond to an email than a voicemail message.

Here's how to do it: instead of asking for her number, ask her if she's got an email address. Notice the phrasing; you're not asking for her address, you're asking if she's got email – sounds completely non-threatening. This prompts her to write

down her email for you. (Remember to always carry a pen.) As she does this, say “oh, write down your number, too.” Again, this sounds smooth and harmless.

Now you’ve got two ways to contact her. I suggest calling first. If you can’t get her on the line, send her a brief, friendly email. Don’t propose a date; just ask her when a good time to call is. When you connect on the phone, that’s when you’ll lay out the plan and make it happen.



“Advanced Text Game”
By Savoy, founder of [Love Systems](#)

These days, having strong “text game” can be just as important (perhaps even more important!) than knowing how to handle women on the phone. This article will give you a simplified overview of how to use text messages to go from the first time you meet someone to going on a date.

Our overall system is explained in our flagship book [Magic Bullets](#) and you can download some [free sample chapters](#) to get a taste. But here’s what we’ll be covering in this article:

- Why don’t some phone numbers lead to dates?
- Text message bridges
 1. Re-initiate mutual contact
 2. Increase the frequency and intensity of communication
 3. Maintain or build attraction
 4. Maintain or build comfort
 5. The other side of the bridge
- Damage control
- Further context

Why don’t some phone numbers lead to dates?

Let's say you see a very attractive woman at a restaurant waiting for her friends. Using your techniques, you approach her, attract her, and then get her phone number so you can "go out sometime." At that moment, she genuinely would "go out" with you "sometime"...

... but it doesn't always turn out that way.

Going out "sometime" is different from going out Thursday night (which is why, as we discuss in [Magic Bullets](#), a bad way to get a woman's phone number). To see her "sometime" all you have to do is be more interesting than doing nothing. That's a pretty low standard. She can agree to that. And, if she has nothing else to do, she might actually see you.

However, most desirable women rarely have "nothing else to do." For her to go on a date, you need to be more interesting than anything else she could be doing, like friends, hobbies, work, or relaxing at home. Or any other man she met that night - if you noticed her, other men did too. She likes all of the attention and flirting, but she doesn't have time to go on 9 dates this week.

Even if she did, many desirable women would still hesitate to answer your call, *even if she was attracted to you when you first met*. There are many possible reasons for this – some will apply to some women and some situations more than others:

- Safety concerns. Especially if she doesn't know you that well or you don't know people in common.
- Fear of social awkwardness. If she doesn't know you that well, she may wonder if the two of you will really "click." Even if she has no reason to think that you wouldn't, not being sure can be enough for some women to avoid a date that might be awkward or uncomfortable.
- Analysis. Why are you asking her out if you didn't meet for very long? Are you desperate? Are you a player?
- Timing. You don't know what mood she'll be in when you call or what she'll be doing. After meeting you just one time, her commitment to seeing you again can be pretty fragile, and if you don't get a hold of each other soon, memories and emotions dissipate. You lose *value* and *emotional momentum* (both of these concepts are explained in [Magic Bullets](#) but should be understandable in context) with every unreturned voicemail.

Naturally, the best way to deal with this is to make as strong an impression as possible in your first meeting. Most of what we teach at our Love Systems bootcamps revolves around this, in order to lead to a more intimate situation the same day or to a date that won't fall through (depending on the situation and your preferences). But sometimes you can't do this – like in the above example when her friends are about to arrive and take her to dinner. So that's why we created the "bridging" technique – to get from a situation where a woman might have a low commitment to meeting up again to where the two of you are on a date.

The lower her commitment, the more important these bridging techniques. If instead of meeting this woman at a restaurant you'd been introduced to her by a mutual friend and spent a few sober hours really getting to know each other, asking each other every question under the sun, spending time alone, kissing, and making plans to see each other, she would likely be highly-committed to seeing you again. In such situations, you can usually just go ahead and call. However, we will often still use bridging techniques because A) sometimes we might err and think a woman is more committed or less flaky than she turns out to be and B) they won't hurt.

Some of these techniques may seem like overkill. Often they are unnecessary, since with good game, you can get most women to answer the phone and make plans. However, they are important for a couple of reasons. If you meet someone you really want, it can be worth doing the work to increase your odds from "likely" to "near certain." Second, many of us got involved in dating science because we wanted to date women who would normally be "out of our league." None of us are rich, or supermodels. Almost all of our instructors are former bootcamp students. So, what might be overkill when meeting the type of woman who might be attracted to you anyway can be crucially important when meeting a stunning, intelligent, fun, and sexy woman who attracts powerful and successful men wherever she goes.

Text message bridges

Without further ado, let's get into the meat of the system. Text message bridging has five major components:

- Re-initiate mutual contact
- Increase the frequency and intensity of communication
- Maintain or build attraction

- Maintain or build comfort
- The other side of the bridge

1. Re-initiate mutual contact

After you meet a woman, use a text message to re-initiate contact instead of a phone call. Texts don't require much commitment. People sometimes don't answer their phones or listen to their voicemails, but everyone reads their text messages. You don't have to worry about her mood or her schedule when you text; if she's not free, she'll read it when she is. And it takes far less commitment on her part to return a text message than it does to answer the phone or return a call.



Send your first message within 24 hours of meeting her, 48 hours at the most. This ensures that she remembers as much as possible from your first meeting and that the good emotions she feels toward you don't dissipate. This is especially important with younger women with a more intense social schedule who meet a lot of people.

Your first text is crucial. She has to respond and it has to point the two of you in the right direction. The best way to do this is to use callback humor. Callback humor involves recalling topics, ideas, generalities, or social or geographic stereotypes relating to your original conversation that you can twist into a joke. Advanced men will actually deliberately "seed" the initial conversation with opportunities for callback humor.

For example, Braddock (one of our instructors) recently met Katie, a banker. During the initial meeting he teased her about her supposedly evil corporate ways. So his first text drew on this:

- o *"Katie the banker! Don't stay out too late, you have to be up early to foreclose on that orphanage of blind kids, you'll need to be fresh!! :) - Braddock"*

Another night, Braddock met Julie. Among other things, they talked about relationships and pet peeves. They agreed that they both hate clinginess and the words "cuddle" and "snuggle." So Braddock followed up with:

- o *"Nice meeting you Julie. Let's get together for a "snuggle" session ASAP! -Braddock"*

If you're stuck, then A) plan to introduce subjects for callback humor next time and B) for now, send something simple like *"Nice to meet you [name]. Have a good night. -[Your name]."*

Always sign your name on the first text. It avoids the "who is this?" text message response, which costs emotional momentum. (Of course, Love Systems' insider readers should know by now to program your name and number into her phone when you get hers.

Take things one step at a time. Don't try to get her to meet up in the first text message. Don't try to build comfort, or build attraction. These all come later in the conversation. Right now it's just about getting on the map. Message her and get her to reply. Now communication has been established and you can go from there.

2. Increase frequency and intensity

After the first exchange of text messages, your goal is to build her commitment level to meeting up with you again by increasing the frequency and intensity of your messaging. Keep the conversation moving forward by making statements instead of asking questions as much as possible. Questions put her on the spot and repeated questions risk putting her in defensive "interview mode" which isn't exciting or attractive. Keep any questions light and simple so that if she didn't answer, it's not like she's blowing you off, and don't ask too many boring yes or no questions. Going through Braddock's sent items folder on his phone, we can see some examples of good early text messages:

- o *"How did your project turn out? Did they give you a raise or at least give you a small army of interns to boss around?"*
- o *"Just saw the news. Chi town - 20! Let me guess, beach volleyball today?"*
- o *"Did you know a blue whale's tongue weighs as much as an elephant!? That's ridiculous... Gotta love animal planet during the lunch break!"*

Stay away from things that can end a conversation or lose her attraction for you. Usually this will happen if you do something that assumes a higher commitment level than she actually has. For example:

- o Rushing to make plans: “ *I’m so glad we met! I’ve never met a girl like you .” Or even “ I hope your trip to Chicago was great!!! I want to hear all about it. I would love to see you when you get home. Do you have plans Friday when you get home? ”*

When you read sample text messages in this article, some of them might seem silly. Much of dating science is counter-intuitive, because most of what people have been taught about social dynamics is wrong. Human attraction does *not* work the way it does in TV or movies. Even so-called experts are not in bars, clubs, restaurants, parks, coffee shops, and lounges interacting with the most beautiful women there, day after day, and actually practicing what they preach. We use what works, no matter how unusual it seems on paper, so stay open-minded and let your only judge be how well these techniques work in the real world.

3. Building Attraction

Presumably, she was attracted to you when you met, but this dissipates over time. You can’t build a ton of attraction in text messages but you can build some, and you can use texts to bring her attraction levels back up to the level where you first met and you can maintain it there. In [Magic Bullets](#) we identify and explain the eight most universal “attraction switches” – things that most women will be attracted to (Health, Social Intuition, Humor, Status, Wealth, Pre-selection, Confidence, and Challenging). But that’s a general guide, not a specific plan for an individual woman, so use your knowledge of her and her personality to calibrate to her.

Attraction is built emotionally, not logically. Through text messaging, it’s best done with light-hearted messages that assume a level of familiarity, contain wit or humor, and are flirty without making her uncomfortable. Some good elements to include are:

- o Role plays
- o Random childish jokes
- o Light sexual teasing or misinterpretation
- o Funny or teasing pet names
- o Invoking commonalities you found when you met (this also builds comfort, see below)

We can't cover all of these in detail in this article (and it's not an exhaustive list anyway), but let's go through a couple of examples. Role play is a powerful technique. When Braddock met Claire, he found out that she was from San Diego. Among other things, they talked about the movie Anchorman. So even a silly text message like "*I'm Ron Burgundy, I'm kind of a big deal*" made her laugh and boosted her attraction.

It's not just one-liners either. Sometimes the attraction or humor comes from the back-and-forth. Returning to example of Katie the Banker, we can see this attraction-building conversation:

Braddock: "*Are you stealing pennies from the elderly or telling Tiny Tim's dad that he has to work an extra shift? You know this could be Tim's last Christmas...*"

Katie: "Who is Tiny Tim?"

Braddock: "*Wow... missed the scrooge reference?!? Minus 3 cool points...*"

Katie: "Ohhhhh... wait!!! Now I remember the Christmas movie. Not fair, Tiny Tim threw me off."

Braddock: "*They let retards play with people's money?!? Hmmm... What bank do you work at again? Ok, back to work. Talk to you later brat. :)* [or suitable nickname... this one worked here because she was young and already acknowledged she can be a bit of a brat sometimes] "

You still want to be unpredictable and challenging enough to keep her interested. Don't always send long replies, don't always reply quickly, and don't always be funny. Varying how and when you reply helps build value and scarcity. It will make her feel like she has to earn you. But be careful with this one, and don't ruin a good situation by playing too many games. You can't technically see her face, body language, or hear her voice tonality to truly know how she is reacting to this.

Don't try to impress her through text messages. Trying to thread a bunch of information that you assume will make her like you more often has the opposite effect.

4. Building Comfort

In addition to maintaining and building attraction, you need to maintain and build comfort. This is actually easier, since building comfort is as much about what you don't do as what you do. In general, just act like a positive, non-threatening environment in her life. As long as your conversation is going well, time and communication will build and maintain comfort for you.

Some of the things that break her comfort with you include:

- o Trying to make plans with her too early. This might make her feel pressured and on the spot.
- o Being too predictable. This affects attraction as well. If you always respond to her messages right away and are clearly trying too hard, this might make her uncomfortable. Generally, a woman will be more comfortable if you seem to be at least a little bit of a challenge.
- o Responding negatively when she shows low commitment. Some women may be interested but still don't always reply or will still send short responses. If you become angry or needy, that kills comfort. Don't react to low commitment behavior by apologizing for making jokes and/or asking what you did wrong. A woman wants a man who is centered and not dependent on her approval or putting her on a pedestal, especially early on. Always stay positive and unaffected.
- o Implying that she is much more committed than she actually is. Assuming some familiarity is great, but avoid early texts that are overly sweet, or overly nice. Be real, and don't try to trade kindness for her approval or affection. Stay away from a text like: *"I just walked past the most beautiful rose garden. It reminded me of you. You had a rose pattern on your skirt last Saturday right? Hope you are having a wonderful day."* Most women would think this is creepy and that the man is reaching too hard to try to find commonalities. Even *"did you get home safe?"* won't help you unless it's in a context in which you would ask that of any close friend.

Light, fun text messages that add to her day without making her feel pressured create comfort. Here are a couple of examples – there's nothing special about them in themselves; just get a sense of the general pattern:

- o *"Next coworker who feels it necessary to smugly inform me, (unsolicited, I might add) that their 3rd grader made the honor role is getting a body slam, followed by the people's elbow! How's your day?"*
- o *"What's up crazy? [or suitable nickname] Just saw a guy walking an English bulldog like you said you wanted. That poor thing was hideous. What are you thinking?!"* [obviously this was to someone who said she wanted an English bulldog]

5. The other side of the bridge

Obviously, you're not going to get very far just by sending low-commitment texts back and forth. We're trying to get her on a date. With experience and intuition, you'll start to see patterns and know when the moment is ripe. In the meantime, you can test her commitment level without too much risk by using a technique we call "baiting." The bait is usually a non-specific or low-pressure text about the two of you meeting up. It's like touching a woman's arm in conversation. If she is interested, she'll respond. If not, you haven't lost any ground and can keep working from where you are.

Here are some examples of non-specific invitations. The [random content] means that you have something – anything – in that slot so the whole text isn't the invitation. Any of the examples of good text messages that we've already seen would make good [random content] here and the non-specific invitation can be tacked onto the end:

- o *" [Random content], " let's get together next week..."*
- o *" [Random content], " if we don't hang out soon then I'm going to start cheating on you."*
- o *" [Random content], " tell your interns to pencil me in for next week or I'm putting "single" back up on facebook."*

If her commitment is lower than usual and you're not improving things very quickly in text, you can start baiting with lower-intensity plans. The classic formula is "you guys should meet us out." She doesn't have to be alone or invest a lot to make these kinds of plans happen, and they're more likely to actually take place especially with a woman with a very busy social schedule and lots of male attention. Remember, we're not

trying to make a woman fall in love over text message – real gains happen in person. The object is to get her out so we have a chance to connect with her. And if she doesn't end up coming out, you don't really lose any ground with her – you just invited her and her friends to something you were (in theory) doing anyway and for all she knows you invited lots of friends. Here are some more examples:

- o *"We are going to be at X bar, you and your friends should stop by."*
- o *"Sara, we are going to be at X bar Friday night. Your mission if you choose to accept it is to show up between the hours of 11pm and 2am. This message will self destruct in 30 sec!!! Hope to see you there..."*
- o *"Sara! X bar Friday night! Be there or we are breaking up and I'm not taking you back this time... I'm signing the divorce papers and fighting for full custody."*

You can still use [random content] to lead into these, but it's not necessary. Baits should never be overly specific or imply a rejection if she doesn't say yes or come out. These would be some bad examples:

- o *"What are you doing later?"*
- o *"Hey Sara. How are you? I'm going to X bar Saturday with some friends. Would you like to come? It's going to be fun."*

Damage Control

Some situations are harder than others and sometimes you will feel like you're not getting anywhere. Some men who feel a situation flipping through their fingers will make the fatal mistake of trying to reel her back by texting more and/or longer texts. Do not ever text from the mindset of: "I need to correct my mistake." Think back to a time when a woman chased you when you weren't giving her any encouragement and how you lost attraction for her. Once things start going downhill, it's really hard to turn them around. Even "good" texts at this point just come across as try-hard or supplicative.

In general, if it's not working, stop the bleeding.



Stop sending her messages. If it was a minor mistake, than just stop texting her for a day or two and give her time to forget about it. Then send her something light in a few days and pretend like it never happened. Never text her asking if you messed up, or apologize assuming you did something wrong if you didn't, or try too hard to be overly funny or say "just kidding" incessantly. If it was a major mistake, wait longer before re-initiating. Some women just don't like texting. In such situations, don't force the issue; just call her.

CHAPTER 13: BAD BOY 101

It's a question that has perplexed and frustrated average members of the male species ever since the invention of tattoos (and quite possibly even before that): what is it about "bad boys" that mesmerize women? They shoot down the "nice guys" and hang out with men who are often insensitive and selfish. Often times, the worse bad boys treat them, the more desperately their women cling to them.

Being a bad boy doesn't need to mean that you are disrespectful to women. It can mean that you possess an edge, an attitude that says "I don't *need* any chick right now—but if you're down to party, let's have some fun." Famous examples of bad boys range from James Dean to Colin Farrell, from Mick Jagger to 50 Cent. Even without fame and fortune, these guys would be chick magnets. They live (or lived) by their own rules and have an aura of danger and unpredictability, a lifestyle that fascinates men and women alike.



There's a saying that goes, "Women want to marry the guy in the suit, but party

with the guy on the Harley." Consider the guys that Princess Diana, one of the classiest and most desirable women in the world, hooked up with after she broke it off with Prince Charles: they included a bodyguard and a jet setting playboy. Back when Madonna was the hottest sex symbol on the planet, she married hard-drinking, paparazzi-punching Sean Penn.

Nicole Kidman, the actress who epitomized Hollywood glamour (before her movies started tanking), romped with Lenny Kravitz. Pamela Anderson bounced from Tommy Lee (a bad boy extraordinaire, previously married to Heather Locklear) to a brief, disastrous marriage to Kid Rock. Then she got hitched to some sleazy dude whose claim to fame was selling the sex tape he made with Paris Hilton. To no one's surprise, that marriage didn't last long, either.

Britney Spears (when she was still hot) fell madly in love with Kevin Federline, a swaggering but broke wanna-be rapper, and bore two of his children. (And when they split up, she *really* went off the deep end.) Kate Moss, one of the world's top supermodels, has had a stormy on-again/off-again relationship with Pete Doherty, a hardcore junkie who's constantly in trouble with the law. The list of bad boys, and the hammers who love them, goes on and on.

Some say the attraction is biological, hardwired into the DNA of the female species. Bad boys are often hyper-masculine Alpha Males. Their veins are coursing with testosterone and they're sexually promiscuous, ready to mate and procreate. They also tend to be egotistical and demand respect. They have a predator mentality, rather than allowing themselves to be preyed upon. This makes them better equipped to survive in a harsh world than men who are soft and overly sensitive. Some women respond to this type of bad boy behavior on a primal level, without even consciously understanding why.

Scraping the bottom of the bad boy barrel are those who are physically abusive to women. The type of women that subject themselves to these relationships are not ones that you should ever get involved with. These women are emotionally damaged and have horrible self-esteem, despite how physically attractive they might be. Rule them out as options. Don't be foolish enough to think that you can reform or rescue them; they'll cause you nothing but drama and grief, two things no self-respecting Mack is going to put up with.

The film *Casino* contains a perfect example of this: Ginger (Sharon Stone) is a gorgeous prostitute who marries Ace Rothstein (Robert DeNiro), a rich, powerful casino boss. Ace worships the ground she walks on. He showers her with jewelry and furs. He "rescues" her from prostitution, yet she can't break off her relationship with her sleazy former pimp. She turns Ace's life into a living hell, running off with the pimp and taking their child with her. It drives Ace crazy; he can't comprehend why she would choose such a lowlife over him.

Unfortunately, these "fatal attractions" happen all the time. Bad boys can have a powerful grip on psychologically damaged women, and it's a trap that

has ruined many otherwise sensible, successful men. Remind yourself that as a Mack, there are an endless number of fun, attractive women out there who will appreciate you. You are squandering your gifts—and even worse, damaging your self-esteem—by attaching yourself to negative women.

But whether you love them or hate them, there are lessons to be learned by observing bad boys' behavior. As a Mack you can adopt certain traits of theirs into your game. If you're a good-natured guy, as most of us are, this doesn't mean you need to start treating women poorly. This is about adding an edge to your personality, an infusion of bad boy energy—an aura that says, "I don't *need* anyone, but if you're down to party, let's have some fun."

The following are three key characteristics that bad boys share with Macks:

1. Bad boys don't wear their hearts on their sleeve.

Over 2,000 years ago, the philosopher Aristotle stated, "He who confesses first, loses." This principle still applies today, particularly to macking.

To understand this principle, you must first understand the difference between how men and women judge success with the opposite sex. When a man is interested in a woman, he judges success by how much physical contact he makes with her. When a woman is interested in a man, she considers it a success when she confirms he feels the same way about her.

Read that sentence again and think about it. **Once you've made it clear to a woman that you like her, you've satisfied her core need.** This isn't always a bad thing; if the feeling is mutual, then a relationship can bloom.

But if she's still feeling you out, trying to decide whether she wants to commit to you romantically, you can ruin your chances by jumping the gun and stating how much you like her. Suddenly, she no longer needs to prove anything to you. She knows she can have you if she wants you; you've put the ball in her court. This is the point where many women will lose interest.

Why? Because attractive women get hit on by men every day of their lives. Most of these men wear their emotions on their sleeve, telling them how good looking they are or trying to ask them out before it's appropriate to do so. Because women have to deal with this on a constant basis, they build up a natural defense mechanism against over-anxious men: they instantly rule them out. *When a man confesses his attraction, women tune out.*

Bad boys don't make it so easy. While they're getting to know a girl, they might give her flirtatious looks, a wink, a smile—but like an expert poker player, they don't reveal their true emotions. They keep the woman guessing: *he's flirting, but is he really interested in me?* This will make her want to *keep* playing the

game. She'll want to look her best, and act her sexiest, in order to get the confirmation she craves. Bad boys can work otherwise sensible women into a frenzy this way.

Never admit to her how long you'd wanted to ask her out, how attracted you are to her, or how you want to be in a committed relationship with her. Although these may sound like romantic gestures, it's more likely that she'll regard it as weakness on your part. Nine times out of ten, your "confession" isn't going to prompt her to confess her own attraction to you. It will only take you down a notch in her eyes. You are no longer an original; you are just another guy who can't control his mouth or his emotions.

Play it cool, be disciplined, and apply M.A.C.K. Tactics. The rest will take care of itself. Remember, you're a train moving full-steam ahead. The choice is hers: she can climb onboard, or you can roll without her to the next stop. Either way, you're going to do your thing.

Another advantage of M.A.C.K. Tactics is that if you use the right conversational techniques and "build the bridge," it should become clear whether she is interested in you on a romantic level. Let her be the one to express her feelings to you, and when she does, play it even *more* cool. Don't commit too early by saying "you're the only girl I want to be with," or "I want to take this relationship to the next level." Rather, say "I like spending time with you" or "I enjoy hanging out with you." She'll want to keep earning points with you, to get the confirmation that she desires. *You* are holding the cards.

2. Bad boys lead their own lives.

A Mack is a man on the move. He fits women into his schedule, not the other way around. Be fun, charming, and respectful, but don't be easy to pin down. And remember what you learned in the Phone Control chapter: in the early stages of a relationship, when she calls you wanting to chit-chat, keep the conversation brief.

By doing so, you place yourself in a category she isn't used to dealing with. Most guys will hang on the phone for as long as she wants to talk, even if it means listening to her complain about her ex-boyfriend for an hour. Whenever she's free, these guys will put everything else aside to take her out. If she wants to eat at a fancy restaurant, they gladly pick up the check even if it's beyond their budget.

Inevitably, women grow bored with this type of man. If he's always available, it's a sign that he has nothing else going on in his life, and that no other women are interested in him. Women are intrigued by a man who is a hot commodity, not a guy who's sitting around waiting to make plans with them.

Instead of immediately accepting her offer the next time she invites you to hang out, create I.O.U.'s. When a girl calls a Mack to say "me and my friends are going to the club, do you want to meet up?", he won't commit right away. Instead, he'll say "I have some people I need to see, but maybe later I can come by."

He may choose to not show up at all. He'll tell her the next day "Sorry, something came up." If she's interested in him, this will only increase his allure. The next time they hang out she's going to make an effort to not let him slip through her fingers. If she thinks he has other options, the pressure is on *her* to keep his interest.

You've got an action-packed life to lead. Show her that you're secure in yourself, and don't need a woman to complete you.

3. Bad Boys are decisive.

The bad boy, like the Mack, doesn't follow anyone else's lead—especially when it comes to women. When he goes out for a meal, he knows what he likes to eat, and he knows where to go. He knows which movie he wants to see. He has his favorite clubs and bars, and is known there by the staff. And when he arranges a date with a woman, he doesn't ask her opinion on where they should go. His plan is mapped out. She gets to come along for the ride.

Wack Tactic: "So what do you feel like doing?"

Mack Tactic: "I'll pick you up at eight, we're going to have some serious fun tonight. I don't want to spoil the surprise...just wear something sexy, ok?"

Women respect and follow a man who leads. As a man, this is part of your masculine duty. It is expected of you. When men defer to women and don't want to make the hard decisions, women grow irritated with them because they're being forced to play the masculine role in the relationship, and this is not natural. (Look at all the married guys who constantly give in to their wives' demands and let them run the show. Do their wives appreciate it? Hell no, it makes them henpeck their husbands even worse—because they're secretly wishing he would show a backbone and behave like a leader!)

When it's time to schedule a date, figure out in advance where you want to take her, so that you never appear unsure. Project an air of self-assuredness at all times. As long as you lead and apply the Tactics along the way, women will follow.



For more details on how to gain the “bad boy edge” that makes women go wild, [Click Here](#) and take a quick look at the explosive [Bad Boy Blueprint](#) program...it includes a book which is packed with Bad Boy Seduction tactics, plus an audio course, bonuses, our “Boyfriend Annihilator” video module, and more!

BONUS SECTION

Being “Nice” Vs. Being A Jerk **By Savoy, founder of [Love Systems](#)**

Most “nice guys” who’ve read my book [Magic Bullets](#) know not to be “the nice guy,” or “too nice” when meeting women. As a former “nice guy” myself, I know that this is easier said than done.

How hard can it be not to be “nice?”

Well, it can be... for the same reasons that any type of personality change can be hard. What we're doing in the Love Systems approach is *calibrating* specific aspects of our personality.

So, let's say you were like I was ten years ago... and you need to be "less nice." Well, how much less? How do we know when we get it right?

And here's a potential problem. If you could map every attribute of your personality from 1-10, you could probably determine an ideal range for every characteristic, and it's seldom on the extreme. Even among the eight attraction triggers discussed in [Magic Bullets](#) (the eight characteristics that virtually all women respond to, no matter who they – or you – are), you can go too far. Take confidence, for example. Being an 8 out of 10 or a 9 out of 10 in terms of confidence is great. Being 10 out of 10 is... a little bit weird. Women might find that intimidating, or assume you are covering something up or are weird or inhuman in some way.

Well, niceness works the same way. If you made a range where "nice" was a "1" and "jerk" was a "10," you might want to be around a 6 to an 8. [Don't take the actual numbers too seriously; this is to illustrate an idea.] And a lot of "nice guys" are around a 3.

What happens a lot is that guys experiment with being more of a jerk. They get some results. They push a bit more. They get more great results. Then inexplicably, some women start having negative reactions.

What's happened is that this hypothetical guy is hitting a 9 or a 10 on the scale. But it's hard to realize this, because most men are consciously or subconsciously changing how they present themselves along a bunch of different dimensions. So the guy who is being less nice is also using the Emotional Progression Model from [Magic Bullets](#) and delivering great routines adapted from the [Love Systems Routines Manual](#). Overall he is getting better with women, but this overall improvement masks the fact that he's gone too far in one area.

This happens a LOT. Unless you have access to master instructors who are experienced and trained in observing different men approaching women and coaching them to greater success, it's nearly impossible for most people to really self-analyze what they are doing right and wrong.

So, is the lesson that people sometimes take good dating advice to an extreme? No... that would have been a lot shorter and more obvious. My point is actually quite different: if you are learning on your own, you **SHOULD** take new techniques to an extreme. For example:

- ✓ Touching/kino: be the creepy overly-touchy guy for a while.
- ✓ “Closing”: try to take a woman home on every approach (set).
- ✓ Too quiet/too passive: be the crazy dancing monkey.

And so on...

In my experience – and I’ve trained hundreds of guys in the last four years – most men need to learn the range of useful behavior. Moreover, you need to develop an instinctive feel for it. You need to get used to the signs you get when you’re being too nice. You need to get used to the signs you get when you’re being too much of a jerk. You need to be able to recognize these early, when you’re only a little bit outside of the ideal range, so you can calibrate back into it quickly. With practice and experimentation, this will come naturally.

You actually do this already. Let’s use the example of just talking to a friend. You know what the ideal volume range is from experience. But if you come in outside that range – say you’ve just gotten off the plane and your ears are plugged and you don’t realize how loudly you are talking – you will quickly and instinctively give yourself the feedback you need to change... often without thinking about it. When you’re too loud, you might notice other people looking in your direction more than usual, you might notice your friend shifting his head back and looking less relaxed, or you might feel a difference in your chest. When you’re being too quiet, your friend will lean in to hear you, he might look like he is concentrating on what you’re saying more than normal, and so on. All of these are feedback mechanisms that let you modify your behavior. And they work, because you have lots of experience with being too loud or too quiet in normal social situations and have learned to modify how you present yourself.

Learn how to tell when you’re doing too much or too little of something by being conscious of what results to expect when you do.

Let's apply this to niceness. What are some signs that you are being too nice?

- She talks about other men around you.
- She is comfortable touching you or being touched, but there's no sexuality behind it
- She wishes her boyfriend (or more men in general) were more like you.
- She doesn't get dressed up to see you (unless you are going out somewhere).
- She takes calls from other men around you.
- Etc.

[This isn't a checklist. None of these necessarily mean you are too nice, and not all of these signs may appear even when you are being too nice.]

Similarly, there are some common signs to be aware of when you are being too much of a jerk:

- She calls you an "asshole" or "mean" (without smiling). A woman can call you evil, a jerk, bad news, or a player, and still be very attracted to you. Or she can call you anything while smiling. But most women will not call you an asshole or tell you that you're mean and actually want you. Some words have more power than others with women.
- She's not comfortable being alone with you.
- You're teasing her and it used to get a positive response but is now getting a negative one.

With any change you make, take it to both extremes (too much and too little) and get used to where the boundaries are.

As a more advanced thought, if you're trying to be less of the "nice guy," I've had a lot more success teaching men to be "selfish" than to be "jerks." When you're a jerk, you are deliberately bringing someone else down. When you're selfish, you are putting your own needs first. And that's the problem for most "nice guys." They put other peoples' needs and wants above their own.

I'm not advocating people be selfish for no reason. Only do this if you are getting the "nice guy" reactions from women. Cancel plans if you don't feel like going out or something more interesting comes up. Within reason, don't offer to pick her up, drive her home, etc. Dates should be things that you'd enjoy doing anyway – this applies whether or not you are normally too nice, and Chapter 17 (Dates) of [Magic Bullets](#) explains why. When you're faced with a decision, ask yourself what a selfish person would do. And so on.

Another great way to manage your "nice guy" factor – either up or down – is to pick out and adapt some routines from the [Love Systems Routines Manual](#). A routine is just a story or a game or a phrase or anything you can say or do in different situations for the purpose of succeeding with women. Every routine in the [Routines Manual](#) is introduced with an explanation of when and how to use it, and from these descriptions you can pick out a few routines that will make you seem more nice and less nice and adapt them for your own reality. Now you can manage your own "niceness" level!



CHAPTER 14: WINGMEN

“When the character of a man is not clear to you, look at his friends.”

-Japanese Proverb



Some say that behind every great man is a great woman. While the accuracy of that statement is questionable (we know plenty of guys who have proven otherwise), we have our own spin on that phrase: “Behind every great Mack is a great wingman.”

The term “wingman” derives from military jargon, referring to a fellow fighter pilot who’s got your back when you fly into combat. In the realm of macking, it means a male friend who accompanies you when you approach women.

The most common wingman scenario is this: you’re in a party environment. You want to approach a woman but she’s with a female friend, so you bring a buddy with you to make it a two-on-two encounter. While your wingman chats up the friend, you get the undivided attention of the one you’re interested in.

In scenarios like these you are known as the “primary,” while your wingman provides “cover fire.” Your wingman might be interested in the girl’s friend, or he might just pretend to be interested in order to keep her occupied. (If the girlfriend is unattractive, we refer to it as “taking one for the team.” If she’s a 1 on the 10 scale, you’re “jumping on a live grenade.”)

But this is just the first step of a successful winging operation. The average guy thinks it’s only about providing a distraction, and figures that any available buddy of his can wing him at a moment’s notice. But being a wingman isn’t simply about providing a distraction. It’s about making the primary shine.

As a Mack, you need to know proper wingman technique for two reasons: so that you can coach your friends to wing you in the most effective manner possible, and so that you can return the favor when they require it. As a Mack, you shouldn't hesitate to help out a brother in arms.

For starters, do not use a wingman if you are approaching a solitary female. You're much better off approaching her alone. Two men trying to engage her at the same time will make her uncomfortable. There's simply too much testosterone flying, and too much information for her to process.

Use a wingman when you want to approach a girl who is accompanied by one or more friends. *But never go into battle with a wingman who isn't properly trained.* By "trained," we mean someone who understands you and knows how to help you achieve your objectives. The skilled wingman will steer the conversation towards your good qualities, allowing you to talk about your strong points without sounding like you're bragging. Conversely, if you have vulnerable spots, the skilled wingman will make sure the conversation stays away from them.

Just as you shouldn't lie about yourself to a woman, your wingman should never lie on your behalf. As your friend, he should already know your positive qualities. He shouldn't need to make phony statements about how much money you've got or what you do for a living. These lies will only come back to bite you.

Let's say two Macks, Bob and Larry, are hanging out at a bar scoping women. Bob sees one that he's interested in (a beautiful blonde), but she's sitting at a table with a girlfriend (a mediocre brunette). So he tells Larry he wants to go for the blonde, and asks him to wing him. Even though Larry isn't interested in the brunette, he's going to take one for the team. He knows Bob will do the same for him next time they're out macking together.

They approach the two women and strike up a conversation. Bob and Larry are paying equal attention to them at first; there's no sense that Bob is going to make a play for the blonde, or that Larry is going to isolate the brunette. It seems like a friendly group convo.

But throughout this convo, Larry is dropping gems—making subtle comments that make Bob shine. Because he's known Bob for years, he knows his friend's good qualities:

- ✓ **He stays in good shape**
- ✓ **He graduated from a good college**
- ✓ **He has an interesting job**
- ✓ **He just moved into a nice new apartment**

Armed with this information, Larry can drop gems during their conversation with the girls:

“I’m glad Bob could come out tonight. Between his job and getting his new apartment set up, we haven’t hung out in awhile.”

“So you two are students at the University? Bob, you graduated from some really good school, didn’t you?”

(Referring to Bob): “I wasn’t going to come out tonight, but I couldn’t turndown hanging out with this guy. He always shows me a good time.”

“My job’s going OK, but I’d rather be doing what Bob does for a living.”

By making statements like these, Larry is shifting attention towards Bob and opening gateways for conversation that make him look good. Bob gets to talk a little bit about his new apartment, the college he went to, or his interesting job. A skilled wingman is like an All-Star point guard, feeding passes to his teammate that enable him to make baskets. But he does it subtly. It never sounds like Larry is making a “sales pitch” about what an awesome guy Bob is.

After a period of group conversation, Larry takes his winging mission to the next step. He shifts his body towards the brunette and asks her a direct question (i.e. “So what do you think of this place?”) In doing so, he creates a one-on-one conversation with her.

Bob reads this cue. It’s “go time.” He focuses his attention on the blonde and starts a separate conversation with her. The foursome has “naturally” seemed to split into two pairs. A few minutes later Larry takes the brunette to the dance floor, leaving Bob and the blonde to get to know each other better.

On the dance floor, Larry is winging like a pro. He’s being extra charming and funny with the brunette. He mentions that he and Bob have been best friends for years and that he can count on Bob for anything. The brunette is excited and flattered, since usually when they go out, guys only focus on her beautiful blonde friend. Larry is making sure they have a great time—dirty dancing with her, making her feel like they’re totally hitting it off. Larry still has no interest in hooking up with her, but he knows that as a wingman he must “win her over” if Bob is going to succeed tonight. At any time, the brunette could decide to leave and take her beautiful friend with her.

When they take a break from dancing, before Larry takes her to the bar to get a drink, he stops by the table where Bob and the blonde are chatting. “Your friend is really cool,” Larry says to the blonde. “We’re going to get a drink at the bar, you guys enjoy yourselves.”

Then Larry takes the brunette over to the bar, where they continue to talk and

laugh. He knows how important it is that they appear to be having a ball together. Why? Because Larry is playing upon the competitive nature of females. When the blonde sees how well they're "hitting it off," it's going to encourage her to step it up a notch with Bob. She won't want her friend to be the only one who has fun tonight.

The above is an example of skilled winging. It's not something you're likely to see often. You're much more likely to an unskilled wingman saying the wrong things and damaging his buddy's chances, or even worse, two guys trying to mack the same girl—which makes her feel like a piece of meat that a couple of dogs are scrapping over.

One of the biggest obstacles men face in social situations is the "unattractive friend," the one who gets jealous when her girlfriend is being macked on. The unattractive friend will interrupt and say they need to go to the bathroom, or they need to get home, or that the club is lame and they should go somewhere else. Anything to disrupt the guy's game and keep her friend from being the only one to hook up.

But not in the situation we described above. By "winning over" the brunette, Larry removed that obstacle from Bob's mission. He knew how to occupy her for as long as Bob needed him to. When Larry eventually asked the blonde back to his place, she said she needed to check with her friend first(women will *always* check with their friend). But instead of it being an obstacle, it wasn't even an issue. The brunette was happy to stay at the bar with Larry; he told her he'd give her a ride home later, no problem. This freed up Bob and the blonde to leave together.

An unskilled wingman, on the other hand, can blast you right out of the sky. Never forget that when you step to one or more women with a wingman at your side, the things he says and does reflect on you. If he says anything stupid or offensive, or is annoying in any way, it's a strike against both of you.

If you haven't used a guy as your wingman before, don't assume that because he's your friend that he's going to help you out, or even know how to. Men are also competitive by nature. Some will put you down in front of women to make themselves look better. They might dominate the conversation and push you into the background, or even start hitting on the girl you're interested in. A guy can be a close friend of yours and still be a terrible wingman. In the presence of hammers he might abandon the "mission" and want to be the center of attention instead.

Here's another saying to keep in mind: ***"The man who acts as his own lawyer has a fool for a client."***

When you're in court, you want a good lawyer at your side because he makes you appear more credible. He backs up your story and stresses that whatever you're

saying is true. Good lawyers have a way of “winning over” the jury. The jurors start to think, “If this intelligent, respectable, sharp-looking guy believes with all his heart that the defendant is innocent, then he probably is.”

Think of your wingman as your lawyer. While you’re chatting with a woman, you’re laying out your story: who you are and what you have to offer. It’s the wingman’s job to help her believe that you are the great guy you appear to be. At the same time, the wingman should be presenting himself as a cool, respectable guy. She should be thinking to herself about you, “If he has friends like this, that think so highly of him, then he must be someone worth knowing.

Once you and your wingman make your approach on two women and the conversation begins, the wingman should follow your lead. If you drop hints about where you want the conversation to go, he should read these signals and assist you. The commandment “3/4 of Macking is Listening” definitely applies to winging. He should say nothing to make you feel awkward. You can *pretend* to feel a little bit embarrassed when he mentions your strong points—playing it “modest”—but you should be expecting every gem he drops.

In some situations, you and your buddy will approach two women without knowing which one you’re going to go for; perhaps they’re both attractive and the two of you want to feel it out, see if either woman shows a positive reaction to one of you. In this situation the two of you are essentially winging each other.

While the two of you are conversing with the women, watch their eyes and body language. The guy she makes more eye contact with, and possibly shifts her body towards, is the one she is interested in. If the girl you want is interested in your buddy, don’t get competitive. Wing him. Have the group conversation, then isolate the other girl so that the group splits up into two pairs. You will either invite your girl to another part of the room (the bar, the dance floor, etc.), or your buddy will do so with his girl.

In some situations where you are winging, you’ll find yourself trying to occupy a girl that doesn’t want to be talked to. View it as a fun challenge. Propose a Hypothetical and try to engage her. A truly skilled wingman can always find a ways to entertain a girl so that his buddy can achieve his mission.

Sometimes your best efforts as a wingman won’t be enough. You can’t distract a girl that is determined to be obnoxious and blow you off. If she’s giving you these vibes, don’t stick around. The situation will only get more awkward. Abort the mission. Tell the girls it was nice meeting them, give your primary a nod, and excuse yourself. He’ll have to handle this one solo. It won’t be easy, but it can be done with the right Tactics.

If you’ve been dating a girl, you’re eventually going to introduce her to your friends. If they’re solid wingmen, they’re going to go out of their way to make

her feel comfortable and part of the group. They should mention how you've told them good things about her. They should make sure she's never lacking for a drink. They should include her in the conversation, and make sure she's never left without someone to talk to if you need to leave the group for a few minutes. You'll do the same for a girl that one of your friends brings out to "meet the boys."



Winging Tips by Tenmagnet, [Love Systems](#) instructor

In Miami recently, the day before one of our Love Systems bootcamps started, I was sitting on the beach with a beautiful girl I had met at the Delano a few hours earlier. It was really a perfect moment; the sun had set, but the sand was still warm and a cool breeze came off the ocean. The lights from a dozen boats off the coastline formed a little constellation, and everything was quiet except for the sound of the waves on the shore.

"Do you know what I thought was really cute about you?" the girl from the Delano said, "I liked the way you and Mike were such good friends. It's how I knew you were really good guys."

That statement made me think, and I've realized that having a good wingman (someone you go out with to meet women) is one of the best things you can do for your game, and being a good wingman is one of the best things you can do for your friends.

So, I put together some thoughts on winging. They are by no means comprehensive (I can go on for hours about this), but it gives you a taste of what it means to be a good wing.

Hang out with your wingman outside of bars – the reason that I wing so well with the other Love Systems guys is because we have a ton of fun experiences together. When we go out, we tell girls about the mugging in March, our crazy friend in Miami, and that wild night in February – it makes us real and engaging. So, take your wingman camping, go to the park, or do something, anything that could make a good story!

Have inside jokes – this kind of relates to the point above. Guys who hang out together always wind up developing inside jokes over time. For example, in the middle of a conversation with girls, I'll cut the conversational thread and say "gggr-rrr-respect" (an inside joke between the instructors and I), and my wingman and I will break out laughing. This intrigues (and confuses) the girls, and the story behind our inside joke is a fun story in itself that demonstrates good qualities about us.

Say good things about your wingman – you can get away with so much more bragging about your wingman than you can about yourself. When you introduce your wingman, tell the group about him. For example, "this is one of my best buddies, Mike. He's literally one of the most talented writers I've ever met—he's working on a screenplay that is ten times funnier than 'The Hangover.'"

Your wingman is always cooler than any women you are meeting. If a woman makes fun of your wingman, roll your eyes at her. When your wingman teases her back, laugh and nod your head. After all, what kind of guy would disrespect his longtime friend just to impress some girl he met in a bar?

Remember guys, one of the key "switches" that makes a woman find you attractive is being a **Leader of Men**. Having good friends that respect you and treat you the way you deserve is a key element of this.



"Utilizing Your Wingman To The Fullest"

By Savoy

The most important thing is to work WITH your Friend, not against him. **Your Friend is NOT your competition.** If women see you and your Friend tripping each other up or fighting for the same woman, they will assume a few things about you:

- *You don't have many friends*, since you spend time with someone you don't seem to like and respect (and who doesn't seem to like and respect you).
- *You don't have much going for you*, since you spend time with people who don't have much value (if you're putting down your Friend).

- *You don't have much success with women.* If you did, then you wouldn't need to fight someone from your own social circle for a woman you just met.

The common theme in this stuff is that your *Friend reflects* on you.

Women use little clues or "tells" to make assumptions about men. Women don't have time to get to know all of the potential mates they run into. So they make assumptions based on the little things that they DO have time to notice about everyone. These assumptions are very powerful even though they are mostly subconscious - often women don't even realize WHY they are attracted to a specific man.

Let's detour through a quick example. Women want successful men. Men realize this, and this is why some of them exaggerate their wealth and status. Most women are hit on so often that they don't listen to every man's story to evaluate whether it seems true. They use shortcuts.

For example, women key in on open body language. Why is this? Men who are successful tend to be self-confident (yes, there are lots of exceptions). Self-confident men tend to have confident, open body language, like holding their heads high or keeping their shoulders back. Body language is always on display and women notice it instantly. So a man with confident body language will attract more women, even though there is nothing inherently attractive about holding your head high or keeping your shoulders back. It's just that women have learned over time that men who do this (or any one of thousands of other indicators of confidence) are more likely to have the deeper characteristics that they are looking for.

What also helps women here is that fewer men know how and why to act with confident body language than know how to exaggerate their incomes. That's why we spend so much time at our bootcamps teaching each student how to express confidence with body language. We teach you to "fake it 'til you make it" because once you've gotten a bit of success with "faking" confident body language you will develop natural confidence in your abilities with women and you will come across as confident without thinking about it. When you change your behavior, your thoughts and feelings will eventually follow.

Back to our original situation- **Women make assumptions about you based on your social circle and friendships.** Successful men interact mostly with other successful people. If you're at a restaurant with Brad Pitt, many women will want to meet you. Even if they have no chance at Brad, they'll be curious about someone who is so cool that Brad Pitt counts you among his friends. Contrast this to you going out with a generic-looking accountant (khakis, tucked in shirt, nothing stylish or adventurous). Women will be far less interested in you - even though YOU haven't changed - because they will infer things about you, your friends, and your lifestyle.

All of this goes to explain why you want your Friend to have value when you're out together. Never cut him down. Act around him as if he were a movie star who is also a good friend - as if he were a movie star, and it's totally normal for you to be hanging out with movie stars.

Got it? Good. Now let's look at some specific ways you and your Friend can make each other look great.

- **The pre-introduction.** This is one of the most crucial parts of being out with a Friend. When you approach a group of people, the subject of "who are you here with" should come up. This is a fantastic opportunity. Build him up to have value. If I'm out with Braddock, I'll say that he's a successful stand-up comic and radio host, former star athlete, etc. Building up your friend when he is NOT around has much more of an effect than when he IS around. When your Friend does join your group, he will have instant attraction.
- **Interact with each other.** Say you and your Friend are talking to two women. During some of that time, you two should be talking to each other, as opposed to both of you focused only on the women, 100% of the time. This shows that your friends have value to you, that you're not completely taken by the women you are talking to, etc. You can even talk ABOUT the women you've met with your Friend - it's a great opportunity to tease them or to introduce a venue change (e.g., Braddock: "Hey, Nick, I'm hungry. Let's go get sushi." Nick: "Cool. [to the women] Hey you guys should tag along, we're going to my friend's restaurant; they have killer sake you've got to try [takes women by the hand and leads them].").
- **Give your Friend a boost.** Not all interactions go well. If I'm out with Braddock, and we're talking to two women, and it's going VERY well for him and his woman, but not as well for me, then Braddock could say something to the woman he's talking to, like "I'd love to stay and talk... I'm really curious about you... but your friend is kind of being weird to my friend and I don't want him to get bored." His woman will likely instantly elbow my woman in the ribs and tell her to be nicer to me. Continue gaming from there.
- **Enter the group properly.** Don't enter the group together. One of you should go in, and then the other comes in later. You may need a simple code to let your Friend know whether he should stay in the group or not. Generally, you will always want your Friend in, for the reasons we've already talked about. However, what if the group you entered is one man, two women, and you were just about to pull one of the women somewhere else to isolate her. Adding an extra man at this point is awkward, and unnecessary, assuming that the other woman and the other man are getting along. One system that I like is if I put my left hand into a

fist when my Friend comes into the group, he knows I don't want him to stay. Anything else, and he can stay.

- **Escalate physically in sync.** Women don't like their friends to think that they are "easy." But easy is not an objective standard - it's almost completely relative. Whoever sleeps with her guy first is the easy one, whether it's 3 hours or 3 days or 3 months. So, if you and a Friend meet two women and take them home, separate them so they can't see each other. Then escalate. Moan loudly - make a lot of noise so it's obvious to the other couple that you guys are getting physical. Then your Friend's woman won't feel cheap if she lets him escalate, and when he or his woman also makes noise, it will reassure your woman that it's okay.
- **Respect "the rules."** Whoever is the first one to approach a group gets to choose which woman he will attract. No exceptions. Sometimes you need to talk to the less interesting woman for an hour to give your Friend the time to succeed with his woman. He'll do the same for you. No matter how much you like the woman your Friend is talking to, you cannot steal her away. Trust me, once you get good at this, you'll realize that there more than enough beautiful women to go around.



CHAPTER 15: CLOSING THE DEAL



Mack Fact: On average, a human being will have sex more than 3,000 times and spend two weeks kissing in their lifetime. (Obviously for a Mack, these numbers multiply greatly...)

It's Saturday night and Ted is at a nightclub. He's deep into a conversation with a stunner named Erica and everything is going beautifully. She was with her female friend when Ted first noticed her, but his wingman Bill was able to remove the other chick from the equation. While Bill is on the dance floor distracting the friend, Ted has been chatting with Erica at a table in the back of the room.

They've been talking nonstop for an hour and seem to have a million things in common. Ted has been using Conversation Control to keep the discussion stimulating and on the right track. He has engaged her mind with original topics and entertained her with a few Hypotheticals. He slipped in some of his strong points, while avoiding any topics that might burst the romantic bubble he's carefully constructing.

Erica wasn't in the mood to meet any new guys when she showed up tonight—she's still getting over a bad breakup—but Ted has taken her mind off of “that guy.” Now, she's focused on him.

Because of the conversational techniques he's been using, Erica feels that Ted

is...well, *different*. In a good way. He's not like the other guys that approach her at these places. He's quirky, interesting, and seems to really appreciate her thoughts and opinions.

Ted checks his watch. It's 12:45; last call for alcohol is in fifteen minutes. He considers asking her to continue the conversation back at his place, but he doesn't want to seem like he's trying to rush things.

He decides there's no need to hurry—she seems totally into him, and seeing her again in a day or two shouldn't be a problem. He takes out his cell phone and asks her for her phone number. She gives it to him. Ted figures he'll call her soon, invite her on a date, and resume the romance then. So they say goodnight, she gives him a nice long kiss, and Ted figures he has a hot date to look forward to...

But it doesn't work out that way. Ted calls her two days later and leaves a message on her machine. No reply. He calls her again the next day; this time she answers. She sounds surprised to hear from him, but not in a good way—more like she's trying to remember who he is.

Ted had gathered his Intell and knows she's free on Saturdays, so he suggests they have sushi at a new restaurant he's heard great things about. But she says she just started a new job and will be really busy for the next couple of weeks. Then she says, "I'm so sorry, I have to go—my roommate needs my help with something." The conversation ends awkwardly and abruptly.

When Ted hangs up, he's pissed off and confused. How could she seem so into him at the club, and then blow him off two days later?

Here's the reality: when *some* girls give out their phone number, they really do expect you to call and are hoping you'll ask them out. But then there are girls like Erica: one-night-only opportunities. She was ready and willing to go home with Ted that night, but he failed to read the signals. He thought he was playing it cool and not rushing, but in reality he played himself.

The moral of the story is this: if the opportunity exists, you need to make your move *that night*.

Depending on the circumstances, getting her phone number might be your only option. She might have mentioned that she has to be at work the next day very early in the morning. She might need to give her friend a ride home, and therefore wouldn't be able to leave with you. Maybe you met her while she's on duty at her job, and she won't get off until hours later. Or maybe *you* have something to do in the morning that means you need to go home and get some sleep.

If the situation is right, however, know that *that night* is your best and perhaps only opportunity to make magic happen. Closing the Deal is about knowing how

to read signals and capitalize.

So why ***did*** Erica blow Ted off on the phone? Because she was in a **completely different frame of mind** 48 hours after their first encounter. She was no longer in the romantic bubble; she was back to dealing with the pressures of her job, her pain-in-the-ass roommate, and her ex-boyfriend trying to get back with her. When Ted called, she didn't remember him as that cool, charming guy she hit it off with. Her brain registered him as "the guy from the club." (Sounds sort of seedy, doesn't it?)

She remembers they had a fun time chatting—but then again, her female instincts tell her, that could have been the alcohol...

When Ted called her, her mind started dwelling on negative possibilities. Does she really want to go on a date with some guy she met at a *nightclub*? If she agrees to a date, is she going to have to give out her home address so that he can pick her up? What if he's a stalker or a weirdo?

It's a whole lot easier for her to make up an excuse and get rid of him. Besides, she can always meet another guy when she goes out tonight...

You need to be aware that no matter how heavily the sparks are flying, **if the night ends with an exchange of phone numbers, a future date is by no means assured.** When you use Conversation Control, she is far more likely to remember the great time she had with you and agree to a date. But it's never a sure thing.

This is why you need to lay groundwork, and if possible, **Close the Deal** that night.

Your 3 Probing Questions

So how far is she willing to go with you tonight? Is she spontaneous and a little wild, or is she the slow and cautious type? And is she single, carefree and unattached—or does she have a boyfriend waiting at home? You can gain this information by asking Probing Questions.

Another purpose of Probing Questions is to make her state something about herself that you can then hold her to. This is a common Hostage Negotiator technique. The Negotiator will say something to the hostage taker like, "Ed, it sounds to me like you're a man of your word. Are you a man of your word?"

99% of the time, Ed will say yes. The Negotiator then uses this as a recurring theme throughout their conversation: **Ed is a Man of His Word.** By reminding him of this, the Negotiator makes Ed more likely to behave in this

manner. (This is also known as a “compliance technique.” Salesmen use it, too.)

Then, if the Negotiator gets Ed to say he agrees to something—i.e., he won’t hurt the hostages as long as the cops don’t try to hurt him—the Negotiator will remind Ed about this if he starts making threats.

“I know you’re a man of your word, Ed. You told me that,” says the Negotiator, “and you gave me your word about not hurting any hostages.”

Here’s an example of how to translate this into macking. One thing you’ll probably want to know is whether she’s single. Of course, asking her straight-out “do you have a boyfriend” sounds too obvious, and telegraphs your interest.

Instead, come up with a Probing Question that gets you the answer. If it turns out she’s single, take it a step further and get her to **verbally commit** to it. Let’s say you start chatting with a girl at a bar. You’re moving through different topics. Then you mention a restaurant you like, and say,

YOU: “You should ask your boyfriend or husband to take you there. It has a really romantic atmosphere. The wine list is great, too.”

HER: “Well actually, I don’t have a boyfriend. Or a husband.”

YOU: “So in other words, you’re *completely* free and unattached?”

HER: “Yes.”

YOU: “Well hey, I guess that means we can have fun tonight and stay out as late as we want, right? No boyfriends or girlfriends for us to check in with. You’re and me, we’re both free and unattached...I say we celebrate.”

When you get a woman to verbally commit to being something, she’s more likely to behave in that manner. This is basic human psychology. And you’re planting the seed in her mind that *anything* can happen tonight...because hey, she’s completely single and has no one else to go home with...

Another angle to play is *spontaneity*. Give her a sly smile and say, “Tina, I get the impression that you’re a spontaneous type of girl. Would you say you’re spontaneous?” (Or, “on a scale of 1 to 10, how spontaneous are you?”)

If she tells you she’s very spontaneous, that’s great. She’s a live wire and she’s

down to have fun. If she hesitates and says, “I don’t know, I guess I am sometimes,” then follow up with another playful question: “So what’s the most spontaneous thing you’ve ever done?”

Get her to admit and talk about this side of her, and you can get her in a more spontaneous frame of mind. You want to encourage her to loosen up, go with the flow, and not worry about acting slutty and going “too far” with you tonight.

Later on, when you suggest that the two of you bounce to another bar—or head back to your place—she’s more likely to forget any doubts and concerns, and live up to the single, spontaneous image you established.

Another Probing Question you can ask (always delivered with a smile): “So what time’s your curfew?” It’s a funny, out-of-left-field question that makes women laugh. It also usually triggers a defensive response. Women want to portray themselves as independent, so she’ll probably say something like, “What do you mean, ‘curfew?’ I haven’t had a curfew since I was sixteen!”

Smile and say “that’s good to know,” then move on to the next subject. You’ve planted another seed that you can refer to later.

Single, spontaneous, no curfew...get her to admit all three, and you’re off to the races.

Body Contact

You already know the importance of smiling and maintaining eye contact during conversation. Body contact is how you accelerate the encounter and move towards Closing the Deal.

The first step is closing the physical gap between you. If you’re chatting with her at a bar, move closer to her and angle your body so that you’re “shielding” her from the other men in the area. If you’re sitting with her in a booth, scoot in closer so that your leg is touching against hers. If it’s a loud environment, speak closely to her ear and have her speak into yours.

Wait at least ten minutes into a solid, fun conversation to see if she makes body contact with you. Often times, a woman will make body contact subconsciously if she is interested in you. Remember that even the most subtle, innocent-seeming touch sends a signal.

For instance, while she’s laughing, she may reach over and squeeze your arm. Or, she might touch your hand while she’s making a point about something. Read these signals. A woman who is uninterested will avoid all body contact,

while an interested woman will be comfortable making light contact. Watch for cues; she'll give them to you.

Also notice her body language. As you converse, is she leaning towards you, like she's interested in every word you say? Or, is she keeping her distance? If she's sitting down, check her legs; they contain the most powerful muscles in the body. The way her legs are crossed is a gauge of her comfort level. Are they in a protective, businesslike position, literally blocking her private parts? Are her arms folded across the chest, meaning she's shielding her breasts...and her heart?

If her body language is closed and defensive, don't worry. Some women are naturally on guard. It means you need to keep building the bridge of trust, knock down those barriers, and get her to loosen up.

If she's acting or looking tense, make a playful comment about it. She might not even realize she's giving off these vibes. When you mention it, she'll switch to a more relaxed posture if she is interested in you. If she *stays* in a defensive posture, you know you'll have to work your Tactics harder than usual. At a certain point, if she simply will not let down her guard, you'll want to consider cutting your losses, politely excusing yourself, and meeting someone more deserving of your time.

If ten minutes pass and she hasn't made any physical contact with you whatsoever—but you feel the encounter has potential—it's time for you to take the lead and make the initial contact. The simplest way to do this is to reach over and lightly touch her forearm. Do it in mid-sentence, as if to emphasize what you're saying. Don't let the touch linger too long; simply establish that first contact. It opens an important subliminal door.

When she says something funny, you can reach over and touch her arm while the two of you are laughing. Or, if you're making a point about something, place your hand on top of hers. Make it seem like you did it on reflex. Don't keep it there long; *just make that contact*.

Most men don't take the time to *build* physical connections. Instead of dancing with women, they try to grind on them like a dog in heat. Instead of giving a soft goodnight kiss, they want to stick their tongue in her mouth. By establishing gentle body contact, you're giving her the chance to grow accustomed to your touch and feel comfortable with it. More intimate touching can follow. Take it in steps.

Once you're deep into conversation, and you can sense the chemistry building, another way to establish body contact is to say, "Let me see your hands."

Most women take care with their hands and want to be sure they look and feel nice. When she offers her hands to you, gently take them in your hands, give

them a caress, and turn them over to check out the flip side. Pay her a compliment: “It looks like you take really good care of them. Do you use a certain type of moisturizer or something?”

While you might need to wait until the end of the evening to go for a kiss, you can ensure that kiss by making sure she has become physically comfortable with you. This is accomplished by making body contact throughout the course of the evening. Touching hands leads to holding hands. Touching her arm leads to putting your arm around her, or gentling playing with her hair. Sitting close to her, so that your legs are touching, leads to you placing a hand on her thigh. Be slow but methodical, and note how she responds to every step. It should feel like a natural progression.

Talking Dirty

Some guys think it's OK to talk about sex with girls they've just met. They steer the conversation towards sex, or make sexual comments in an attempt to be funny and “spice up” the conversation. Other guys think that talking about sex implies they have a lot of experience in the bedroom, and that women will find this alluring.

Women are generally *not* interested or impressed by this type of talk. More likely, they'll think it's crude and juvenile. (Besides, guys who hook up on a regular basis don't need to talk about it.)

But you *can* get her mind on sensual, erotic thoughts. The key is to do it in a clever, “invisible” way. As the conversation progresses, test the waters to see how receptive she is to talking about sexual topics. Scan the room: do you see any couples kissing or dirty dancing? If so, direct her attention to the couple and ask her with a smile, “What do you think about them doing that in a public place?”

If she has no problem with it—or even better, is intrigued by it—then the door is open for you to touch on other sexual topics. Roll with it. Here are a couple of ways to inject sexuality into the convo:

- Ask her how she defines the word “sexy.” After she answers, tell her that in your opinion, sexiness isn't about how someone looks on the surface—it's about confidence and attitude. Women like this answer. Few women are totally confident in their appearance, but all women like to believe they have confidence and a good attitude.
- Ask her what she thinks is the sexiest part of her body. After she answers, tell her that you did notice that that part of her, but there is *another* body part that you find most appealing. This could be her eyes,

teeth, hair, neck, her soft hands...there is no standard answer, though you should obviously not mention her breasts or butt. This type of unexpected compliment should flatter her, and show her that you find beauty in women for many different reasons.

Neutral Corners

With a girl you've met that evening—let's say at a nightclub or party—you're better off taking her somewhere “neutral” before trying to bring her back to your place. If possible, suggest going for some coffee, a bite to eat, or taking a walk outside. Adding this additional step creates the sense that the two of you are on a date, even if you just met an hour ago. It also makes her feel more secure. You're not rushing things; you're letting the evening unfold at its own pace.

Just remember that women know the deal just as well as you do. Don't feel embarrassed about your intentions. You're both adults. She knows that you're a heterosexual man and your end goal lies in the bedroom. If you've laid the necessary groundwork, then she'll be looking forward to it, too. Perhaps not on the first night, but that door will eventually open.

She should feel that she has nothing to worry about with you. For this reason, *you should always take her back to your place instead of trying to go to hers.* For a lot of women, bringing a guy home is a big deal. It means you know where she lives, and she might not be comfortable with that until she knows you better. Or, she may have roommates or neighbors who might gossip about her bringing a guy home. She's much more likely to accept an invitation to go to your place than she is to invite you to hers.

If you don't live in a place that you can bring girls home to, then as a Mack you need to fix this ASAP. In order to be an effective Mack, you *must* have a home base where you can host women. In the “Mi Casa, Mack Casa” chapter, we'll break this down.

Go With the Flow

If she's up for a one-night stand, and things appear to be heading towards sex, most women still don't want to *feel* like it's going to be a one-night stand. Women have been raised to believe that casual sex (sex with someone you're not dating or married to) is wrong and slutty. While a lot of women do it, they don't always feel good about it afterwards.

One way to cushion this is to establish a “next meeting” during your conversation with her: the idea that regardless of how tonight winds up, the two of you will

meet again soon. She may be thinking the same thing you are—we're probably going to have sex tonight, with no strings attached—but the idea of a "next meeting" may help put her mind at ease.

It's easy to do. During your chat, mention a movie that's in theatres right now. Tell her a little bit about the movie, get her interested in it, then say "we'll go see it one of these nights." Or, mention a restaurant you like and say "we should go sometime." Then move on to another subject. You're not setting up an actual date; you're planting the seed that you would be open to seeing her after tonight.

Some women might ask you point-blank, "Is this just going to be a one-night thing?" Here's a Tactical reply: "A couple of years ago, my answer might have been yes. But that's not what I'm into now. I think we might have something good here, and I'd like to go with it and see what happens."

With this answer, again, you're not making any promises. You're just going with the flow and encouraging her to do the same. It's too early to know if this is going to turn into anything serious.

Blame It On the Rain: The Milli Vanilli Principle

So in a laidback, no-strings-attached kind of way, you make the offer that will get both of you back to your place. If it's getting late and you are at a bar/nightclub/party, you could say: "I think we've both had enough of this scene, let's head somewhere else." Your inflection is important. Never sound like you're bored or complaining. Say it playfully. You're a train that is ready to roll on to the next adventure, and you want her to come along.

This will prompt her to ask, "What do you want to do?" or "Where do you want to go?"

Don't feel awkward about the next step. You know the deal. *She* knows the deal. The key is to phrase the invitation in a way that makes her feel comfortable. She doesn't want to feel like sex is assumed.

Tell her there's something you'd love to show her. It's an item back at your place: a painting, a photograph, a book, etc. If you've enjoyed some wine with her at dinner, you can invite her to try a good bottle you've got at home. (For this reason, your home should be stocked with interesting things that you can show your female guests.)

The item should be related to something you both share an interest in. If you discussed your mutual love of a certain type of music, it could be a CD you want to play for her. If she dug the fact that you play guitar, you might offer to play

her a song you just learned. If she was interested in that trip you took to Europe, tell her you want to show her some pictures. Be enthusiastic and convey the feeling that this is something you want to *share* with her.

Remember, she knows the deal—the *real* reason you want to steer her back to your home. She has already made up her mind about whether she’s going to hook up with you. ***If she wants to come home with you, you simply need to give a reason.***

You don’t want to say “let’s go back to my place.” This point-blank suggestion might work if she’s *really* into you, but even then women prefer to be led gently down this path. And even if she’s anticipating the invite, she may have concerns in the back of their mind. She doesn’t want to seem “easy.” In fact, if she really likes you, she may be apprehensive about “giving it up” too soon because she’s hoping for a serious relationship. She doesn’t want you to view this as a one-night stand.

Another ***wrong*** way to phrase it is, “Do you want to go to my place?” This forces her to make a yes/no decision, and if she doesn’t feel completely comfortable with you yet, her instincts are going to generate reasons to say “no.”

In hostage negotiations, the Negotiator never asks the hostage taker “Are you ready to surrender?” This is because the word “surrender” carries negative connotations. It’s basically like asking him to give up and come out with his tail between his legs.

Instead, the Negotiator cushions the suggestion: “Listen, John, are you ready to come out? We’ve worked together as a team tonight. Now I want you to do the right thing.”

As a Mack, you cushion the suggestion by offering to share something that has meaning to you. Like the Negotiator, work her name into your invitation. If she agrees, you can smile and throw in a quick joke to set the tone for the rest of the night: fun and casual. Try using one of these:

- **“Just promise you won’t take advantage of me.”**
- **“Just promise you won’t make any jokes about my place, it’s a little bit messy.” (This also makes it seem like you had no expectations of sex tonight. You’re just going with the flow.)**

Saying “let’s go get something to eat” is always far more effective than saying “So do you feel like getting something to eat?” It’s the difference between taking a leadership role, and acting wishy-washy and asking for permission. If you’ve applied the Tactics and laid the proper groundwork, moving on with

her to the next location should feel to her like a natural progression, and shouldn't raise any red flags.

If the night results in sex, she should feel like it was a "happy accident." You didn't have any agenda or secret plan...things just *happened*. Nature took its course. After being with a Mack, the woman should feel that sex was the natural conclusion. There's no need for anyone to feel guilty about anything. There was nothing seedy about it. A good time was had by all.

We use the expression "Blame It On the Rain." For those of you who dig the music of the 1980's, you should know it's a reference to the Grammy Award-winning tune by Milli Vanilli. While the infamous lip-synching duo aren't remembered for their lyrical genius, that particular song does contain some clever romantic insights. The verses are about various romantic occurrences. The chorus basically says that there's no need for deep thought or explanation; when the chemistry is right, just go for it and let it happen. There's really no way to explain it. You might as well "blame it on the rain."

That's how *she* should feel after the deed is done.

As long as you carefully lay the proper groundwork, and guide the encounter along, women will be willing to take the ride with you. It's then up to you whether you want to pursue the relationship further.

The Kiss

"Anyone who's a great kisser, I'm always interested in."

- Cher



The first kiss, obviously, is critical. But for the average guy, getting to this kiss is like driving in the dark without directions. They're hoping that if they drive around long enough, they'll eventually wind up at their destination—trying not to crash in the meantime.

Kissing can be easy if you're in a party atmosphere where drinks are being consumed. It's an environment that encourages spontaneous behavior and makeout sessions. But it's different when you're on a date with a girl that you haven't kissed yet. If nothing else, you might want to get the kiss out of the way so that the two of you can be at ease with each other. That first kiss changes the whole dynamic, relieving the pressure and opening up a world of possibilities.

You want to get there as soon as possible; playing too long in pre-kiss purgatory is a dangerous game. But it should never seem like you're rushing it. If she rejects your attempt to kiss her, it's an awkward moment for both of you that kills the mood. It might ruin your chances of ever getting one.

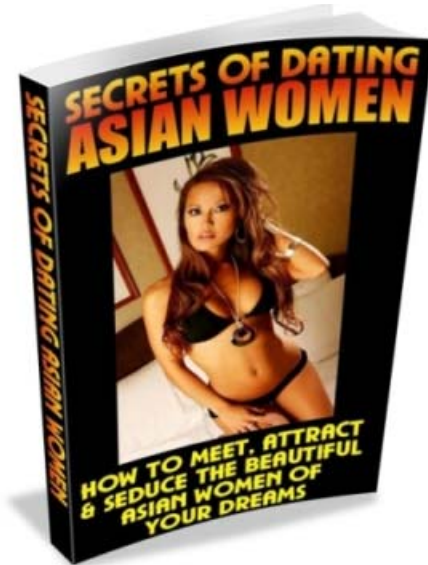
Getting this kiss is, once again, all about laying down the right groundwork. You build a bridge towards it by gradually escalating your amount of contact with her. It begins with eye contact and smiles, and graduates to body contact: your hand touching hers, putting your hand on the small of her back while ushering her through a door, leaning in and speaking softly into her ear when you want to tell her something private.

At the same time, it's important to plant the seed that you are a clean person and have good oral hygiene. This may sound funny, but it's no laughing matter to women. Until you've kissed, your mouth and breath are two big question marks in her mind. Eliminate any doubts by inserting hints into the conversation.

Pop a breath mint, offer her one, and mention how you always like to keep your breath fresh. You can relate a quick story about an absolutely beautiful girl you went on a date with, but when you kissed her a goodnight, her breath was so shockingly bad you couldn't bring yourself to see her again. Plant this seed: fresh breath and cleanliness are very important to you.

Read her signals: the way she responds to your eye and body contact. Keep building that bridge. If the two of you have been locking eyes and smiling during your conversations, and she's comfortable with the subtle body contact you are establishing, then you're successfully building the bridge towards the kiss. The kiss shouldn't feel like a "leap." It should be the natural next step.

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CHAPTER 16: YOUR MACK HEADQUARTERS



As a Mack, your home is your castle, your sanctuary, the headquarters where you plot and launch your missions. It's also where you're going to close the deal with most women, since she's much more likely to come back to your place than to invite you to hers. This means your living quarters are an essential part of your overall package.

Show us a man whose home is a pig sty, and we'll show you a guy with **no game**. Obviously he doesn't expect to bring any home, so why bother ever cleaning the toilet bowl? The Mack, meanwhile, maintains a clean, comfortable abode at all times. It's about more than being ready to host female company; it's also about maintaining a positive, confident mindset. If you surround yourself with filth and crap, you're going to feel like crap. And if you leave the house knowing you'd be embarrassed to bring a woman home, guess what—you probably never will.

Whenever you manage to get a girl back to your place, you're winning the ball game. At this point it isn't necessary for you to dazzle her. Your home simply needs to meet certain standards. If it doesn't, don't be surprised if she makes up an excuse to cut out early. She sees your home as a reflection of you: is it comfortable and inviting, or is it dirty and in disarray?

Just as you are taking steps to improve your attitude, your conversational skills, and your appearance, you must make an assessment of your home and begin

making adjustments and improvements. We're not talking about a top-to-bottom overhaul, like you've been invaded by the *Queer Eye for the Straight Guy* gang. Instead, we're going to lay out some simple guidelines. After all, it's important that your home reflects who you are and what you're about.

Discard any decorations you're still clinging to from your youthful party days. Street signs, neon beer signs, and posters involving hot chicks or alcoholic beverages are unacceptable. In fact, you shouldn't hang any posters at all unless they are framed. (The same goes for photographs.) Forget about using plastic crates as furniture, or to hold your overflowing piles of CDs, DVDs or video games. Buy a shelving unit, or store them in a trunk and keep them out of sight.

As far as furniture and decorations, anything old or ratty-looking has to go. That means the shower curtain with the stains on it, the dirty doormat, the couch with holes in it, etc. It's better to take a minimalist approach—a few nice pieces of furniture—than to have multiple chairs, couches, tables, etc. that look like you bought them at a yard sale.

Obviously, your income level, as well as your age, will be a determining factor in how you rearrange your place. If you're 23 years old, women will expect you to live quite differently than if you were 45.

Here's a basic breakdown of what women will typically expect of your home, based on your age:

Under 25: Fortunately, you can get away with a lot. Women expect that you're still in a post-college phase, making your transition into the adult world. Living with multiple roommates is acceptable, as long as the place is reasonably clean and your area is tidy. It's OK to still be living with your parents, but you'd better start making plans to move out. You can't be a Mack when your mom is baking brownies in the next room.

26-30: You shouldn't be living at home with your parents, and shouldn't have more than one roommate. You must have your own bathroom and phone line. Living with a bunch of guys, even if it's in a big house with plenty of space, is a red flag for women—it's a sign of emotional immaturity and that drinking beer with the boys is still your priority.

Over 30: You're past the roommate thing. You've got a bachelor pad with decent furniture and a complete kitchen. (Even if you don't cook, you must have nice dishes and utensils, as well as all the basic appliances so that you can invite a woman over for a meal.)

How you decorate your home is a matter of personal taste. As with fashion, we don't believe it's appropriate for us to make specific suggestions unless we know *you* as an individual—what works with your personality, and what brings out

your best. But we can certainly advise you on things to avoid. The following are the top five Date Killers:

1. Filth and funky odors
2. Inappropriate items
3. Clutter
4. Other people in the house
5. An overly romantic/sexual theme

Each one of these on their own can kill a date. Some guys have a combination of all of them, which is enough to send a woman fleeing in horror. Let's break each one down and work towards solutions.

Filth and Funky Odors. If you've lived in an unclean environment for a long time, you're no longer aware of how unpleasant it may smell. (It's the same principle as bad breath; you can't smell your own, but the ladies definitely detect it.) Empty your waste paper baskets and trash cans, and keep dirty dishes in the dishwasher. Bacteria is what creates the stink. When a girl (or anyone for that matter) enters your home, it should instantly strike them as a fresh-smelling location.

Experiment with different air fresheners. Advanced Macks may even use different types of smells depending on the time of day, or type of date. Try scented candles, oils, and incense, but be careful not to overdo it. Open the windows at a minimum of twice a week to air the place out.

Next, we can't overstate the importance of a clean bathroom. Make that a *spotless* bathroom. She *will* ask to use it so she can freshen up, so it had better be ready. That means your toiletries are neatly arranged and your toilet and bathtub are both **scrubbed clean**. Keep some liquid hand soap next to your bathroom sink; show her that you care about cleanliness. For an added touch, place a scented candle and a book of matches on top of the toilet.

Inappropriate Items. Make sure any overtly sexual books, magazines or DVD's are well stashed. (Yes, this means your porn collection.) Don't forget to check your DVD player for something you might have left behind. Also make sure that all bills, mail and financial statements are tucked away from prying eyes. If they're out in the open, she'll probably steal a look.

Give your bathroom a sweep and make sure any and all prescription medications are concealed. Anything that implies you are in less-than-perfect health works against you. Finally, hide any photos of ex-girlfriends (or current girlfriends, for that matter). You don't want to have to explain.

Clutter: If she has to navigate a minefield of CD's, books and stray clothes to get to your couch, it's a serious problem. Stick all of that stuff in a closet for right now, or organize it when you have time.

Other People. The whole idea is for you to be alone with her and create a comfortable vibe. Roommates kill this vibe and make her feel like an intruder instead of a welcome guest. Even if your roommate stays in his room and out of your way, she's going to be uncomfortable knowing that someone else is present, and possibly watching or listening. You're better off waiting for an evening when your house or apartment is going to be empty. If your roommates are impeding your success as a Mack, take action and figure out another living arrangement.

Overly Romantic Theme. Don't try *too* hard. Bringing a girl home to burning incense, candles and an R&B slow jam on the stereo is like saying "let's get it on...*right now*." If you haven't slept with her yet, she'll assume you're a player who uses this routine on every girl who comes over. No woman wants to feel like your next conquest. A clean, comfortable environment, combined with your Mack techniques and charming personality, is the most surefire recipe for romance.

But let's not forget several other important factors...

Lighting

This is essential for setting the mood. Don't rely on the bright overhead lights that came installed in your house or apartment. You can create a more intimate, relaxed environment by buying a couple of lamps with warm-colored lampshades and using lower-wattage light bulbs. This is especially important in your bedroom, where you want to have a lighting option between bright overhead illumination and total darkness.

Wine

A Mack always has at least one bottle of wine on hand for female company. You don't need to be a connoisseur, and you don't need to shell out big bucks. The vast majority of women (and men) can't tell the difference between a bottle that costs \$12.99 and one that costs \$200.

You must, however, have some decent wine glasses. Make sure they are completely spotless. Smudges and streaks look yucky, and God forbid another woman's lipstick is on her glass...

Offering her a glass of wine sets a nice tone: two sophisticated adults, relaxing and enjoying each other's company. Serving beer is lowbrow, and offering a mixed drink with liquor is too much of a "party drink." You should, however, keep a selection of different liquors and mixers on hand, in case she prefers them to wine.

Have at least one bottle of red and one bottle of white wine on hand at all times. If the date is at her place, bringing a bottle with you is a classy move. Just remember that white wine is generally served chilled (from the refrigerator), while red wine is served at room temperature.

For the white wine, go with either Pinot Grigio, which has a crisp, refreshing taste, or Chardonnay, which is lighter and fruitier. For red wine, you can't go wrong with Merlot or Cabernet. All of these wines have inexpensive versions (under \$20) that you can pick up at your local supermarket or liquor store.

If you're having wine with a meal, the "rules" used to say that red wine goes with red meat, and white wine goes with fish and white meats, such as chicken. The idea is that white wine will compliment, rather than overwhelm, a lighter dish. Red wine, which is heartier and more robust, goes better with stronger-tasting red meats.

Today, many chefs say that you should simply choose the type of wine you like best. Know those basic rules in case she asks for your suggestion. Otherwise, let her choose the type she prefers. You should do the same.

Artwork

Having some artwork on the walls can give your home a sophisticated touch and add unique flourishes. It can also make for interesting conversation. If your budget is limited, look to purchase cool paintings, sculptures or framed photographs from local or unknown artists. Point these pieces out to her, and explain how it was done by a local artist who you think is talented and want to support. You can seem like a patron of the arts without having to spend much money.

Setting a Mack Mood

Once she has entered your apartment, give her a few minutes to adjust to the environment. Find something to do in another room for a moment or two: give her some space and allow her to take in her surroundings. Going into the kitchen to get some beverages is a good idea. Let her get comfortable.

Your next move should be to sit down with her on the couch. Once you've settled in, this may seem like the right time to turn on the TV or put on a DVD.

Macks handle it differently. Just as some parents use the television to occupy their kids, too many guys use television to occupy their date. As we explain in the upcoming "First Dates" chapter, taking her to a movie is never a smart option at that early stage. It's when you need to be strengthening your bridge with her,

using M.A.C.K. Tactics. Sitting in the dark next to her, with both of you focusing on a screen for two hours, does little to advance your progress. For the same reason, settling down in front of a TV show is not the best way to proceed.

Putting on the right **music**, however, will definitely enhance the mood. But when it comes to choosing tunes, you must proceed with caution. Music inspires and moves most of us more than any other medium. Instrumental “mood” music is your best bet: jazz, trance, laidback electronica. (You can never go wrong with the singer Sade; her music is tailor-made for chilling out with a girl.)

Load up your iPod with some different play lists. If you’re not familiar with the types of music we just mentioned, research them on the Internet and download some artists from iTunes. Music should provide a calming background for your conversation. It should not be a focal point or a distraction.

Take off your shoes and ask her to do the same. Get comfortable on the couch. Now use a Hostage Negotiator technique called “Refreshing” to keep things flowing: remember a topic that she brought up earlier, and prompt her to keep talking about it. For example, “You mentioned during dinner that you don’t feel appreciated at your job, and you might want to make a switch. Tell me what your *dream* job would be: if you could work for anyone, anywhere.”

Magazines are another way to keep the conversation flowing. Keep a few good titles on your coffee table, such as GQ, Vanity Fair, Esquire, Men’s Health, and Entertainment Weekly. Nothing too sexual such as Maxim or Playboy. Having these magazines on your coffee table gives the impression that you enjoy reading and keeping up on things. Women love to browse through magazines; chances are she’ll pick one up and start checking it out. Or, take the lead: flip to a page and ask her opinion about a certain story or celebrity. Her responses will provide more Intell on her, about her likes and dislikes and her opinions on different matters.

Skip over all subjects and advertisements that can screw up the mood (i.e. condom ads, stories on violent subject matter, etc.) Keep it light and fun. Set the mood with the right lighting and some mellow music, keep the convo flowing, work the body contact, and good times should follow.



CHAPTER 17: FIRST DATES

All of the Mack techniques we've taught you so far are ways of opening doors to first dates. Once she has agreed to "jump on your train," the most obvious question is *where* you should take her.

There are endless date possibilities when you follow Mack Commandment#6, **"Be Original."** But the most important way to be original on a first date with a girl—and the fastest way to elevate you beyond the other guys who've taken her out in the past—is to stop treating it like a "date" in the traditional sense.

First, this requires you to make a shift in your thinking. The purpose of this "date" is not for you to try to impress her, spend a bunch of money, or convince her that you're worthy of her. This is about you giving her the opportunity to demonstrate that she's fun enough, cool enough, and interesting enough to hang with *you*.

What this also means is that I strongly suggest you do not take women out to restaurants or other "typical" first date locations. When you frame this as a traditional date—in other words, when you "ask her out" and then take her somewhere to spend money on her—you are burdening the evening with expectations and pressures.

Because you're spending money on her, she knows that you want something from her (sex). She knows that you're interested in her. It's obvious. Now, on this typical date, she will spend the next hour or two sitting back and evaluating you, as her brain comes up with reasons *not* to sleep with you tonight.

Being Original means "flipping the script." Instead of shelling out money and following the traditional "dating rules" (which usually means you don't get laid), invite her along on an activity that you already have in motion. Tell her you're going out for some coffee at this really cool spot that has the best coffee and desserts in town. Or say that you're heading out for some drinks next Friday night after work at a cool, laidback lounge and invite her to join you. Or have her meet you at the mall, so she can help you pick out a birthday gift for someone.

No matter where you meet up with her, you can still wind up bringing her back to your place and hooking up with her. I've actually found it *much easier* to get a girl to come home with you after an afternoon hang-out session, than it is to get her home with you at night after a long dinner at a restaurant (when she's probably feeling tired and thinking about what she needs to get done the next day).

But inviting her to come back to your place to hang out for a while, after you've

been spending time with her at the beach, or the park, or at the mall? Women will rarely turn down this offer. Then, you close the deal with her.

As you get more advanced, it won't be difficult for you to skip this step altogether and simply invite her over to your house for drinks, to order some take-out food, for you to cook her dinner, etc. If you laid the proper groundwork during your first conversation with her, and she sees you as a cool, confident, attractive guy, she'll go along with this type of suggestion when you call or text her.

Women don't *expect* you to take them out to some restaurant and wine and dine them. In fact, they're often *much more comfortable* with a suggestion that sounds casual: "Hey, let's meet up at the beach on Saturday around three o'clock. We'll get some ice cream and enjoy this awesome weather." Or, "come meet me for a drink tomorrow night, I get off work around eight and I want to unwind and enjoy some good company."

This type of suggestion is so much easier for a girl to agree to than "asking her out" as if this date is a big deal—and more importantly, it's not going to feel like a DATE to her. (In her mind, the word "date" means having to sit and make small talk with some guy who is obviously hoping to get in her pants.)

I used to waste all kinds of money taking girls to expensive restaurants on dates, because like most guys, I assumed that I was supposed to spend money on her in order to show her that I had "boyfriend potential."

These dates rarely led to the results I wanted. Usually, they concluded with the same disappointing routine: I'd walk her out to her car, or drop her off at her house, and there'd be that awkward moment where I wanted a kiss but she wasn't giving me any signals of interest...so it would end with a handshake, a hug or a quick kiss on the cheek, and I was lucky if I ever saw her again.

Then I observed how my friend The Negotiator handled women. In the two years that I spent hanging out with him, he never once took a girl out on a typical "date." And yet he got laid constantly. When he got a girl's phone number and they contacted each other to meet again, the next meet involved sex.

If he met a girl at a bar and got her phone number, the next time he'd see her would be at her place, or at his place. Or, he might meet her at a local bar for a few drinks before bringing her home. There was never any of the "traditional dating" stuff...and despite it (or *because* of it), he always got what he was after.

This is a common characteristic of "Naturals" (guys who are naturally amazing with women). They don't court women. They don't date them in the conventional sense. They know what women basically want: a guy who is *fun*, with a bit of a playful "bad boy" edge, who makes them feel sexually attracted and excited. If you can put a woman in that frame of mind, she could care less about you bringing her a box of chocolates or taking her out for a seafood dinner. Those are

the things that boring, predictable, typical guys do—the ones she will go on exactly *one date* with, and then never see again. (I used to be one of those guys. No more!)

Why should a Natural bother showing up on her doorstep with a bouquet of flowers, and take her to dinner and a movie—when they'd both rather hang out somewhere cool and casual, have some laughs (and maybe a couple of drinks), and then enjoy some great sex?

The bottom line is, when you're a Mack, you don't "date" in the same sense that regular guys do. Instead, you have a lot of fun, you get all the sex you want, and you hang out with a lot of cool women who enjoy being a part of your world.

Sound good? I thought so.

So, keeping the importance of "Being Original" in mind, here are some "dating don'ts":

Don't take her to:

The movies. This is where a lot of guys go for a "safe" first date. It's relatively inexpensive (even with the overpriced sodas and popcorn), and doesn't require any planning other than checking the movie times. But think about the environment: you're sitting next to her for two hours in the dark and not talking. And there's nothing particularly memorable about a trip to the local multiplex, especially if she winds up disliking the film.

Nightclubs. This can be a very hazardous environment for a first date. Nightclubs are for meeting friends or for macking on someone new. If you visit one with your date, there's a good chance you will spot other girls you want to mack on. If so, you'll be unfocused and your date will pick up on these vibes. Then there are the expensive drinks, lines for the bathroom, and often a lack of comfortable places to sit. The loud music makes it bad for conversation. Guys are all over the place, checking out your girl and waiting to move in if you leave her for five minutes. For these reasons and others, you'll want to steer clear of nightclubs on a first date.

Any event involving friends or family. At these get-togethers, there are always internal politics going on that you have to deal with, and it's awkward (especially for her) when you have to constantly introduce her to people and have her try to remember names. You may find yourself having to apologize for the behavior of others, especially if the booze is flowing.

From her perspective, your family and friends are a reflection of you. You can't control their behavior, or how they will act towards your date. For these reasons, you shouldn't introduce her to these people until you've solidified your relationship with her. Don't let your obnoxious cousin or liquored-up

buddy ruin *your* chances.

The bottom line is that on a first date, you should leave nothing (or as little as possible) to chance. It's possible that you could take her to one of those places and end up having a cool time and hooking up. But they *do* contain risks, and on a first date you want to do everything possible to ensure that it goes off without a hitch. You want to be in control of the environment so that you're focusing on each other, instead of outside distractions. These three environments are ones in which you surrender control. There are many others.

Be creative with the place you choose to take her, but always consider the "other variables" you may need to contend with.

Pick Ups

You'll always want to pick her up for the date rather than meeting her somewhere. This places you in the driver's seat in more ways than one.

Have the radio set to a popular station, but keep it at a low volume. Then ask her if there's something specific that she'd like to listen to: "I don't usually listen to the radio, so if you want to hear a station just let me know."

The radio is a safer bet than putting on one of your CDs or switching on your iPod. She might not like the style of music you've chosen, but will probably be too polite to say anything. Let her put on her favorite radio station and enjoy the music she likes. It will brighten her mood.

If you drive a less-than-impressive car, just be sure it's clean—and know that a little air freshener can go a long way. If your car is an eyesore, or there's any chance that it will break down, take a taxi and explain to her that your car is in the shop—and know that as a Mack, you'll need to start looking into a better set of wheels ASAP. You certainly don't need to drive a tricked-out Escalade or a Benz, but you do need to have a decent, reliable vehicle. If you *do* happen to drive a nice car, downplay it if she mentions it. Tell her "It's reliable and gets me around, that's what's most important."

Dinner Dates

Whether you're meeting for cocktails or coffee, the place you select absolutely must be clean. Faced with a choice between great food or a clean environment, go for the clean environment. This is especially true when it comes to restaurants.

Before the date, you need to have your game plan worked out. If you're taking her to dinner, be familiar with the restaurant. If you haven't eaten there before, visit the restaurant prior to your date to scope it out. Know exactly where it is and the type of food they serve. If you don't have time to visit in advance, call the restaurant, talk to a staff member, and ask some questions about their menu, their prices, and any specials. You can also try looking it up on the Internet and learning some facts about the place and its owners.

During the date, these are all good conversational topics. The more enthusiastic and knowledgeable you are about the restaurant, the more special the occasion will feel to her.

You should be familiar with a variety of restaurants, since women have different tastes. But have at least two staples. Sushi and Italian are good ones. If the staff knows you, and you know the menu, you'll look and feel in control of the environment. It's better to "master" two restaurants than to be somewhat familiar with joints all over town.

If the restaurant has an attractive waitress or two, even better. If they remember you and greet you by name, your date will be impressed. Then again, a pretty waitress can also be a macking option for the future. When you show up with an attractive date, you become more intriguing to that waitress. You might want to show up next time alone, or with a male friend, for the purposes of getting *her* phone number and making it happen.

Before you go on this dinner date, walk through it in your mind. Know where you'd like to sit; there might be a nice outdoor area, or some comfortable booths. Also be aware of the parking options. If there is a valet, always use that option. It's a few bucks well spent, and it shows class.

Since originality is important, try to avoid chain restaurants. If you're on a tight budget, find a place to eat that is inexpensive but has interesting aspects that you can mention. This could be a special menu item, a certain dessert, or a quirky bit of history. Maybe back in the 1950s it was a Mafia hangout, or a famous movie filmed a scene there. You should be able to mention reasons *why* you picked this place. If you've eaten there in the past, mention that it's one of your "special places"—implying that you would only bring a special person to share it with.

Even if money is not a problem for you, taking her out to a fancy meal can backfire in several ways. Instead of impressing her, treating her to an expensive dinner (upwards of \$100) might actually make her feel uncomfortable: *I barely know this guy, and he's spending all this money. What is he going to expect at the end of the night?*

It also increases your own expectations. If you're spending way more money on this date than you would normally spend on dinner, you're probably going to feel

cheated if you don't at least get a goodnight kiss. You're also going to feel disappointed if ten minutes into the meal, you realize this isn't a woman you'd care to see again. So why put this added pressure on her, and on yourself?

For these reasons, it's usually better to keep this first meal very casual and low-cost. Or, meet for coffee or drinks. It shows that you aren't eager to make anything happen. The vibe you're sending is that you're interested in getting to know her; if a mutual attraction develops, you can always treat her to a nice meal next time. Spending excessive money can make you look like you're auditioning for the role of her boyfriend, trying to woo her by laying out cash.

As a rule of thumb, don't spend over \$40 on a first "date" taking a girl to eat somewhere. This first date sets the bar for how she expects your future dates to go, and she might not appreciate that bar being lowered. Once she associates you with gourmet cuisine, a burger joint is going to feel like a letdown.

Etiquette Tips

- Pull out the woman's chair and help her get seated. (In a more upscale restaurant, the host/hostess may take care of this.)
- Shortly after sitting down, excuse yourself and say you like to wash your hands before you eat. This shows that you're concerned with cleanliness. Use some soap so that when you make hand contact with her later on, your skin feels soft and fresh.
- Learn your server's name and use it when addressing them. It shows that you interact with people well, and that you're polite.
- Be open to suggestions. Your server may mention the evening's dinner specials. Listen, discuss them briefly with your date, and if something sounds good, go for it. This shows a little bit of spontaneity.
- You should order for yourself and for your date. Ask her what she wants as you're looking over your menus, then tell the server what both of you will be having.
- Pace your conversation during the meal. It's annoying when you're trying to eat and someone keeps asking you questions, so don't do it to her. Get into a rhythm with her; when she takes a bite, you take a bite. And don't finish eating before she does.

Advanced Mack Maneuver: Taste Tests

We've already covered the importance of establishing body contact as things progress. If you're having a great conversation over dinner and the two of you are obviously connecting, this can be done while sitting across from her at the table. Lean forward to tell her something, as if you don't want the people sitting around you to hear. Touch her forearm or hand when you say it.

Another way to establish contact during dinner is by tasting each other's food. Tell her how delicious yours is, and offer her a bite—but do it right. Don't saw off a piece and reach your fork across your table towards her mouth; that's an awkward gesture that puts her on the spot. Instead, cut off a small piece of food, cup your hand underneath the fork, and offer it to her.

Having shared the same fork (or spoon), you've established a subliminal physical bond. She'll probably then offer you a taste of hers. Take it. Your mouths, in a sense, have touched. This technique may sound funny, but these subtle connections can make a difference.

Or, you can test the waters first. Look at her meal and remark how good it looks. If she offers to give you a bite, that's a sign that she is feeling comfortable with you. Give her a bite of yours in return.

Just Desserts

By all means, order dessert. This can be the most important phase of the meal. It's also the most appealing part. Everything about dessert is sexy, from the smell, to the rich taste, to the way it looks. (Chocolate has actually been shown to affect women's hormonal levels.)

Practically all women love dessert, though some may try to decline because they're self-conscious about pigging out in front of you. Encourage her to go for it: remind her that tonight is a special occasion. If she still would rather not, order for yourself and request two forks. Order something rich and decadent. She'll be glad you did; few women can resist taking at least a couple of bites.

Other Date Ideas

Dates don't need to begin after sundown. Most guys figure a date shouldn't start before 7pm, but if she expects to be home by midnight then you're limiting your time with her. Daytime activities can extend the time frame. You can enjoy some activities together *and* have a meal.

Plan day time dates around her interests. If she's into sports, consider taking her

to a local high school or college athletic event. The atmosphere will be filled with youthful energy and enthusiasm, and may bring back fond memories of your own school days.

Flea markets and swap meets can also be cool for an afternoon get-together. We all know how women love shopping, and these are a fun, low-cost places where you can browse for hours. It will also provide you with further Intell: with dozens of different booths and endless wares for sale, you're going to find out some of her likes and dislikes, such as certain fragrances or types of artwork, furnishings and jewelry. Walk with her through a swap meet, and you'll gain more knowledge about her than you would in five hours on the phone.

If you're an active person, a first date that allows you to walk around with her can be a good idea. It's an even better idea if you tend to have a lot of nervous energy in these situations. Dinner requires you to park yourself in a chair and sit still for an hour. Walking will release this energy.

Browse local newspapers that cover the music and arts scene. Keep your ears open for fairs or expos. Check out thrift and antique stores, art galleries, and cozy venues for live music. Consider taking her to stores and places that are interesting and off the beaten path, while avoiding malls, movie theatres, chain restaurants and all the "usual" date locations.

Cancellations

On this first date, you want to make the best possible impression. You should be in an enthusiastic mood and ready to focus your full attention on her.

Sometimes, however, this just isn't possible. You might be having a terrible day, or dealing with a problem that is occupying your thoughts. Maybe something came up at work and you won't have enough time to properly prepare for the date. In this case, you should call her to reschedule.

Women will appreciate a comment like, "Today has been really challenging, I've got a lot on my mind and I want to be completely focused on you when we see each other. Can we reschedule? You choose the day."

Don't think you won't get a second chance. By canceling you can actually improve your standing in her eyes. Remember Mack Commandment #1: "Flee and they will follow, follow and they will flee." Women are used to being pursued, not being called to reschedule dates. By rescheduling you're actually saying to her, "I'm patient. I can wait for this. I know she's not going anywhere."

A final word on first dates, or any date for that matter: be cool, casual, and keep

your emotions in check. If the date didn't meet your expectations, don't sweat it. Set up another date with her and make the next one better, or move on to another prospect.

If the date goes well, give yourself a pat on the back—but don't get over confident and forget your Tactics. The next time you see her, stick with the strategies and principles that have gotten you this far.



BONUS SECTION

Sex and Sin City: Winning the Dating Game in Las Vegas

By Dean Cortez

(NOTE: Although this article was written for single guys in Vegas, these tactics can be applied anywhere.)

Contrary to popular belief, the dating scene in Vegas doesn't consist entirely of sweaty, drunken hookups in deafening nightclubs. Vegas is actually one of the world's most romantic destinations. Where else can you tour the streets of New York City, float along the canals of Venice, visit the peak of the Eiffel Tower, and explore the majesty of ancient Rome? (Or, at least, the phony casino versions.)

Actually, you'll want to skip the casinos altogether if you want to pull off a successful first date in Vegas. Here are some rules for guys to remember, as well as some tips for the ladies:

Avoid the nightclubs. For men, one of the keys to a successful first date is choosing a location where you have as much control over the environment as possible. (For example, a restaurant where you know the staff and the best dishes on the menu.) Nightclubs are chaotic and unpredictable. Loud music can make it difficult to converse; there might not be anywhere to sit; there's temptation for you (or her) to hit the booze too hard; and worst of all, they're full of other people (including plenty of liquored-up tourists) ready to hit on your date the moment you turn your back. Even if you've got VIP status, clubs are one of the last places you'll want to go on the crucial first date. Ladies, if he suggests a club, tell him you've had a busy week and would prefer somewhere

quiet and relaxing.

Don't try to impress her by shelling out the bucks on a fancy dinner, Cirque du Soleil tickets, etc. This is not about trying to conserve your cash. It's about keeping both of you feeling at ease. When a guy drops a lot of money on a girl he hardly knows, the date becomes burdened with expectations. He's thinking, "I'd better get some action at the end of the night after spending this much," while she's thinking, "now he probably expects me to put out." Instead, meet her for coffee (not at a Starbucks; have a cool, cozy, out-of-the-way coffee shop as a date location). Or, meet her for drinks. Skip the places that everyone knows. Make her feel extra special by saying to her, "This is one of my favorite places. It's like my private sanctuary, I never bring anyone here. But I thought you'd enjoy it so I wanted to show it to you."

Have a backup plan. The place you've selected could be closed for renovations. Bad weather or traffic might force a change of plans. She might spot her steroid-crazed ex-boyfriend and tell you she wants to go somewhere else. Have a second location ready to take her to at a moment's notice.

Plan on keeping the date brief. Two hours or less is usually perfect, so don't plan (or agree to) some all-day activity. You want an escape hatch in case things don't work out. Unless the sparks are really flying and things are headed for a first-date hookup, it's better to cut things short. You should be the one to decide when the date ends. ("Well I've got a huge day tomorrow, I need to be up early...I had a great time, we'll have to do this again soon.") Don't stretch things out so that the other person is checking their watch and saying they need to get home.

Always be punctual. Forget about being "fashionably late": it's disrespectful and sets a bad tone. Make sure you know the directions to the location, and arrive 10 minutes early so that you're totally prepared. Women hate it when they are the first to arrive (which is why they normally show up a few minutes late).

Don't split the check. Fellas, never allow her to chip in for the bill. If she offers, politely insist that you're paying—but earn some points, too. Tell her, "This is my treat tonight, I've really enjoyed spending time with you." This way, you're rewarding her for being deserving of your time. You're not just shelling out money as if you've got to pay for her time. And ladies, we admire you being progressive and independent, but let's be honest: a guy who does allow you to pay probably won't get a shot at date #2. Keep your wallet in your purse.

Finally, **dress appropriately.** It's always better to be slightly overdressed than underdressed. You can bet she's going to dress well and spend at least an hour

preparing herself. If she asks you what she should wear (women often do this), earn points by saying, “I’m going to dress up, so wear something sexy.”

This injects a nice bit of sexual energy into the occasion. Then, when you see her, look her up and down...smile...and tell her, “I gotta say, you look amazing.”

Now watch her face light up. You can’t put a price tag on a line like that.

“How To Prevent Women From Flaking On You”

By Savoy



Before you can complete a successful first date, the date needs to actually occur. Women are notorious for “flaking out” —canceling the date plans at the last minute, or even worse, not showing up. So let’s discuss how to make sure she shows up in the first place and doesn’t flake.

First, ask yourselves this:

- Have you ever made plans with a woman and she didn’t show up?
- Have you ever gotten a phone call earlier that day telling you that she “has to work” or “isn’t feeling well?”
- Have you ever made plans with a woman and then she told you to “call to confirm?”

If any of this has ever happened to you, you need to really pay attention here. This will banish flakes forever.

First, let’s review the first four phases of the Emotional Progression part of the Love Systems “Triad Model:”

Meet Her (Approaching)

Attract Her (Attraction)

Qualify Her (Qualification)

Build Comfort (Comfort)

The biggest mistake most men make in terms of Dates is going for the phone number as soon as she is attracted, and not pushing the relationship forward. Then they assume that the woman will meet them again, and they can continue where they left off, only to get “flaked.” They never get the opportunity to see the girl again.

Why? Let's look at the situation from a woman's perspective:

She goes out to a restaurant with her friends. While waiting at the bar, an interesting man approaches her. 3-5 minutes later (about how long it should take to get some attraction going), he asks for her number so they can “hang out sometime.” At that moment, she genuinely would “hang out” with this man “sometime” ...

... but it doesn't turn out that way.

See, going out “sometime” is different from going out Thursday night. To see her “sometime” all you have to do is be more interesting than doing nothing. That's a pretty low standard, so of course she'll agree to it. And, if she has nothing else to do, she might actually see you. However, most worthwhile women rarely have “nothing else to do.”

So, to see her at a specific time, you need to be more interesting than anything else she could be doing, like friends, hobbies, work, other dates, or relaxing at home. That's a tough standard to meet in 3-5 minutes. Especially since over the course of the night she met a bunch of other men. Did you think you were the only man to notice her? She likes all of the attention and flirting, but she doesn't have time to go on 9 dates this week.

A woman is going to look for reasons NOT to go out with you.

Remember, meeting up with strange men is scary for a woman. First, there are issues of physical safety. If she's not comfortable with you, she may feel the risk of date rape or worse. Less dramatic is the hyper-developed fear that many women have of being in awkward social situations. Women do not generally go by themselves to interact socially with strangers. So, they bring a friend. To a man, the idea that you might not have a great time with this woman is irrelevant. Maybe you will, maybe you won't. Maybe you don't care, because she's beautiful. Either way, you'll never know if you don't meet up.

Worst case scenario is you cut it short early and go home. Men don't agonize and worry over whether it will be socially awkward or not. But, many women do, and we need to take this into account.

It should be clear by now that a quick interaction leading to some basic attraction and "we should hang out sometime" is rarely going to lead an exceptionally desirable woman into seeing you again. She fears safety, she fears social awkwardness, and who is this guy anyway? She's busy and she only met you for five minutes. If she's really trying to convince herself not to show up, she'll wonder why you'd even call her when you only met for a few minutes and you know so little about her (after all, you spent that time attracting her as opposed to learning about her). Are you desperate? Or are you a player?

To fix that mistake, make sure you get into Comfort during the first meet.

I don't care if you only have 10 minutes. You just have to play faster. You need to qualify and get into Comfort for your "time bridge" (seeing her again) to stick. If you qualify and get into Comfort, you minimize ALL of the objections we just discussed.

The second biggest mistake you can make is to go for the date unnecessarily.

There is nothing in [Love Systems](#) or our Triad Model that mandates meeting her again at a different time (a date). Sure, you may have to, like if you meet her on your lunch break and have to get back to work, but a lot of guys are used to thinking of getting a woman's phone number as something special. It's not. Phone numbers do not lead to happy social lives; relationships do.

A phone number is a tool. It's not a goal. It's not even an intermediate goal. Don't ever feel proud of yourself for getting a phone number.

In a way, a phone number is an admission of failure, even if it's sometimes an unavoidable failure. A phone number says "I am not trying to move this relationship forward right now. I am taking the risk that she will flake and am hoping to continue this later. In the worst case, I lose the relationship with her. In the best case, she meets me for the date and I'm more or less where I am now."

Make sense? A phone number never gains you anything. A date never gains you anything. All it does is give you another chance to push the relationship forward if the logistics weren't right to do so when you met her.

Here's an example from a [Love Systems](#) bootcamp (seminar) we held recently in LA. We took the guys to a lounge in Hollywood and one of them was deep in conversation with Suzanne, a very fit Asian woman. Suzanne's friends were happy for her to talk to our guy, because he had already won them over in Attraction. It was about midnight. There was no time pressure. But when our student "ran out of things to say" he took her phone number and rejoined us.

This was a bad decision. All the phone number was going to do was help them meet up again to spend time together. However, they were already in the middle of spending time together. Psychologically, he wanted to "lock in" what he had "gained" so far: her willingness to give him her phone number. That's a rookie mistake.

Of course, we didn't let him leave Suzanne. We led him back to her with instructions to escalate until rejection. When the lights came on an hour later, they left to get pizza. And then to go home together. There was no need for a time bridge.

He made dozens of mistakes in picking up Suzanne. We were watching him the whole time and went over them the next day. However, because he had the guts to go for it, and because he did enough things right that he'd learned that day in our seminar, he got the girl.

Ready for the good news and the bad news?

The good news is that now that you know this, you'll never make these two mistakes again.

The bad news is that you'll still need dates, and you'll still get some flakes. To banish flakes entirely, you need to use these ADVANCED tactics:

- Have something specific to do. She should plan to help you shop for your niece's birthday on Saturday, not "hang out sometime."
- Bait her into suggesting the date. Let her chase you. Drop little hints ("I'm going to X" or "I'd love to do Y") and see if she tries to become part of those plans.
- Don't make the date (or the phone number exchange) the last part of your interaction. That **feels** like a pickup. Stay at least 5 minutes afterwards.
- Engage her friends. When she goes home, her friends should be excited for her that you guys are meeting up later and not wondering who that

- creepy guy was. To a woman, her friends' approval for the men she dates is very important - much more important than peer group approval is for men.
- Focus on the date, not the phone number. The phone should be an afterthought (and isn't always necessary, although you take a big risk by not getting it). If she's all excited to come see you at a book reading you're going to be at the next night, you don't need her phone number. If she likes you, she'll come.
 - Set up call back humor. If you have a running joke during your interaction where you have a nickname for her, and later you phone her and call her by that nickname, it often triggers a reversal to the previous emotional state. She'll be back in the world of being out, having fun, and meeting men, as opposed to whatever mundane thing she was actually doing when you called.
 - If she's drinking, address it. Tease her that she won't remember anything because she's drunk. Pretend that you guys would have so much fun together, but she had to ruin it by being drunk and making it so it would be weird when you call. Bait her into convincing you that she's not all that drunk, that she's really into you, and she can't wait to hear from you. After she's said that, it becomes a lot harder for her to be flaky. Warning, don't do this unless the girl actually IS really drunk. It will annoy her if she's just had a drink or two.

While you're learning all of this stuff, you'll still get flakes. Here's what to do when she calls to tell you "I have to work tonight."

- Don't be upset. Don't lecture her. She doesn't care. All you'll succeed in doing is making her momentarily feel badly. She'll feel better once the next guy gives her attention, and she'll associate negative feelings with you. Remember, she's canceling because she's not that into you yet. [99% of the time, this is the case. Would she be canceling if it were Brad Pitt?] Making her feel badly is only going to make her less into you.
- Just in case that wasn't clear... You planned to meet a girl at 6? You had to leave work early? Fight traffic? Cut your workout short? Miss your favorite show? Tough. She doesn't care. That's not her problem. If you tell her all of this, you just look like even more of a tool because you rearranged your life for a date with her.

- Act like a guy who has lots of women interested in him and pursuing him. If that was you, and a girl flaked, your reaction would be “Okay, cool” because you have lots of other girls who would love to see you and more than likely whatever it was you were going to do was something you were going to be doing anyway with cool friends. If you don’t think you have that attitude down properly, try canceling the next time you set up a first date with a random girl. Listen for her casual reaction. It didn’t ruin her day. It shouldn’t ruin yours.
- A phrase I’ve had a lot of success with is “No problem, I’ll invite someone else.” Obviously don’t use this on a third or fourth date, but when it’s still casual, it’s perfect.

Flaking sucks. I want you guys to banish it forever. Your social life will improve dramatically.

Take care,

Savoy, founder & president of [Love Systems](#)



CHAPTER 18: WOLVES

No matter how tight your Tactics are, there's an element we all have to deal with in social environments: other men who want what you're after. We call them **Wolves**.

When the average guy is out macking, he views other men as a threat. If they're socializing with women and he can't get a conversation going, he starts feeling tense and hostile. With enough alcohol in him, he might even start a fight with the next guy that bumps into him.

This attitude is a waste of your energy and spoils your Mack mindset. Don't look at Wolves as your enemy. **You can't give off positive vibes to women, and negative vibes to men, at the same time.** You must erase the mentality that you're "competing" with them. You are an individual force with Tactics they can't touch.

Let's say you've been chatting with a girl at a club. You've decided that she's worth going for, so you offer to buy a round of drinks. She requests a vodka and cranberry. You excuse yourself to go to the bar. The club is crowded, so it takes you a few minutes to return with the drinks. When you do, another guy is talking to her.

Wack Tactic: Step in between her and the guy, hand her the drink, and tell the guy in an aggressive tone of voice, "Excuse us, we were talking."

Mack Tactic: Say politely, "Excuse me, bro" and hand her the drink: "Vodka and cranberry. That's what you wanted, right?" (showing the Wolf that you're with her). Then introduce yourself to the Wolf and shake his hand. Be friendly. Humor him for a minute or two. If he wants to keep trying to talk to her, let him. Be a part of the conversation. You're showing her that you don't feel threatened by another man's presence.

Also, since you just met the girl, it's too early for you to assume that you're the one she'd prefer to be with. She might actually be into what he's saying. (You never know; he could be a Mack, too.) If you can tell he's got game, listen to what he's saying and you might pick up a couple of pointers. Just remember, there's no sense in feeling threatened or hostile. You'll be able to tell if she'd rather return to a one-on-one convo with you.

Watch her body language. Is she giving you looks, like she wishes this guy would buzz off? If so, don't do anything about it—yet. Give him a few minutes

to keep running his mouth. If he keeps standing there yapping, and won't take the hint, step closer to her. Don't put your arm around her or try to pretend that you're her boyfriend; this only makes you seem possessive.

The correct Tactic at this point is to ask her a direct question and resume your one-on-one convo with her, as if he does not exist.

If the guy is so dense (or drunk) that he still won't take the hint, ask her to come with you to another area of the club: "Let's go see what's going on in the other room" or "Let's go find somewhere to sit." If she wants to shed the Wolf, she'll go with you. But before you leave, give him another handshake and say with a friendly smile, "It was nice to meet you, bro, have a good night." Make it seem like you never even *considered* him to be a threat.

As you walk away with her, she might start laughing about what a loser he was, or thank you for "saving" her. Instead of putting the guy down, say something like "I can't blame him. Obviously I'm not the only guy here that finds you attractive." This demonstrates confidence. You were never worried about losing her.

A Friend To All

When a Mack enters a bar or club, he's friendly to both men and women. If he's hanging out in the vicinity of some hip-looking guys, he'll introduce himself and chat with them for a few minutes. **Spread positive energy.** View them as your fellow man, not as competition. If you frequent certain hot spots, it's important to get on friendly terms with the regular patrons and the staff. When women see other people welcome you when you make your entrance, it boosts your profile.

Acting like a tough guy around Wolves does not impress women, at least not quality ones. They're completely turned off by hostile energy and don't want to be anywhere near violence. If you start arguing with a guy over her, she's likely to leave both of you in the dust. No sensible woman wants to draw that type of negative attention to herself.

At the same time, the Mack will always defend the honor of a woman. There are situations where you will need to assert yourself with a Wolf. If he's being disrespectful to the girl you're with, you're obligated to say something about it. The key is to keep your cool and not allow things to escalate. The calmer you remain, the more he'll look like a raving idiot. Tell him there's no excuse for the way he's behaving, that everyone here is just trying to have a good time.

If there's no reasoning with him and he's spoiling for a fight, walk away with your girl. The last thing she wants is for you to start trading punches. If you're in a nightclub, it will erupt into chaos. Fighting is a sure way to ruin your night and

obliterate any romantic bubble you've created with her.

If you're in a Wolf-heavy environment, identify "safe zones" where you can take a girl to chill with you. Don't hang around in a crowded area of a club or party trying to get to know her, while other Wolves look on. Make your intro, chat, and then bring her to a quieter area, since what she's talking about is "very interesting," and you want to be able to hear her.

If you spot a stunner you are extremely interested in, don't let the number of Wolves in the area affect your tempo. Don't feel that you've got to get to her before another guy does. The Mack is never in a rush, and has an **abundance mentality** rather than a **scarcity mentality**. Sit back and watch while an over-anxious Wolf approaches and tries to converse with her.

Observe their interaction and notice the way she handles herself. Be secure in the knowledge that 90% of these guys are going to screw up and shoot themselves in the foot somehow. Wait for her to cut him loose. Then, when you make your move a short time later, your Tactical approach is going to make you seem much more original and interesting by comparison.

Remember the saying: "*The early bird gets the worm, but the second mouse gets the cheese.*" Let a Wolf walk into the trap, then move in and scoop up your cheese.

Advanced Mack Maneuver: Ex Marks the Spot

By The Negotiator

An essential Tactic on your road to success is knowing how to utilize your Exes. We define an Ex as any female that you've ever been with romantically, even if it was just a quick fling.

For most guys, the thought of being around an Ex is awkward and stressful. They'll practically hide under the table if a girl they hooked up with in the past walks into the club. But if you play it smart, Exes can be one of the most powerful weapons in your arsenal. You've already invested time, money and effort in these women—why chuck all that away, when you can keep them as a companion on the nightlife scene? Used correctly, a "wingwoman" is always more effective than a male one.

Make an effort to stay on good terms with the women you've been with. A weekly phone call, just to say hello, goes a long way. When you go out to a club or a bar to mack, you possess a great tactical advantage if you're accompanied by at least one attractive female. It makes other females notice you. They become curious. Clearly, you've got qualities that make women want to be around you.

Obviously if you dated someone on a serious basis and broke up, she's not going to be into the idea of "winging" you when you go out to meet girls. The trick is to cultivate at least two or three Exes with whom you've had "no strings attached" relationships. This works both ways, since women enjoy going out partying with cool male friends. It makes them feel more secure to be out with a guy, since he can act as a buffer between her and the Wolves who want to approach her. Hanging out with a cool Ex is a win-win situation.

So here's a story to illustrate this principle. The other night, my boy Rob and I decided to hit a club on the Vegas Strip. It was a Saturday and I knew the spot would be swarming with beautiful women. Although Rob and I always dress to impress, and our Tactics are airtight, there's nothing wrong with increasing your Tactical edge. This is why earlier that day, I made some phone calls to certain Exes of mine that I invite out with us on big party nights.

First, you've got to understand there are several levels of Exes. The most beneficial are the ones who have no intentions of ever having you as a boyfriend. The first phone call I made was to Cathy, a very cute 22 year old cocktail waitress with a sparkling personality. I had a month-long fling with her about a year ago, and we still hang out and party together sometimes. I make sure to maintain my relationship with her for nights like these.

I told Cathy that me and my boy were rolling out tonight. When I extend the invite, I like to use the phrase, "no strings, no pressure, just good music and good times." And, I tell her to invite a friend.

Now you're wondering, why did I invite two women to come party with us, when we're about to go out macking? Isn't that like bringing sand to the beach? No, because Cathy and her friend are one of the keys to our success tonight.

When Dean Cortez and I walk into the club with them, we're a group instead of two desperate-looking guys on the prowl. Never forget: when you show up with a female—or even better, multiple females—the other girls in the place notice and assess you. They're wondering **what you've got** that makes women want to hang with you. Even if your "Ex" isn't the hottest thing on the block, it gives you instant cred with the other girls. It also gives you an element of intrigue.

We sit down and have drinks. Since the four of us came as "friends," I'm under no obligation to pay for drinks, so we take turns buying rounds. Meanwhile, Dean and I are scanning the room, and not five minutes after we sit down, a crew of five model-quality hammers—accompanied by a couple of guys—sit at the table next to ours.

As we sit at our table and laugh and joke, I notice that the hammer crew is checking us out. They notice that my friends and I are getting loose and having fun. Which we are, but at the same time, I'm applying a Mack

Commandment: "Wherever you're at is the place to be." In other words, *my* table is where the party is at.

During this, I make eye contact with one of the hammers. I picked out the one that I wanted, a blonde, and waited for the moment for our eyes to meet. She's the one on the end wearing the short denim skirt. She let her eyes linger on me after she took a drag from her cigarette, and right then I knew it was *on*.

At this point, I'm making Mack Mental Notes. In the Marine Corps, before any mission you gather Intell. Macking is no different. She's wearing a short skirt: this means she's confident. She smokes: she's got a "bad girl" streak. She sits on the end: independent and looking for more fun than her present company can offer. She drinks out of a martini glass: classy. With this Intell, I'm able to formulate the proper strategy for when I eventually get one-on-one with her.

I grab my friend Cathy and take her to the dance floor, and we dance like we're the only two people in the room. Since we were intimate together in the past, we're at ease with each other physically. I know the blonde hammer is checking us out.

After we finish, I walk Cathy back to our table. Now it's time to put in work. When the cocktail waitress returns, I send a drink over to the blonde hammer with specific instructions. I tell the waitress to relay the message that I'm here with a group of *friends* but I like her style, so "enjoy this drink with no strings attached."

Fellas, I could have put my Mack check in the bank right then.

When the waitress brings her the drink and whispers in the hammer's ear, she gives me a smile. I can tell she's impressed by my gesture.

I give her a friendly smile and go back to chatting with my group, like I have all the time in the world. Of course, I know it's only a matter of time before I wind up standing next to the blonde hammer on the dance floor, or at the bar. When we do wind up talking—I time it so that I "bump into her" in the hallway outside the bathrooms—the ice is already broken.

I know which subjects to touch on during our conversation, based on my observations about her, and it's easy to get her digits and set a date for later in the week—when *I* have the time.



CHAPTER 19: SECRETS OF MAGNETIC ATTRACTION



Attraction is the basis of all romantic relationships. The more **attractive** you are to women, the more success you'll have with them. We realize this sounds like a no-brainer. But the word "attraction" is understood by most men. It goes much deeper than they think. What guys also don't realize is that they can *train* themselves to become highly attractive individuals, even if they lack the looks, the money, or the other qualities that we've been conditioned to believe beautiful women require.

We're now going to explain the concept of Magnetic Attraction. Whether it's racking up phone numbers, having casual sexual encounters, pulling off successful dates, getting a girlfriend, or marrying the woman of your dreams, you'll get whatever it is you're looking for when you understand how to Magnetically Attract.

When a man possesses this ability, women will have a very hard time saying "no," because their instincts are screaming "yes."

First off, we need to explain how we define “attractive” in the Mack sense of the word. Most guys assume that an attractive man is one with certain physical features: he’s tall, muscular, has perfect white teeth, dresses a certain way, etc. In one sense of the word, this may be true. Women do find these qualities attractive on a certain level. But when we talk about Magnetic Attraction, we’re talking about something much deeper and more powerful.

Magnetic Attraction transcends looks, money, and the other superficial qualities you might think you don’t have enough of.

An extremely good-looking guy will get sex on occasion, as can a guy who is fearless and hits on everything that moves, or a guy with a lot of cash and flash. But if he’s not presenting a complete “attraction package” to women, **the pull that women feel towards him is not going to be powerful or lasting.** It will only be temporary. Hot women can sleep with these guys once, or on a few occasions, and then they’ll probably get restless and want to move on to someone else. The level of attraction is not strong enough to keep her “on the hook.”

The magical factor that **attractive men** possess is summed up in one word:

PRESENCE.

In order to make women feel Magnetic Attraction towards you, you must develop a strong Presence. Presence can be summed up as your aura, the energy that you project when you enter a room or meet someone for the first time. It dictates your walk, your bearing and your attitude.

Imagine it as an invisible cloud that surrounds you everywhere you go. When a woman enters this cloud, and your presence is strong, she can’t help but be affected by it.

Most guys figure that a powerful presence is something that certain guys are blessed with, or have gained as result of being rich or famous. They don’t believe they can ever have a similar aura. But this is not true. Presence is like self-confidence. It’s a quality that you can build through skill and success.

In fact, a lot of guys that seem to be “naturals” with women were actually dorks earlier in life. Somewhere along the line, they found their footing and developed a presence that women respond to. This creates a snowball effect: the more success they experience with women, and in their career pursuits, the more powerful their confidence, and presence, grows.

Every time you walk into an environment where there are potential female targets, be aware of four factors:

Your Walk. The first thing pimps teach their prostitutes is how to walk, in order to cause every guy in the vicinity to take notice. Your walk is a key part of the package. Whenever you step into a target-rich environment, walk in like you belong. Nod to the nice-looking girls as you pass. Flash some smiles. See what kinds of looks and smiles you get in return. Think of it as fishing: you're throwing out lures and seeing if you get some bites. Girls take notice when a confident, enthusiastic-looking guy enters a room.

Interacting with the other guys in the room is equally important in establishing your presence. Don't view guys you don't know as the competition. By creating male allies, you never know what kind of Intel you might gather. They might have a suggestion for another cool bar/club in the area you weren't aware of. They might point out some potential targets you haven't noticed, or save you the trouble of macking on a girl who they already know is taken. More importantly, when the women in the room see you chatting with people and interacting, it heightens your appeal.

Remember the Mack Commandment: “***Wherever you're at is the place to be.***” Maintain the attitude that now that *you've* shown up, the good times can start.

Your Posture. Stand up straight, just like mom used to tell you. Never slouch or hang your head. Stand tall. Your posture has a direct correlation to how you feel inside: it is a key element of your body language that will either make you look and feel sluggish and introverted, or extroverted and ready to take on the world.

Your Focus. This means the way you direct your eyes and how you channel your concentration when you're in a target-rich environment. A guy can have a confident walk and good posture, but if he looks unsure of who to approach or what to do next, he's going to start showing nervousness. His eyes will dart around the room. This will lead to a breakdown in his posture as he starts showing nervous tics.

Also, without the proper focus, you will miss the little signals and details that will assist you in making it a successful encounter. We're going to explain these signals and details a little later on in this chapter, when we discuss the importance of “Awareness.”

If you enter a room where there are 20 women, within five minutes you should know which ones you are going to meet tonight. You're going to scope out prospects (without being obvious about it), watch out for the right signals and details, and make your approach on girl #1 when the moment is right. You're not there to get drunk excessively and hang out with your buddies who you see all the time. You're there to make it happen with the ladies. Stay focused.

Perfecting Your Presence

We want you to keep a new mantra in mind: **“My options are limitless.”** Know that the majority of women *can be seduced* by a man who has the right presence and Tactics—regardless of looks, money, or other superficial qualities you might *think* women require.

We’re now going to identify and explain the traits that create a powerful P.R.E.S.E.N.C.E.—the acronym we’ve created to illustrate the eight qualities you must possess.

P.R.E.S.E.N.C.E. Trait #1: Poise.

Just as you need to be aware and focused, always watching out for details, remember that women are going to be watching *you*. Whether you’ve just struck up a conversation with her, or you’re out on a date, you are constantly being evaluated. But this shouldn’t make you nervous. Instead, be on the lookout for opportunities to demonstrate what a calm, cool and collected guy you are. While the average guy fumbles and falters when things don’t go exactly according to plan, the Mack always shows **poise**.

We’ve all been in situations where we’ve had to wait in line for something. No one likes to wait in line. Some guys, if they’re waiting to get into a nightclub or restaurant, will start muttering angrily or make rude comments to the staff. (Impatience, you should know, is a major turn-off for women.)

The next time you find yourself waiting in line with a date, don’t complain and create negative energy. Spin it into a positive. Tell her, “normally I’d get impatient at having to wait in this line, but with you keeping me company it’s not so bad.” Watch that put a smile on her face. Instead of showing weakness (in the form of impatience), you showed poise.

Every time you’re with a woman, you are faced with situations where you can either create negative energy, or demonstrate poise. Let’s say a waitress messes up your order, or there’s something wrong with your food. Your car breaks down. You’re with her at a bar, enjoying a romantic vibe, and some guy she knows from her job comes over and interrupts your conversation. Or, while you’re in the bathroom, some random guy starts hitting on your date. All of these situations should be handled with poise. Look at them as little “tests,” ***and know she’s going to watch how you handle yourself.***

Say to the waitress who screwed up your order, “I know it must not be easy, keeping track of all these orders, but I actually ordered the *medium rare* steak.” When she apologizes, smile and act like it’s no big deal. “I completely

understand, it's busy here tonight. Not a problem." Your date will take note of how you handled the situation: firmly, but with class.

When you return from the bathroom to find a guy hitting on your date, most guys in this situation will try to assert their masculinity—by staring the guy down, or barging in and cutting off their conversation. This makes you look insecure and clingy. Should you really be worried that some random guy is going to steal her out from under your nose?

Take the opposite approach. Be extra cool and friendly. Shake his hand and introduce yourself. **He's** the one who is now in an awkward situation, not you. If he doesn't take the hint and leave, get rid of him with total politeness. "You know what, Bob? Jennifer and I were right in the middle of a conversation about a personal matter. We can all get together and talk a little later, after we've finished our conversation." Handle things this way, and your girl will be impressed—and unless the other guy is a drunken goon, he'll take the hint and leave the two of you alone, without feeling insulted.

You should also show poise when things don't go the way you want with a girl. If she's not interested in talking to you, don't scoff and make a rude comment. Give her a smile, wish her a fun time, and be on your way. Likewise, if you start chatting with a girl and her boyfriend suddenly appears out of nowhere—giving you an aggressive look—give them both a smile and show poise. "I wasn't aware you two were together. You guys have a great time tonight." And be on your way.

Anyone can have a good time when everything is according to plan. A Mack shows poise under pressure and finds ways to spin challenging situations into positives.

P.R.E.S.E.N.C.E. Trait #2: Reliability.

Women always need to feel safe when they are with you. The most basic female need is to feel secure and protected.

This doesn't have to do with your physical size or strength. In modern times, women don't rely on you to hunt for food or protect the tribe from rampaging barbarian hordes. These days, you've got to demonstrate that you are a source of **emotional** security.

When your girl gets upset or stressed out over something unimportant—as women naturally do—you've got to be the rock. Never get caught up in her emotional waves. When she expresses a problem, don't allow her to go on and on and work herself into an emotional frenzy. Provide a solution. Even if your

solution doesn't turn out to be 100% correct, the important thing is that when her mind is racing in ten different directions, you lay out a plan and provide her with direction.

HER: "I'm sick and tired of my friend Camille always gossiping behind my back. She can be such a bitch. What gives her the right?" (blah blah blah...)

YOU: "Here's what I want you to do. You're going to call her tomorrow, after you've had a good night's sleep, so you'll be rested and clear-headed. Then you're going to tell her what she's been doing is unacceptable to you, and if she keeps it up you're going to have to re-assess whether to continue your friendship with her. That's how you're going to handle this. As for right now, let's go grab a drink. I want to hear more about that promotion you got at your job..."

Show her that she can count on you. Showing up late, changing plans at the last minute, or flaking out will set off red flags in her mind. On the other hand, if you consistently demonstrate that you are dependable, you'll gain major points.

If you're a busy guy—which all Macks are—don't overextend yourself to her. In other words, don't make plans with her, promise to call her at a certain time tomorrow, or offer to help her with something unless you are ***certain*** you'll be able to do so.

At the same time, whenever a woman asks you to commit your time to her, look out for ways to generate I.O.U.s. (We covered this earlier in the book.) Let's say she asks you to accompany her next Sunday when she goes out to shop for a new car. Instead of immediately saying "sure, no problem," tell her "I've got a lot on my plate next weekend...let me check my schedule and see if I can set aside some time for you on Sunday."

When you talk to her again, say "OK, I rescheduled a couple of things so I can help you out on Sunday." She may protest: "No, you shouldn't have, if you've got stuff to do it's OK..." But you'll assure her that you already made the time for her, because you know she needs your help.

This way, she'll be *twice* as grateful when you do accompany her next Sunday. (Which you intended to do in the first place.)

There are endless applications for this principle. Don't overdo the I.O.U. thing, but look out for ways to use it to your advantage. It doesn't only make her more appreciative. It also implies to her that you're a busy guy with a full life, with places to be and things to do. But for *her*, you are willing to make adjustments

to your schedule—because you are a loyal, dependable person.

Another aspect of reliability is punctuality. If you're supposed to show up at her house at 9 to pick her up, arrive at 8:45. Don't knock on the door yet. Use the extra time to prepare yourself in the car, and knock on her door at 9 sharp. When she answers the door, smile and check your watch. "OK good, I'm right on time. I didn't want to keep you waiting."

In the back of her mind, she's saying *this* is the type of guy that I can count on. It's a hugely attractive quality, since again, **her core need is to feel secure**. Also, when you send the message that you are a punctual, reliable person who respects her time, she has no choice but to respect yours. If you've got plans to meet her somewhere at a certain time, she should know it's unacceptable to show up 15 minutes late. (Some women make a habit of running 15-30 minutes behind schedule at all times; you shouldn't have to tolerate this.)

Also, mention things to her that showcase your dependability. You could mention how you had to work late because your boss needed something done last-minute, and you always want your co-workers to know they can count on you. Or, mention how a friend asked you for some type of favor, and you came through because you feel it's important for friends to be able to count on each other. Little comments like these go a long way. They plant seeds in her mind about your character.

P.R.E.S.E.N.C.E. Trait #3: Enthusiasm.

Being enthusiastic and passionate about what you do, and the way you live your life, is a quality that women find very attractive. Women are drawn to men who are passionate. In fact, the main reason why girls put up with sports-fanatic boyfriends is that they're hoping they can get their man to channel that passion into *them*.

This is the premise of the movie *Fever Pitch*, in which Jimmy Fallon plays a dude who's completely obsessed with the Boston Red Sox and Drew Barrymore plays his frustrated girlfriend. At one point in the movie, she gets fed up with how he's been ignoring her to watch his team. Right before breaking up with him, she tells him that his love for the Red Sox is one of the things that made her interested in him, because she figured she could get him to redirect that passion towards her. Of course, being that this was a Hollywood romantic comedy (and not a very good one), he eventually realizes how foolish he's been, and in the end they reunite and presumably live happily ever after.

The point of the story is, passion is an incredibly attractive quality to women. But not **obsession**, where you're so consumed with sports, other hobbies, or your

job that you wind up ignoring the people close to you. Whether you love music, snowboarding, or travel, it's *cool* to be really into something and be an expert on the subject. Ideally, it's something that you can share with women. Maybe it's turning her on to a new type of music, showing her around your favorite art gallery, or taking her to your favorite mountain biking trail.

When women ask you about your hobbies and interests, you should never have to struggle to come up with answers. Part of becoming a Mack is broadening your range of interests and hobbies, and being able to explain them with genuine enthusiasm. Enthusiasm is infectious. And the more cool things you're into, and know about, the more a woman is going to want to be a part of your world and learn *from* you.

Wishy-washy people who live on the fence wash away into mediocrity. On the other hand, people who demonstrate great passion will always inspire others to follow. A leader who shows great enthusiasm for his cause is going to cause others to fall into line behind him. This instantly separates you from the majority of guys whose lives lack a "spark."

P.R.E.S.E.N.C.E. Trait #4: Self-Confidence.

The importance of self-confidence, and the ways in which you can develop it and showcase it, is a huge subject that could practically fill a book on its own. We're going to focus on one aspect of self-confidence that is crucial to developing a strong presence. It's the power of **being decisive**.

The average guy is way too eager to please. He doesn't want to state opinions, or make suggestions, that she might disagree with.

Leaders, however, know it's better to make a wrong decision than to make no decision at all. And brilliant leaders know that there is no "wrong" decision, because no matter what happens, they'll figure out a way to come out on top.

Let's say Joe Average meets a girl and gets her phone number. The next day he calls her to see if she wants to do something tonight.

HIM: So I was thinking, if you're free tonight, maybe we could do something.

HER: Like what?

HIM: I don't know, maybe get something to eat?

HER: Sure, OK.

HIM: What kind of food do you like?

HER: Well, my favorite is probably sushi...

HIM: I'm not big on sushi. What about Mexican food?

HER: I ate Mexican food for lunch. Y'know, actually, I'm not that hungry...

HIM: Howbout we go see a movie instead?

HER: Alright. Which one?

HIM: I don't know, what's playing? Is there a movie you want to see?

This could go back-and-forth for the next ten minutes, and the whole time her attraction to this guy is diminishing. Even the most independent women appreciates a man who leads and makes decisions. Just lay out a game plan.

HIM: I'm taking you to dinner tonight, there's this amazing Italian restaurant I want to show you. I'll pick you up at eight.

Or...

HIM: There's this really cool bar I know that has a great live band on Saturdays. Let's meet there at nine.

When you present a clearly defined plan, a woman is likely to agree to it. You've removed the stress from the situation, because all she has to do is say "yes."

Remember, before you call her to make plans, you should already have the date worked out in your mind—including a Plan B and a Plan C. Maybe she wants to see you tonight, but she already has dinner plans and wants to meet you somewhere afterwards. In this case, you switch to Plan B and suggest a place to meet for drinks at 9pm.

This principle applies to any situation where a woman is looking to you to make a decision, or is in need of advice or direction. Being decisive is a sure sign of self-confidence and a powerful aspect of presence.

P.R.E.S.E.N.C.E. Trait #5: Exceptional Grooming.

A Mack must groom himself carefully and correctly. This means making

grooming a part of your daily ritual. It's especially important on the nights that you go out scoping for targets. You'd be surprised at how closely women watch a man's grooming—and if they notice you've overlooked details, it could cause them to disqualify you.

Hot women take great care in their appearance; we love that about them. They spend a lot of time tending to themselves and making sure every detail is on point—from their hair, to the texture of their skin, to their toenails. If this is the type of girl you want to attract (and who among us doesn't want a flawless-looking woman?), then it's time for you to start treating yourself with more care.

We're not saying you should spend an hour in the mirror every day. Really, all it takes is a few minutes a day for a man to keep himself properly groomed—if he knows what he's doing. Remember, this isn't just about looking good to women. It's about *feeling* your best. When you know that all the elements of your appearance are on point—from your hair, to the softness of your hands, right on down to your toenails—you're going to feel fresher, cleaner and more confident.

We already explained how every time you go out macking, your home should be clean (especially the bathroom!) and ready to host female company in case you bring someone home. The same principle applies to your personal grooming. If you wind up hooking up tonight, or meeting the right woman, you don't want her to discover any unsightly areas (or unpleasant odors). Especially if the two of you are stripped down to nothing and exploring each other in the most intimate ways.

The most effective way to handle your daily grooming ritual is to start at your scalp and work your way down to your toes. This way you won't miss anything. (It's a good idea to buy a small mirror to put in your shower, to assist you with anything that has to do with shaving or trimming.)

Here's a quick rundown of our Mack grooming tips:

Get your hair done by a hip professional and invest in a good shampoo and conditioner. Select it based on your hair type. (On the label, most good shampoos state what type of hair they're best used with.) If you're not sure of your hair type and have never really paid your hair much attention—beyond getting the occasional cut and throwing some gel in it—it's time for you to find a good salon to start getting your hair cut and styled.

It doesn't need to be super expensive; find one that some younger, hip-looking people on staff. Have them style your hair and be open to their suggestions. While you're chatting with them, ask them for tips about shampoo, conditioner, your hair type, etc. If you've traditionally gone to inexpensive barber shops, you'll be amazed at how good you feel walking out of a nice salon for the first time, after getting your hair done right.

Don't think women can't tell the difference between guys who get \$10 haircuts and guys who get their hair professionally cut and styled. You're going to look, and more importantly, feel, sharper than before.

Eyebrows are an aspect that most men overlook. When eyebrows are properly trimmed, they showcase your face. (Just consider all the care and attention that beautiful women put into their eyebrows and eyelashes.) When eyebrows are left untended and get bushy, it damages your appearance. Ideally, a woman is going to be looking you in the eyes when you talk to her, and your out-of-control eyebrows (or even worse, a unibrow) are one of the first things she's going to notice. During your trip to the salon, have them do a touch-up on your eyebrows. It really does make a difference.

Buy a nose hair trimmer. Take a look in the mirror, and check out your nose hairs. A lot of guys aren't aware of how visible they can be, especially from the perspective of someone looking up at you. (Which most women will be doing, since they're generally shorter than we are.) You can buy a electric trimmer for about \$10, and also use it to trim the stray hairs on your sideburns or on your ears.

If you've got facial hair, re-assess it. Most women we surveyed feel men are much more attractive with a clean-shaven face. First, it's a cleaner look. Second, a clean-shaven face is more inviting to women. They've got sensitive skin and your stubble, or goatee, will probably irritate or tickle them. If you've worn a goatee or beard for years, and haven't been getting the results you want with women, shave it tonight. Go with a clean, fresh start. It makes a psychological difference.

Monitor your body hair. A few decades ago the biggest male sex symbols were hairy he-men, like Burt Reynolds. Birds could have nested in the guy's chest hair. Nowadays, the vast majority of women prefer a cleaner look. Body hair is fine, and a lot of women like some chest hair to nuzzle in, but the key is to keep it trimmed. And back hair, especially if you have dark hair, is very unsightly.

We discovered a product called The Mangroomer, which you can order on amazon.com for about \$40. It enables you to shave your own back and shoulders, which is far more convenient (and a lot cheaper) than having electrolysis done to remove body hair. And don't forget, trimming includes your pubes.

Maintain your fingernails/toenails. Keep the nails on your fingers and toes trimmed. Buy some skin lotion and rub it into your hands and feet (including between your toes) after every shower. If you want to really be on point, get a pedicure every couple of months.

Products in your bathroom must include:

- Lotion with moisturizer, to be used daily on your face
- Body lotion
- Deodorant/antiperspirant
- Powder for your groin/feet
- Scented body wash
- Nail clippers
- Dental Floss
- Face soap for your skin type
- Shampoo/Conditioner
- Hand Soap (remember, the skin on your hands is different than the skin on your face. This type of soap contains different ingredients.)
- Toothpaste with whitener
- Teeth bleaching kit
- Cologne (try a few different options; you might prefer certain scents for the daytime, and something else when you go out at night. Experiment and find out which scents women really respond to).
- Tweezers

P.R.E.S.E.N.C.E. Trait #6: Notice Details.

Most people consider themselves pretty aware of what is going on around them, yet they're constantly letting opportunities pass them by because they're not aware. These guys don't just miss the boat—they don't even see the boat leaving the dock. When it comes to macking, these guys waste their time and cash on the *wrong* targets, not even noticing that the *right* chicks are there for the taking—if only they were paying attention.

There is actually a medical term for this. It's called a "scotoma." The Webster's dictionary definition for this is "a partial loss of vision or a blind spot in an otherwise normal field of view." The Mack, meanwhile, has honed his skills to the point where he has no scotomas. Whenever he's in an environment where there are opportunities to meet women, he is tuned into his surroundings and honing in on the targets that give him the greatest chance of success.

When the average guy steps into a bar or a club, he doesn't think in terms of the "right targets." He only notices hot chicks. If he's got some courage, or he's sufficiently drunk, he'll move in to strike up a conversation, figuring he needs to make a move before some other guy does.

The Mack, on the other hand, will spend some time identifying the girl (or girls) in the room who interest him, and who probably won't be a waste of his time. All of this information can be gathered by watching a woman, being

aware of the environment, and noticing details.

Here are some important signals/details to be aware of:

Be aware of her focus. A girl who is immersed in a conversation with her girlfriend, chatting or texting on her cell phone, or is otherwise distracted, is most likely a girl who doesn't want to be bothered right now.

An exception to this rule is a girl who's reading a book, a scenario you might come across at a coffee shop. The book creates an easy conversational topic. Depending on the type of book, you can ask her if it's any good, tell her you've heard about it, say you studied that course in college, etc. It's an easy gateway to open a dialogue with her.

If she's hanging out with some girlfriends, but isn't focusing on them—and is giving occasional glances around the room—she's restless and open to other options. This girl has potential.

Be aware of her marital status. Always glance at the ring finger on her right hand. If she's wearing a wedding ring, proceed at your own risk. Either she's married, or, as some of our hot female friends do, she wears a phony wedding ring when she goes out so guys will leave her alone. Either way you're facing an uphill battle and our recommendation is to find a more suitable target. Also look out for heart-shaped pendants worn around the neck. This screams out "gift purchased by boyfriend."

If you see a ring or a pendant on her, but get the sense she still might be available—or down to have some fun—pull an Advanced Mack Maneuver. Approach her, chat with her, and then touch the ring or the pendant. Compliment it; tell her it's nice. This will almost always prompt her to tell you the significance of it, whether it's a symbol of a relationship she's in.

Be aware of her body language. Women exhibit either open body language or closed body language. Open means you can make your move. Closed means you should probably pick another target.

Examples of closed body language:

She has her arms or legs crossed.

She's talking or texting on her phone.

She appears to be looking for someone, or waiting for someone. (Usually this means she's sitting or standing by herself, avoiding eye contact with anyone). Maybe she's waiting for her boyfriend to show up (or to return from the bathroom).

Examples of open body language:

She's playing with her hair. This means she's trying to draw attention to herself. There are definite possibilities here.

After you've made eye contact with her, she changes her proximity and sits/stands closer to you. Not all girls are going to sit there and be passive, waiting for a guy to approach them. Some girls will take the first step when they see a guy they like, and move closer to him to invite his approach.

She fidgets and adjusts in her seat. This means she's restless where she's at and would rather be meeting someone new. When you see a group of girls sitting together, notice if one of them is fidgeting and not paying attention to the group conversation. This is the one that came out tonight to meet a guy, not to listen to her girlfriends babble.

She leans in to hear what you have to say. If you're chatting with a girl in a noisy environment, notice if she leans in closer to you while you're talking. If she's closing the physical gap between the two of you, there's a strong chance that she's interested in taking this to another level.

She's receptive to your touch. Again, this is something that occurs once you've engaged her in conversation. One of the best ways to gauge her interest level is to subtly touch her during the conversation. As you're leaning in close, talking near her ear, lightly touch her forearm. If you're sitting down with her, touch her arm or her hand as you make a point. Do it subtly and don't keep your hand there. Make contact and notice how she responds.

This breaks the ice in a physical sense, and shows you whether she's receptive to your touch. If she withdraws her hand and places it in her lap, or angles her body away from you, she's either not interested, or she's shy and needs some more warming up. If she seems completely comfortable with your touch, or leans in closer to you, you're well on your way.

Be aware of the guys in her vicinity. If she's talking to a dude, assess the nature of their relationship. Watch them for a few minutes. If you can do it without seeming obvious, position yourself close enough to hear what they're talking about. He might be involved with her romantically. Or, he might be some random dude who's trying to get to know her. If this is the case, check out her body language (or listen to the way she replies to his questions) and it should be obvious whether they're in some type of relationship, or if she'd rather be left alone...so she can meet a guy like you.

If she's giving the "I wish this guy would leave me alone" vibe, make eye contact with her and give her a smile. Let her know that you know the deal: *yeah, I can tell you want him to get lost*. If she smiles back at you, you're in the door with

her. You've also got a humorous topic of conversation to start things off with, as soon as he leaves her alone and you step in.

You can learn a lot by observing how other guys attempt to mack on the girls you're interested in. If the guy turns out to have some game, you might pick up a new line, joke or conversational topic you can add to your own arsenal. If it turns out he's a clown (which is more often the case), you can watch what he does wrong and then, when you get your turn, present yourself as his opposite and do things *right*.

When you observe clowns trying to talk to women, you'll often notice how they spend too much time talking about themselves. You can see the bored expressions on the girls' face as the guy rambles on about his job, or his workout routine, or some other topic she really doesn't want to hear about. The clowns would get a lot farther with women if they remembered the importance of Listening.

Be aware of time. This is the commodity that none of us ever get any more of. As you already know, a Mack understands his time is valuable and must be maximized. When you're in a bar or nightclub environment, you've only got a certain amount of time until last call. The later it gets, and the more drinks are consumed, the heavier the competition gets among guys trying to hook up with remaining available girls.

Identify the right target, then be decisive. Make your move. Once you're chatting with her, it should be pretty clear within the first minute or two if the encounter has the potential to go somewhere. If it doesn't, excuse yourself politely and wish her a fun time tonight. Never waste time on dead-end situations.

Maximizing your time means executing a plan of attack. The plan of attack calls for you to **Identify, Engage and Isolate**.

1. Identify the girl that you're going to mack (after assessing the signals/details that suggest she is open to being approached).

2. Engage her in conversation.

3. Isolate her. Maneuver her to an area of the room that allows you to talk more privately and share the same intimate space. Part of Isolation is shielding her from the other single guys in the area who will swoop in if you give them the chance. Whether you're standing next to her at the bar, or sitting with her at a table, you should always angle yourself so that you're shielding her from the Wolves walking by.

P.R.E.S.E.N.C.E. Trait #7: Commitment.

Women want a guy who is willing and able to commit to a relationship. One of their biggest gripes is men who “can’t commit” or have a “fear of commitment.” Therefore, if your intent is to turn a woman into your girlfriend, it’s important for you to demonstrate that you believe in commitment. You can demonstrate this through your actions, or plant these seeds in her mind during the conversation.

Here are a few examples of “Commitment” seeds you can plant:

- **“I’ve been working on this project that’s been really challenging, but I’m going to see it through. Once I start something, I always stay committed to it.”**
- **“One of my goals right now is to get in better shape and eat healthier. I’m really committed to it.”**
- **“What’s up with these Hollywood celebrities, getting married and always splitting up like three weeks later? I think they do it mainly for the publicity, they just don’t know what real commitment is about.”**
- **“What I respect most about my parents is their commitment to each other. They’ve had a lot of up and downs but they’ve always stayed committed to their marriage.”**

Establish yourself as a guy who believes in, and respects, commitment, and women will want to commit themselves to **you**.

P.R.E.S.E.N.C.E. Trait #8: Extra Effort.

This category covers a lot of ground. As you embark on the journey to becoming a true Mack, you’ll need to make special efforts in many areas. For starters, you’ll need to venture outside of your comfort zone. This means going to new places, trying new activities, and interacting with new types of women. It means taking extra care with your appearance, from the clothes you wear, to your personal grooming, to the way you carry yourself when you enter a room.

Most importantly, when you meet a woman, or start dating one, you’re going to use your Tactics instead of just “going with the flow” and hoping she likes you. From the opening conversation, to getting her phone number, through the first few dates, there are dozens of junctures where you can either choose to do things the Mack way or the Wack way. Something as simple as calling a girl to make dinner plans can be done in away that makes you look strong and decisive, or like a wishy-washy chump. Extra Effort means learning every step of the M.A.C.K. Tactics system, using the strategies, and following through.

Now let's explore some other elements of attraction. This is all knowledge that you can start using to develop the new presence you project to women.

Be The Man

Most stunners you come across used to be "Daddy's girl." They grew up viewing their father, the one man they loved unconditionally, as their protector. As these women grow into adulthood, they start looking for a lover/partner to fulfill this role.

For women, a guy who's got money or a certain "look" might catch her eye, but these qualities do not address the core female needs. Feeling safe and protected is the most important of all female needs. That's why as a Mack, in order to make women feel strongly attracted to you, you must always make them feel that they're safe in your presence.

Women want to be reminded that they're with a *man*. Women need you to give them a sense of protection and stability. Guys who are overly "macho" and get into stupid confrontations with other men project *instability*.

A real man will always step up and defend his woman when necessary, but physical confrontations should be an absolute last resort. A real man understands that, and will use a level head to defuse these situations.

Another important point: as a man, you should never speak badly about your parents or family. If you have a good relationship with them, then this is something you should mention and highlight. It's an attractive quality. If you're extra close with one of your parents, mention that. It's another way to show the value you place on **loyalty** and **commitment**.

There are other effective ways to make her aware of your physical presence and your masculine strength. (Even if you're not a big guy, as a man you are still the stronger sex and must project this.) When you're walking and holding hands, hold her hand firmly—or offer your arm for her to hold onto. When you're holding open a door for her, or guiding her towards her seat in a restaurant, place your hand on the small of her back. Remind her that you are there, and that you're looking out for her.

Being "the man" also means understanding the importance of something called **Polarity**. This is another critical component of Magnetic Attraction.

The Power of Polarity

Self-help guru Tony Robbins says that polarity is the key to sexual attraction. Webster's Dictionary describes polarity as "the tendency to turn, grow, think, etc. in contrary directions, as if because of magnetic repulsion."

Magnetic repulsion? We know, it doesn't exactly sound like a recipe for romance. But the way Robbins breaks it down, it makes perfect sense. Whoever came up with the phrase "opposites attract" was essentially talking about polarity. It's the difference between pressing two rocks together, which will come apart the moment you let go, and pressing two magnets together, which will stick.

All people exude either masculine energy, or feminine energy. It's not dependent on gender; a woman can have a masculine energy to her, and a heterosexual guy can have a feminine energy. By "feminine," we're not saying he has gay tendencies. It has nothing to do with any of that. It's about the *energy* he exudes when he's with his woman. There are totally heterosexual men whose personalities are more feminine than masculine, just as there are petite, softly spoken women who have a masculine energy.

In order for two people to feel a strong *sexual pull* towards each other, each has to fulfill one of these roles in the relationship. This even holds true with gay or lesbian relationships. It's especially evident with lesbians; one is often the "butch" (masculine) partner, while the other is more feminine in her appearance and tendencies. But if both people are masculine, or both are feminine, there's no chance of a powerful, "magnetic" attraction occurring.

A lot of desirable women are independent and opinionated. They speak their mind and strive to succeed in their careers. Yet at their core, they are absolutely feminine. They need a man who is going to play the masculine role, who's going to be the protector and primary decision-maker. She may be a hard-charging bitch at the office, but when she's at home, she needs a masculine man who makes *her* feel like a woman.

Conversely, we know big, strong dudes who are confident and successful in their careers. But when they're with their girlfriend or wife, they don't play the masculine role. They allow the woman to take the leadership position and make the important decisions. When the two of them disagree on something, he'd rather seek compromise than take a stand. And in some relationships, this actually works out well. We've got a buddy who's a huge, strapping cop, who doesn't take crap from anybody, but his wife Whitney—a petite little dynamo, who takes crap from no one—makes most of the decisions in the relationship. When they're together, she plays the masculine role, and he plays the feminine role in the relationship. They make a good team, and it works for them.

But this isn't all that common. Most of the women you're going after have a feminine core. When a man constantly defers to them and is indecisive or unsure of himself, these women get turned off very quickly. ***Feminine women prefer to follow the lead of a masculine male.***

So how do you know whether a man is more masculine than feminine? Tony Robbins explains that masculinity is about taking big things and making them small. He says men want two things in their life: peace and freedom. In order to feel at peace, and therefore free, they tackle problems head on, resolve them, and put them to bed. They don't want to fret and debate over issues that they consider unimportant or irrelevant.

Femininity is about taking small things and making them big. For individuals with a more feminine personality, this can mean turning minor problems into a source of great drama. But turning "small into big" can also be a wonderful feminine quality. It means you're more sensual, and emotionally tuned in to the world around you. You have strong emotional reactions to scents, colors, songs. You see beauty in things that masculine people overlook.

We hear this all the time from female friends of ours: they start dating guys who, on the surface, seem to have all the right qualities. They're "nice guys" in every respect. But these women don't feel a *sexual pull* towards them, so after a few weeks, or maybe a month or two, the relationship fizzles out. It's because there wasn't any polarity. This has created a huge pool of "nice guys" who are disillusioned and confused by women, who wind up forming the wrong beliefs: that beautiful women are bitches, or that they prefer to be with jerks.

This, of course, isn't true. No woman is looking to date a jerk. But a lot of jerks do possess certain strong masculine traits: they're independent, live by their own rules, and don't take any crap. These qualities generate polarity with feminine women, and therefore attraction. She puts up with his bad behavior because she's *attracted* to it for reasons beyond her control. You can't underestimate how powerful polarity can be!

Look, women may say they want a "nice guy" (i.e. a guy they can boss around)...but deep-down, what nearly all of them CRAVE is a powerful masculine presence. The ultimate example of this—and therefore, the most desirable men of all—are Alpha Males.

If you're ready be one of the few...the proud...the ***Alpha Males*** who attack & conquer their goals with absolute confidence and passion, and are virtually irresistible to the hottest women...you need to give [this website](#) a look. (Here's the quick description...)

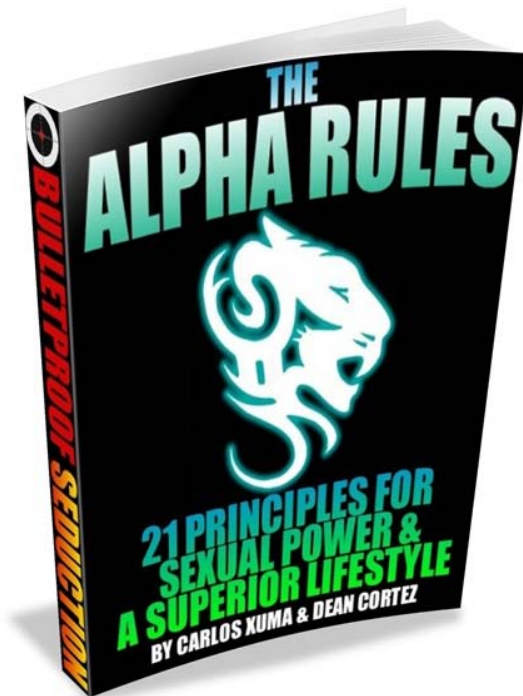
Is being too much of a "Nice Guy" holding you back from

achieving your sexual destiny with women?

Would you like to know the 21 Rules that Alpha Males live by—and why their lifestyle is envied by all other men, and makes the most beautiful, desirable women feel sexually attracted to them in a way they literally cannot control?

What if you could learn how to integrate these 21 Rules into your own lifestyle and mindset, so that YOU become the Alpha Male...the “Leader Of Your Tribe”...the guy who effortlessly seduces women, dominates your social scene, lives life with unbridled passion, and conquers all of your goals with bulletproof confidence and laser-like focus?

[Find Out How - Click Here To Preview “The Alpha Rules,” The Explosive Best-Selling Program by Carlos Xuma and Dean Cortez.](#)



CHAPTER 20: UNLEASHING THE TACTICS

We've reached the end of this journey. The next time you leave your house there should be a new stride in your step, a new tone in your voice. You're dressed for macking success, looking every bit as sharp as you feel. You project a more confident, relaxed vibe that your buddies notice, and women respond to.

In other words, we'd like to officially congratulate you on achieving Mack status.

You now realize the value in introducing yourself to new women every day. It's something you look forward to; batting practice makes every outing an adventure, whether it's taking a few moments to get to know your waitress, or chatting with the cute sales girl about her opinion on new fashions. At parties, you're not anxious to meet the hottest girl in the room; you're engaging all different types of women in friendly conversations. You're constantly sending out positive energy, and you feed off the positive energy that you receive in return.

When you do come across a stunner, you introduce yourself with confidence, exuding charisma, knowing that you will engage her in a fun, stimulating conversation that transcends the usual small talk. Instead of worrying about how she'll judge you, you maintain the mindset that the ball is always in *your* court.

She may have had doubts about you at first, but you jam her radar and put her in a comfort zone. Then you catch her off guard with a few teases, making her realize you're a guy who isn't easily impressed. You make her smile. You make her think. You use Creative Phrasing with your questions and then listen, prompting her along with Minimal Encouragers.

Meanwhile, you're gathering Intell and deciding whether this is someone you want to pursue a relationship with. If so, you've got the skills and the knowledge to Close the Deal.

But if you detect serious red flags, like the fact that she may be a Consumer or Man Hater, you'll excuse yourself with class and move on to other possibilities. As a Mack, there are a *world* of possibilities out there for you to explore.

You can always keep building upon the foundation that this book has given you. No matter how tight your Tactics may be, never think there isn't room for improvement. Michael Jordan didn't become the greatest athlete in history by resting on his laurels. He was constantly searching for new ways to improve his

game, whether it was defense or three-point shooting. In his prime, Jordan was unstoppable on offense; that alone would have guaranteed him a spot in the Hall of Fame. But he pushed himself to become the ultimate *complete* player.

The Mack maintains the same mentality. Beyond the bars and nightclubs, he learns how to approach and engage women in *any* environment, at any time of day. And beyond his success with women, he strives to achieve more in his professional life and form stronger relationships with *everyone* who matters to him.

We encourage you to take these Tactics and make them your own. As you find which techniques work best for you, you'll be able to put your own spin on them. Many Tactics become more effective if you tweak them to suit your own personality and lifestyle. Create some cool Hypotheticals. Figure out new, off-the-radar places to take your dates. Develop conversational topics that emphasize your positive qualities and keep the dialogue flowing.

Learn how to become the best possible wingman to your buddies, and teach them the right way to back *you* up. And use the principles of negotiation not only with women, but with your boss, your co-workers, in *any* situation where demands are made. Rack up those I.O.U.s!

The most important thing is to get out there and start making it happen. So what are you waiting for? It's time to put down this book, check in with the man in the mirror, and become the Mack you were born to be.

Your Wingman,

A handwritten signature in black ink that reads "Dean Cortez". The signature is written in a cursive, slightly slanted style.

P.S. Scroll down to the next page to learn more about our latest high-powered programs...