Deep Online Attraction
How to Find, Attract (and Be Attractive To) The Best Women Online

By Adam Gilad

"Trigger Attraction. Inspire Devotion."

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DEEP ONLINE ATTRACTION

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INTRODUCTION

THE DEEP ATTRACTION QUICK USE MANUAL:

You are beginning a path of learning that will help you instantly and powerfully draw women to you online.

You will learn exactly what it is that mystifies, intoxicates, intrigues and magnetizes women.

You will unlearn how to be a beggar, a sycophant, the pursuer -- and at the other end of things, how to not swing into being a bully or a braggart.

You will learn how to become the chasee rather than the chaser.

You will learn principles and techniques that will utterly change how you present yourself online.

And, as you work these principles, day-by-day, week-by-week, you will slowly find that you are changing how you present yourself offline, as well.

That’s the bonus gift of this course....

Deep Attraction Life Bonus:

As you integrate and execute the lessons in this system, you will discover that your thought patterns and habits are changing; you will grow more confident, more expansive and potent, gaining unprecedented personal power in every area of your life.

But you have to work it. Every day.

You can’t expect to have ultimate success right away (even though this is the Ultimate resource on online attraction). All the seeds of your success are right here in this manual, but it takes practice and steady perfecting to make the system become habit – to click for you automatically.

And, lucky you, there’s no better arena for you to hone your skills than online dating. It’s relatively anonymous. It’s an unlimited pool. And it’s there 24/7.

You couldn’t find a better place to practice. You couldn’t imagine a better arena to hone your skills. But, and I’m repeating this...
Deep Attraction Axiom:

Practice makes destiny. You must execute the system, Day in, day out, week in, week out!

There are programs out there that give you pick-up techniques or lessons how to spam or manipulate women to catch their interest. That’s not what we do.

Deep Attraction includes proven, effective techniques to help you:

1. Identify, maximize and project your deepest, most feral “Survival Attractors” – the attractors that subconsciously ignite women's attraction.
2. Assess and convey your magnetizing sense of possibility
3. Shape and electrify yourself with the “allure of the moving target”
4. Stand out from the bozos by becoming her “penetrating mirror” – what she’s been looking for all her life: A man who can feel her.

And that’s just the beginning.

Deep Attraction gets beneath the surface that other programs skim over.

Because it gets beneath your surface.

So that you grow to possess the naturally ability to get beneath hers.

Deep Online Attraction teaches you how to read beneath and between the lines.
Deep Online Attraction teaches you how to speak past a woman’s words right to
✓ her heart
✓ her emotions
✓ her dreams
✓ her pleasure centers
✓ her unspoken and unrecognized truths.

So that when you awaken them for her, you will be irresistible to her – even if she doesn’t know why!

THE DEEP ATTRACTION GUARANTEE:

If you work this system every day, master the principles and personalize it according to your unique centers of power, women will be grateful, relieved and enthralled that somebody – namely you –
And it’s that gratitude, that admiration, that fascination with you that will bring her off the screen and into your life.

Would you like that?

- Would you like women to be drawn toward you in ways they don’t even understand?
- Would you like to stop chasing women and have them come after you?
- Would you like women to take the first step and flirt with you online?
- Meet you for a glass of wine?
- Follow you home?

Yes?

Good.

Because I’ll tell you, the information in this system genuinely works.

How do I know? Okay, here’s my confession - I got married young, at 23, so I never dated as an adult till I found myself divorced at 39. Because of the costs of divorce, I was suddenly broke, broken and feeling like a failure in life.

I was like a guy shipwrecked in an alien land. I had never cheated, never flirted with other women. I had been “a good guy,” trying to make her happy all the time (rather than live my destiny fully -- which happens to be one of the things that killed the electricity in my marriage. More on that principle to come.)

I didn’t know how to start meeting or winning over women. I felt like an idiot in bars – like an imposter. But when a woman friend of mine introduced me to the online dating world, it was like the sun came up on my life.

Why? Because I was born to make this medium work for me.

I have been a professional writer all my life. I’ve been a speechwriter, introducing everyone from the President of the United States and Prime Ministers, comedians and Generals. I’d been a WGA screenwriter for 11 years writing love stories and touching TV and cable films - earning an Emmy nomination as an Executive Producer. I’m an award winning poet, infomercial writer, adwriter, journalist, columnist, brand strategist.

With words, I’m good. Very good.

And on top of it all, I’m grad-school trained in the field of semiotics – which is how we communicate meaning by what we say, do and wear.
Online I could do what I do best – write, blend and contrast signifiers, explore, learn... and perfect the system. I made mistakes at the beginning – I was too serious, too sincere, too beggarly, too transparent, too nice. I did okay, but everyday amazing women appeared on my screen and I wanted them all!

I wanted to understand them. I wanted to allure them. I wanted to master what was a big gaping wound in my life -- feeling like a failure with women.

So I embarked on an amazing journe. I’m a very hard worker and a very good student. I set out to learn everything I could as fast as I could. I...

- Mastered everything I could read on how women process information
- Read everything I could on language, NLP, cognition, influence
- Asked every woman what worked for her online
- I wrote to with guys whose profiles stood out. I wrote emails to them that started out with, “Don’t worry, I’m not gay…” and then asked if and how their profiles were working for them.
- And I TESTED!

I admit it, I’m a brainiac. I love learning. Experimenting. Tinkering. And it paid off. Honing my craft as meticulously as I would hone a million-dollar ad campaign, my success rate began to skyrocket. Within weeks, I had more women wanting to go out with me than I could handle. Literally.

I was a pretty typical post-divorce guy, in a pretty typical post-divorce phase, burying my wounded ego in a sexual whirlwind. There were weekends I was with 5 women. Me. A fortyish guy with thinning hair, no money, a crappy car, two kids and in the middle of a divorce.

I had women sending me more phone numbers than I could call back. Just because of the power of my words (and the powerlessness of all the other guys’ words!) It truly was amazing.

And then, one day, on a challenge from a friend who doubted my success, I decided to go after the most popular women online with what I had learned. One site allowed me to see the women who got the most hits per day. They were simply the most beautiful, desirable girls on the site as evidenced by the number of times they were viewed and presumably, contacted. And so...

I wrote to 5 of them and got dates with 4.

This wasn’t luck. This was skill. Then came my revelation:

**Deep Attraction Founding Revelation:**
Mastering Online Dating communication is a teachable skill.

Which is why I’m here, writing this. My ego had been totally beat up in my failed marriage. I had to relearn the ropes from ground up and I did it scientifically. I had gained an incredibly valuable, provable, reliable expertise.

I started poking around profiles and saw guys sucking up to women in the dating world and floundering - and my heart died a little.

Women complain to me all the time about how boring or how obnoxious guys online seem. So they never respond to their emails. The mistakes men make are so glaringly obvious.

The good news is that the solutions to these mistakes are just as obvious. And, at my friend’s urging, I wrote this book to show other guys how to avoid making them.

“Great!” You’re saying. “So let’s get to it! Show me all your magic words, already!”

I will. But let’s take this, step-by-step. This is a craft. It will require, to paraphrase Jack Black in School of Rock, “your mind, your head and your brain, too.” It will also require your heart, your integrity… and your willingness to learn.

So, before we jump in … Coachability.

Let’s get rid of one nagging pocket of resistance I keep coming across with guys before we even start. Sure, you’ve had some success with women. So why do you need to master what you already know a little bit about?

That is not the question true masters ask themselves:

They ask…

Can I learn more? Can I improve my skills?

Yes.

Let’s go back to good ol’ Phil Jackson. He is disciplined, he is self-analytical, relentless and a master of growing his inner power.

Jackson tells the story about another Master – about when he met Michael Jordan for the first time. This was a time when b-ball was purely star driven but Jackson had a new, better idea of how to run a court – based in the now legendary triangle offense.
Jackson was the newly appointed coach. In walks Michael Jordan for their first meeting. Jordan sits down and listens to the gangly Jackson explain the new team philosophy founded in the concept that every player touches the ball, de-centering the attack away from the “star.”

What did Michael Jordan say? Did he storm out of the room? *I mean this is the best player in the history of the world.* The top. The King. Jordan replied…

> “I’ve always been a coachable player. Whatever you want to do, I’m behind you.”

Do you recognize the voice of a true Master?

Jordan – already the best - knows he can always get better.

Are you a coachable player? Can you get better? Do you want to play this game so you can dribble around the court looking busy? Or do you want to play to win?

Honestly, this manual will help you even if you’re not committed to doing a great job. Because it is so jam-packed with proven, tested linguistic and psychological wisdom, you won’t be able to not learn.

Your first step was to read the "Pre-game Workbook," in order to clear out the obstacles you might have been putting in your way.

It will strip away all the clutter and negativity and namby-pamby, invisible man garbage that makes one guy’s profile blur into the next.

We talked about how to let your ego go in order to articulate your highest, most attractive self effectively.

So that you are now prepared to learn exactly HOW to do that.
PART I:

THE DEEP ATTRACTION MASTERY
PREGAME WORKBOOK

Millions are doing it. 75% in England. 57% in the United States. Dating online.

We’re busy. We search online for books, toys, gifts, investment data and gossip. So why not go online in search of love?

Online dating is here. It is effective, time-saving, casts a far wider net than you could ever do trawling bars, bookstores, supermarkets or yoga classes.

Some people are shy about online dating. They say it’s for people who can’t get dates elsewhere.

Not true! Listen, there are tens of thousands of women who work, who are tired at night and don’t want to go out and would rather filter through 100 guys’ online profiles looking for someone that excites their interest than have to spend half an hour chit-chatting, trying to figure out if this latest club-dolt is worth their time.

There is a veritable army of schoolteachers who just don’t meet single men all day. There are nurses. Office-captives. There are women who work mostly among other women, or alone at home.

But one thing they ALL have in common: they are all online because they want to meet you.

More good news: there are millions of highly social, highly attractive women who go out plenty, who meet lots of men, and who simply want to expand their world – meet the kinds of guys who live outside their limited social circle.

Just like you might want to meet women in different fields, neighborhoods or social circles online.

It's normal.

We want to break out. See who’s out there.

The online dating world is as varied and promising as the offline world.

In fact, there are so many people dating online that your job is to have to stand out from the crowd. Which is the purpose of this book. When you can stand out from the army of Dilberts who write offensive emails and boring profiles, which is to say, by the time you put to work the lessons and techniques in this book, you will have more women to choose from than nights to meet them.
The net is the ultimate place to expand your world and meet women of all types. - as long as you don't sabotage yourself.

And the best part is – they are online because they want to meet guys. You can’t say that about that blonde in the next office or that brunette you’re ogling across the café right now.

You can take a very business-like point of view: online dating is a devoted, hungry market – and it’s hungry for you.

If you play it smart.

The Deep Attraction System is all about playing this arena smart. It’s about making this new world of dating work at maximum power for you.

It’s about creating success in this field as just like any other field of your life.

It’s about knowing who you are and what value you actually bring to women -- and communicating that in a powerful AND subtle, intriguing AND non-bullshit way.

It’s about taking Online Dating and applying all the knowledge of

- Socio-biological principles of masculine attraction
- Branding
- Advertising and Marketing
- Gender Psychology
- Neuro-Linguistic Programming
- The Erotics of Poetry
- Good Common Sense

It’s about approaching dating in the online age with both deep wisdom about how men and women process information, and the media savvy of modern communications science.

It’s about stepping up your efforts in the dating/relationship world the same way you would on the job. It’s about building expertise and being professional about it, meaning you really, genuinely bring your intelligence to bear here.

By reading Deep Online Attraction, you are already separating yourself out from the amateurs. You are making the kind of commitment to play at the major league level: smart, trained, practiced, with high goals -- and you are leaving the chaos of the desperate, adolescent sandlot behind.

You have decided to take the extra step to improve your self-understanding, the depth of who you are as a man (which is what women are DYING for) and your
personal and communication skills in order to become a success in dating -- no matter what your goal.

Think about it...

What does it take to be a success in anything? If you have any experience in advertising and marketing or project management, you know that success takes three qualities:

**The Deep Online Attraction**

**3 Pillars of Success**

1. Innovation
2. Testing
3. Persistence

In this book, you will learn about **innovation** – coming to know the **Attractors** you already have, honing them and, where necessary, reinventing yourself so that you will be massively more magnetic and intriguing to women online and off.

- You will learn how to test different profile elements and combinations to create magnetism and magic.
- You will learn how to read her profile for key signifiers – those little packets of information where her electric charge resides.
- You will learn how to turn that first virtual e-contact into victory.

You will learn how to be flexible, and both passionate and dispassionate about the testing process.

And you will gain the important tools to turn this process into a victory of **persistence**. How to put your ego aside, how to turn away from the very stupid, very weak idea of “getting lucky.” And how to attract and intrigue women naturally, because you are not lucky, but skilled.

Because you are becoming, in a very real sense, a master.

**The DEEP ATTRACTION Adage:**

Better to be a master than a masturbator.

In this guide you WILL learn:
✓ How to offer the depth of your masculine solidity, humor, trustability and protectiveness.
✓ Key sociobiological triggers for women and how to set them off.
✓ Tested marketing techniques – applied to online dating (people simply respond emotionally to tested languaging).
✓ Real examples of online interaction: what works/what doesn’t.
✓ How to enjoy yourself! And, most important…
✓ How to become a stand out as a magnet of intrigue online.

In this manual you will UNLEARN:

✓ How to turn off women by compromising your masculinity
✓ How to turn off women by being a suck up.
✓ How to turn off women by being a jerk.
✓ How to torture yourself
✓ How to turn off women by projecting a sense of self-limitation.

You are probably doing several of these things already, unconsciously, and you will see why and how in the pages to come.

When you stop doing these things, your whole life will begin to change.

As you integrate the principles and techniques in this System, you will become the kind of man, and establish the kind of empowered interactions with women, that will establish the foundations for attracting exactly the quality of woman you… deserve.

Aha. You might have thought I was going to write "the quality of women you desire."

The truth is, you have to earn quality. You will attract women of exactly the same level of integrity, openness, sexuality and fun as you embody.

You can fool them for a while, but not for long.

So rather than teach you how to mouth the words of confident lotharios, I am going to teach you how to acknowledge, own and communicate your actual worth -- which I’m sure is beyond what you currently realize.

Better to BE the man who deserves the great woman, rather than acting him.

The DEEP ATTRACTION Bonus:

Just as this book will show you how to instantly excite and intrigue women on the web, the habits you are about to master will help you CONTINUE to excite and intrigue them for as long
as you want to be in a relationship. Because this book will teach you self-growth and personal transformation. It will teach you self-articulation and raising your sights and standards. And MEETING them, moment-by-moment. Choice by choice.

Ready? Let’s go...

What do athletes do before they hit the field?

They work-out, they stretch, they run and review plays and they set and review intentions.

So before we get to the communications techniques of this System, there is some preliminary work you MUST do. It is the only way to make the techniques GENUINELY EXPRESS your deep strengths, and the only way you can attract great women seamlessly and consistently.

Take the time and do the exercises carefully and with thought, honesty and passion. The answers you come up with here will save you hours of thinking and doubting later when you start talking with the women online who will find themselves fascinated by what and how you are communicating.

So take it slow. Do it right. Play hard. And play to win.
CHAPTER ONE:

MASTERING YOUR ATTRACTORS MEANS
STANDING IN YOUR CONFIDENCE:

Clearing out the Obstacles

1.1 - Confidence is Where You Win The Game

You’ve probably read it a 100 times.

“The battle is either won or lost before it begins.” That’s Sun Tzu – the brilliant, military strategist.

You’ve learned it from the best sports coaches – the game is won or lost before it begins.

From outstanding athletes, attorneys, political candidates - mental preparation and a commitment of the spirit to victory before the game, the trial, the election, will determine victory.

With this book, you are going to step into the arena anew…

Now it’s time to make an important mental shift. Are you ready?

There is a competition going on in this arena, yes. But you are not competing against women to "win" them. They are not "targets" in the crass, insecure language of some pick-up teachers. They are partners in your dance.

The only competition here is with yourself. It is to see if you defeat, or let go of your lesser self, and craft your best self.


Is that what they feel when they look at your profile?

One important clue to see if you are defeating yourself before you even begin is by examining how you array the signifiers with which you represent yourself.

DEEP ONLINE ATTRACTION Definition:

“Signifer” - a packet of information that conveys meaning. Could be a photo, language, body language, clothing, hair, etc. thing of every element of yourself, your speech,
your choice of words, your body, clothes, car, body language as signifiers. What is each conveying?

The women at the other end of the fiber optic cable are not targets to “conquered,” but your allies in mutual joy and exploration. So drop the metaphors of conquest.

In this game, both you win and she wins if you play at the top of your game. Women want you - they YEARN FOR YOU - to be an awesome, attentive, strong, thoughtful, directive, aware guy that they rarely meet.

Offer her THAT, and victory is both of yours, to be shared deliciously.

DEEP ATTRACTION WARNING:

Though it is tempting because it feels familiar to our masculine minds, avoid the military conquest metaphors when it comes to women (they are your sisters, guys, your cousins, your moms and your future daughters). The adversarial or manipulative seduction mindset is bad for you for at least three reasons:

First, it’s simply gross, embarrassing and small-minded.

Second, the ugliness of it will slowly decay your soul and inevitably lead to a kind of self-loathing, which will infuse you with shame. I've seen this happen with lots of guys.

And third, it happens to be exactly the opposite of the most successful methods of intriguing women to come out and meet you. The model of the “battle of the sexes” is there to drive us apart and disempower men. We don't want to battle with women! I don't! I want to hold them and enjoy them.

When they feel that warmth coming from you, your natural protective male spirit, they will “let down their defenses” and happily open the gates to the city. Now, isn't that a better, more satisfactory victory than the carnage that "battle" brings?

1.2 An Introduction to The Attractor Secrets of Confidence

Some guys love saying this...

Women are stupid, right? Vulnerable, naïve?
Wrong. They are much smarter than you. Maybe not in math – and the former President of Harvard University caught endless abuse for stating that statistical truth - but in the areas of relationships and reading each other’s energy, intent and integrity, they run circles around us.

And there is good scientific reason for it…

According to Barbara and Allen Pease, who wrote Why Men Don’t Listen and Women Can’t Read Maps, men need to witness tears or a temper tantrum or be slapped on the face before we even have a clue that anything is going on. On the other hand…

“As childbearers and nest defenders, women needed the ability to sense subtle mood and attitude changes in others. What is commonly called ‘women’s intuition’ is mostly a woman’s acute ability to notice small details and changes in the appearance or behavior of others… Nest defenders, to safeguard their family’s survival, needed to be able to pick up small changes in the behavior of their offspring that could signal pain, hunger, injury, aggression or depression. Males, being lunch chasers, were never around the cave long enough to read nonverbal signals or the ways of interpersonal communication.”

In other words, women are EXPERTS at reading signifiers. So you need to become expert in how you deploy those signifiers.

Let’s begin with far and away the most important category of signifiers you send - those that convey either weakness or strength. At reading these, women are Einsteins. They are bloodhounds, they are nuclear-powered Weakness Sniffing Machines.

That’s their job. That’s their wiring. Don’t fight it. As the Taoists like to say, “ride the horse in the direction in which it is going.” Roll with it. Smartly.

Women often say they like vulnerability in a man. But don’t make the mistake of confusing vulnerability with weakness. Let’s settle this one right now, up front, because without understanding this key difference, you are sunk!

**Deep Attraction Master Definition**

**Masculine Vulnerability** is a gentleness, a humanity, a compassion that exists only within the context of strength. Think about your vulnerability with this metaphor: a woman walks up and pets a lion who purrs. That’s sexy! That’s electric! You can’t take your eyes away! Why? Because the lion is still powerful and capable of untold, unstoppable force. It is only in the context of that power, that the purring becomes something extraordinary, magnetic, intriguing and emotionally gripping. It evokes gratitude.
Weakness on the other hand, is its own context. It doesn’t stand in contrast to anything. It’s just limp. Consider the comparative metaphor: a woman walks up to a sick, limp, starving, toothless, clawless pussy cat. Do you feel any sexual charge there? Of course not. A woman will pity the cat in this picture, but there is no energy, no contrast, no thrilling possibilities, no potential explosiveness to this scenario. There is nothing to draw her or our attention. There is no hope that the experience will be thrilling beyond anything she has ever expected.

In this simple example, you are getting a taste of some of the most important Attractor Secrets coming here in the DEEP ATTRACTION System:

- **Contrast** heightens excitement.
- **Strength** is the essential context of vulnerability
- **Potentiality** and **expansiveness** is sexy
- The **unknown** is sexy

We will explore these attractor secrets throughout this manual and see them at work. But start letting them percolate in your mind now.

Start thinking about your profile, your photos, how you interact in IMs and emails on your online dating site.

- Do you project **electric contrasts**?
- Do you establish the **context of strength**?
- Do you create a sense of **mystery** and **discovery**?
- Do you **promise** to be **thrilling** in a way she can’t put her finger on?

If not, don’t worry. You will. That’s why you’re here. Just start mulling these questions. Start jotting down ways you can accomplish these things. We will get to them all and show you great examples of how to make these Attractor Secrets work for you – you as a unique individual, expressing the actual strengths and attractors you already possess.

### 1.3 Identifying Your Unique Attractor Factors

Before you write the first word of your profile or pick a photo to post, you must identify your strengths. You should also consider that you must cultivate them, now, and by the way, daily for the rest of your life.

Because the things that make you attractive to women also make you attractive to business associates -- and make you **like yourself** more over time.

If you don’t like yourself, you are NOT going to electrify a woman into being subconsciously attracted and intrigued by you. You may fake her out, but not
for long. You may get a date, but she will sense your weakness or self-loathing in person. And you will go home alone.

And hate yourself even more.

Vicious circle.

The big game here is not bringing home women. The big game is leading a FANTASTIC life -- one that is full of learning, adventure, honesty, testing your edges -- and as a side benefit, enjoying how women are naturally attracted to THAT guy.

It is not about attracting any women...

It is about attracting women who make your life a happier place!

So that is why before we even start, you must look at how you talk about yourself. Not just publicly, but also -- first -- inside your head.

Here's one way to get off the wrong road and onto the right one:

<table>
<thead>
<tr>
<th>Deep Attraction Instant Homework:</th>
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<tbody>
<tr>
<td>Being hard on yourself is a kind of indulgence. Talking yourself down is setting yourself up for failure. It's placing limits on yourself so you don't have to grow, test your edges, become a greater, more powerful leader as a man.</td>
</tr>
<tr>
<td>It's a habit and a replacement for rising into being a better self.</td>
</tr>
<tr>
<td>It is a kind of masturbation.</td>
</tr>
<tr>
<td>Your job: stop doing it.</td>
</tr>
<tr>
<td>Now.</td>
</tr>
</tbody>
</table>

It’s not serving your growth into Deep Attraction. So start paying attention to any negative self-talk. Just become aware of any ways you put yourself or your potentials down - that's the first step.

Ask a good friend to be your watchdog and tell you if you're doing it. I'll give you examples below of what to watch out for.
The second step after being aware of all the little ways you limit yourself or put yourself down is to ELIMINATE all verbal (and bodily) expressions of self-limitation.

Repeat until re-manned.

I will show you several examples of this in coming chapters.

Everybody Poops

Have you ever seen that little kids’ picture book called, “Everybody Poops”? Well, guess what? Everybody does, and everybody’s stinks. You’re no better or worse than any other guy, and every women you see online is no better, on this level, than every other woman.

It’s like that scene in Harold and Kumar Go To White Castle, where they hide out in the dorm toilets and the two beautiful co-eds come in with a case of “the taco shits.”

That scene is a lesson in life for all boys: stop idolizing women! They have the same self-doubts, constricting mind habits and fears -- and grotesque bodily functions -- that you do, only in different flavors.

Let’s look at this issue of confidence from another point of view: Public speaking. Do you know that public speaking is rated by people as their top fear – along with death. Death!

Do you also know what the classic – and effective – piece of advice is for beginning, nervous public speakers? Picture your audience in their underwear.

In other words, your audience get the Taco Shits, too.

The truth is that everybody’s got his or her good points and bad points. Everybody poops. Everybody farts.

I was once in a long relationship with a woman who harped on my “bad points” constantly. From my creativity (“exhausting”) to the very shape of my hands – which are fine by the way. But I allowed myself to believe her.

Now, I’m certain there have been people in your life who have pointed out your "bad" points. Maybe a parent, a sibling, a girlfriend. Insecure people, unconscious people and people with selfish agendas will do that. They will tear you down rather than serve your joy and awakening, as you should be serving hers.
So let's break with that heritage now, clean out some old trash so that we can go forth and meet great women primed and at our strongest.

Step one is start monitoring your speech patterns for any self-deprecation at all -- and just stop it.

Step two is to stop hanging around with anyone who puts you down at all. If you can't avoid them, tell them in no uncertain terms that you want them to stop.

Simple. Straight-forward.

This is essential pre-game prep for success with women, so don’t skip over it!

I know a great guy who’s warm, smart, accomplished but who puts himself down constantly. The result: he can’t get women interested in him. Do you wonder why? Let me give you a hint by examining these real-life profiles I pulled off the web:

Self Denigration:

“My name is Jonathan a.k.a. Mr. Lonely…”

“I am far from perfect. A little stubborn and most definitely shy, at first. My expectations are insanely reasonable. In a nutshell, I’d like to date a red-blooded human being.”

What kind of woman sees herself as this kind of consolation prize, someone who at least has “red blood”? What woman is going to write to this guy who has such low expectations (and bad spelling)? Here’s another:

“I love music, but I can’t dance. So if you ever see me trying to dance - run like hell. (Or just laugh... everyone else does)…”

Great – someone who doesn’t know how to move his body – which portends that he’s bad in bed (which is a common way women project a guy’s dancing ability). Someone who others laugh at.

No matter what anyone says in the moment, women want men they and other people admire -- not laugh at.

Here's another:
“I love to cook. Hate to clean. I’d love to find a girl who can speak her mind, have a good time regardless of the atmosphere, and most importantly - deal with me.”

Great – he’s filthy and the woman reading his profile gets to look forward to having to “deal with” him. Compare the hundred thousand profiles that say they don’t mind holding doors or pulling out chairs. Why would a woman want some loser they have to "deal with" when they can be honored or served or cherished by good men?

“I cannot really evaluate myself...I know what I want from life, and it depends on the next two years if I get it or not. So if you can accept that I hope that I will hear from you.”

Yikes! Really? You have no self-knowledge? This is man who is NOT in control of his life. H'’es hanging by a thread. Dependent on the decisions of other men.

He has zero masculine attraction.

A lot of dating advisors tell men they need to display alpha tendencies. The truth is not every man is an "alpha male" - the leader of his group of peers.

But he, you MUST be the leader of your own life. You MUST know your direction. You MUST know what you value. You MUST be self-reflective and be able to self-correct without defensiveness or embarrassment on a dime.

This above guy can't even take the leadership position of evaluating his own life, much less living it!


Inspiring hope is a great thing, especially if you're running for office. But living off hope diminishes your masculinity and your appeal.

Language rule: replace any time you use the word "hope" with "plan" -- it's a clue to how serious you are about accomplishing anything in life. And how seriously women will take you

This above guy can't articulate direction, internal power or the strength of an inner compass, which are -- and as you will see this in later chapters -- precisely the most IMPORTANT qualities women value in men!
Direction, purpose, high service inspires women to surrender to you, to trust you, to follow you. Whatever you want to call it -- it both triggers their instantaneous attraction and inspires their enduring devotion.

So pull out any indication that
1. You don't know yourself.
2. You are not living by your own lights
3. That you are dependent on others for your direction
4. That you feel powerless to create your life according to your deepest beliefs.

(Important note: If you feel that you cannot communicate these things honestly, then don't do it. If you feel utterly powerless and dependent and that you don't have any kind of plan at the moment for growth, self-development, self-expression or service in the world, I urge you to re-evaluate the momentum of your life and make some important shifts. Not only to attract women, but to help assure that you simply live a life worth living! I urge you to take real steps to shift your life. Write me if you don't know what to do. I know some great resources).

Here's another example of self-sabotage…

“I work as a financial analyst at a university. I like my job but it is not life fulfilling…”

That’s his opening shot! What woman who is looking to surrender her heart and body to a man would read past that? Unless he went on to say exactly what he DOES do in his life to fulfill himself and his sense of purpose.

Tip: I will discuss later in the Deep Attraction System, never say what your job is unless it’s incredibly sexy – fireman, surgeon, movie star.

Rather, communicate what you give to others on the job, how you serve others and serve the world. Let her fill her imagination with your sexy personal qualities – your compassion, or professionalism or competence – but not with your resume!

Don't say your job isn’t fulfilling. You're sending exactly the wrong message. Women want to date up – not only financially, that’s just a myth.

They want to date up in excitement, passion, inspiration, artfulness, skill, devotion, manliness – all kinds of things.
Women want to go on a ride with a man who is fulfilled and seeking greater fulfillment. Who is up to something important with his life.

So find any ways you are articulating loss of direction, confusion, hopelessness -- anything that suggests you are not steering your life somewhere appealing.

Discovering where you put yourself down or communicate despondence in any way -- this is a great opportunity to see where you need to make changes in your life!

Make those changes in your life. And begin by setting your honest intentions in your profile. Even if you feel that you are not in control of your destiny now, if you lay down your highest intentions, the way in which you plan to stand as a real man in this world who makes a difference -- you may find just the woman who will be inspired by and support that vision -- and help you make that happen.

And THAT -- that, in my book, is the very best kind of woman there is.

Okay, now let's look at some profiles that exude confidence and vision and, thus, are alluring for women...

A few things about me. I am a confident, optimistic, motivated, perceptive, realistic and not so easily rattled individual. Rarely at a loss for words but I always listen first. My most valuable asset is my sense of humor.

What works about this one is that it's not bragging. And it offers the personal qualities I was just talking about -- he's the kind of ride a woman wants to take -- he's optimistic, motivated (not dependent!) perceptive and steady-going. He's not rattled, which shows maturity. He probably won't get pissy or angry when challenged (and a good woman will always challenge you upwards).

He's the captain of his own ship, basically, upbeat and likeable. And of course, he adds what is basically porn for women: "I always listen first."

Most women would read further with an opener like that.

Here's another.

“People with checklists searching for Middle class comforts and striving after the American dream need not apply. If you
want to grow spiritually and creatively then you are the kind of person I want to be around.”

This guy knows himself and that’s attractive. He sets boundaries on what he will put up with, without being too obnoxious about it – and that’s attractive. He uses my favorite “if” word, which challenges women upward - which puts out an immediate qualifier -- making you, the man, the judge rather than the judged. It puts you at the center of value.

He knows what he likes and what he’s looking for. A woman who thrives on creativity and spirituality and shares his middle-class mass-culture lifestyle will recognize a kindred spirit.

It is an axiom of marketing that it is a good idea to actively describe who you DON’T want to buy your product. It makes the likely buyers who are appropriate for your product feel all the more special and exclusive.

So don't be shy about including what you DON’T want in a woman in your profile. Although don’t go overboard with negativity. Women, in the words of David Deida, rise through praise, not challenge.

Which is why I think it is better to describe your ideal woman’s idealized self in as precise language as possible. More on this later, but here is the opening line of my most successful profile (one that drew to me the most beautiful, creative, spiritual women, the kind I like!)

"You are inspired and inspiring, with a great, open-hearted laugh…"

The more you precisely you can praise a woman in your profile, the more THAT woman will see herself recognized, honored and appreciated -- all before you ever even meet her.

This is why I call it Deep Online Attraction. With a careful, honestly well-thought out profile, you can honestly touch a woman emotionally, spiritually and intellectually before you ever even meet.

Ok, back to opening with confidence and purpose…

“My goal is to live life as intensely, richly, and purposefully as possible.”

What I like about this one is that it opens strongly – this sounds, again, like a guy who is control of his life. He has goals, not wishes and is passionate. And although he needs to now paint in the colors of what makes him unique so a woman can "feel" him (more on that later) -- it’s a good start.
Do you see the difference with the self-doubters and drifters above? Of course you do.

But can you **FEEL** the difference? Can you feel how one set of profiles is **sexy** and **intriguing** and **magnetic** and **attractive**? If you can feel it just a little, **know that women can feel it 100x more powerfully than you** can because they are wired to sense strength in a man.

Why? Because that is how they are wired to survive.

Let’s take a step back. Both conceptually and in time…

**What is “attraction”?**

It’s not mental. It’s not conscious. It is a deep evolutionary, biological need to find a **strong** mate. I don’t mean muscular, though that is often an attractive trait (a good chest and shoulders go a long way, so hit the gym).

But by strong, I mean a mate that, in her subconscious mind, she can trust to provide healthy genes for healthy, attractive children who will be likely to mate well in the future. This is a theory perfected as the theory of the Selfish Gene as explained by science writer, Richard Dawkins.

Not very romantic. Not very "modern." But implanted DEEP in every woman’s desiring for a man.

How does this apply to mere online dating? You must electrify her you’re your blend of **strengths** – in our modern context: this could be strength of wit (a flexible mind), strength of character (moral leadership), strength of purpose (social leadership) – because online, she can’t feel your physical presence. She has photos, but that’s a pale substitute for feeling how you stand, how you breathe, how you lean forward or twitch or scatter your focus. (We’ll get to the blend of photographs below).

Dawkins has a second fascinating theory about attraction in the human species at this stage of our evolution - that one of the prime Strength Attractors is not musculature but **intelligence**. This, he says, explains the explosive and unparalleled growth of the human cerebral functions. Throughout human evolutionary history, good female brains sought good male brains to mate with, since good brains make for excellent survival skills.

So how can you be a magnet for attraction?

**Project the kind of strengths described above.** Even if you are not going to make babies together, and even if you’re looking just to date, she will subconsciously, irresistibly, powerfully be attracted to you if you embody and project robustness of health, confidence, brains – what adds up to what I call
“survival smarts” or “survival competence,” “the survival edge” or "Strength Attractors."

You already possess them, even if you aren't fully aware of them, yet.

This kind of strength creates trust. It is a kind of feral animal security that she needs to sense in order to be intrigued and attracted to you. It’s why women love firemen. There is a competence, a confidence as well as a deep service to the tribe – which creates a projection, real or not, that this particular male of the species can help her survive and pass on her seed in a safe, promising way. Firemen have that immediate edge, even if in person, they might be abusive jerks.

Now, I’m not a fireman, and neither are you, most likely.

But you already have elements of your personality and lifestyle that project survival competence and the survival edge:

**How To Identify Your Survival Edge:**

What are your Survival Competencies, or Survival Attractors? Are you handy? Physically strong? In what ways are you intelligent? In what ways do you attract men as friends and colleagues around you? How are you part of a larger survival competence group, community, organization? Do you handle problems with humor? Are you kind to children and old people, demonstrating a paternal or kingly aspect? Do you get on well with your family?

Remember:

Women are attracted to guys who:

✓ Are smart
✓ Are funny
✓ Are capable
✓ Are casually confident
✓ Are respected and liked by their peers
✓ Have social support networks
✓ Are independent minded and
✓ Who steer their own ship through life

I urge you at all points to reflect how you can always, increasingly day by day, actually BECOME these things. In this book, you will learn how to communicate that you embody these qualities, however developed they are today. And, ideally, to honestly communicate that you are honing your life-skills and your strength attractors consciously.

Throughout this Workbook, you will be asked to do some Instant Homework. This isn’t high school and the grades aren’t meaningless, so don’t blow it off! If you do your preparation here, you will save
hundreds of hours when you are meeting women online. And you will have done the prep-work to make your game flow smoothly, powerfully, honestly, confidently and effectively.

So here’s your first Instant Homework:

<table>
<thead>
<tr>
<th>Deep Attraction Instant Homework:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Your Strength Grid</strong></td>
<td></td>
</tr>
<tr>
<td>In this space below, jot out every strength you have. Don’t hold back. Let your pen lead you. Do not stop in the middle – do not doubt yourself or hesitate - let it all pour out of your unconscious mind. No one’s looking so be crazy, be bold, be confident, just every single damn strength you have that comes to mind. Go!…</td>
<td></td>
</tr>
<tr>
<td>Write everything down you can. Then, when you're done -- go through these categories and see if they spark anything:</td>
<td></td>
</tr>
<tr>
<td>Physical – arms, legs, chest, stamina?</td>
<td></td>
</tr>
<tr>
<td>Emotional - when were you strong in adversity, help a friend who needed support, show light to someone who was lost, overcome grief or a setback. Has anyone complimented you on your empathy, steadiness, thoughtfulness, etc?</td>
<td></td>
</tr>
<tr>
<td>Social – who are your friends, what groups, clubs, organizations, charities to you belong to?</td>
<td></td>
</tr>
<tr>
<td>Intellectual – what are your passions, expertise, mentoring experience, accomplishments?</td>
<td></td>
</tr>
<tr>
<td>Playful – humor, games, ways you’ve rolled with hard times, something you do with kids, when has your humor helped you, your business or a friend?</td>
<td></td>
</tr>
<tr>
<td>Family – something concrete you did for mom, dad, brothers, sisters, nieces, nephews, your own kids? An act, that is vivid?</td>
<td></td>
</tr>
<tr>
<td>Competent In the House – what can you fix? Do you have style?</td>
<td></td>
</tr>
<tr>
<td>Competent In the Outdoors – can you build, climb, run, pilot, sail, hike?</td>
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</tbody>
</table>
Good. There. Are you impressed with yourself? Be honest and straightforward and clear-sighted. Own your strengths. Don’t gloat, but don’t be hard on yourself, either.

Look at your list of strengths. Now circle any of them that you might imagine would prove magnetic to women online. Take your top three magnetizers and be sure to include them either as keywords in your profile.

Or find a physical image or detail or descriptive scene that suggests or conveys that you have these strengths so you don’t have to say that you have them in an uninteresting, bald fashion. Telling a story that illustrates a quality is better than stating it outright.

Let’s take another detour here, to get a taste of the kind of techniques that you will find in the Deep Attraction System, outlined in the main book.

TRANSLATION INTO DEEP ATTRACTION LANGUAGE: EXAMPLE #1:

We will talk a lot about suggesting rather than blatantly stating strengths throughout this manual. For example, you never want to say,

“I am a great driver and I enjoy driving.”


“Few things turn me on more than feeling the curves of the road as I climb into the mountains with someone special for a weekend getaway.”

Bam! Huge difference: the first is a blatant statement, dead-end. It goes nowhere, suggests nothing, has no energy to it. It excites nothing in the female confidence-seeking and Strength Attractor-seeking woman.

By shifting the presentation of the same bit of data into DEEP ATTRACTION Language, what did I do?

I suggested that I’m a great driver not because I freakin’ bragged about it, but because I feel the road. And I didn’t say I feel the road, I described myself in the action of doing it. Within a scene. Way sexier.

And, by the way, I also…

✓ Painted a movie into which she can't help project herself.
✓ Used erotic language without talking about sex overtly (“turn me on,” “feeling,” “curves.”)
✓ Have suggested to her subconscious that she could be “someone special.” She’s wondering, am I special enough to be in that car climbing into the mountains?
✓ I let her know that I’m someone who sensually “feels” life.
✓ I have given her a picture of competence in which she fills in the blanks and details. Clearly the driver has taken this trip often – with others. Jealous, maybe?
✓ I have projected a happy, healthy, assertive spirit – someone with whom she would like to go on a ride!

These are **Strength Attractors**, one and all – defined as signifiers that draw her irresistibly and subconsciously toward your strength. They are subtle, but they are real. They JUMP off the page and help you stand out from all the other profiles.

Embrace your strengths with an ease and grace.

**DEEP ATTRACTION AXIOM:**

You will *excite* her imagination – and make her want to meet you in the flesh - if you *suggest* your strength strengths in a powerful, sensual, subtle way, not by listing your attributes.

1.4 OUT WITH THE BAD

The flip side of the above point is never – **NEVER** – project Survival Weaknesses.

Do it in your profile, you’re dead in the water.

Do it in your emails, you’re dead in the water.


Look, we’ve all been beaten up by life. Like I’ve told you, I spent years with a woman who as part of her rage at the world not being what she wanted it to be, criticized me every day for being part of it. By the time I got out, I had absorbed so much of it, I thought I was ugly, stupid and a failure in life. *I honestly didn’t think anyone would ever want to go out with me.* Until my instant and persistent success with women cured me of those wrong beliefs.

I am fairly typical of post-divorce syndrome, and I dated women every night, often two per free night, and made up for years of sexual frustration swiftly.

That made my ego feel better. And it helped me get my head on straight again, and cleared out the bad feelings about myself I had absorbed.
Only then could I begin to get a reasonably accurate idea of who I was, what I had to offer, what I truly desired from women, or one great woman.

I want to save you from absorbing the denigration that others have foisted on you -- women, family, false friends, whomever. It’s a waste of time, a waste of life, and when women smell absorbed-self-denigration on you, it sends them running in the other direction.

This is where the beating up stops for you. Here. Now. Online is a great way to start putting into practice language habits -- what you must also do in your life. So make this promise to yourself:

**Deep Attraction Pledge:**
I will NOT include any self-denigration in my profile!

Self-denigration is charming if you’re Hugh Grant or Brad Pitt. It’s fine once you have established your authority and masculinity in person. But it does not belong in your profile at all.

**Deep Attraction Instant Homework:**
If you already have a profile, you will go back and remove any sign or suggestion that you possess anything less than a pristine set of Strength Attractors.
When? Right now!

Take out any words that are qualifiers: “little” “small” “kind of” “sort of” “hope to”.


Here are good words to use, in their various forms:

- Optimistic
- Entrepreneurial
- Motivated
- Kind
- Protective
- Loving
✓ Warm
✓ Steadfast
✓ Unshakable
✓ Loyal
✓ Honest
✓ Steady
✓ Confident

Hoping and dependency is for castaways and junior high girls.

Furthermore, never, ever diminish your message. Never say.

“You may not like my profile but…” Or, “I may not be your type but…”

Be forthright. Be positive. Be optimistic about your future. Be direct.

Only.

**You are creating a context of strength in your profile.** You are establishing that you are the lion, not the sick, toothless p*ssy. Cat, that is.

Later, when you start interacting with a woman, you can offer alluring **vulnerabilities!** But not up front. **Remember this:**

**Deep Attraction Axiom:**
Without the context of strength, vulnerability is weakness.

Excuse me, may I repeat that please? Do I have to tattoo it on your male member?

**Without the context of strength, vulnerability is weakness!**

Internalizing criticism of yourself is just buying into someone else’s insecurity-driven need to foist negativity upon you.

Throw it off!
You can NOT accelerate your process of intriguing women by diminishing yourself or diminishing your Strength Attractors.

And there is only one way to be comfortable and confident in projecting your Strength Attractors in an intriguing, relaxed, natural way:

**DEEP ATTRACTION AXIOM:**

To be magnetic, you must eliminate the need for approval.

This is a hard road, but it can be taken. In fact, it must be taken. It comes eventually with age. But you can start now. A big help on seeing how this works, and works for you, comes in the next section, “Ground Yourself in Process.”

That section will help you escape the complexities of your ego and step into the success path of step-by-step progress. It is where we apply the lessons of project management to the self. Kind of depersonalizing the process, making it work like a machine -- a machine programmed for your success.

For now, in order to construct your magnetic profile, begin self-talking and outer-talking only in ways that support your Survival Attractors.

- **Get clear** about your Strength Attractors
- **Assert** them in a suggestive, relaxed, indirect way.
- **Do not diminish** them (sort of, kind of, a little, sometimes)
- **Place them in the context of a fun life** you are already leading – and which they can see themselves joining. Tell stories.
- **Be ruthless** in committing to these practices.

The Deep Attraction System trains you to be yourself, but your best self. Your higher self. Your most alluring self. The self you are becoming, not the screw ups of the past. The part of you that naturally attracts women.

Do you know what happens to guys who “masturbate” with ideas like “I’m an idiot” and “I’m okay but not good enough”? They become what their self-talk tells them.
Assert your positive truths. Starting now.

Now.

1.5 VISUALIZE

Now that we’ve thrown out the bad and listed all those things good and attractive about yourself, we’re gonna notch it up. Are you ready to take a step forward in your life. Good. Then be coachable here...

Forget about your attachments to your opinions for a moment. Frankly, I don’t care about your opinions and neither should you. They are just old, stale ideas you are carrying around and if they were ever true, they probably aren’t true now.

Far more useful:

Deep Attraction Master Question:

Which of your positive opinions about you serve you best and make you more magnetic?

Let’s trust your friends and old girlfriends for the good they saw and see in you. Write down everything on which they’ve ever complimented you. And please, don’t be falsely humble or falsely vain. Just straight up, write down what they said –

Deep Attraction Instant Homework

Your Resource List

Three Positive Physical Attributes:
1. 
2. 
3. 

Three Positive Emotional Attributes:
1. 
2. 
3. 

Three Positive Talents:
1. 
2. 

Three Other Things Women Have Loved About You (be specific)
1.
2.
3.

Write down the Funniest things you’ve said or done.
1.
2.
3.

Write down the Kindest things you’ve ever said and done.
1.
2.
3.

Write down three of the Most Inspiring Goals You Have
1.
2.
3.

Now go back – take out any qualifiers. *Kind of, sort of, a little.*

You now have the raw material of a powerful profile.

I am about to introduce you to a Deep Attraction Uber-Axiom. What is that? That is an Axiom that encompasses all the other Axioms. It is something you should really pay extra close attention to, if you want to succeed in attracting great women.

**Deep Attraction Uber-Axiom:**

The Road To Mastery begins by embracing the part of you that already IS powerful.

One of the ways you will start to embrace the part of you that is *already* strong is to **change the language patterns you use.** Hang in with me - The DEEP ATTRACTION System will teach you exactly how to do that.

Unlike some of the cheesy “pick-up guides” out there, Deep Attraction is not about manipulation...

**The Deep Attraction System is about being in the power of who you really are, focusing on the best**
part of who you really are, and conveying that best part of who you really are with the most power, passion and intrigue that is linguistically possible.

So, read over all that list of powerful things that you already are. Now we’re going to take another huge step forward…

We are going to visualize the way you wish to be perceived by women:

Again, drop the B.S. Don’t be shy. Don’t be modest. Be authentic.

Straightforward. A man.

Super basketball coach, Phil Jackson writes…

“My first act after being named head coach of the Bulls was to formulate a vision for the team. I had learned from the Lakota and my own experience as a coach that vision is the source of leadership, the expansive dream state where everything is creating a vivid picture in my mind of what the team could become.”

You are about to create a vision of everything you can become.

Your own personal “expansive dream state.” Because…

<table>
<thead>
<tr>
<th>Deep Attraction Axiom:</th>
</tr>
</thead>
<tbody>
<tr>
<td>If you can visualize it, you can internalize it.</td>
</tr>
<tr>
<td>If you can internalize it... you can become it!</td>
</tr>
</tbody>
</table>

If you can internalize it, women, those bloodhounds of male potency, will sniff it out. They will feel it.

Look again at all those positive, REAL attributes you already possess. Review them for a slow moment. Sit with them a long moment. I want you to relax and consider something…

You can be perceived as the sum of your attractors.

Or you can be perceived as more than the sum of your attractors.

Because you ARE more than the sum of your attractors.

Allow yourself to enter this possibility…

That you are capable of so much more than you’ve already done.
That the past is just a dream, an illusion. It’s gone. All the limits, gone. All the mistakes… gone! Now transformed into valuable lessons. Into new wisdom. Into new strengths.

**Deep Attraction Brand New Axiom:**

*If you don’t embarrass yourself everyday at least once, you are not growing, or learning or risking... or alive!*

So embarrass yourself. Enjoy it. Learn and move on.

Learn, integrate and look only into your future...

What do you want it to be?

You are cleansed of worry and doubt because you are a positive, attractive, outstanding person...

I want you to picture yourself as exactly the magnetic man you truly, deeply desire to be...

Now I want you to picture a beautiful woman, exactly the kind of woman you would like to take home. I want you to see the curve of her lips, smell the softness of her shoulders, sense the moisture of her hips. I want you to see the way her hair moves. I want you to inhale that gentle perfume of her hair, the nape of her neck, the warmth of her thighs. I want you to see the way she is gazing at you. The intrigue, the affection, the desire to know more...

I want you to see her admiring you. Listening to you. Slowly surrendering to your lead. I want you to feel her slipping her arm in yours.

What are you saying to her? What is she hearing from you? Who are you here? What is your demeanor like? How are you feeling in this visualization?

Stay with this feeling, because...

**Deep Attraction Uber-Axiom:**

*Your visualized best possible self is the feeling you need to access when you sit down and enter the online dating arena.*

**From strength.** From your best self. As the man you know you are at best. Confident. Assured. With real gifts to give. You are the prize.
Only when you are in touch with this pre-visualized, alluring, magnetic man – only then should you open your emails.

Take that moment before you begin each time. Give this to yourself! **She will feel the difference!**

Come at the computer full of the confidence of your best self – and it will be felt at the other end of the connection.

**1.6 THE EXPANSIVE SELF IS AN IRRESISTIBLE ATTRACTOR**


You are, by definition, *so much more than any label that anyone, including yourself, might put on you.* Let other people label themselves and limit themselves. Not you.

I don’t know about you, but I hate being labeled. I remember in 7th grade, a beautiful girl – her name was Suzanne and she was French! – when I wanted to go out with her, she said, “but you’re a brain.” And all I could think was – “No I’m not! I’m a penis! I’m a penis!”

Of course, I’m both and more than both.

Just about everyone you meet will want to pigeonhole you. Not because they are evil, but because they are busy and it makes handling the overflow of data manageable.

**DEEP ATTRACTION PLEDGE:**

Do not give your profile reader the opportunity to pigeonhole you!

You have to start by not pigeonholing yourself.

**DEEP ATTRACTION AXIOM:**

If you project the right combination of signifiers, no woman will be able to pigeonhole you.
Do you want to be a file in a file cabinet – “good,” “successful,” “athletic”? No, no matter how cool the file sounds to you, your labeled, categorized self is just a limited idea of who you actually are.

You want to be zooming around outside the file cabinet. Free. Undefinable. Beyond labels. Full of potential. I love the word “potential” because its root is power, as in “potent” or “potency.”

Guess what the opposite of that is? That’s right… impotent.

You do not want to see you as limited or impotent, do you?

For every quality that you might pigeonhole yourself as, find the counterbalance and be sure to convey that quality too.

**Deep Attraction Instant Homework:**

Establish Your Electrifying Counterbalancers

If you see yourself primarily as a “nice guy” … be sure to include something risky, bold, transgressive, bad-boyish. Then she won’t see you as a wuss.

If you see yourself primarily as an athlete – be sure to include something gentle, poetic, visionary, artistic. Then she won’t think you are a lunk, or violent.

If you see yourself primarily as a geek – be sure to include something masculine, bodily, leaderly, authoritative, physical. Then she won’t see you as asexual.

The truth is that, no matter what you think of yourself, you are not reducible to a geek, jock, loser, winner, artist, numbers guy etc. You are all of these things.

And you are more. And you must convey a sense that you are even more than that.

Remember, a thing, even a lot of things will not electrify a woman. Will not intrigue her. What is exciting is a man on the move. A little mystery. A sense of potency. You want to hit her imagination as a force in motion:

**DEEP ATTRACTION AXIOM:**

You are not a noun, but a verb.

Being a verb is exciting. It is in action. It conveys a charged sense of possibility.
You are, beneath the labels, a complex and CHANGING human being. If you can stay close to this truth, you will stay close to your power.

When you stay close to this truth, you will not only feel your own power, you will project it.

Women LOVE to be led, no matter what they say. They love to be surprised. Women are biologically drawn to power – not force, mind you, but potential. So, are you conveying that you are full of surprise? Energy? Potency?

TO SUMMARIZE:

You have just gone through a series of exercises where

- You threw out the negative, limiting myths you picked up about yourself from others.
- You honed in on the positive things about yourself that you know and that those who really know you, know.
- Then you visualized your best self.
- You visualized your most expansive self.
- You visualized how your ideal woman would respond to your best self.

Stay with that. Now you are in the ideal place to begin speaking with high quality women searching for high quality men.

Demand your worth – both from yourself and from others.

You have derailed anyone's ability to pigeonhole you by tapping into your sense of potential, and by breaking categories through electrifying contrast.

So before you do anything else, go back and look at your profile:

1. Have you communicated your limitations or…?
2. …have you communicated the ways that you are powerful, dynamic, capable?
3. Have you inserted yourself in her imagination as a noun or a verb?
4. Do you come off like a thing? A job? A collection of labels. A hodgepodge of labels… or?
5. …or do you come off as someone who is passionate and full of life, purposeful, growing and going somewhere interesting?
6. Do you come off like someone who is clearly much more than his interests and accomplishments?

**Deep Attraction Axiom:**

You must be not a thing but a PROCESS which she finds exciting to imagine herself joining. Take the time. It’s worth everything.

Now that you are in this state, I am now going to ask you to write a draft of your profile. If you already have one online, forget about it for now. Open a new page, a new file, and using what you just learned...

**Deep Attraction/ Instant Homework:**

Write a draft of your profile – now!

Don’t move to this next section until you’ve rewritten your profile conveying your survival attractors. Just get it down on paper. We’ll refine it as we go along.

Now, for the second necessary element of your pre-game prep. To master the process as *process*...
CHAPTER TWO:

MASTERY MEANS MASTERING YOUR PROCESS

DEEP ATTRACTION AXIOM:

We are what we repeatedly do.
Excellence, then is not an art, but a habit.
- Aristotle

“If you’re not big enough to lose,
you’re not big enough to win”
- Walter Reuther

Commitment

Okay, so now, as you begin with confidence, you are going to enter a process that by its very nature will increase your DEEP ATTRACTION success ratio.

Because this is the system that makes champions. Literally.

Don’t take it from me. Let’s go back to my man, Chicago Bulls and L.A. Lakers Champion Coach Phil Jackson, who writes in Sacred Hoops,

“In basketball, true joy comes from being fully present in each and every moment, not just when things are going your way. Of course, its no accident that things are more likely to go your way when you stop worrying about whether you’re gong to win or lose and focus our full attention on what’s happening right at this moment.”


Just right now. You and the girl on the screen. Nothing but possibility.

Every time you sit down in front of your computer and fire up your dating site, you are stepping into an arena. And you’re either in to “play and pray” or “play to win.”

To play to win, you must be committed.
Being committed means having the deep confidence that you will absolutely make mistakes - and then – you will learn from them.

Deep Attraction Axiom:

Love Your Mistakes! Your mistakes are your tuition toward mastery. Welcome those payments, for they are priceless.

Being committed means
  ✓ that you are acting intelligently
  ✓ in a grounded, step-by-step systematic way
  ✓ that doesn’t project neediness
  ✓ and is not swayed by desire.

There is a relentless, ego-less automation to this that you must embrace. As Aristotle reminds us, excellence is a habit.

From Zen Master Phil...

“Right action… is the capacity to observe what’s happening and act appropriately, without being distracted by self-centered thoughts.”

Or if you don’t want to get so fancy, think of how you play Halo2, or any videogame. You ascend though levels. You die. You are reborn. You learn. You experiment. You don’t get all depressed when your Avatar is blown away, give up, declare that all video games are bitches, then drink yourself into a hole.

If you do, you need more than this manual.

Online, all that is happening when you fail is that your online avatar is blown away. You, in your home, in your life, are fine. You are just there, learning, growing, mastering, learning what works when it comes to communicating yourself to women -- and also, which women are worth communicating with!

Some women out there are pissed off at men. Of being lied to, bullied, bragged to, manipulated, disregarded and disrespected. You may run into that and in fact, online, women will have their guard up even more than usual. You will get blown up online often, if you have a penchant for angry women. Less so if you seek women who are emotionally healthy and don't project their last idiot date on you.

So too -- you have to be emotionally healthy and not project your last destructive date or partner on the new women you'll be meeting online.
This isn't always easy, but like anything worthwhile, it's a PRACTICE. Like a sports drill or a spiritual practice. You MUST approach each new woman as a clean slate.

I love turning my computer on to see who’s written me. I love the challenge of writing to, capturing the imagination of, and responding to beautiful women online. Why?

✓ Because I have cleansed myself of neediness so I approach online dating with utter confidence and a sense of fun and adventure.

✓ Because I have done my homework and know how to read women’s profiles for “hot words” and how to be a “penetrating mirror” (see below).

✓ Because I know I will do my homework – and apply the DEEP ATTRACTION Guiding Principles and Techniques when they are appropriate, when they are called for in a measured, smart way.

✓ Because, always in the flow of mastering the process, I am at home in my most powerful self. Because I approach the computer with a kind of selfless detachment, a kind of keen alertness, and a committed respect for the Deep Attraction System -- which works.

As you read this manual and do the exercises, you may begin to feel very heady. Like you are accessing a whole new set of powers.

That’s okay. Because it will be true. There is a lot of knowledge here, compressed from a lot of fields of expertise – from business leadership and psychology, from evolutionary biology and dramatic writing, from semiotics and direct marketing.

Be excited. This is deeply empowering stuff. But, when online, you must remain calm. Yeah, that’s right, the whole Zen thing, just like Phil Jackson. Being calm, being systematic, being disciplined means the following specific actions:

✓ You will not rush into answering an email or a tease.
✓ You will not rush into responding to a hot profile.
✓ You will not be flattered for your powerful, alluring text and emails.
✓ You will not be disappointed if a girl turns you down.
✓ You will not lose your discipline when a girl asks to meet you.
✓ You will not allow yourself to be rocked back and forth with testosterone and desire.
✓ You will not get down on yourself.

Instead…
You will stay in the game. **Steady. Aware. Studious. Always learning.**

Staying centered in the DEEP ATTRACTION system is how you will keep your game steady. By understanding, integrating and following this clearly defined set of principles that will move you toward your goal – magnetizing awesome women off the net into your life.

To move without fear or desire – this will depersonalize your process. If you make a mistake – and, again, let me stress this - *you will make mistakes!* – you just learn, then correct course. It ain’t personal. You adjust, you improve, and you master your approach. Woman by woman. Email by email. Day by day. Week by week.

This is a winning system. It works. How can you make it work for you? Zenmaster Phil writes that the key to learning a winning system...

> “is a repetitive series of drills that train the players, on an experiential level as well as an intellectual one…drills resemble Zen practice”

Success comes with repetitive drills. Over and over and over again. Skills take time to master. They take repetition. They take depersonalization. They take commitment to the system.

Vince Lombardi used to make his team stand behind a line and say,

> “God has ordained me to teach you young men about football today. I want all those who want that training to step across that line.”

I can’t see you. I can’t hear you. But I can tell you…

I am asking you that if you want to get the most out of this training, step across that line. Say to yourself that you are here to win. You are here to become an **irresistible attractor** to women. The knowledge is here for you. The choice to commit is yours. And yours alone.

And here’s the bonus – the very practice of committing – this is an **Attractor Attribute.** The very kind of characteristic that allures women irresistibly. They are drawn to discipline and I guarantee you…

THE DEEP ATTRACTION GUARANTEE:

> When you commit yourself to the egoless discipline of the DEEP ATTRACTION system, women will sense that you are powerful.

And come toward you. Off the screen. Into your life.
2.2. CONFIDENCE ATTRACTOR: COMMITMENT TO WINNING

In fact, commitment is so important as a Deep Attraction, let’s talk about it in a little more depth...

Once you start speaking from your strength – from your authentic strength – guess what? You will actually grow stronger. Strength and confidence will follow from how you speak, how your represent yourself.

Without getting too much into detail, this is the basis of behavioral psychology. Or, in the vernacular: fake it till you make it.

For getting your pre-game game going, I want to look again at Phil Jackson. Why do I like him so much? Because he is a leader among men – a guy who could wrangle huge male egos like Shaq and MJ and Kobe and Pippin. But more than that – he is a master of winning. Of attaining the goal, no matter what. He is a master of the game – because he has mastered the preparation in the pre-game.

Bill Bradley said about Phil that he was committed to learning, to teaching and acting on his insights.

You need to become as committed as Jackson.

How committed? Do you know the story of Cortez, who when he landed with 600 men on the coast of Mexico, burned his ships behind him and told his men, “we defeat these 1 million Aztecs or we die. You choose.”

You must decide to master online dating or give up. There is no point to doing anything half-hearted. Especially this.

Online dating is the most amazing system in the history of mankind for allowing a man to sharpen his female-attracting skills.

✔ It is a near-infinite pool of women.
✔ It is relatively anonymous, which allows you endless trial and error.
✔ Being a non-physical realm, it is all about character and communication. You can reinvent yourself everyday in little ways, tweak your understanding of yourself and communicate your better and higher self as you go along. Which, actually, is a great way to live anyway.

Confidence comes from within, from knowing that you are on task along a road that is of noble purpose.

Confidence can be boosted by accomplishment, but is not dependent on it.
Tiger Woods can have a bad season. A guy can have a bad streak with women. It’s gonna happen.

But there is a deeper confidence, which you should never lose. Let’s call it Deep Attraction confidence. That confidence comes from a commitment to learning, growth and improvement no matter what.

Becoming a worthy, attractive man. Learning every day how to communicate your worth more and more effectively.

That’s why this pre-game section of the book is so important. It’s the foundation. It’s your mental preparation. It’s the part that assures that you cannot lose.

Because you will always be learning and growing.

And when you step onto the field (i.e. post your profile, write to women) you will be playing to win. You will be committed to winning - not merely trying to “get lucky” or what I call the chance game of “playing and praying.”

So know that you will fail. Get used to that right now. You will try all the Quick Start Stand Out Techniques in the accompanying Manual. You will try to tease, or to teach, or be intuitive or be ballsy and funny.

It may feel awkward at first. You won’t get the response you want every time, but you will more and more often. Regardless, you stay committed to the practice and get better and better as you progress.

Defeat should never be a source of discouragement, but rather a fresh stimulus.
- Robert South.

So leave your ego aside in this game. Play to learn. Never take rejection personally. She doesn’t know you. She is just responding to a set of signifiers.

One of your signifiers might remind her of her last asshole boyfriend. Maybe he played lacrosse too. You can’t know.

Hell, I got a furious letter from a woman who wrote me but I was traveling and hadn’t checked my online dating site for a week. She ripped not only into me but ALL American men! She accused me of probably wearing sandals with slacks. Yeah, I know. Just buried fury at men coming to the surface -- and I hadn’t even had any contact with her.

Lots of people are working out their ego-constriction, online and offline. Don’t lie. Don’t be cruel. Be edgy and playful but don’t do anything you’d be ashamed of. And then you’ll know, if a woman unleashes her fury on you -- it ain’t you.

It’s all just avatars on a screen.
And you have just screened out someone who will make your life miserable.
CHAPTER THREE:
MASTERY MEANS YOU DON‘T SELL;
YOU BECOME AN IRRESISTIBLE BRAND

3.1 Stop Advertising...

This is such a key idea that if you don‘t know it already, you will slap yourself on the side of the head and say, “how the f*** have I lived this long and not realized this!”

The first rule here is:

DEEP ATTRACTION AXIOM:
If you’re selling yourself, you’re selling yourself short.

Women secretly hate it when you sell yourself. When you list your attributes. They sense weakness in the “song and dance.”

“Hi, I am a really great guy. A diamond in the rough! One of a kind. I can do a hundred push-ups. I dress really well! I drive a BMW. I am kind and sensitive and manly!”

Women may act like they are flattered when men dance for them like this. But what they like is the temporary power such flattery makes them feel. The kind of power that vanishes the second the interaction is over because now they are left empty of all feeling for you except for the feeling that you are a dork.

They liked the feeling for a moment, but it leaves them feeling no connection at all, no sense of the man behind the show.

Please take a minute and read twenty other guys’ ads.

If you want to stand out, you have to not blend in.

The "Pick Me!" profile-points that clutter most guys’ profiles blur one into the next. One fact after another. The job. The list of hobbies. The list of countries visited.

Some important points about selling vs. branding:

(1). Every good salesman knows you do not sell features, you sell the FEELING your customer will have when they obtain your product. You don't sell the
allow of the carburetor; you have them sit in the car, smell the leather and have them imagine what it would feel like shooting up the coast with the roof down.

But let's leave the salesman metaphor behind for a second.

Because you don't want to come across as a salesman at all. Is that how you want her to perceive you? As a carnie? A sidewalk hawker? Knocking in people's doors trying to get them to buy stuff? Are those powerful, attractive models of manhood?

No. What else is wrong with the “I’m so great – buy me!” pattern of online personals writing?

✓ Facts are boring to women, they want feeling.
✓ Facts are bare, they are not contextualized into a story of who you are. Stories, visions are compelling and exciting!
✓ Facts are a writing no-no – they are told, not shown. You must show, or demonstrate your attributes by what you write, how you write. You must not blabber about how great you are.
✓ They are unsubstantiated. There’s no back up. No testimonials. She has no reason to trust you unless you create trust.

Why should she believe you? Think about this for a second…

(2). Selling Yourself vs. Social Proof. Can you imagine an infomercial where someone like Tony Robbins gets up for 30 minutes and just says how freakin’ fantastic he is?! How annoying and non-convincing would that be?

Now throw in Nelson Mandela and movie producers and CEOs of Fortune 500 Companies interspersed in this commercial testifying that Tony is the bomb – and now you have powerful selling. Because Tony, in the mind of the viewer, isn’t selling himself.

We will talk about how to communicate social proof in coming chapters, absolving you of the need to "sell" yourself.

Deep Attraction Axiom:

Don’t sell yourself.
Simply Become The Desirable Brand.

Or, as a brilliant marketer friend of mine says,

“Educate Overtly; Sell Covertly.”
(3). Be the Brand Women Want. Get away from the self-advertising model in every way you can. Think instead of the BRANDING model.

A brand is something that stands without needing to hawk any particular features of it. You like and trust a good brand because of how it makes you FEEL -- and buy without being sold to.

(4). Retain the Position of Chooser. If you are advertising yourself, you are asking her to take the action and purchase you. You are giving her the power of choice, where in order to create magnetic attraction, you must retain the position of power of choice.

For example, one of my most successful profiles opened like this…

“**I’m no cubicle guy and you are no cubicle girl.**”

It didn’t say…

“**If you want someone who lives out of the box, I just might be Mr. Right!**”

I’m not selling myself, I’m stating exactly who I am and stating maybe you might be good enough for me, that if you aren’t what I want, then don’t bother writing me.

In other words, I’m establishing the frame of our conversation from a position of no-neediness and non-salesmanship.

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**Deep Attraction Instant Homework:**

If you already have a profile, identify every time you are selling yourself and change those begging moments into statements that are Frame Establishers.

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3.2 ...And Start Innovating: Becoming More Than the Sum of Your Parts

Now, let’s take this one step deeper, and we’ll get there by making sure you know the key difference between advertising and innovating to create attraction. I owe the concept to the business writer, Seth Godin…

Seth Godin has written several excellent business books, most famously, The Purple Cow. That one’s about creating a product that stands out. If you create a product that stands out, you don’t have to pitch it, hawk it and bother people about it. They will come to you. The iPod. The new VW bug. Google.
So when I say start innovating, I mean change your product – which is you. Here’s

**DEEP ATTRACTION CHALLENGE:**

How can you redesign yourself to become a standout brand or product?

Let’s approach the answer as coldly and clearly as any Marketing Director would, by asking the key question:

“What is your target market?”

Two Key Marketing Facts That Make Millions for Smart Entrepreneurs Can Help You Gain Something Equally Valuable - the Women You Dream Of:

1. Only a fool creates a product and casts around for a market.
2. The brilliant marketers find out what the market needs and wants first - and then creates a product to fill that need or desire.

In other words, learn what women truly want, crave, value.

Pay attention not only to what they say, but to how their body reacts. What makes them sigh or laugh. What makes them close up.

Can this be learned instantly? Hell, no!

It’s been said that if men and women understood each other, there would be no literature, no art, no fiction, no poetry, no theater.

It's the ongoing school of life -- and it should be fun.

I want to share with you a helpful framework for attracting the kind of woman you want.

If you’ll take any and all kinds of women, then you can skip this section.

But if you are after a specific type of woman, you must use key signifiers, key attractor signals, as part of your “brand package.”

You must learn how to talk effectively to your "market."
According to a very highly placed friend of mine in the corporate marketing arena in New York, there are 4 basic female types: Fire, Ice, Light, Earth.

If you are targeting one of these “markets,” you must speak in the language that moves them emotionally -- that mirrors their sense of self worth.

Fire – she’s passionate, emotional, confident, brash. She’ll bust your balls, in both a fun and challenging way.

If you want to play with fire, you must BE a brighter fire. You must outmaneuver her, change topics, be bolder than she is, continually take the lead. If she starts the sexual innuendo, you MUST notch it up. If she’s a candle, you’re a fireplace. If she’s a fireplace, you’re a bonfire. If she’s a bonfire, you’re a wildfire. It’s like those old Cary Grant- Rosiland Russell movies -- if she’s spicy, he’s not sexy if he’s not spicier. You must take the lead early.

Ice – she’s intellectual, reserved, analytical. She is going to study every nuance of your emails and profile. “Why don’t you mention your income?” “Why do you include 25-30 in what you’re looking for if you are over 35?”

If you want to slide on ice, you must wear your spikes whenever you go out to play. That means you have to PREPARE. Your own site has to be sharp. The details have to be precise. She is going to study every word, so be prepared to discuss every word of it. Only, here’s the trick – never “defend” what you say. Rather use each aspect of your profile as an opportunity to tell a funny story, to expand outward from the “testing” questions she will ask. Now, if you contact Ice, you have to know her profile inside out and backwards. You have to be as analytical of her as she is of you. Casually showcase your acuity up front. If you can move her attention back to her, the sooner she will stop examining you and start FEELING you. If you want Ice, you must be prepared to answer her questions, then shift the topic to her, then get her into her positive feeling and imagining states (see below, for example, take her imagination on an exotic vacation, speak to her emotions, ask her to describe a time when she felt at peace, or fulfilled – every detail of it.) Her testing process will be particularly rigorous and intellectualized. You must answer swiftly and satisfactorily – otherwise she won’t trust you. But don’t answer for long. Help her escape her analytical mind and she will be subconsciously grateful and settle into her soft femininity. Which is where you want her to be. Ice woman is defending herself with her mind. She needs to TRUST you in order to warm up to you. Be eminently trustworthy. Because she is dying to warm up. It’s no fun being ice. It just feels safe to her for the moment.

Light - she’s sweet, loving, kind, good, idealistic.
If you want to bathe in light, this one’s easy. Be sure to convey the truth about how much you love your parents and children and animals and your friends and children and puppies, etc. Be positive and optimistic about people. See the best in people and never make fun of them.

That’s the bottom line. This is how you reflect her well-developed moral sense. Now, how to you magnetize her? Be a powerful leader toward the good and she will look up to you! What do I mean? Well, it’s one thing to work in a soup kitchen and she might approve of you for that, but better if you put together a big brothers club. Or if you BUILT that soup kitchen on your own initiative. In other words, women who are Light will be sexually aroused and sexually attracted to men who will clearly LEAD them further into the light. If you can describe such an experience, or imagine one in your profile as a goal, you will capture her imagination.

Earth – she does yoga. Eats nuts and berries, probably has a big dog.

If you want to dig into the warm, moist earth, you have to be a more powerful force of nature than she is. If she likes to hike, you like to run. If she likes bike rides, you like mountain biking. If she likes to camp, you like to wilderness camp. In other words, you are the FORCE OF NATURE that she is seeking. If you are the kind of man who is right for this kind of woman, you must convey that you possess the physicality, the wildness, the independence and the passion that she is seeking from her hikes and big dog. When you write her, describe a favorite moment in the mountains, or a time when you reached peak exhaustion or peak performance and the exhilaration you felt then. Bring her into your feral exhilaration. This is how you welcome her into your world that is even more physical and more exciting than hers.

Do you see how it works? Dig deep into what you offer and ignite attraction.

It is a way of establishing rapport - but something more. Focused Rapport. At Deep Attraction, we know it is essential to take the step beyond mere rapport - leading.

If you can find commonality and then promise an expansion of what she values, you will attract women.


**DEEP ATTRACTION AXIOM:**

Whatever a woman most values about her self-conception, She will want you to exceed – with a masculine lead.
If she loves little children, you love galloping with them on your shoulders.

If she loves her mother, you describe how you put in a garage door opener for your mom as a surprise – and how happy she was.

If she likes hiking in the hills, you like to climb mountains because of that feeling when you get to the peak, and you feel the wind and your blood pounding and your skin tingling – and you feel so… alive!

Don’t feel masculine enough right now but want an adventurous woman? Then go skydiving; then you get to casually mention it.

Don’t feel earthy at the moment but want an earthy woman? Take a yoga class and now you can say that you enjoy yoga (or at least the first part of class). Describe a feeling you had in Yoga class, a position, or something funny about your experience. Just don’t say you suck!

Remember, Deep Online Attraction isn’t about verbal manipulation: it’s about growing into the man you want to be to attract the quality of women you want in your life – and then expressing it in the most effective way possible.

It’s a doorway to creating a better life for yourself, both online and off.

**DEEP ATTRACTION MARKETING AXIOM:**

Know your market. Change your product. Improve your product. That is, add features to your “product.” Improve yourself!

How are you going to have an electrifying effect on a woman on the other side of the computer screen? You have to set off little **depth charges** that she **feels** as well as mentally reads.

That means you have to possess the depth charges. Get out and do. Get out and learn. Break your patterns. The more genuinely excited you feel about yourself – she will sense it! -- and the more excited she will be about you. Remember – she will feel what is true about you!

“You risk becoming a parody of yourself by not innovating”

- Keith Olbermann

Here’s a huge concept: **destroy what you thought you were**! Beware the lethargy of old habits. The greatest enemy of being in a pool of thousands of internet men is...
...being bored, being boring! Be inspired by our life and your energy will come through your words. Will come pouring out your body on that first date.

Listen to that crazy old master, Neil Young:

“I’m someone who’s always tried systematically to destroy the very basis of my record-buying public. That’s what keeps me alive. You destroy what you did before and you’re free to carry on.”

Did you hear that? **Free**!

Women want to hear that you are free. That you are **exciting**. That you are growing and changing and that you are the master of your own personal destiny.

That means whatever your job is, if you have kids or not, doesn’t matter! You are **master of your own destiny** in the way you face every day.

You are a walking series of explosive charges – charges that will explode in her **imagination**.

Which means your profile shimmers with the possibility that you will rock her world.

**Because you are rocking your own.**

If you’re not rocking your own world, why do you think she should be attracted to you? She might settle for you, but how sexy is that? How turned on is she going to be?

Change. Grow. Get energized about your life!

If you are in this dynamic state, you wouldn’t – you couldn’t – write one of those million boring profiles where you just list your attributes. As exciting as a car ad.

Instead, the charged-up man will construct a charged-up profile, one packed with suggestions (explosive depth charges – can you hear them just beginning to go off?) of **intriguing, expanding, fun possibilities that excite her imagination**.

That make her see your possibilities and suggest to her that you are that dream guy who can see past all the outer shells and appreciate her inner goddess.

That you will see and bring out the best in her because you are already actively seeing and bringing out the best in yourself.

**DEEP ATTRACTION AXIOM:**
To stand out, your profile must leap off the page and into her imagination –
you must become explosive in her mind –
you must FEEL like more than the sum of your parts –
which will powerfully attract any woman!

Here’s the useful analogy: Have you ever seen a large building being demolished? Explosive charges are strategically placed on supporting pillars. None of them are powerful enough to bring the building down by itself. But together – working in tandem… boom… boom… boom…

… KABOOM!

Dating should be one of the most fun parts of your life. You get to learn more about yourself, about life. You get to meet and play with as many women as you want, creating fun, bliss, adventure -- all the good things.

Don’t play to make a point. Don’t play to protect your fragile ego.

Play to serve your growth and play to serve the growth and lives of the women you contact and meet.

And play to get what you most deeply want -- which will probably change as you go along.

Play smart.

Play honorably.

Play boldly.

Play to learn always.

But, for godsakes, get out there and just play! You gain nothing by not writing the woman whose picture you are staring at night after night, wondering how to open.

In the forthcoming chapters, we will address that question in detail.
Part III

DEEP ONLINE ATTRACTION

Part 1: Foundations

4. Writing 101
5. Your Photos
6. Your Name

Foundations:

This section lays out the foundations for how to construct your “magnetic” profile. I say “construct” because it’s about actively and intelligently assembling your moving field of signifiers piece-by-piece.

It’s about being as caring and meticulous about this as an architect. It’s about taking every element seriously. And it’s about keeping in mind the entire finished design. It’s about paying attention to how each element blends with and contrasts with the others. So that whole man a woman FEELS after reading your profile will arouse interest, intrigue, attraction and arousal.

You may not end up using all the elements I spell out for you – according to your needs and natural Attractor configuration - but you must use most of them.

I use the word ‘magnetic’ because I don’t’ want you in the mindset of running after women like a slobbering dog after a bone. Your task here is to intrigue and “pull” women toward you in ways they don’t even consciously realize.

Whether you like it or not, every moment, every micro-event of your profile and email correspondence sends a subconscious brand message to women about what in marketing is called, “Brand You.”

We are talking about how each meaning-element interacts with the others, creating a field of meaning that will, in its complexity and balance and suggestive contradiction – will make women feel both safe and daring when they imagine you, both comfortable and mystified, both adored and teased -- which add up to a magical combination called attraction.

It adds up to a Yes.

It doesn’t matter if you are Brad Pitt or the Elephant Man. My Dad always told me, you gotta play the hand you’re dealt. You go with your strengths once you know what they are and know how to put them into words.

And if you honestly feel like you’re at the Elephant Man end of the spectrum, as another wise man said, “The game of life is not so much in holding a good hand as in playing a poor hand well.”
Deep Attraction Pledge:  
I am going to construct an electrifying profile out of the genuine attractors I possess.

How?

Several ways. The first goal is, the overriding goal, the you-ain’t-goin’-nowhere-without-mastering-this goal is...

**STAND OUT!**

In order for anything to reach the mind, heart, soul and body of the woman you are trying to awaken across the net, you must break through the *anesthetic of familiarity*.

I got this term from Richard Dawkins in his book, *Unweaving the Rainbow*:

“There is an anesthetic of familiarity, a sedative of ordinariness, which dulls the sense and hides the wonder of existence.”

Ask an attractive woman what she hates most about getting emails and IMs from guys online. She will say one of two things: they are boring. Or they are obsequious and sexual. Attractive women receive tens of emails a day, most of which will say the same old crap. “You’re so hot. I think you’re beautiful. You have beautiful eyes. I’m really different.”

Over and over. Day after day. It becomes nothing but white noise to them.

You are about to learn how to actually BE different, how to opt out of “the anesthetic of familiarity,” how to capture her attention quickly, firmly and effectively.

With words, with pictures, with contrasts, with electrifying combinations.

You’re going to **associate yourself with** images and language and pictures painted with words that will make them come after you to figure out the puzzle you’ve constructed and ask – **who is this guy??!!**.

You’re not going to tell them everything in your profile or your first emails.

You are going to **suggest** to them who you are, who we **are becoming** ... just enough to **stand out** and to **capture** their attention – but never enough to satiate it.
Because then you become understood, boring, pigeonholed... and history. The fun of discovering you is over.

Creating your profile is your chance to create your **brand package**. And anyone who has been in product marketing will tell you – your **packaging** is what will make you **stand out** right away. Thomas Hine, who wrote the brilliant book, *The Total Package* writes...

> "Packaging is the temptation... it is a tool for simplifying and speeding decisions"

This book will help you both simplify and speed her decision to be interested in you.

Let me ask you a question...

Are you busy?

Do you think the woman at the other end of the dating site is busy?

If course she is. She is going to scan dozens of profiles or emails.

How will she choose?

Think about it. You ever go shopping? A hundred laundry soaps – which do you reach for? The brightest, most exciting, most promising, most trustworthy one.

As business author, Tom Peters says...

> “Most of us, save Martha Stewart and a handful of others – don’t think of ourselves as ‘a package.’ Mistake! Everybody IS a package. (‘He’s a ball of fire,’ ‘She’s a pistol,’ ‘He’s the biggest bore I’ve ever met.’) The trick for Brand You is making sure you control your package and the message it sends.”

Here is an adaptation of the list of Questions that Tom Peters makes his business “Brand You Students” fill out: You will now do the same – but only if you want to succeed with women.

Jot the answers down with a pen. There happens to be truth when the hand is connected to the brain. Just write a few lines. The first things that come into your head. Ready?...

Go!

1. Who am I?
2. What is my unique product?
3. How am I special?
4. How am I different from others’ similar offerings?
5. How can I demonstrate my trustworthiness?
6. How can I demonstrate I’m “with it” and contemporary?
7. How can I demonstrate cool?

Peters is asking you to do one thing: establish how and why you stand out.

Remember -- you only have a few seconds to capture her attention among the myriad of men knocking on her cyber-door, cyber-flowers in hand.

“Brand You” needs to be precise and focused. Lead with your strongest Attractors. Don’t oversell or disperse your field of Attractors by over-listing things. Know your product and sell its leading Attractors with your packaging.


You won’t want to waste a word or a detail in your profile. You want it to have instant impact, to have punch, life, energy.

This is the mindset I need you to be in before we proceed.

In the Pre-Game Workbook, we identified the positive Survival Attractors that make up the elements of your brand. You’re going to need that list now.

Because for the rest of this book, you are going to learn how to make those Attractors leap off the page, wrap their arms around the beautiful woman sitting alone in front of her computer at work or at home – and pull them with sensuous, directive, imagination-provoking and irresistible magnetism into your life.

Are you ready for that?

Good. First, three essential elements of groundwork:
   a. writing skills
   b. photos
   c. your online name.

Each of these is crucial to that first impression, that instant impact, so is worth your focused consideration.
WRITING FUNDAMENTALS: A SPEED PRIMER

Ya shoulda learned this stuff in high school but you were too busy staring at the breasts growing over there on the cheerleader at the next desk.

It’s okay. You’re forgiven. In fact, there would have been something wrong with you if you preferred grammar at age 16! So here’s a quick rundown. The points are simple, but crucial. Old bad habits die hard. New good ones take focus:

Don’t misspell – use your spellcheck, stick your file in Word and spellcheck it. A computer idiot? Use a dictionary. Women hate it when men misspell. It shows sloppiness, an inattention to detail. And women like attention to detail. Think about it -- consider their predilection for decoration and, oh, foreplay. So pay attention to details. The two words I see misspelled most often – "independent" and "definitely." And know the difference between desert and dessert.

Avoid cliches - you are not a hopeless romantic, a gentleman and a scholar, a boy next door. You are an individual worthy of individual expression.

Avoid general, generic language – you don’t like walks on the beach, a nice wine with dinner, feel as comfortable in jeans and t shirt as you do in a tux. Do yourself a huge favor on the stand out scale: go read other mens’ profiles and see how often guys write the EXACT same thing. They are clueless. More importantly, to an attractive woman online, they become the same as all the others… invisible. (you can usually cloak your profile to go look at guys’ profiles, if the idea of that sounds weird. Just go "invisible." Most dating sites have that option.

Be precise in your language. Say Chicago Blues – which is better than blues. Shiraz is better than “wine.” (no Chardonnay (feminine), no Merlot (lazy)). The Palms is better than Vegas. Ribeye steak is better than mere steak. Azure is better than blue. Aspen grove is better than forest. The more precisely you can paint the environment of your life, the more tactiley and sensually her imagination will project her into it (much more on that below!) The more real you will FEEL to her. The more her senses will wake up reading your profile or emails.
Be **dynamic** in your language. That means active verbs. Verbs that pack power, action, movement. Avoid static words like “is” “are” and “have” – those are static verbs. Use dynamic verbs – USE A THESAURUS to make your sentences sizzle, and that often starts with what are called active verbs.

Okay, let’s put a little of this to work:

If you love your dog, you might write:

"I love dogs"

But you shouldn’t. Its BORING! Rather, paint a picture of you relating to your dog that she can feel, see, enjoy and project herself into that picture…

“I like to spend Sunday mornings wrestling in the sand with my lab. She’s hilarious – running up to say hi to everybody. You can practically see her laughing the whole time, then we collapse and peacefully soak in the sun.”

That’s a happy picture – vivid with action. I don’t merely HAVE a dog. Rather the reader sees and imagines me wrestling, and laughing, and collapsing with my little furry pal. What a **playful** guy. And there’s room for her in the picture – I made sure there’s room for her to see herself lying down next to me at the end. Who is that we, after all?

**Show, Don’t Tell** – possibly the most important writing rule of all. Don’t list. Don’t talk about. Don’t tell about yourself. **Show** yourself. If you’re funny, don’t say you’re funny – **be** funny. If you love your little nephew don’t (cliché) say he’s the “light of my life” – **paint a picture** of something you and he do together or how he makes you laugh. This is the difference between George Clooney coming on screen and telling you the story of Oceans 11, and George Clooney in the action of the film itself. Which is more interesting? Show your life, don’t list the facts of it. Write little movie scenes in your profile. She will be drawn into that movie, as anyone would.

Everything you read below will teach you how to make those movie scenes electrify her imagination and draw her to you, so read on…

**B: THE PHOTO ENCOUNTER: CONSTRUCT A PHOTO EXPERIENCE**
THAT ELECTRIFIES!

Blink. That’s how fast people decisions. Now, men are more visual so we tend to make our online dating decisions 90% based on the photo.

Women are less snap in their visual judgments but, don’t kid yourself, the photo is CRUCIAL.

So first off, make sure you get QUALITY photos. Don’t use old snapshots. Have them professionally done. **One primary photo could make the entire difference between capturing the attention of that amazing woman out there and not.**

Don’t screw around with this. Again, the overarching-goal is to STAND OUT. And there is no better way to do that right off the bat than with a professionally shot photo that says, **class.**

Here’s my recommendation. Go to lookbetteronline.com. I happen to personally know these folks. They have photographers in 600 cities who will give you top-quality photos for a fraction of what others might charge you. They have about the happiest clientele around. Almost everyone who uses it reports back that not only have their response rates skyrocketed, but they get a higher caliber of women.

It’s one of the best investments you’ll make.

Now, here are some other obvious points...

✓ No sunglasses – makes you look shady.

✓ Direct gaze into the camera – women will connect with you 1000x better.

✓ Smile – smiling releases happy hormones in the brain. It’s biochemical. It’s immediate. It makes a difference (see the chapter on humor below)

✓ Don’t Show Anything Weird or Poverty-Suggestive in the background – it’s not just your face, dude, it’s the whole frame. Keep your Star Wars figurine collection out of frame. Show mountains, elite shops, water, happy scenes.

✓ Nothing sleazy – no beer, or Girl Gone Wild hanging on your arm, no tongue.

✓ Shirt or No Shirt – this one’s a question. Obviously, if you’ve got a nasty-ass beer gut, keep it hidden. But suppose you have a cut bod. From my experience, including a beecake shot of some sort only helps – but NEVER as a primary picture and never as an obvious beecake shot. In the middle of a jump shot isn’t bad. Doing carpentry with a tool belt is **golden!** I had one poolside, eating a delicacy from an elegant resort hotel glass. The whole picture said health and a life of some means. It wasn’t about my body, but
that was part of a bigger story. In the end, some women hate body shots. Some love them. Be subtle.

✓ Change your primary picture every week or month. You **will capture new imaginations**. But you will also **become intriguing** to women who see all the different sides of you – who will be incapable of resisting trying to figure you out! “Why did you take down the waterfall picture,” is the kind of letter I get. And then you get to say,

“I like to keep things fresh in my life.”

Which is the perfect opportunity to say something important – and alluring - about you.

But let’s take it deeper. You have to more than look good. You have to consciously create an **experience**. **Because, like it or not, you are going to create an experience anyway. Might as well be smart about it.**

Remember, every element of each photo is a signifier suggesting what you might be…

**Here are some other ideas:**

✓ **Go creative** - submit artistic photos (i.e. sepia tones, black and white)

✓ **Go recent** – don’t post old photos – it’ll undermine your authenticity when she comes to meet you for wine or tea. **ABH** – Always Be Honest.

✓ **Go serious** – don’t post silly photos. Just like vulnerability without the context of strength is just weakness, so too humor without the context of masculinity is clownishness.

✓ **Go clean** – below, you’ll be reading about the idea of suggesting sexuality, or sensuality without sex. So too for photos. Don’t post overtly sexual photos, tongue out or anything like that. But photos that suggest you are sensual are great. Any photo that you have that shows you luxuriating in some kind of sensual pleasure – great! Could be clearly enjoying something you are eating. Smelling a pie (um, as in ‘apple’), sipping wine at a café, enjoying the sun, making snow angels. If you convey a happy, slow comfort in your body, there’s an alluring **implicit, unsaid** sexual promise.

✓ **Go with Mom** – got a picture of you hugging your mom? Great. Any women worth her ovaries knows that how you treat your Mom will be how you will treat her. Just as any man worth his testes looks at girl’s mom before he pops the question and measures – do I want to be with THAT in 30 years? Be careful, however, with you and children. Though you want them to know you love kids, photos can leave a very strong impression. You don’t want to be one of those guys immediately protesting – it’s just my niece. Because now
you’re already on the defensive! It’s harder for women to project themselves into a photo of you with individual, distinct kids that are not hers. Unless, say, it’s a bunch of kids tackling you – something that says you are fun and that children – in large numbers, i.e. as a category – love you.

✔ **Go with Fido** – I’ll tell you the truth. I am SICK of looking at photos of women hugging their dogs and claiming their dogs are their best friends. Why? Because too many times, when they bring me home, there is dog hair all over the bed, which smells of dog. Then the dog keeps me up at night or interrupts when unwanted. That said, a masculine picture of you romping with a dog is an attractive sight for women. It shows their imagination that you have the capability of caring.

✔ **Go funny** – I recently received a note from a woman in Canada who included one sexy photo in business attire and one photo of her golf-putting in her hallway. It was a crack up. It said a lot about her. I’ve seen guys take pictures next to suits of armor and say, “Here we are, your knights in shining armor.” I’ve seen guys include their little boy photos – which, in the context of the strength of your other photos, can work. Carry a digi camera with you. Take all kinds of photos of yourself in funny situations or in front of funny things. Be clever, be playful, but don’t overdo it. Don’t be a clown. And cycle funny photos into your profile array of photos. Show it’s a part of who you are, the happy place that is your life.

✔ **Go Suggestive** – if you have a photo of you preparing an amazing dinner in a nice kitchen – do you think that paints an attractive picture for a woman’s imagination? You bet! How about you on a sailboat? Yup. How about you building a deck. Check. Now, what else is going on in the background of your photos. I’ve received letters from women whose photos show apartments that are messy and ugly. Almost inevitably, these women are going to be trouble, so I never follow up. There are too many attractive, together women out there. And if that’s how I think, I guarantee you, that’s how women will think – x1000.

✔ **Go BIG!** - David Ogilvy, possibly the greatest advertising genius of all time, was an exponent of the BIG idea. His question for an ad was...

“Did it make me gasp when I first saw it?”

Do you have a photo that will make her gasp? The ever-innovative Chet Rowland has a photo of him with a wheelbarrow full of money in front of a bank. I saw a guy who had a clearly nude photo of him stretching and washing himself in a waterfall – discreetly cropped. Can you think of something funny or outrageous?

**Go with your boys** - Women are attracted irresistibly to guys who roughouse and play happily with other guys. Especially online. Why? Because it removes you from the lone wolf predator status and makes you
trustworthy because you become boyish, brotherly, accepted by other (powerful) men. So communicate in some way that you roughhouse and are comfortable with other guys doing guy things. And, uh, don’t overdo it. We’re talking basketball, not mud wrestling.

A word about photos:

When I first went online, I put the only pictures I had – sort of rugged mountain shots hiking etc. Boom – limitation. I’m sure I lost a lot of women because they weren’t into the work and granola-lifestyle that suggested. Find me a woman that doesn’t want a weekend at the Four Seasons!

So I replaced those pictures with two others. A shot of me, shirtless, in a carpenter’s belt, holding a Skilsaw in one hand and a clutch of wood in the other.

What did I communicate – I’m physical, I can fix stuff – which of course women love. And strength, competence, with kind of roughhouse bad boy sexuality.

Then in my second picture, I’m stylish in black, with a glass of scotch on a balcony overlooking the city.


This is the Electric Contrast I’ve begun to show you.

C: Your Online Name: CREATE A NAME THAT ELECTRIFIES

What’s in a name?

Everything.

Remember – every element of your profile is a signifier. Every element – every one - signals whether you are insecure, limited, unexciting, invisible in what I call the Sea of Profiles…… or….. magnetic, intriguing, powerful, mysterious, alluring.

I have studied hundreds of male profile names and talked to dozens of great looking female friends to uncover the principles that MAGNETIZE women and those that turn them off.

Everything about constructing a name reflects the other lessons you’ll find in this book. Sexuality without sex, creating mystery, the electricity of contrast. All
the points you’ll be reading about below can help you create a name that will intrigue and allure and start putting women into a state of emotional excitement and openness toward you.

But you have to put in the effort! It amazes me how many guys just up variations of their first name or where they live. Listen:

**Women want to be transported in their imagination!**

Why are so many of you wasting this golden opportunity to electrify, mystify, magnetize or tantalize her?

Because, until now, you’ve been boring. You haven’t been thinking.

The book - Blink. By Malcolm Gladwell. Read it. It shows you that you have about 10 seconds for her to make a decision to either turn on or off.

That’s how fast people make gut decisions. You’ve got to **CAPTURE** her imagination. **Ignite** it! Set it on fire!

Probably one of the best analogies for creating a powerfully attractive name is to compare online names to the opening line of a great song or the opening shot of a cool movie.

I will, for example, not enter a movie if I don’t see the opening shot. Because I know how important that opening shot is to the writer and director, how that opening shot sets the mood and entire meaning of the movie. Everything that happens after that opening shot gains meaning, color and richness from that shot. And that shot, if the movie is great, will be informed by what happens afterward.

As the director John Sayles says,

> "The whole movie is established in the first 30 seconds."

Think of the first Star Wars – you had all those words pushing relentlessly into the vastness of space. And then – that huge, rumbling, powerful ship, entering from the top. The scene is set for power, threat, life and death, danger.

Or Citizen Kane’s opening “rosebud” death scene. It sets off a puzzle which takes the whole movie to solve.

Or take songs…

**Zep:** “There’s a lady who’s sure all that glitters is gold…”

**Billy Joel:** “Well, we all have a face that we put away forever.”

Or how about the opening guitar riffs of “Smoke on the Water.”
Unforgettable. Electrifying. You want to see what’s going to happen next.

Now, for you, you want a name that...

- Suggests more than the words tell
- Doesn’t allow her to pigeonhole you and therefore end your story before it even begins!
- Ignites her imagination!
- Projects confidence without selling or boasting
- Identifies you as the Selector

Here are some bad names that I found on the net, categorized into demagnetizing categories:

**Bad:**

I Flaunt Sex Without Sensuality!
Sexylatin, sexyasian, sexyinthevalley, passionatekiss32, fannyfun, bunlover and the worst of all, megamuchoman. Jonnysexy, hotlover, Smoothlikebuttah (I kid you not).

I Am Projecting Weakness!
niceguy, niceguyaloneinNYC, freindlyfella, friendlyguy, lovesmymom,

Hey! I Think of Myself as Limited!
How sexy is this: ultimatebruinfan
Endless of the these: scubaguy, photoguy, writerguy, filmguy, lawguy, reedivingman, adentist, swimmer and scariest – shooterguy. Also, runnerinOC
And a guy on a bike – idleman. Musicismylife.

Here’s the scoop on this. A lot of us identify ourselves with one of our attributes that we think make us special. Maybe you are a great photographer. Maybe you are a great scuba diver, or writer, or motorcycle rider.

I hate to break it to you but... big shit.

You may think it makes you special. Maybe your mom thinks it makes you special. It may actually be the thing that people respect you for in your daily life – or – just as likely – you think that’s what people respect you for.

It’s possible – even probable – that you think you are cooler than you are because of this one attribute. In fact, I am willing to bet that by focusing on this one attribute, by identifying yourself with this attribute so much, you are diminishing your attraction to others because you are neglecting all the myriad other sides of you. And it doesn’t make her feel anything. You’re not offering yourself, you’re not offering anything promising or authentically intriguing or emotional.
Unless you are scuba diver seeking only scuba divers, or a photographer seeking only photographers, do NOT use a single attribute as your name. No matter how cool you think that attribute is. Because 99% chance, a woman isn’t going to think it’s as cool as you do, unless maybe you are a philanthropist. More importantly, it’s a dead end road. It opens to nothing. It creates no mystery or allure.

To summarize: if you are tempted to name yourself according to a single attribute, you are making the following mistakes:

- you are advertising yourself.
- you are advertising a fragment of yourself. You’ve dead-ended the female imagination.
- You’ve just defined yourself as a fragment of a full person rather than creating the aura of mystery and possibility that draws them in (see the DEEP ATTRACTION Techniques Below)

Now, here are some good names I found, organized into magnetizing categories:

**Strength:** alphamale4you; battleofwits (includes the DEEP ATTRACTION Techniques: Challenge Her and Make Her Laugh),

**Mysterious:** leadnfollow (love that – it puzzles, intrigues – who is leading, who is following? It draws the imagination into questions about power, leadership, give and take. Right on, leadnfollow.

Another great mystery creating name I found is Funisanartform - hmmm. Interesting. The female imagination wonders - what does this guy have to teach me? The name suggests expertise, authority, artistry. He gains the Deep Attraction attributes of being a teacher, an intuitive and a happy guy.

**Sexuality Without Sex:** animallover. Here’s a double entendre suggesting, subconsciously, he might be a feral, hot lover. If the photo is a picture of a guy holding a puppy, though – it shorts out the electricity. Now it’s just a limited PETA dude. A wimp. Big deal. Who doesn’t like puppies? But if you see a dude on the beach or some other strong image that plays against the sweetness of his online name – blink! - bingo. SweetNGrow

**Be a Selector:** norepublicans – good and direct; says he won’t compromise and stands strongly on his beliefs. The brevity of this works for him.

**Ignite her imagination**- this is the categorical opposite of projecting a limited fragment of yourself. Above, we talked about projecting a dead end that shuts down her imagination – the very part of her you must turn on to magnetize yourself. Here, you are setting before women an open horizon, a sense of possibility. You are creating mystery and drawing
them into your story – forcing them to reach out for you – a you that isn’t really graspable yet. That they have to work for. Check it out:

*openhorizons, imaginethis, bighorizons42, newpossibilities, comeflywithme* and *metaphysicalman*

(this last one will attract only a specific type of woman up front but it suggests secret knowledge).

**Electric Contrast** – if you can pick two contrasting attributes, and the best your imagination can cull up is to list attributes, then it could work. I like, for example, *docdragon* (Asian MD), *SurfrLwyr*.

Here are a couple of my other favorites...

**Waitaminutesally** – great. Stops her cold. Confident. Calls her Sally – which is like a Rat Pack dude calling everyone, “baby.” It also literally stops her. People will respond to direct commands on some level. It’s like the CTA, the Call To Action, I talk about below.

**Openhorizons** – cool. Sounds like a sailor. Or a guy with a car overlooking endless plains. It’s *optimistic*, open-ended and it suggests *freedom*. This is not a guy who feels boxed in. Women will feel a sense of freedom when they read this -- and a man who is free internally is hot.

**Blueskies** – as in “smiling at me…” Suggests a very *positive* attitude and mindset, a guy who sees blueskies, even if its cloudy. It also suggests a sunny, tropical landscapes, seascapes, beachscapes – so he has that *fantasy vacation* element. Finally, it suggests that this guy may be a pilot – which is *competent* and *authoritative* and thereby sexy. Now, compare if he had simply said, *pilotguy*. That is limited. It only *advertises* one attribute and takes the romance out of being a pilot, although it does suggest wealth and freedom. Better than DumpTruckGuy. The power of *suggestiveness* is key. The name you choose should be like the opening shot of movie, the opening line of a poem, the first line of a great song.

**DEEP ATTRACTION AXIOM:**

> Your name should lead her imagination into open, happy, territory where she instantly wants to be!
Part III

ESSENTIAL MASCULINE QUALITIES AND HOW TO COMMUNICATE THEM

So now I'm going to do you a big favor.

And that's to remind you that when she is reading your profile, she is reading it from HER point of view, not yours.

So the following categories are stated as "He is..." to remind you to put yourself in your ideal woman's mind as she discovers you...

I: I Am Trustworthy

You are a stalker. A creep. An egomaniac. A rapist.

I know, I know -- you're a nice guy. Your mother loves you.

But if you're online – you could be Jeffrey Dahmer for all the ladies know, out there. They are looking at your picture (you’d better be smiling – or at least suggesting a smile). And yes, they are reading your words.

But take this very seriously:

They don’t know you. And they don’t trust you.

And they shouldn’t!

At the beginning, they have every right to believe you are a creep.

Online, you are guilty until proven innocent.

Hey, honestly, if you had a little sister online, what would you tell her? That’s right… be careful!!!! Don’t trust those guys!

You’d tell her the world is full of creeps and stalkers. You’d tell her that you know how guys think because you are one. You’d tell her that guys will say anything to get into your pants.

Your job using Deep Online Attraction is to electrify a woman's imagination.

But she will not have the opportunity to be electrified by you unless she first trusts you.

You are online. It is it's own world with its own rules. So trust must come first.
Creating Trust: Do’s and Don’ts

I like the online world because I like to read women and respond thoughtfully – to find a way to touch them in such a way that I stand out from the crowd. That’s why online dating, done the Deep Attraction way, to me is a gift, a luxury. So much smarter and so much CHEAPER than going out every night to meet women.

I just got back from a crazy singles scene in Mexico. Thumping music and vast dance floors. What do you do? You shimmy up next to the cutest girl whose thong is sticking up out of her pants and dance next to her, or behind her. Ya can’t talk. Ya can’t intrigue. You can only try to impress them with your dancing or with your ability to make fun of the whole scene with your mock-dancing.

Severely limited options.

I love online dating because by contrast…

1) words are your tools
2) words are infinite
3) words are perfectable
4) words are powerful

I LOVE the online scene because I can control it and make it work for me. You can arouse interest, curiosity, even desire, just by what you choose to say and what you choose to merely suggest.

How cool is that?

Remember – in a regular offline encounter – less than 10% of the meaning of what you convey is through your words. Over 90% of your signifiers are non-verbal – body movement, voice, eye movement, choice of shoes etc.

But online, the percentage impact of your words skyrockets! So you’d better be very careful, online, with your words.

It is a Deep Attraction Axiom that you can’t get a woman to really pay attention to you online until you’ve engaged her emotionally. Until you’ve piqued her, teased her, brought her into your fantasy vacation, helped her feel recognized and appreciated with your penetrating insight into her potentiality.

But you can’t do that until you’ve first won her trust.

Deep Attraction Axiom:
You Must Gain Her Trust. In her mind, you are
Hey, since you asked, here are some great ways to destroy trust with your profile:

ONE: Be overtly sexual – Here are some real openers, given to me by women I’ve met online:

“You are so hot. I want to lick you from your head to your toes.”
“You are so beautiful, I want to spank you!”

DEEP ATTRACTION AXIOM:

Every online girl I know says that a sexual overture is her least favorite way of being approached.

#1!
Don’t do it!

TWO: Insult women as a category. Remember – she doesn’t know you, so any insult of women in general might be understood as an insult of her. If you want to comment on other women and how they write their profiles to contrast with a woman whose profile you like - then say something about how sad it is that those women are not in touch with the beauty/warmth/grace/fun/humor that the woman you are writing to evinces so well. Sound compassionate, not smarmy.

THREE: Sound bitter about your past relationships. Convey failure and frustration. Blame your failed relationships on them. Ramp it up so it sounds like you’re a ticking bomb angry at women.

FOUR: Suggest or say that you are a player, that you get lots of women. That impresses guys. It scares away (smart) women. Actually, most women. They want to feel special. We will talk more about that later.

Trust-Creating Techniques

Now, here are the Top Nine Ways To Gain Trust:

✔ Show your trustworthy family. If both of your parents were married for 30 years or more, great! If you both have a great relationship with a sibling, great! If you have happy family photos, you can include them as additional photos in your profile. This embeds you in the world not as an "online guy" but as a genuine human being with a family. Relatable.
✓ Old movie trick – **pet the dog** v. kick the dog. Don’t make a big point out of it, but somehow lay down that you love dogs and children. That you are gentle and nurturing even while you are also badass.

    Bad Way:

    “I love puppies and kitty cats and playing with little children.”

    Good Way:

    “Some uptight people think its weird but you might catch
    me waving back to or making faces back at rugrats in the
    window of the station wagon in front of me.”

Again, this paints a friendly scene into which she can happily project herself. It engages her in a little story. It’s not a bald, dead-end statement of fact. It’s warm. It shows rather than tells. If you do this, then be sure to add some edge for electric contrast.

✓ **Employ trust words.** “Family, integrity, real, authentic, no game playing, girl next door, a best friend.” Look at the profiles of women you’d like to meet and identify her trust words. Use the best in your profile, then, when you write her, mirror them back to her if they are authentic to you, too. Remember, there is a fine line between creating rapport honestly and manipulating/fooling a girl to get something from her. It is a GREAT idea to reflect back to her the very words she uses, if you use them honestly.

✓ **Smile!** You don’t have to show teeth. But give up on the sunglasses resting low on the bridge of the nose, side-glance thing. It’s very Disco Stu and it doesn’t create trust. A nice open smile sets off a whole series of neurochemical reactions in the viewer. For example, a Buddha smile immediately communicates peace and tranquility. Trustworthy. And according to Angus Trumble, in his weirdly interesting book, *A Brief History of the Smile*, the Western romantic tradition is onto something when it endows the smile “with the power to attract and fascinate, to stimulate desire.”

✓ As I suggested above, show a photo of you with your **guy pals** doing guy things - on a boat, playing b-ball, painting a room together. NOT sitting around with drinks at a club or bar patio. As I say over and over, positive guy association removes you from the stalker/lone-wolf realm and places you safely into a team of guys, implicitly already trusted by them.

✓ Show a photo of you with **gal pals**. Not A gal pal, but some, in a social setting. If you put on a photo of you with a former girlfriend, now you’ve created a story they are going to want you to explain – you’ve lit up her imagination. But in the wrong direction. Avoid the trouble. The image – the fantasy – you are constructing the group-gal pal photo is that you are
TRUSTED by other women. That they like and trust you but that you have been clearly saving yourself for right now – for this woman looking at you from the other end of the fiber optic cable.

✓ Now, for extra points, have those gal pals be as attractive as the level of girl you are searching for. Because a really beautiful girl, on a gut level, will not want you if she sees you hanging out with culturally unattractive women. And a normally attractive woman will consider you a player or out of her league if she sees you hanging out with models. Plus, she will probably be insecure enough to imagine a whole scenario in which you’ve had sex with those models. Because that’s what models do, isn’t it? Ruin the lives of all the other normal-looking women in the world. So keep the girls in the photo at the level of female attractiveness you are seeking. Which means you have to be honest with yourself about what you are attracting.

✓ Extra bonus tip. The above lesson goes for typology as well as hotness factors. If you are seeking a sophisticate, include a gal pal photo with sophisticated women. If you want a granola chick, show yourself with your hippie chick gal pals at the local folk festival or volunteering at the organic farm. You get the picture.

**DEEP ATTRACTION AXIOM:**
Women will be turned on when they see that you are trusted by her Beauty-Peers and Success-Peers... or slightly betters.

✓ Finally – BE HONEST. So many guys lie in their profiles. In fact it is the two biggest complaint hot women tell me – along with guys being too sexual too fast.

Be honest from the start. Do it because...
✓ ...it’s good to be honest.
✓ ...it creates gain trust
✓ ...it helps you authentically claim the moral high ground, which is where you want to be. Both for moral reasons and for attraction reasons.

Now, don’t write, “Hey look at me I’m honest!” – that’s weak because it’s advertising yourself and it’s giving her the control of the frame by implicitly asking for approval. Here is a far better choice...

*Note: Integrity is important to me. I have found that some women have not been honest about themselves in their profiles and have heard that men lie about everything from their height to their...*
weight to their employment. My profile, like my life, is in integrity. Please write me only if your profile is, as well.

This is a great way of putting it, because it also states clearly that you are the selector. That you won’t take just anybody, and a woman who feels selected by you is already in an exclusive category.

**Staking the Moral High Ground**

This Principle is important and **powerful** because it combines so many of the others.

By stressing the importance of authenticity, dignity, being real, not being a player, you take away their power to wield the moral high ground on you.

Which is how the male/female game is played out in our culture. Women are holy and good and righteous. Men are dogs and will do anything to get their way.

Which is a lie. Women will be inauthentic to get their way too. And plenty of guys are good, full of integrity and righteous.

Here’s an example of the message you want to convey – and women have loved this one from me:

> “I don’t allow second class behavior in myself. I really try to live to my best, and I honor and expect that from the people in my life. In fact, I celebrate it in the people of my life.”

What have we accomplished here?

- I’ve taken the moral high ground.
- I’ve set a powerful narrative **frame** which she now is compelled to enter, which is a way of subtly leading, or providing direction.
- I’ve added the promise of **celebrating** her if she can live up to her best self!
- So I’ve subtly challenged her and created a fantasy for her to look forward to.

By you staking yourself as authentic and principled and full of integrity right from the start, you’ve suddenly and powerfully accomplished several things.

- You’ve set the **frame**. In this case, the frame of character.
- You’ve created **trust** – because you have distinguished yourself from all the other guys out there who come off as players or braggarts or who might be the stalker/rapist that all men potentially are. In fact, if
you can stake this to a kind of protector image, you are probably better off – like a big brother.

✓ You’ve spoken to their emotional reality – because all women like men who are authoritative in their character. All women ultimately want a man who will give them either the strong father protection they had as a child, or the strong father protection that they lacked.

✓ You’ve established that you are the selector. You’ve outflanked the moral high ground so many women like to brandish as a way to judge you.

✓ You’ve proved that you’re nice, but in a powerful, not a wimpy, I’ll do anything including cut my own penis off to please you, “nice-guy” way.

How’s that for a few simple words? Look at all you’ve accomplished!

(By the way, you’ve also set some high standards for yourself, which is a good in and of itself.)

Again, I turn back to Tom Peters who teaches excellence in business. He writes that

“Being damn good and useful is not even enough. Winners – today – must Stand for Something Important.”

Stand for integrity. Honesty. Kindness. (note – one of the most successful phrases I ever used was when I said I was looking for a woman, not who was merely kind, but “reflexively kind.” I got scores of responses just on this term alone. Notice how it is more precise than “kind” – more detailed, more thought provoking, more puzzling, more of a story than the mere word kind. It drew them in and made them think! It made them think and wonder, ‘am I reflexively kind? Am I good enough for him?”)

Here’s another approach, using your professional standards as an attractor:

Women are extremely intuitive. If you are crooked in your business or if you have been abusive in your most recent relationships, she will know.

So, I hope you are in integrity now with your personal, family and professional life, because the added bonus is that it allures women.

(If you aren’t – please just get there.)

If you are, you should convey that integrity. Women love men who have gravitas and integrity and power in their business life. In fact, one of the ideal
combos is a man who is powerful and serious and an icon of integrity in business and then fun, bad-boy, warm and playful when not at work.

Here are some examples of staking the moral high ground:

“Integrity and forthrightness are keystones of my professional life. I stake my reputation in being authentic and responsible. My colleagues know that about me and they return it. So will the special woman I seek.”

Do you feel the power in that? I established my moral boundaries. I have gently invited a “special” woman to live up that, and enter this special zone. She is not the pursued. I am the prize. By the way, I chose the word “keystones” because the word “stone” conveys solidity, another masculine attractor-trait.

Here’s yet another way a friend of mine staked some serious female-attracting high ground. Remember that you are a potential rapist and probable player. He removed himself from any seamy aspect of online dating by denying that he was dating at all. He lifted the whole frame to a higher level altogether – one that appeals to women of all types. They are waiting for a guy like this – and believe me, they write to him!

“My perfect first date is a non-date. It’s two people being together and getting to know each other. How about we stay in the moment and explore? If we get past that then the romance will flow easily if it’s there to be shared. In other words, I don’t date. I connect and explore the possibility of what can happen.”

This is genius, folks! It happens to be the genius of a man who is highly developed and thoughtful. His choice of words are perfect for attracting women – together, know, stay in the moment, explore, connect, romance, flow, share. It’s MAGNETIC language. It’s slow and lingering, promising sensuality.

This guy is a genius! He is Sex and the City in bodily form.

His profile is patient, suggesting safety and trustworthiness. It suggests open-endedness, opening up her imagination to the “possibility of what can happen.” Women will not be able to resist filling in that picture.

So, again, take the moral high ground without being moralistic.

State your boundaries of integrity plainly. Without judgment or severity. High standards and discipline are extremely attractive masculine traits.

You will not only take away one of women’s favorite and most accessible weapons over you...

Women will now try to please you by proving their own worth. They will be trying to live up to your standards. Irrepressibly moving toward you.
Magnetized.

Magic.

Convey trust. *And be trustworthy.*

Stake the moral high ground. *And live up to it.*

2. I Am A Man With Purpose and Direction: Mission, Service and Edge

One of the biggest mistakes men make online is to throw down their profile like a resume.

I did this. I did that. I am this. I am that.

What's missing?

That’s right: the future.

So many profiles are about the past, but few ignite the imagination by laying down a sense that you are a man with a future. Who is about something more than himself. A man with a plan. Someone who is growing, learning, achieving.

In short -- a man that a woman can admire. Can be proud of. Can be inspired by.

In a culture that tends to dive no deeper than the surface, you will probably initially might interpret this female desire as things like: women want guys with money or women want guys with power.

Money and power are often two side benefits of men who have a deep sense of purpose and passion. But they are not the CORE attractor.

In fact, if a woman goes for a guy with the trappings of money but without the core passion that has driven the accumulation of that money, chances are she's not much of a catch, that she will end up despising him, and he will end up with a depleted credit card, one way or another, and, often, a depleted spirit.

So think for a second before you write your profile: where are you going with your life? What is your mission? What are your missions?

Not a bad question. Both for your life. And to trigger attraction AND inspire devotion in women.

Do you have a guiding passion? If so, are you following it?

Do you have a goal? If so, are you working toward it? If you are, that is sexy.
Are you living your beliefs or are you living someone else's?

These are core questions for women. They FEEL strength in a man through these questions. Feel deeper than the surface qualities most men discuss in their profiles.

Now, these are big questions, so I want to break it down into three key areas and show you some effective, powerful ways to communicate the best part of you in each.

These three areas are:
  - Mission - what you REALLY about? What are the gifts you are giving to the world?
  - Freedom - how free are you from old mind habits, from the emotional storms of others, and from other's priorities?
  - Edge - how are you challenging yourself spiritually? Intellectually? Financially? Physically?

To get a full and profound understanding of just how essential these categories are, you must read David Deida's book, *The Way of the Superior Man*.

It is, in my estimation, the most important work on modern masculinity available.

It has changed many lives, including mine. How powerful is it? I've had women throw their arms around me and thank me when they discovered I had read it. One beautiful yoga goddess told me that gives it to any man she starts dating. She calls it an owner’s manual for manhood.

I call it an owner’s manual for your balls.

Here is David's definition of the masculine:

> "Purposeful, confident, directed, living his chosen way of life with deep integrity and humor – and sensitive, spontaneous and spiritually alive, with a heart commitment to discovering and living his deepest truth."

I highly recommend you buy his book, “The Way of the Superior Man” and also “Blue Truth.”

They WILL change your life.

a. Your Mission

Can you say you have a purpose in life? A mission?

Forget, for a second, your whole life.
What are three things you are unshakably committed to achieving or being today? Fully committed to giving your EVERYTHING to. To creating excellence:

1. 
2. 
3. 

Do you have 3? Do you have 1? If you don't have 1, then you can't expect to attract a high quality woman. Because your ability to laser-focus and achieve excellent -- like a warrior -- is about the biggest turn on you can offer a woman.

You don’t' have to save the world -- you just have to give your ALL. That is the definition of passion.

Think about your life for a moment…

How are you are unshakably devoted to your highest commitments, whether to family, friends, your lover, ultimately your service to the world. It could be to the people in your company or your town.

Do you work for a software company? It could be to excellence in your product. Are you teacher, it means an unswerving commitment to the full blooming of your students.

It "almost" doesn't matter what you’re committed to. It matters most that you are committed -- so that she can feel the force of your masculine concentration and power as a force of primal nature.

How can you communicate your high mission in this world? Be fierce in your passions. Do not be afraid of inspiring her. So few men do. And it will put you at the front of the pack, immediately.

b. Your Freedom

Masculine freedom is a multi-layered and profound quality.

It involves not being distracted by the minor details of life. It involves not being knocked off course by other people's b.s. It involves being unswayed by events and remaining committed to your highest goals and to the reality of what is happening in the moment, or what I would call Deep Presence.

Now, obviously you can't convey all of these things in a profile, even if you wholly possess them - which is rare.

But there are ways you can convey that you are internally free and not emotionally needy.
That your life is about giving energy, attention, devotion, service -- and not trying to suck those things out of others.

One of the most effective ways of doing this is to convey that you are not out there hoping to be chosen by a woman -- but that you are the selector.

Being the Selector means that you are doing the choosing and she is, by nature, placed in the position of proving herself worthy of being selected. This is part of what is often called “controlling the frame” of the conversation.

If you are not selecting, then you are put in the position of having to prove yourself worthy of her. That is a position of weakness, and will be hard, if not impossible to shake as your interactions develop. So it is essential to start off on the right foot.

If you do not show definite boundaries as to what you want in your life, that is perceived as weak.

If you give the idea that you’ll take anything or anyone, that’s weak and unattractive.

If you haven't already, you'll have to turn around the usual high school dynamic that women have higher status and higher worth. When you were 16 and just a whiff of her fruit-flavored hair conditioner would practically make you come in your pants – you know what? – her value WAS higher. It was higher because you were made dependent and beggarly and needy simply by the fact that your testosterone was running at 15-20 times hers.

But now, you’re a man. Your value curve is going up. You are gaining power, money, experience, confidence, wisdom. Her value curve, as it turns out, rises temporarily until her early 30s and then begins the long slide down.

Don't get me wrong – women in the 40s are usually wiser and cooler and more sexually aware than younger women. This isn't my personal opinion and may not even be my taste. It is, however, the cultural reality.

The truth is that women's Attractor status is on the downslope after 30 and they generally know it.

Your Attractor factors, factors, by contrast, are rising.

Women have two ticking-down time-clocks: their fertility and their youthful physical beauty.

The first tends to be key to their own self-esteem, and the second tends to be key to men’s esteem of women.

And that just covers everybody in the game, doesn’t it.

The only downward ticking timeclock men have traditionally faced is virility, which may still be decades off. And, if you have trouble, you have Cialis and Viagra to thank for unplugging that ticking clock forever.

Which is all a way of driving home that point that - even if you don’t believe it, feel it – you are a prize. You are the one whose value is growing.

You must position yourself in such a way that your high value is a given - that it’s just simply obvious. And that she needs to earn you as much as you need to earn her.

**DEEP ATTRACTION AXIOM:**

Master the word, “if” to help you Achieve Selector Status.

It is very powerful to use the word, “if” in your profiles and emails. In my profiles I say something like...

If you are ready to live a life that’s simply more that you ever expected...
If you want to live a life of passion on a consistently high level...
If you are really committed to creating an outstanding relationship...

This puts to work the essential Deep Attraction Technique you will read about below – Challenge Her.

By using the “if” word, I have thrown the ball into her court and she now has to prove herself worthy of playing on mine. I am staking the moral high bar AND I am pre-qualifying her to talk to me. She will read that and either pass or fail herself.

Either way, who’s doing the choosing now?

There are other ways of qualifying her:

If you are the type to spend your evenings in front of the TV instead of out with friends, or at shows, or dancing or a class -- you’re probably not right or me. But if you come alive at night and can match my energy, then we will have a great time, no matter what.

If you love the outdoors, camping, climbing a peak to catch the sunrise and breathe in the sweet morning air, then we might just get along…
You must not be trying to prove yourself worthy of playing on her court. If you do, then you are every slobbering guy who approaches her, needy and hopeful…. And unmasculine.

If you continue to baldly state what you require, what you like, what turns you off, what turns you on – and challenge her, in subtle ways, to live up to your standards, the dynamic will be in your favor.

Deep Attraction Axiom:

If you take the position of the Selector, it positions her to pursue you. If you take the abject position of being the selectee, it forces you to continually chase after her.

The key is, in a friendly way, to challenge her to prove herself worthy of dating you.

How well does this work? Well, here’s one of my favorite stories…

In my early days of online dating, I wrote to the top 5 most hit women on one dating website, just to exercise my system. These are the girls who got the most page views. I had been playfully teasing one of them and now we were IMing. She was challenging, I was parrying. I was saying, let’s get together, she was dithering. It was getting to a point where enough was enough. If I let it go on, the energy, the polarity, would fizzle. Time to make a decisive move. I said,

<me>: look, we should meet.
<Her>: gimme your number cause im gonna decide in the next hour if im gonna flake on work and if i decide to go ill call you within the hour
<me>: I am at XXX-XXX-XXXX. Flake on work if you want. But promise me that if you are going to meet me tonight, you won’t flake on me.
<her>: i promise
<me>: Great. I’ll keep you to it. You are a very cool, fun and direct lady.
<her>: go outside
<me>: K. Bye. See you tonight.
<her>: thanks , you seem quite fun yourself
<her>: and real

“Real,” to her, was direct response to my laying down my standards.

I could have said, “decide now, because I need to make my plans – and I can’t wait an hour.” But my sense of her was that she was already leaning my way and didn’t need to be pushed. And, in the end, she did lean my way.
You are free. You are not needy.

To review:

**You must convey that you are the prize.**
**You must not project neediness.**
**You must control the frame of the conversation.**

Or, as Jim Kouzes, leadership Guru and author of *The Leadership Challenge*, says...

*“Model the way…”*

If she follows, then your relationship has begun on the correct power footing. If she doesn’t, she was going to bust your balls anyway. And you’re better off fishing in happier waters.

Here is another way to convey your inner freedom:

**DEEP ATTRACTION AXIOM:**

*Do Not Rely on Others For Your Self Definition*

You know what turns me off to women’s profiles immediately? When they begin with, “*My friends say I am…*”

Who cares what her friends say? They could be blowing smoke up her digestive system. Worse, they could be the biggest losers in the world and see her as their peer.

But even worse than that, this opening indicates to me weakness. The inability to stake a firm footing on the ground and stand for something. This person will probably be needy and uninteresting. Now, I know there are “gurus” who teach guys how to prey on the weak and needy, but I have neither the taste nor time for that. I am attracted to strong women who have dreams and passions.

And most women are drawn to men with dreams and passions.

Now, compare that to this profile which I found on a major dating site:

*“I have heard people describe me as many things. Weirdo, Serios, Mad, Dep, Really Funny, Gentleman, Selfish, loving, Superficial or handsome. Yeah, I guess people sometimes just see one side of me and thats fine by me. All above is true. My caracter is depending on the type of person and situation I am in. I guess that’s normal.”*
Okay, besides the misspellings, what woman would want to go out with him?

He’s projecting that he’s schizo, or drifts around on whatever wind is blowing.

And “superficial”? That is a huge turn-off! A real man who allures women to his strength and mystery, his passion and masculinity does not change ‘character’ depending on whom he’s with. It is, despite his statement, NOT normal. And it is not “dep.”

Think about it. Does Clint Eastwood change character? Sean Connery? Tom Hanks? Even when Tom’s playing different roles, he can’t help projecting a mighty, unshakable, core moral conscience and kindness.

Your essence, like any great actor’s essence has got to be a kind of unmistakable strength.

Real men speak for themselves. Don’t say what your mom, friends, old girlfriends, or shrink say about you. You can add a fun quote if someone has said something specific, detailed and piquant.

Other than that, leave it out.

You speak for yourself. Without apology.

c. Your Edge

How are you testing your edge? How are you challenging yourself?

A man who is not regularly pushing his edges is not a sexually exciting man. He may come off as a ”safe” man but he will, sooner or later, pale in comparison to a man who is challenging himself.

Think how cool Richard Branson is. Firefighters. Formula 1 Drivers. Even actors like Daniel Day Lewis who just go for life, balls out. No holding back.

Where are your fears? How are you walking INTO them rather than scurrying away from them?

How are you honing your skills to a sharpened edge rather than just getting along in mediocrity?

How are you waking up to your excellence?

Are you involved in any kind of wilderness sports? If so, convey the edge of it...

Sundays, I stow the legal briefs and hit the cliffs. I’ll tell you all about when we meet, the rush of blood, energy… of life! … as I make my way to the summit, one sure hand-grasp at a time…
That's a man on his game. Who is burgeoning with physical vitality. Which he conveys "the rush of blood" "one sure hand-grasp." Note the physical specificity, brimming with masculine sexuality.

Are you starting your own business? Convey the edge of that...

*I love waking up every morning, knowing that everything is in my hands, that I don’t have to answer to anyone but my own gut instincts, my own judgment, my own vision of how I think I can create something lasting, meaningful and of service in a thousand ways - ways that no one else in the world can...*

Note, he didn't even mention his "product." His product isn't important. The only product that is important here is HIS CHARACTER. He is both the product and the process. And, importantly, he is driving that process.

Maybe you’re a father. How are you testing your edge with your kids? Everybody writes, "my children are the most important thing in my life." And of course they are but THAT’S BORING! How are you conveying your edge as a parent, how are you conveying that you are ALIVE to human growth and heart and spine? What makes you sexy and stand out? Here’s a profile slice I love:

*One of my favorite parts of being a father is coaching my son’s baseball team. It’s not just sharing the exhilaration when the kids actually make contact with the ball and actually run in the right direction, it’s teaching them, by example, and with humor, the big lessons -- graciousness in victory, honor in defeat, support of one another no matter what happens on the field.*

The nobility of this man's character comes out, as does his touching adoration of the kids and their foibles.

Find the details about being a dad that convey that you are not just a mom with a penis. That you love conveying masculine principles, that you love providing that source of strength and reliability for your daughter because you know you are preparing her for life, so that she will have the wisdom to choose well for herself.

*How much do I love being a dad? I will actually - gak - take my 10 year old daughter shopping at the mall. But I like to make it a bigger game. We have this thing, where we sit and watch couples, watch their body language. And we guess what they are saying to each other. Who’s carrying the bags. Who’s mad at whom. Who’s showing affection in little ways. I want her to be attentive to how men will be treating her.*

This guy is smart! Not only a great dad, and fun -- but he is telegraphing to the woman reading his profile that he knows something about treating a woman well.
This guy isn't a Formula 1 Driver, but, most likely, neither are you. But you can be living at your edge EVERY SINGLE DAY.

No matter what you are doing, you can raise to levels of excellence, nobility, commitment and devotion. In his case, just going to the mall with his daughter.

Living at your edge means you are creating polarized sexuality. That means, literally, as with iron, as with batteries - opposite charges create magnetism, electricity… **charge**.

The more polarized your masculine, the more polarized a feminine woman you will attract.

What does the polarized masculine feel like?

The Polarized Masculine man is drawn to challenge and does not shy away, fearful.

He is not a bully, does not posture, does not fake like he’s in charge of anything he’s not.

Nor is he a new age wimp, all soft and deferential, trying to get women by outwomanning them – being sensitive and submissive and agreeing to her direction even when he knows his needs are calling him elsewhere.

Deida writes powerfully and with no uncertainty, that if a woman feels that she is more important than your mission in life, you will lose your sexual charge with her. She may ask you to show that she is the most important thing in the world to you -- but, inside, she hopes you are about something more vast (while still showing her love and respect.)

As a Polarized Masculine Man you do not need to be right all the time. You don't always value (emotional) safety first. Not when it comes before what you value most.

You do, however, need to be **fearless**. But a very particular kind of fearless…

- Fearless in service of your giving your deepest gifts to the world…
- Fearless in staying **open** to experience and not fooling yourself with what you WISH were true, but standing firmly in the actuality of what IS true.

She yearns for a man whom she can TRUST – not just his word, but his BEING – so that she can surrender her heart and her body to him fully – and trust that he will take her, by the power of his profound masculine strength, safely into new realms of experience. Both everyday experiences -- and importantly -- sexually.
Because they will intuit the truth that a man who is passionate and focused and committed to excellence in his daily life is FAR more likely to be an attentive, focused, excellent lover.

**

Here are two more ways you can convey purpose and direction, and also to let her feel that your life is a ride she will want to get on:

**How To Write About Your "Job"**

Women want to know what you do for a living. That’s fair. Sure, some might want to know for gold-digging reasons, but they also want to know so they can tag you with a story in their minds. It's a normal way of filtering information and making sense of data quickly. But it works as a way to try to pigeonhole you, therefore not accurately representing all you truly are.

So roll playfully with her need to try to categorize you quickly. What you are going to do is essentially communicate - *It's not what I do, "it's what inspires me about what I do" or "it's how I do it"* that is important.

This suggests a freedom from the normal constraints of how most people slog through life - as well as an opportunity to communicate your purposefulness, perhaps even your nobility.

Here's the key in your profile:

**Never, ever, ever state your job title or category.**

Instead, say what will more likely intrigue them -- how you are in SERVICE to others or the world. If you can, describe what you do by what you want to do for people. Women will sense the nobility of it (and by the way, this exercise might also give you a new appreciation for yourself.)

Are you a carpenter? Write...

"I help people feel comfortable and happy in their homes“ or 
"I help people build the homes they dream of."

An Accountant?

“ I help people keep their lives together so they can enjoy it stress free” “I support people who want to give full focus on what they love doing best by doing the hard work for them -- which happens to be what I love doing best.”

Advertising or Marketing?

“ I fire up people’s imaginations” or “I play for a living so that others can work for a living...”
Whatever you do, how are you in service to others?

Your reader is going to FEEL you when she reads about how you touch, support and help others. This makes you a leader, a provider, a doer. It makes you connected in a HUMAN rather than just in a business way.

You will find that it piques women’s curiosity. They will write you and ask what you do for a living. It’s part of creating a riddle for her about you online. I’ll talk more about that later.

Now, when she asks, you have a choice. If she seems playful, answer playfully, and tell you will tell her everything she wants to know -- over wine. If she seems a little more serious, you are free to answer in an email. But, if at all possible, use her curiosity to leverage that first meeting, if it’s a woman you’d like to meet.

At that first meeting, if your job really isn’t THAT exciting, then get past it quickly, since you’ve built up anticipation and start asking her about her job and mirroring respect and enthusiasm for what she does in her life, at work, or among friends and family.

3. I Am More Than The Sum of My Parts: Mystery, Electricity and Suggestion

Most women are bored. Hell, most people are bored!

When they sit down at night to find someone online, or sneak a few minutes at work to see who might have written them -- they are looking for someone to brighten their day. Someone to open a door.

Someone who promises more than just a few sentences and photos can offer on the screen.

It’s akin to that moment when you sit down at the movies - the excitement of the first images... where are you going to go today? What adventures await?

This is why I say, write your profile so she is left wanting more. She should feel that you are not revealing everything (why should you, you haven’t even met), that you have an air of mystery about you, that you offer surprises beyond what’s in the profile and that you are fun in ways that the profile only suggests.

Again, you’re not aiming low. You’re not aiming to simply lay down all your facts and hope that you have "things in common." There’s no juice there, no charge.

You want her to feel you through your profile as a body in motion, as someone who is charged up and inspired, who is going to make her life BETTER, more interesting, more exciting and more fun.
Two ways of doing this is by including in your profile, two essential elements: Mystery and Fun.

I: Mystery

We’ve already covered ways to avoid being pigeonholed by giving her all the facts of your life.

Women love a guy who's a bit of mystery and in fact, everyone loves a puzzle. You don't want her to read your profile and feel that that's all she needs to know.

You want to build in mystery.

Here are some ways...

**Create Mystery Through Electric Contrast**

Women are pre-wired to seek a convincingly strong mating partner. Sex is ancient. Dating is recent. Online dating – forget about it – it’s an embryo.

So to look how to attract women, look at the deep archetypes that go back millennia. You need to **ignite** the ancient roots.

There are two basic archetypes that are appealing online:

The Fantasy, Dangerous Bad Boy Lover and the Strong, Protector.

Which one are you?

Wrong! If you answered one or the other, not only are you limiting yourself in your life, you are committing online dating suicide.

Right now, accept this: **you are both.** You NEED to be both.

Do you remember I spoke about needing to project a sense of **possibility,** of **potency**? That you must avoid being pigeonholed because that shuts down a woman’s sense of intrigue and imagination? Well, do you? Huh?

Ok. Good. But let me take a step back, first.

Some dating gurus tell you to always play the bad boy lover. The bullying, motorcycle-riding, almost abusive, devil may care, ‘I’m a dangerous guy’ type of thing.

Or other more touchy-feely gurus’ll tell you to play the loving, safe, secure guy because that’s what women really, deep down want. They want safety.

But the truth is that these are **two tools in your toolbox,** and most sexually and emotionally evolved women will not want only one or the other. The fact is, that
it’s the combination of the bad boy lover and the safe, Good Man that function like the punch and counterpunch, which creates maximum impact.

The combination makes you EXCITING!

The tension between the two creates energy – burgeoning, intriguing energy.

This is the virtue of… The Electric Contrast…

This combination/contrast happens to be one of the most MASSIVELY IMPORTANT secrets of attracting women online, offline, wherever.

The Electric Contrast charges women up. It "turns them on." You know, there is a reason that we use language about actual electricity to talk about sexual attraction ("turn on," “charged”).

I’ve been a screenwriter for a long time, and every screenwriter I know has one huge truth drilled into his or her soul. And that truth is: “drama is conflict.”

Put another way...

<table>
<thead>
<tr>
<th>Deep Attraction Axiom:</th>
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<tbody>
<tr>
<td>Conflicting elements make drama, make story, make electricity, make sparks – conflicting elements INTRIGUE and MAGNETIZE and draw her imagination into your story</td>
</tr>
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Think of the promotions for the FX show, THE SHIELD when Glen Close joined the cast. They were brilliant: “His rules, Her house.” Great ad! Conflict! Story! Competition! I want to see what will happen. I’m hooked.

It works the other way, too. A quick story...

I went out with an absolutely stunning girl recently, let’s call her Cynthia. I felt playful when I went online and met her, and she seemed fun, so I consciously deployed a whole variety of attraction techniques with her because she was interesting and playful. I challenged her, held back my approval, teased her a bit, commented on her IM stories to communicate that I was actually paying attention, which made her feel acknowledged. But the thing that made her call me THREE TIMES before I agreed to go out with her was that I wrote...

“the retarded thing about you is that on the one hand, you have this’ I’m a sweet, girl from a small town’ act but you are so passionate I feel like you’re ready to burst out of your skin with raw energy.”

It was as if I had turned a magical key. And she wanted me to keep turning. What did I do?
I made her feel fascinating by finding electric contrast in her and she was enjoying the feeling of it. It excited her to feel so seen, so complex and electric.

So when I met Cynthia at a local wine bar, I instantly jumped into keeping that image going for her – that tense, fun teetering between her two impulses. I suggested to her she was like this thin eggshell trying to project hardness but there was this force pushing at every point to break out. Like an animal about to be born. It happened to be true and because she felt that I indeed saw her true inner contradiction – she was 100% rapt in my perceptions of her. Neat, huh?

Out of nowhere, she just took my hands in hers. She was so incredibly turned on by that image of herself – suddenly, she was dramatic, she was exciting! And I was the guy who saw that in her. (see the chapter here about how to become her Penetrating Mirror.)

That kind of electric contrast is what you need to create for yourself because that will turn her on just as powerfully. If you can authentically see it in her, all the better.

Now let’s get back to you.

Here’s an example of how you can create a powerful Electric Contrast out of elements that might just plod out onto the page and be invisible...

Here’s the bad, boring way I’ve seen this fact a thousand times:

“I’m as happy in jeans as I am in black tie.”

Snore.

Instead, intrigue her with some key details in a well-crafted picture that contains Electric Contrast...

“Lifestyle? It’s not about style, it’s about the friends we make. You might catch me taking a break shooting baskets with my boys or you might see me laughing it up as we slip along a dance floor at a charity ball. I enjoy my life --blacktop or black-tie, it doesn’t matter to me. Come on and join me for adventures. I’m the happiest guy in the world when the company’s good.”

What did I do there? 4 birds, one stone:

✓ I created dramatic electricity – I’m a story that promises to unfold - she doesn’t know what’s coming on the next page. She doesn’t control my story. Oh, she wants to. Reading any profile, she wants to know if this guy’s a jock. Or if this guy’s a geek. Or if this guy’s a wuss. Or if this guy’s a wallet. You are always going to be both and more. Thus, it
is powerful to present starkly contrasting images of yourself, for example, here basketball and charity ball.

✓ **I employed sexuality without sex** – the relaxed image of b-ball, “slipping” on the dance floor.

✓ **I painted a fantasy picture** – I’m a guy’s guy, I hang with guys in a cool, friendly, laid back way. But I say clearly that it’s about people and friends - connection -- which is what most women really value. I also include her in the picture: ”come on and join me for adventures.” I’m not selling myself, remember. I’m going on adventures no matter what, with her or without her. But I’m helping her imagine what it would feel like to be with me - happy. Big difference.

✓ **I challenged** her, “when the company’s good.” – why did I tag that on? Because it puts the ball in her court. I’m implying, ”I’m happy, I’m comfortable wherever I am – but you can’t play unless you are good company.”

I will repeat this throughout the Deep Attraction System: for your own life purposes, **don’t limit yourself to labels and what other people want you to be.** Prevent any reader from limiting you by firmly staking your identity in your own personal, electricity-generating – mysterious, magnetic and intriguing poles.

Here are some electricity generating north-south pole combos you want to create:

✓ Bad boy- Nurturer
✓ Jock – Poet
✓ Competent Businessman – laid back Weekend Dude
✓ Tough Guy’s Guy – Sensitive Lover

Again, you don’t have to combine these elements in the same sentence. Just let them arise somewhere in your profile enough to create that electricity.

**Create Mystery with Feelings, Play and Pauses**

Don’t tell her exactly where you live. Don’t tell her exactly what you do. Don’t answer any of her initial questions comprehensively or even directly.

Suggest, however how you **FEEL** about where you live (find a sensual way of saying it – something about the trees outside the window, the smell of the jasmine outside, your cool neighbors and how you know and like them, how you can go running out your door into hills, near a park.

Don’t give the name of your neighborhood. That’s boring - it allows her to stereotype you. It shuts the door on an aspect of you. By describing how you feel
about where you live, or by giving it a playful nickname – it awakens her imagination, thus opening a deeper door to you. See a theme developing?

**Deep Attraction Axiom:**

Maintaining mystery fires up her imagination, whets her appetite to learn more about you, and therefore draws her magnetically toward you.

Intrigue-Creating Technique #1:

Don’t give her your name early on. Don’t name your profile with your name. How do you know that a “Howard” didn’t molest her at age 12, or a “Bill” didn’t bully her in 3rd grade? I always sign my first email responses with just first initial of my name until they ask if there’s any more to my name (which they almost always do, sometimes in a fun, playful way).

Or sign with a playful nickname that reflects something in her profile. If she has a dog and you comment on it, you can sign off as "The Pomeranian Whisperer." Just something light and fun. Something to make you stand out from all the over-earnest attention-beggars.

Intrigue-Creating Technique #2

The Magnetic Pause - Another way to keep her moving toward you in a click-whirr automatic way, employ the equivalent of a verbal pause.

Have you noticed how a great public speaker speaks in a low voice to make the audience lean toward him, to listen more closely? Another speaking trick is to pause in mid sentence – the audience’s only reaction is to hang on his next word.

Do the same. When you are IMing, do not be afraid to pause and write something like…

> “mmm… let me think about that a minute…”

Pausing like this creates a sense of anticipation and mystery.

Once she has the “answers” about you, you are perceived as one-dimensional, you stop being interesting, you stop being intriguing.

It also can be a nice gesture that you are taking a moment to actually THINK before responding to one of her questions. Which most guys never do!

And of course, create pauses in your communications – online and by phone. Don’t always answer right back. Take a breath. Set the pace.
There is a value to staying light and fun, especially in the beginning. One of the virtues of the Masculine is that we don’t get caught up in events, in the ebb and flow of the moment. On a deep level, it bespeaks a kind of even-keel and a kind of freedom from the now. It’s a kind of leadership.

**Deep Attraction Tip:**

At first, stay playfully elusive as you can without being shady. Or worse – a jerk.

Create Mystery by Cliffhanging Her

This technique is really a subset of Controlling the Frame.

It is about maintaining the **mystery** of who you are, the allure of you, by not giving her the information she wants up front so that she can control her idea of you.

First of all, if she asks you questions and you fill out her little questionnaire, who do you think is holding the reins?

In the short term, if you answer directly, it can come off as if you are begging for her approval, just walking in lockstep with her agenda.

In the long term, if you begin by reflexively giving her what she’s asking for, she’ll lose respect for you because she knows that she can get whatever she wants from you.

However, again, that doesn’t mean you are supposed to be a jerk about it:

**DEEP ATTRACTION MYSTERY MAKER:**

You want to be respectful but playful, give something but hold something back.

That’s why I usually only give the first initial of my name. That’s why I insist you create intrigue and attraction by painting a picture of how you impact other people’s lives in a positive way.

Rather than baldly – blah-ly – stating the facts. Which, while polite, creates no energy.
If your elusiveness irks her, good! Don’t ignore that, but don’t get indignant. Ride with it in a playful way. If she’s onto your game, you let her know that that’s exactly what you’re doing – gaming, playing, dancing with her. You can even say, "Come on, you’re not the kind of woman who wants a man to do whatever she asks, are you? You don’t want "that" kind of man." Let her answer, and dance with her.

You happen to be a fun guy who knows that you don’t even know each other! Why get so serious so fast? Why play questionnaire? If she wants more information, you can play with it: she’ll have to suffer the horror of actually meeting you to get this info.

If you play this right, she will arrive at the first date already expecting fun and a good time – and with the grudging, sexualized respect of a woman who knows she can’t control this man.

Puzzle Her

Nothing is less curious than a mind at rest. Nothing -- in the early stages of attraction -- is more turned off than a mind at rest.

Your goal, once again, is to magnetically draw her toward you.

Which means you have to keep her mind active. Everybody loves solving puzzles, as long as they are not too hard. Everybody loves brain-teasers or funny acrostics.

And, though it may sound cruel if misunderstood, it serves you to keep her a little off balance, a bit piqued. A bit uneasy and curious.

**DEEP ATTRACTION AXIOM:**

If you’ve puzzled her imagination, you’ve engaged her imagination

Which means she is attentive. To you.

You can embed little puzzles in your profile. Try these out, or make up some of your own:

- "You are so beautiful from far away."
- "You’re everything I never thought I wanted."
• “I’m concerned you’re the kind of girl my sister warned me about.”

Just have fun with this. Play with the details of her profile. Create something that makes no sense, but SOUNDS like it makes sense.

Remember -- this isn't open-heart surgery or police negotiations. It's supposed to be fun.

This isn't about being romantic or mean. It's about setting up, what folks in Hollywood annoyingly call “push/pull” – a dynamic situation where there is tension, curiosity, motion... and ambiguity.

This is a small but effective way to keep yourself alive in her imagination

Creating The Erotic Charge: Embed Sexuality Without Sex

The biggest mistake guys make on web dating sites is that they immediately go to sex.

They make strong sexual innuendoes, or direct sexual references.

They tell women they don’t know how beautiful they are and how much pleasure they’ll give ’em.

They’re seen as jerks.

Just ask any good-looking woman on the web. She will tell you she gets bombarded by this crap all day long. They hate it. It clutters their life. It’s white noise. They don’t give it a second thought. Click. Delete.

On June 14, 2005 I received... the following email from a woman.

12:02 AM - could you please tell me why the guys on here are so pathetic--i mean is it this site or just the entire gender--one just asked me if i would spank him and another is asking me about positions -

I hear this over and over and over again.

**DEEP ATTRACTION ORDER:**

Do NOT talk about sex in your profile or early in your communication – unless she brings it up first.
By contrast, once you have hooked her interest by 1) being electric and 2) gaining trust, you can begin to suggest that you have a wonderful, sensual, erotic side.

But that’s not sex. It’s NEVER about body parts. Guys have such a hard time getting this.

It’s about the way you talk about the feel of warm sand under your feet, or the shooshing sound of waves, or the way shadows fall through branches outside the window of your house, or how a rich Bordeaux changes texture as it rolls around your mouth like tides.

These are erotic signifers for women because they alert them that you are sensually alive. That you are not plodding through life as yet another insensate, dulled man who will probably not know how to pleasure her in bed.

It begins to put pictures in her mind as she reads them. It begins to put her “into state.”

**DEEP ATTRACTION AXIOM:**

Communicate that you appreciate slow pleasure...

That you linger at sensual beauty – the aroma of night jasmine, the sound of deep distant bells, the feel of warm bread (oooh, actually – that’s a good one. Warm bread connotes all kinds of things to women, home and hearth, smell, hidden steam and of course, forbidden carbs!).

I happen to love using the word “linger.” I’ll talk about lingering with friends, or the way I enjoy the late afternoon as it lingers on the air, or the lingering taste of an afterdinner brandy. Women want you to linger. They want you to linger with them. They want you to linger on their bodies.

That’s what I mean by embedding sexuality, or more specifically, eroticism, without mentioning sex directly.

No body parts mentioned. No sexual activity mentioned.

Here is a pirate’s treasure of great sensual words you can use to create a feeling of sexuality without being a clod:

*Bare, ripe, supple, soft, flowing, swaying, musky, lithe, sleek, feline, hard, brawny, tender, moist, dewy, creamy, silky, satiny, sheer, titillating, daring, sinful, naughty, forbidden, raw, kiss, caress, touch, tickle, rub, massage, throb, ache, desire, rapture, ecstasy, nape, curves, slip, sheets, cool, night, moonlight, whisper, rustle, hush, tropics, hot, steamy, sultry, sizzling, smoldering, torrid, lingering, slow, languid, slow, unhurried, leisurely.*
(if there are words that you love and women have responded to, or you think they will respond to -- send them to my personal email – AdamGilad@gmail.com)

Now, of course, the whole point here is that you use these words NOT to describe the kind of sex you want to have with her, but about your favorite place, movie scene, landscape, menu, dream, room, vacation, vision – anything but sex. The sex is already in the words! Remember – women are smarter than you about this and if you push it too hard, you’ll come off like a schoolboy.

One of the best and easiest ways of deploying sensual words is by talking about food or wine. I have seen lots of guys write that they are great cooks and that’s fine. But how much better to say,

“Few things give me more pleasure than to prepare wild pacific salmon in butter and capers, and serving it up with a rich pinot for a few intimate friends.”

✓ Keywords: pleasure, wild, intimate. All sensual words.

✓ This passage conjures up a picture of a guy comfortable with “a few” intimate friends so it creates trust.

✓ It also contains the details of a guy who is in touch with sensual pleasures – not just salmon but “wild pacific” salmon – not grilled on the grill, but “prepared” with something kind of exotic, capers.

The erotic suggestion here is that this is a guy who will take time with a woman during sex, who will appreciate details instead of just bee-lining for the genitals.

And then, I added a small detail about the wine - not like an obnoxious wine snob boast. Just enough to suggest that this guy takes the time to care, to savor, to think, to linger. (Also, she is likely to think, “hey, this guy can teach me something.”)

You think that sentence is about dinner? To a guy, yes, he’ll read this and see those details. But to a woman, this is a promise of great sex. In a few lines, I have communicated that I am probably a slow, caring, thoughtful, sensual lover.

You may not see this.
Men usually don’t register this.
But women do.

Here’s another example – and I love this one. I usually write in my profiles that of the great pleasures of the world are...

“…zins so fat they feel like food!”
Not only is this **bold and brash**, but it’s **knowing**, and a little **puzzling** – accomplishing three of the DEEP ATTRACTION Principles in one fell swoop.

Here’s one of many responses I got to that line:

> “I just wanted to tell you that you’ve written a very unusual, yet amazing profile. But do you think many people would understand what a ‘fat zin’ would be?!”
> Cheers!

> - Jasmine

See how it works? The profile of course is a magnet. But see what the *fat zin* did to her. She is working to get into my graces by showing that SHE knows what other women don’t. She is pursuing me. Because of one provocative phrase.

Here’s an interchange I had with a gorgeous young Asian woman. We had been sending emails back and forth for a couple of days. She was intellectually curious and I’d been whetting her interest by quickly informing myself from the web about what she was doing her grad work on. Once she trusted me, that I was at least smart enough for her, and *cared* about things she did, she asked…

> “p.s. what is a “fat” red wine?”

My response (see if you can pick out the sensual words yourself…)

> “Fat wine - well, that is something to be experienced, not explained.

> But it feels like your mouth is discovering moment by moment surprises, its something that caresses every cell lining the inside of your mouth, and on your tongue.

> Ok, maybe it can be explained! It’s like slow lovemaking, made out of grapes.”

> - Grant

Her response:

> “Lovemaking grapes?! sounds both kinky and sticky. hmmm…”

That’s where I won her. I took a chance by throwing in the lovemaking metaphor at the end because we had already gained mutual trust. We had already emailed a few times. If I had written that in my profile, I’d be perceived as just any old pervert. And correctly so. I’d be a jerk to do it.

But because I waited, and embedded it in the contained context of talking about wine, I became a special – **safe** and **intriguing** - pervert.
DEEP ATTRACTION INSTANT HOMEWORK:

1. Pick one entrée with an unusual twist. Master making it. Take a class or have a woman show you one. Just do it.

2. Master one or two awesome desserts – baked pear in port or brandy, anything with cinnamon (but not buns!) – works like freakin’ Harry Potter magic!

3. Learn at least one or two Chardonnay’s, one or two California zins or pinots, one great Burgundy (for that special woman, a great champagne (or better, sparkling wine, which is simply champagne not from the Champagne district in France) – and not the common ones that everyone knows. Just go to a local specialized wine shop and talk to the guy. Tell him you don’t know anything and ask for help.

4. Go to a wine tasting event – they are so much fun anyway. Ask LOTS of questions of the guys serving. You are not trying to be a snob. You are earnestly trying to learn something very important – a FEW brief facts and likes.

You are mastering the ability to talk about a few wines in a meaningful, informed, sensual way. Again, by sensual, again I mean that you are in touch with your senses. Find one great word to describe the smell and texture and changing tastes of the wine in your mouth. And do it - really learn to sensually feel wine and world.

DEEP ATTRACTION FUN FOOD FACT:

When you talk well about food and wine, you are, whether you know it or not, sending her important information about whether you are any good in bed. Whether you have any idea about how to turn a woman on.

Is there anything allowable that is more directly sexual?

Yes. Sometimes. Sometimes it works, sometimes it doesn’t. You can talk about kissing, or the warmth of holding a woman or even cuddling.
A lot of women do talk about kissing in their profiles. They ask for a good kisser. Which is really once again seeking someone who can linger, and be slow in their lovemaking. Who doesn’t rush.

In one profile, I wrote about my ideal relationship…

“we wake up and our lips are touching before our eyes even open.”

I got about 10 responses like this one:

“Love the lip lock even before eyes r open.”

“… and wow, I’ll bet you’re a great kisser.”

I got one letter that mentioned that line from across the country, and she offered, after one phone conversation, to come out and meet me.

4. I HAVE AN ALLURING LIFE - AND YOU ARE INVITED

I cannot stress this point highly enough...

You will magnetize women through touching their emotional core, their yearnings, their desire to be recognized for the amazing, loving, lovable person they know and hope themselves to be. But you will become irresistibly magnetizing if you can ignite their imagination and draw it into a fantasy scenario with you.

To begin, your life needs to sound like a happy, good place to be.

Draw her into it.

Draw her into travel scenarios...

“I like to explore foreign cities by day, poking in and out of little shops, trying strange and scary new delicacies. Then go back to the hotel, rest up, cuddle up, dress up then hit the town for fun and laughs.”

“I like to explore the a rocky beach in the late afternoon when the tide is going out, pick up and examine all the mysterious things that wash ashore, smell the ocean as the moon comes up. Then clean up and enjoy a long, sensuous dinner high above the crashing waves.”

Draw her into scenes of you two having fun! Whether it’s a night on the town or sailing or dancing or soaking in the sun on the beach.

“Can you see us? You and I skimming along the coast, then beaching ourselves on some private strip of sand. No phones, no
Remember, what makes you alluring is the set of images in her imagination of coming into your life – which has to be **happier, more fun and more exciting than hers!**

**If your life isn’t happy, fun and exciting – please - change your life!** Again, start small. Take some concrete actions. Sign up for sailing, dancing or improvisation lessons. Try a new adventure sport. There are probably athletic singles groups in your area. Join and play.

If you are feeling lazy about your life, or stuck or in a rut, just CHANGE what you are doing. It's honestly that simple.

As we discussed in Part I of this book, you need to communicate the excitement and fun and happiness in your life in alluring detail.

The DEEP ATTRACTION system deploys semiotic power at every point: visual, verbal, emotional, intellectual, for the conscious and unconscious mind, servicing both the woman’s securities and insecurities, her real needs and – above all – her imagination.

Have you ever read a romance novel? You know, a real bodice ripper?

Something with Fabio on the cover?

Of course you haven’t! Those things are crap, read only by huge-caboosed WalMart shoppers, right?

Wrong! They are read by women across all social strata – secretaries, lawyers, execs, housewives – and here’s the amazing part – even professional writers. The kind of brainy women I run across every day in L.A.

Do you know why? If not – find out.

If you know any women that read them – ask – don’t embarrass them but tell them you really want to understand the female mind. That those novels are foreign to you and you genuinely want to learn. If this is a woman you’re pursuing, you get all the more points for making the effort to understand her. Most men are clods, in her point of view. They don’t get it. They just shrug it off as female nonsense and never take the time to learn.

Which the female mind translates into “he doesn’t care about me.”

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**DEEP ATTRACTION AXIOM**
Most men live sexually in their eyes and genitals.
All women live sexually in their imagination.

Here’s what you need to know:

- Women are bored with their lives. But wish they could visit cooler places more often. We all have fantasies – tropical beaches - a big one. For women, medieval castles and dark, mysterious country manors. Anything that reeks of secrets and mystery and unbridled passion.

- Unbridled passion allows women to experience themselves as representatives of the most powerful sensual currents possible. It allows them to feel that they are sexual forces of nature.

- You want to be the guy that unlocks that. Who allows them to project their fertile imaginations into your romantic vignette. You want to be the conduit that allows them to experience that real, sexual force they know they contain but keep hidden away, untapped.

- So you are both sending her deep into her self, as well as leading her away from her daily life, office, colleagues, bills, etc.

DEEP ATTRACTION AXIOM:
Get her to associate you with her HIDDEN PASSIONATE CENTER as well as A FANTASY, ROMANTIC FARAWAY SCENE.

Advertisers worldwide know a simple truth – people are willing to act on something once they’ve experienced it already in their minds.

Why do you think car salesmen are so eager to get you into a test drive?

Why do you think every infomercial and most commercials show people using the product?

You are the product. You want her to come to you and take a ride in your life. So the better you can have her visualize herself with you in your fun, exciting life, the better.

Talk about where you see yourself with the special woman you hope to meet. Here are some great examples:
“I love my life and I want to share it. I want to walk hand in hand in Paris in a light drizzle just as the shopkeepers open the shutters of their doors in the morning and the smell of baking bread pours into the streets…”

“I see this in my future – we are walking along the Oregon Coast. Waves splash against the black rocks below us and every now and then, spray our faces. We sit arm in arm for an hour, not having to talk, just soaking in the beauty, the serenity, our wonder at having found each other -- best friends. Passionate lovers. Dreamers of dreams.”

A Note on Style

The goal here is not to diminish your masculinity but to hyper-charge your magnetic qualities and authority with STYLE – so that women respect you, are impressed by you, are taught by you, are surprised by you and are proud to be associated with you.

I was with a very insecure woman for many early adult years. She knew nothing about clothes or shoes or style. In fact, she was suspicious of any men who exhibited style because she was unable to take pride in herself. So when I found myself on the singles market, I still dressed like a college student.

Thank God I found J, a woman friend who was highly sexual, highly stylish, brilliant and expressive. The most important thing she taught me was to upgrade my look. I work in creative fields that allow me to dress any way I want.

In fact, that was part of my identity. Hey - I can wear anything I want, so I can look as shabby as I want. I was more into pride of my identity than anything else.

Which is fine if you are hooked up.

But if your goal is to be magnetic to women, then that mindset is self-defeating.

J wanted to take me shopping for belts and shirts. She wanted me to buy cool shoes and cologne. As she said, in a phrase which has become famous, she didn’t want me to be gay, but to just be “gay enough.”

It was a brilliant comment that now I’ve heard a few times from different sources -- though I didn’t understand it then. I do now.

There are two elements here. One is that women are attracted to beauty. They will stop and smell flowers that we would probably walk by. And they will notice a man who has taken some care with his "look." It could be one element -- the belt, a vest or, especially, the shoes.
The second element is a reframe. Let me reframe style here as *competence*.

**Women admire men who are competent.** Can you build a treehouse for her imaginary kids? Great. Explain the stock market, pilot a small plane, sail? Are you a black belt? All fantastic.

**Competence is an attractor.**

There’s a deeper level, here, though. Are you an authority on wine or food? Good – authority is good, especially in these **sensual** areas. Are you an authority on technology – eh, not so great, there are no emotive connectors for women to tech. Unless you’re after a techno-geek, which is fine. Are you an authority on yoga, salsa dancing, tantra?

Ah, now, this is better – these are in the realm of being in your body. And being happy and competent in your body is a massive Attractor for getting a woman to want you to be in her body.

Another massive Attractor is a little bit of attention to your **clothes**.

So what about clothes? Why are clothes important to women?

- Name a hetero girl who didn’t like to dress up dolls. Women love to dress things, to make them pretty, coordinated, neat, interesting, **provocative** and **magnetic**. Dressing dolls (and men) is a fun, interesting way for them to feel authoritative and irresistibly drawn to fuss with.

- A man who knows something about style **takes care of himself**. James Bond has his favorite tailor. He also, by the way, has a favorite drink prepared a favorite way (if you can’t name the tailor, the drink and the preparation – go rent a Bond flick and catch up to the rest of guydom.)

- A man who knows something about style is authoritative. **It’s another realm in which you can assert your authority.** Which makes it another arrow in your quiver, another charge on your magnet – specifically because it is a realm of authority.

- It gives you something in common, something for her to talk about with you. **It makes you stand out** from the dorks and thugs and lugs and boneheads and geek-boys and overgrown frat boys that bug her all the time and do not speak to her **romantic fantasies**! Ever read a fairy tale? Princes come in finery and on meticulous white horses, not in stained sweats and a sale shirt from Target.

You want to indicate in your profile, in photos and words, **that you have a dash of style**. Not a huge swishy dollop, only a heterosexual dash.
Ok, here’s your homework:

DEEP ATTRACTION Instant Homework:


Once you have these in your hands, here is what you need to do:

Rip out the pages that have ads or photoshoots of clothes that you think you’d look great in. Some casual stuff. Some more formal stuff.

Learn:

2 makers of slacks, 2 of shirt
1 maker of accessories (belts, wallets, brief cases; Tumi will do)
1 cool brand of underwear
2 cool makers of suits
2 makers of leisure wear and, the big one...
2 shoemakers that appeal to you.

There is a reason I say two. It will give you more depth than one when the topic comes up with women. And 3 or more is too hard to remember.

Now that you have these photos or listed the makers you like, I want you to find a sensual – or sense-oriented way to express why you like them.

I want you to put down two terms, or descriptors for each item.

For a suit, you might write...

Bold
Seasoned
Gracious
Trustworthy
Cool headed
Unpretentious
Classic Bones

What do you notice? For starters these words are not “nice” and “cool” and “expensive” and “fabulous.” In other words, not dull words, nor cliché nor showy nor suspiciously flamboyant.

The words I selected and there are many more to choose from are

✓ coolly sensual (buttery, sinewy).
✓ authoritative and masculine (cool headed, seasoned).
✓ classy without using that horrible word ‘classy’ (gracious, classic bones).

Remember: she will associate the adjectives you use with you. If you want her to think of you as sensuous or super-competent or spiritual or athletic – focus on finding those words and use them!

The trick is to work the descriptors, or the experience of these clothes into a scenario involving something else.

“I love a full Sunday. B-ball with the boys in the morning, then I’ll slide myself into something with classic bones and you and I will be off for a night on the town…”

Ok, I live in LA. If you live in the countryside, you may want to lay off the high-style element and pick something closer to your sub-culture.

The important thing is to brush up against your sensual experience of the clothing and how it makes you feel, rather than on the brand.

A reminder…

DEEP ATTRACTION REMINDER:
THE POWER OF THE ELECTRIC CONTRAST:

Don’t use two sensuous words or two athletic ones. In your descriptive language of anything, use electric contrasts that suggest a magnetic masculine/sensuous tension - muscular/silky, solid/gracious, classic/daring. Don’t rest in one realm or the other, or her imagination will pigeonhole you and lose interest.

Go to men.style.com and LEARN!

Steal language from experts – but then go to a store and back up your knowledge. Make sure the words you use are a natural fit for you. Women will know if you sound disingenuous.

Ultimately, your style has to express who you are as a man.

As a man, your tastes have to be visceral, natural. You know what you like.

You can tell her what it FEELS like on your skin. But you haven’t thought about it a lot. You saw. You liked. You bought. BUT you absolutely do not know the name of the color (say the word mauve or taupe or vermillion and I will have to kill you).
You let her fill in that kind of attentive, detailed knowledge and you quietly admire her for her expertise – even as you make fun of her for being “such a girl.” She will bathe in your casual competence as well as in your admiration.

**DEEP ATTRACTION AXIOM:**

**CASUAL IS AUTHORITATIVE**

There is a difference between being an authority and being a blowhard. James Bond doesn’t go around mouthing off about his tailor.

Don’t talk or yammer or brag about your new style knowledge. Just know it. Drop a name now and then to indicate your knowledge. Continue your education quietly.

Also, remember, if you drop these miniscule hints that you like nice clothing, she will see nice clothing in her future as well – and be drawn to you.

Clothes are a HUGE key to a woman’s inner life, her imaginative world, the amorphous world where they see, for the first time, how your vision melds - or doesn’t - with theirs. Don’t underestimate the visceral connection women have between their **EMOTIONAL STATES** and Clothing.

5. **I AM A MAN OF STRENGTH AND DEPTH**

A: **I Am A Good Man, Not A Nice Boy.**

You want to communicate that you are a good man, but not a "nice boy."

Your mother wanted you to be a nice boy.

Your schoolteachers wanted to you to be a nice boy.

In fact your whole schooling system was a machine to stamp the wildness out of you. The exuberance, sexuality, brashness, originality of you – squashed.

You were rewarded for being nice with smiley faces on your papers and little gold stars.

And hey, as a man, don’t you find that women like you for being nice?
Nice men make nice friends. Or pastors.

They get gold stars. And friendly pecks on the cheek.

But they don’t get to have wild experience with women that they get to remember on their deathbed, and smile.

They don’t electrify. And if you want to attract the really attractive, high-quality women from dating web sites, you have to project a LOT more than nice.

Unless you’re idea of a good time is a gold star and smiley face.

Consider this great “Life in Hell” cartoon from the brilliant Matt Groening who created The Simpsons. Two lovers stand across from each other. One says, in a series of panels...

I hope you will be my soulmate. I want to walk life’s journey with you. You’re the one I want to share my heart with. I’d love to grow old with you. I will never neglect you. I will never betray you. I will never leave you. What do you think?”...

And then the other one says,

“Your online personal mentioned something about high heels and spanking.”

The online personal electrified the other one’s imagination.

Women say they want nice men but then they abuse them. They get bored with them. They become indifferent as the nice guy turns into a sexually neutral "girlfriend."

No one knows more about this than me. I tried to be the perfect husband in a lot of ways. Sure, I got down and stressed, but I always tried to sell myself to my wife. I’d bring her favorite food, compliment her, make a big deal out of any little creative project she did. Do all the little things nice guys have been trained to do to make women happy. It didn’t help.

Other women told me they wished they had a husband like me. That treated them so solicitously, that obviously tried so hard.

About a year before I split up, a beautiful, statuesque red head said to me, with such longing and sadness in her eyes, “where do I find a man just like you?”

Because I had become so nice – but more importantly – because I had begun to stake my identity and project my identity as “the nice guy” – my woman stopped being turned-on by me. Yes, she was grateful to me and often told me that in a pained, mournful kind of way. But she stopped finding me electric.
I was owned. I was a nice guy. I was road kill.

I’m going to save you time here, because a lot of you are going to be tempted to nice a girl into attraction.

**DEEP ATTRACTION AXIOM:**

Don’t stake your online identity as a “nice guy” – even if you are one.

Don’t worry, I hear you.

You’re thinking, “but I AM nice! I’m genuinely a nice person!”

Good, great! That’s positive and beneficial. Be nice! I’m not telling anyone not to be nice, I’m telling you how to package and market your attributes so that you electrify and not turn off women online.

Bring proof to your profile if you want to that indicates your niceness.

1. Paint a picture of you being nice with your married parents, your grandfather, or a neighbor who saves babies. I don’t care what the content is as long as…

2. You don’t baldly say, “I’m nice.”

3. You show you’re nice by painting a BRIEF scene of you being nice, something you’ve done, something you’d like to do – into which a woman reading it can project herself. But you don’t SAY it directly.

4. You counterbalance any “nice” scene with some bad boy attitude very close by in your profile. Again - the Electric Contrast.

5. No kittens. As a comedian friend of mind says, a single guy with a cat is either gay, or a villain.

Show that you are nice and positive and supportive and not cruel in your outlook on the world or your activities. If you’ve ever volunteered as a Big Brother – fantastic! That’s masculine and cool and caring. If you’ve volunteered in a nursing home or soup kitchen – you’re sweet, but that’s only going to turn on a very small fraction of the population. Frame it as powerful, masculine GIVING, and you are on the right path.

Remember – a woman wants to come into your life if your life is positive and fun and exciting and optimistic and, in most ways, better than her life is currently.
Nice is an important part of that because it makes her emotionally safe.

You DO NEED to communicate that you won’t hurt her emotionally, that is, that you are nice. But it cannot define your personality. And this is how you avoid that: **with Electric Contrast and Context.**

**One good way to build in your Electric Contrast is** to tie your niceness into your High Moral Ground position (see the chapter on Trust). You are the greatest dude in the world, will help ladies across the street etc. but you will not waste your time on inauthentic women, or women who don’t know what they want in life. You are... **firm.**

Firmness means firm standards, firm morals, firm boundaries about what you accept or don’t accept, approve of or don’t approve of. Be nice, but let them know what you will not put up with right from the start. Be a **challenge.**

Without the counterbalance of firmness, you will project yourself as a pushover – the very OPPOSITE of the primal Survival Attractor status we discussed in Section One. If you’re too nice, you’re Marty McFly’s dad in *Back To The Future.* You can’t protect her.

The second way to counterbalance niceness with electric contrast is to drop in your bad boy nature.

The key is that you must make sure that your niceness, like the cheese in the farmer in the dell, **doesn’t stand alone.**

Just as you must always contextualize your vulnerabilities in your strengths, so too must you contextualize your niceness within your **firmness and bad boy** qualities.

One final thought. Women want you to be nice, right, but they don’t want you to be a squooshy, unprotective, namby-pamby, asexual nice guy.

What a great way to communicate that you are nice without having to suffer the humiliation of **saying** that you are nice?

Just **do** something nice! I was sick in bed one night, IMing with a beautiful young actress who happened to also be sick in bed. I happen to be in the Entertainment field and am on an alert list for auditions – so I asked for her email and forwarded her the alert. No bells and whistles, just a “hey, I’m gonna do you a favor here,” moment.

And with that simple gesture, she was mine.

Give, not to please, but because this is what powerful men do. They give.
Robert Cialdini, in his amazing book, *Influence*, writes about the powerful impact simply giving a woman something has on them. They are deeply biologically conditioned to want to give something back. This is the origin of the “free giveaway” that corporations use so well.

So consider “giving them something” online. The intention itself may do wonders.

**B: I Possess Intuitive Powers**

Have you seen the movie, *The Tao of Steve*?

See it.

In it, a fat, unattractive dude mystifies his friends by scoring one beautiful woman after another. He delivers his principles in a cool, laid-back way.

In one of my favorite moments, he explains one of his big secrets:

> “Be excellent in front of women.”

Of course. As we have said, women respond to competence and confidence. That's why pick up artists succeed with young things with nifty card tricks and other magic. Simple competence demonstration.

Here’s another helpful hint, this one from the zillionaire founder and architect of IBM, Tom Watson. When asked how to achieve excellence, he said, more or less, to stop doing things unexcellently.

Mastery, my friend.

**Mastery = magnetism.**

Any skill that can be construed as a survival skill -- fix-it carpentry, financial wizardry, leadership among men -- attracts women.

But what kind of competence magnetizes them? Dentistry? No. Among the best (along with the saving arts, like being a Fireman) are the intuitive arts, the suggestive arts – suggesting that you “know” what most men don’t, but women intuitively do.

You want to communicate an inner “poet” and "artist" or "healer."

But more -- someone who…. knows secrets. Who feels secrets.

Where men are logical and value science and fact, women are more intuitive and value what you might call “intuitive ways of knowing.” They will feel instant
rapport with you if you seem to possess the ability to intuit. If you are manly and have an intuitive side both, you have a **huge advantage** over other men.

How do you do that?

Well, if you’re a guitarist, singer, writer - great. There’s a reason women are allured to artists.

But what if you don’t have an artistic bone in your body (which I don’t believe is possible)?

My first answer is borrow poetic power. Store up some favorite lines from poems and songs that speak something personal, strong and romantic about you. I like the poetry of Rumi, Hafez and Mary Oliver, for example. Pablo Neruda in Spanish. Rilke in German. Google "love poetry" and find something that strikes you. And memorize it.

I have seen women swoon at the recitation of some transcendent poetry. It doesn't have to make you swoon -- but recognize that it may have that effect on the next big hearted woman you meet.

Even easier – ask women you like which lyrics or writers move them? Then get online and do a little research. The payoff may be huge.

The second answer is to **develop some new intuitive science powers**.

Dating coaches for men suggest learning the rudiments of one or more of the following:

- how to read tarot cards,
- do simple magic tricks,
- handwriting analysis,
- body-language analysis,
- palm-reading
- foot-shiatsu
- astrology

Within a context of strength, competence and confidence, you will have tremendous success if you can convey to women that you can **intuit** the truth about them in some “mysterious” way.

I call this possessing a **masculinized feminine power**.

**DEEP ATTRACTION SECRET:**

Intuition without power = feminine.  
Intuition with power and authority = masculine.
... a combination that is practically irresistible!

Here’s what to do:

1. Learn something about one of these skills.
2. Suggest, don’t brag, that you have this specific “secret” knowledge.
3. Or better, just demonstrate it without fanfare, casually.

This is the ideal here. Knowledge. Casually practiced. Practically shrugged off. With this magical combination, you have communicated that:

- you are an individualist, powerful and independent
- your natural intuition is strong
- you are so cool, you don’t give your special Spiderman powers that much credence or importance.

That’s magnetizing confidence.

Why did I say “Spiderman” powers? Two KEY reasons:

Because that’s what you’re going to call them. It’s a great way to subtly make fun of your powers. So that you don’t take yourself too seriously.

And... because this taps into a common (evolutionarily justified) female fantasy -

**DEEP ATTRACTION AXIOM:**

Women want their men to have secret powers held in reserve which can be pulled out later when trouble happens.

If you’ve been reading this book, this female desire shouldn’t surprise you by now. Secret Powers are a Survival Attractor.

But it is also a metaphor, a promise of other secret powers, namely sexual power. If you’re Superman, then you have more likelihood of being Superman in bed, too.

Secret knowledge, secret “powers” promise sexual skills and sexual bliss.

By the way -- take some time and put some effort into improving your sexual skills. I prepared two programs for this:

[www.EroticMastery.com](http://www.EroticMastery.com) -- which offers a whole compendium of skills
www.Tantric101.com -- where I interview several teachers of Tantra sexual skills.

Suffice it to say, the work I did leading up to these courses, and what I learned from these teachers, changed my life.

Also, for very high-level spiritual sexuality training, read The Enlightened Sex Manual and Finding God Through Sex, by David Deida.

6. I Am Paying Attention to Your Uniqueness

I Am A Penetrating Mirror

Women crave men who can know them more deeply than they know themselves. In Deida’s works, who can "open them to divinity more deeply than they can open themselves." Whose depth of consciousness is deeper than hers. Who can see with clarity.

I call it being a **Penetrating Mirror**.

**DEEP ATTRACTION AXIOM:**

Practice being the penetrating mirror all women want.

Huh? What is a “penetrating mirror”?

Let’s break it down:

*Penetrating* -- in that you are going to pierce beyond her words (and, if she puts them up, her games and defenses). You are going to listen closely. You are going to read her closely. You are going to slow down your mind and stop thinking and actually try to feel who feel who this woman is.

When you read her profile, when you IM with her -- and most importantly, when you’re sitting opposite her, eye to eye. With focus. Intention. Steadiness.

The truth is -- most men will respond to the surface of women. Her looks. Her words. Her passing moods.

This is the realm of the shallow.

Be the man who responds to the woman behind the words. Behind the looks. Beyond her momentary moods.
Instead, lock in on her core. Her yearning to be appreciated. Her yearning to love and be loved. To her desire to be cared for. To her desire to be cherished.

Please - don't abuse this -- don't FAKE it. Be authentic.

These yearnings are the most precious qualities of the feminine, and not to be fooled with. They are truly to be cherished and adored. They are MEANT to be cherished and adored. If they are not invoking adoration from you, please look inside yourself as a man, and think: what is going to be your impact on this lifetime? Who are you going to nourish? Who are you going to hurt?

Choose wisely.

When any woman feels that you are feeling her on the level of cherishing -- that you are coming with that kind of deep intention, you will stand out from every other man she has ever met.

Mirror -- you are a mirror in that you are going to show her the deep inside of herself that most men don’t have a clue about, nor have a clue about how to express.

You are going to start to do this online by mirroring back the hot-button words and ideas she puts in her profile about herself. You are going to use the key words she uses. And you are going to reflect back to her her idealized self - the part of herself that SHE loves most deeply.

So let’s put this to work.

Here is an example of a letter I sent when I first started dating online -- and the ecstatic response I received. This was a woman who is clearly romantic. Her code name is, after all, “inspiredbylove.” I took that as my cue...

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To: Inspiredbylove
You not only are inspired by love.
You inspire it.
Your words are among the most poetic I have seen online.
And I see how they are grounded in wilderness, in your love for your sister, in the gentleness of your soul.

You are an unusual woman and I’m guessing you have a hard time finding the unusual man - blend of the masculine and something poetic that touches you more deeply inside -

I might be that man. There’s only one way to find out...

- A
Okay, a lot of subtle signifier messaging going on there.

#1 - I reflected back specific things she mentioned that she values – wilderness, her sister, kindness.

#2 - Then I used some suggestive language “touches you deep inside” to embed sexuality without mentioning sex. You have to be careful with this not to overdo it or be stupid about it. A small touch can be very effective.

#3 - I also left her cliffhanging – “there’s only one way to find out…” Notice I did not close off the communication. I left off with a strong suggestion that she now has to pick up. Did it all work? Read on...

She wrote:

Thanks for seeing who I am through my words and energy. You have a wonderful way of expressing yourself as well. You’re right. I am an unusual woman and want to find a man that not only gets and supports me but that I can be enthralled with and support too. I want an amazing partner and I’m hoping to find him sooner than later...

Do you see how this works? This is how you write to a woman to stand out from other men.

She asked for us to get together.

Here’s another example. This was one stunning beauty who was 11 years younger than me. The type of girl that didn’t put anything of substance in her profile because EVERYBODY writes to her anyway, so she could just scroll through and pick. So I took it as a challenge. I did what nobody else did.

I told the truth. And asked a genuine question that arose within me. I sat with her picture and wondered something...

I wrote...

Wow!
You are lovely.
But I can’t feel who you are from your profile.
What you dream of in your life?
What makes you excited about living?

- G

Her response...

“This was the most caring and human question anyone has asked me. Just love it! Thank u for asking! To put the nail at the head of the tail, ‘this is a
star question! Usually people ask about common regular shallow matters.”

And then she described her dream to be the most powerful presence in her area of business. Her passion was astonishing. I aligned myself with that best vision she had of herself. I stood out for her.

And then -- she asked me out. This was getting easy.

I can hardly underline that line enough:

I aligned myself with that best vision she had of herself.

I stood for her.

And I stood out for her.

Taking a stand for her deepest self is great way to stand out from other guys -- and, by the way, the ONLY way to maintain and grow a relationship over time.

Remember, the key to being magnetic to women is to be challenging, confident, intuitive and supportive of her best self.

What this often means for women is to be recognized as possessing the elusiveness and magic of something poetic. Something beyond the prosaic life she leads, better than the prosaic guys she deals with every day at work who can’t see into her.

I don’t care if you hate poetry or even the word poetry. School probably did that to you. Women LOVE poetry as they are drawn to all beauty. And poetry is beauty in words. They love the poetic. Therefore, so must you.

One of the best definitions of poetry is using words to make the familiar unfamiliar. To make the eyes see the world anew.

The poetry of your site must not only make the women you desire see the world anew through you – to take her along on the semi-magical ride that is your life. Your profile - far more important – is going to make her see herself anew!

You are going to be her opportunity to lift herself to a whole new plane.

You owe that to great women.

And guess what -- you owe it to yourself. You have one life. Make it something not only appealing and exciting to women -- but primarily -- make it appealing and exciting to yourself.

But let’s go back to seeing the best of her, the goddess in her…
Here’s one of my most successful profiles. Pay attention – the dating site told me in this box to write something about me. But rather than selling myself, I focused on the woman I wanted to meet – and her possibilities...

*This is why you are cool - you are happy, compassionate and reflexively kind. You can’t help being provocative and curious and original. You are open to the world, extremely bright, funny, well-read and joy swims in the air around you. You can’t help that either. You’re a doer more than a watcher. A creator more than a consumer. Fit. Slim, please. And you are strong, both in obvious, and secret, ways.*

Name one woman who doesn’t think she is “strong, both in obvious and secret ways”? (kind of vague, but that’s the point. In her mind, she’s filling in the blanks – moving toward you to show somebody who will hear her out – namely, you!)

What woman doesn’t want a man who recognizes her secret strengths? Acknowledges and will likely cherish what other men miss altogether?

And another thing...

Who doesn’t want to think that “joy swims in the air around” her? I have meticulously constructed an idealized vision of herself – and positioned myself as the mirroring eyes which see her in all her glory.

Because that’s EXACTLY the kind of woman I wanted to meet.

That paragraph alone filled my inbox with new prospects every single day.

Now it’s your turn -- how would you describe the inner beauty, the best self of the woman you want to meet? Put that in your profile.

And when you respond to her profile...

**Speak to her highest vision of herself,** and she will be magnetically drawn toward you – and want to prove to you that she is everything you saw in her.

You’re the one man who sees her best qualities. Her semi-hidden qualities. You’re going to help her see herself as she thought only she knew. **And dreamed that a man, someday, would see.**

This is the real Princess fantasy.

One way to distinguish a woman who will make your life better vs. a woman who will NOT -- is to explore her Princess fantasy.
If she is waiting for a man to save her from herself and she is caught up in romantic dreams of happily ever after - without the emotional and intellectual engagement of forging mutual devotion over time -- run!

The healthier archetype is the woman who is a hidden princess waiting to be discovered – by a man who can see past the rags and jumble to the noble, inspiring, life-giving goddess beneath.

**DEEP ATTRACTION AXIOM:**
**SING TO HER IDEALIZED SELF:**

We all want to be recognized for our inner worth, which we all believe is hidden. If you can tap into that in women, you will be MAGICALLY MAGNETIC.

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**I Feel Your Emotional Core**

Ready for one of the best pieces of advice you’ll ever hear regarding women?

**GET YOUR HAND OUT OF YOUR PANTS AND YOUR HEAD INTO HER HEART.**

I can’t stress this one enough. What does it mean to **get your head in her heart**?

It means that you actually have to **pay attention** specifically to the **emotional** yearning behind what she says, who she is, what she feels and what she projects she feels.

You want her to feel that you are actually paying attention to her emotional life - which is far more real to most women than most men.

Every woman is dying to surrender to an experience that opens up her hidden emotional life. She deeply longs to be discovered and understood and transported and romanced…

So strongly, that all her preconceived ideas of what her “perfect man” looks like or does for a living will fly out the window.

**DEEP ATTRACTION ETERNAL TRUTH:**

If you can touch her emotional life, her passionate yearning center – it doesn’t matter what you look like. If you can ignite her emotional imagination and lead it into a
This is what Robert Cialdini, the author of the authoritative book, Influence, would call an “automatic” or “click-whirr” process.

Which means it doesn't require thought.

John Gray, the Mars/Venus guy nailed this on the head...

“When a man is interested in a woman, quite automatically he treats her the way he would want to be treated. In many cases, that is not what a woman will appreciate. While trying to impress her he inadvertently turns her off. To various degrees, most men are simply clueless when it comes to understanding women.”

A clueless (pre Deep Attraction/) man will try to logic a woman into liking him. He will list his theories about life, his accomplishments and try to impress her.

And blow it.

A clue-ful (post Deep Attraction/) man will sing to her emotional life. Will allow her to be heard. Will know that a woman lives in her emotions and her imagination the way we live in our logic-solution mindset and endless plans.

Take this very seriously. Because it is a foreign language.

Women process the world through their emotional life.

You must you listen to her and convey that you take her emotional life seriously. Not her ideas but her feelings. Her love for her family, for her friends, for children, for volunteering, for horses, for her dog.

Whatever clues she gives to her deepest emotional connections in the world...
Honor them! Sing to them!
And pay attention to how she responds.

I remember when I was young and married we were having an argument and I blurted out, “but your emotions are not rational!” Fortunately, we were both aware enough to hear how ridiculous a statement that was! I was so deeply into my Mars/rational/logical brain, I thought I was conveying information clearly and thereby could logic her into seeing the world my way. But of course, she was deep in her feminine mind. She wanted contact, appreciation for her feelings, she just wanted to know she was heard. She didn’t care about the reasons or the facts involved.

She just wanted to feel that I was experiencing her as a full person.

DEEP ATTRACTION Essential Process:
Search for, identify, honor and sing to the clear emotional connections she already has in the world.

That’s a BIG step. Once you’ve gotten that down, you can begin to take her on a deeper, more sensual emotional journey, which I describe below in the Take Her Imagination on a Romantic Journey chapter.
PART IV: RESPONSE TOOLKIT:

Okay, you’ve constructed a great profile that magnetizes women to you. Not just "interested" but genuinely curious, piqued and COMPELLED to move toward you. They have been motivated - by you - to seek you as the prize.

She finds you mysterious and intriguing and promising in ways more complex more than she can wrap her hands around.

But she will be drawn to try.

Now…

How exactly do you build on the sexual and intriguing tensions and balances you’ve put into your profile when you now begin interacting with the women of your dreams and nightmares?

Let’s make this easy…

Here’s what you are NOT going to do:

You are NOT going to slobber over anyone.
You are NOT going to tell her how gorgeous she is.
You are NOT going to fall all over yourself trying to impress her.
You are NOT going to talk about sex!
Which is to say…

DEEP ATTRACTION Prime Directive:

You are NOT going to say the same stupid thing every other guy says.

Your profile needs to stand out in its first few words – then follow up with a standout story -- text that is balanced and packed with explosive packets of meaning.
Exactly like any good advertisement: lead with the GREAT headline. Follow up with intriguing text - and GUIDE your reader deeper into the experience, in this case, of you.

But first -- **you need to stand out in the first few seconds of your note to her.**

You’ve go to be the Purple Cow.

Huh? Wha? What's a Purple Cow.

Seth Godin is a marketing genius. He wrote a book called The Purple Cow about how your brand, your product must stand out so much from the field of competitors that it is like a purple cow…

Think about it -- You drive along and see a hundred cows. One is purple, you stop and take notice.

So, too -- imagine you are a woman drifting through a million male dating profiles or emails and you come across someone who has read THIS book.

If you are that woman, you will stop and take notice.

Because THIS letter is different.

What does every other regular cow/guy say? Easy to find out. Go have a look at their profiles.

Another easy thing to do -- honestly ask beautiful women online women about the letters they receive.

I do that **ALL THE TIME.** To save you some time, here’s a very instructive profile, verbatim, of a **very attractive** lawyer in her thirties:

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TO SAVE US BOTH SOME TIME, PLEASE SEE STOCK ANSWERS TO THE FOLLOWING FREQUENTLY-ASKED STAND-ALONE QUESTIONS. Q: We seem to have so much in common! Wanna meet? A: Well, for starters, maybe you could point out at least one thing we have in common. Q: I like your profile. Checkout mine? A: Nobody has time to look at 50 profiles a day. **If you have a good opening I am certain to read your profile.** Q: I live [out-of-area] but will be in LA for like 15 minutes, wanna meet? A: No. Try an escort service. Q: Are you a lawyer? A: Yes. Q: Do people really ask you all those questions without writing anything more? A: Yes. They really do. Over and over and over.
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Do you hear how annoying guys can be? Do you hear in her voice how overwhelmed she is? Do you see how busy attractive women are, how bombarded they are? Do you see how important it is to have a **standout** profile
opener? Do you see how crucial it is to stand out from the crowd every time you write?

That’s why you have very cleverly acquired, in your hot little hands, Part Two of the DEEP ATTRACTION System: your own Response Toolkit.

DEEP ATTRACTION DOUBLE-STRENGTH AXIOM:

Do not bore.
Do not chase.

The key to moving a woman from the net into your life is to be alluring.

If you go overboard about how great she is, how cool she is, how you are so good for her -- you are going to chase her away. Because you’ve just joined the chorus of the needy. You’ve just become the pursuer rather than the pursued.

Which makes you immediately uninteresting to her.

You must continue to be magnetic – in that you must continue to pull her toward you. That means you can’t go running toward her.

Take a couple of polite steps in her direction, absolutely, but then stop.

In this next section, I’ll show you how to make positive statements... with conditions. With little barbs attached. Little puzzles and challenges that will capture her imagination. Have fun and make her mock-mad at you.

I’ll show you how to provide conditions that she still has to prove she can fulfill so that she will be in the much more charged position of wanting to prove herself worthy to you.

The following techniques that comprise this next section will compel her to take the next step toward you. You step forward, you step back, she steps forward, you sidestep. That’s why it’s called the dance of attraction.

It’s not called the “desperate chase” of attraction.

I will show you how to compel her toward you in this dance.

To lead.

The first, and simplest way to do this is to end your opening note with a question. Remember, it’s rude not to answer a polite question. Most women won’t be straight out rude.
In one profile, not even in a letter, I ended with…

“If you’re right for me, we will crack each other up every day and settle into each other’s arms every night. Do you know why?”

Do you? I’m not sure I do. But she sure tried to fill in that gap.

It’s almost like torture for them; a guy promises something wonderful like laughter and (safe) physical intimacy (notice I said arms and not legs) but forces them to answer the question at the end. I’ve received all kinds of answers.

“….because we both get it.”
“….because you are real… and so am I”
“….because we are tired of playing games”

Notice how women have put themselves in the position of suddenly proving themselves worthy in these responses?

Here’s how you do it:

You set the frame that you can carry on a positive, laughing, loving relationship. They are invited in… but first they have to respond.

Now, here are the techniques to continue to draw her toward you. To continue the dynamic so that you are the magnet, you are the prize; keep this dynamic going and she will be continually drawn toward you...

**TECHNIQUE 1: HOLD YOUR HORSES**

You’ve done the Deep Attraction Pre-game Workbook. You’ve read Part One of the Deep Attraction System above. You have carefully created an electric profile. Women have started to write to you. Or maybe you’ve written a confident, mixed-message email to a great woman. She responded.

Now what?

**Don’t respond.** That’s right. Wait.

Instead, **sit with her profile.** Without judgment, without desire. Be a bit of a Zen Master and **FEEL** who she is. Sit with her words. One or a few of them will jump out as concentrated points of emotional passion:

- What is she trying to project?
- Who is she behind what she says?
- What’s semi-hidden about her?
- Where do her deepest passions lie?
- What really **matters** to her?

John Gray, The Mars/Venus guy writes that
Whenever a man does something to make a woman feel special, in her eyes, he becomes more attractive.

Women tell him over and over that even if they are not physically attracted to a guy at first, his interest makes him more attractive!

Did you hear that? Did you get the HUGENESS of that? You don’t have to look like Brad Pitt or be as rich as Bill Gates. You just have to be interested in her.

What you have to be interested in is not only the surface facts she states in her profile, but, as the following sections will outline, her fantasies of herself, her emotional life, her dreams, her sense of inner worth.

Your response MUST project that you have paid attention to her words and thought about them! This alone puts you ahead of 95% of the guys online.

If you take the time to feel where her true passion lies, your response is going to strike her as something unique and powerful and irresistible: She will think to herself, “Whoa! This guy gets me!”

Which is exactly the term many women have used with me from one simple email.

Women will always ask to be heard. It’s their #1 complaint in relationships. They want to be understood. They want to feel special.

But instead, most guys want to use them. Guys want to change them. Guys want to talk over them.

The alternative: Capture her imagination right away online by being her dream guy – the guy who has really, genuinely listened.

To do that, you need to take this meditative moment.

Otherwise, you will revert to your primitive, unskilled instincts. You will push too hard, or be obnoxious, or be invisibly bland or you will suck up or be overtly sexual. And you will be 95% of the guys online.

Instead:

A: Feel who she is. Read and reread. Listen for what she values most. What she likes most about herself. What she truly yearns for? What kinds of experiences she wants to have. Once you do that, then...

B: Remember the vision of yourself you have visioned for yourself back in The Pregame Workbook of this Manual– and settle into being that person. Full of your strength attractors.
Only at that point and only in that spirit, should you write back.

Be skilled. Be disciplined.

**TECHNIQUE 2: CREATE TRUST - REDUX**

Quick review: she won’t be interested in talking to you unless...

- You let her know she is **heard**
- You speak to her **emotions**
- And... she **trusts** you

So let’s talk about how to **actively** create trust once you are writing back and forth with each other.

The goal is to let her **relax** with you – so that she can **release her passion safely**.

That is NOT the same thing as trying to be her buddy and getting her to like you. You do not want to be her friend. You want to be her **lover**. You want her to be excited about meeting you.

But you must be, on an important level – **safe**.

How do you do that? You have to send a **key trust-building signifier**. Here are some simple techniques...

**Trust Creating Technique #1: Explore Common Ground**

The best way is to read her profile carefully, study how she IMs or emails you, then find **one key piece of common ground**. And lead with it.

Did you go to the same school? If you both are involved with the same or similar organization – great. Church or charity, tennis, animal rescue. If she has a picture of a dog with her, then tell her a story about your dog, or your childhood dog, or your fave dog movie.

(p.s. – again, don’t just say “I love dogs too! “ Don’t’ say it, **show** it. Describe it. What do you love about your dog. Get in some **touch** words, or **sound** words. What does your dog **feel** like? How do you **feel** when you’re with the mutt? Tell a story, paint a picture. But you already know this, right?)

A great place to find commonalities is to look at her favorite music or her favorite books. If you don't know a lot about them, google them, listen to them, read quickly -- and write something intelligent about what you liked best.

You want to study her and drop in a common – **trust-creating commonality**.
But you don’t want to **overdo** it!

You don’t want to sound like you are desperately trying to convince her you are safe. You just want to **massage that commonality into the overall electrifying, contrasting signifier flow** you are sending her way.

**Trust Creating Technique #2: Admit That You Are Both “Adorably Pathetic”**

Create Masculine-Feminine trust by letting her know you think she is “adorably pathetic.”

What does that mean? It means you are establishing your difference as male and female. You expect her to be female, think like a female, write like a female, behave like a female – which is all alien to you at some level.

Perhaps she cries at, oh I don’t know, Kodak commercials. It’s a **female reaction**, foreign enough to you that it’s pathetic because you’d never do it - **but** you will **adore** her for it. Because she’s being just what she’s supposed to be. **A girl**.

Create trust by allowing her, not judging her, even **adoring** her for those foreign "girl" things about her that are in her profiles or letters.

Check among the music she likes, find the sweetest, most “chick” one – especially the Dave Matthews Band. Bust on her for being such a girl by liking it (at once a good and bad thing, thus keeping her off balance). But be extra **smart** – download Dave’s greatest hits and **KNOW** the songs so that when she brings them up, you are strangely well informed. Trust. Commonality. Instant rapport.


If its **really** "girl" music, like Dave Matthews or James Taylor, you can say you don’t like to admit it, but that every so often, you take a break from Radiohead or Tool and balance yourself out with a dose of Taylor.

Then suggest that this is music you might listen to with someone you care about under the covers on a rainy Sunday morning (**paint this kind of picture!**).

**Remember, we like the feminine for being feminine.** Even if we think their tastes are **adorably pathetic**. We’re not supposed to “get” their tastes. We’re wired differently. But consider how **electrifying** and **masculine** to consider them at once “adorable” and “pathetic” for having those tastes!

Same with movies. You like **Oceans 11**, sure (and by the way, you are now associated in her mind with Brad and George, a good thing) but let her know up front that you won’t watch a Meg Ryan/Tom Hanks movie with her until the 20**th** date.
Now you’re busting on yourself, saying you’re sensitive without totally femming out on her. Push-pull: somewhat sensitive, not too sensitive. You’re also implanting the idea of 20 dates in her head, and something for her to look forward to – the promise that you can be emotional. Just not with anybody... with her. If she earns it.

**Trust Creating Technique #3: Be the Ball**

Let’s go back to our founding trust-questioning principle. Remember - where are you? You are on an online site. **Who** are you? A rapist/stalker/liar/creep. Or at least you **could** be.

So one POWERFUL way to gain trust is to **ASSUME HER POSITION** online. Take her point of view. You are going to step over the male/female divide and become her stand in.

Do you remember Bill Murray in Caddyshack? Don’t just hit the ball… “**Be the ball**!”

**DEEP ATTRACTION AXIOM:**

If you can show that you understand and even feel her caution and her point of view, you will gain instant trust and rapport and intrigue.

Think about it. Many women write about how **embarrassed** they are to be online dating. As if it were some kind of humiliation. And I can understand that. It’s a little weird in this culture – a woman displaying herself for the world to see like some kind of blue light special, so give them a little credit. In fact do more than that. **Use their embarrassment to your advantage.**

Especially if they hint at their discomfort at “having to resort” to being online, let them know that you are **aware** of their situation and point of view. This is ALWAYS a good move with women, even if you don’t say that you agree with their point of view. Just that you are **aware** of it. It makes them feel that all important sense of being heard.

It is always a huge turn on for women to feel like they are being heard. Remember, not being heard is their biggest complaint in relationships. (and there are biological, neurological reasons for it: read one of my favorite books: *Why Men Don’t Listen and Women Can’t Read Maps*, by Pease and Pease.)

Stepping over the male/female divide and looking at the world from their point of view is one of the most **powerful** and **successful** techniques I use, so listen up...
But how do you step over the trust line onto her side?

Example One:

If she says “I’m new here” or “I can’t believe I’m doing this” or “My friends made me do this....” then you write...

“I know. I’ve just been on this thing for two weeks. All kinds of strange people lurking around and writing me. But then – wow – here you are. Maybe it’s worth it, after all.”

It’s important for them to know 1. That you are new here and not a lifetime member scamming on women and, 2. That she stands out, that she is special. That you are willing to trawl through 1000 duds to find… her. Every woman’s “a prince will discover my hidden princess” dream.

Example Two:

Remember that every attractive woman online gets scammed on by stupid, overbearing guys brandishing their sexuality. So, try something like this for counterpoint...

“Hi. I’m kind of new to this site and it’s amazing the lies and exaggerations some women have been writing to me. Does everybody lie? I don’t think you or I are part of all that, and I wanted to say that your profile really caught my attention…”

If you have a great story about a woman lying to you, work it.

I actually got invited to meet one girl at a trendy hotel bar only to discover she had invited 10 guys off the dating site to flirt with her and her friend.

Because I not only read the Deep Online Attraction Book – I WROTE it – I immediately sized up the situation, told her that she had deceived me and every other guy there (after I checked with them) – and that I didn’t play this way. I smiled at her friend and said I was sorry, that she seemed very nice, but this was not cool. And then, leaving those poor shmucks dancing and shucking in front of the two girls, I turned around and left. The girl came running after me. I told her that if she bought me a dinner at my favorite steakhouse, I MIGHT forgive her.

Not only did I walk out with my balls intact and then meet a woman with the most seductive smile and sweet, soft body at a nearby wine-bar, I got myself a helluva story to tell other women -- which serves to win their trust.

Why?

When I tell this story to other women, suddenly, we’re in the same boat – people with integrity scammed on by unscrupulous online daters.
Do you have a story anything like this? Anyone ever lie to you online? Were they 20 pounds heavier or 10 years older than their profile? Use it to contrast yourself and her to lying others.

**DEEP ATTRACTION INSTANT ALLY TECHNIQUE:**

Tell her a story about how women have lied to you – and you will be instant allies because men constantly lie to women online.

SUDDENLY!!! - you will be on her side of the trust line. And she will cling to you like a buoy.

**TECHNIQUE 3: SEE HER UNIQUENESS - REDUX**

We have spent a lot of time setting up a frame of Attractor-strength.

Now, the reason we have done this is not to threaten or intimidate her, but to create a context in which you can honor and be reverent of her feminine "light."

And you thought this book was going to be all about you. No. It’s about becoming magnetic so women will be drawn to you off the screen and into your life.

It’s about activating the magnetic forces between the two of you.

How do you do this?

Well, you can ramp up that force by honoring the things that make her feel unique - particularly the unique beauty she brings as an incarnation of the feminine goddess.

That whiff of beauty and light and fertility that men used to worship directly as a doorway to the divine. But now only ogle on a physical plane.

Every woman wants to be recognized as special. Just look at the names they give themselves online: 1ofakind, uniqgrrl, nonelikeme – it goes on and on.

Take that desire to be seen as unique seriously.

As John Gray discusses in his Men Are From Mars, Women are From Venus series, it is absolutely AMAZING to a man how affectionate women will get
when you just let them know you hear and recognize them. All the more so when you appreciate them for their sweet, soft, but powerful feminine gifts.

DEEP ATTRACTION AXIOM:

It makes you attractively masculine when you recognize and appreciate their foreign feminine.

Here are several techniques you can use to make her feel special:

• Don’t send her a tease or wink. Unless you’re Johnny Depp, girls HATE getting these. They not only show lack of imagination and laziness, but make her feel anonymous. The opposite of special.

• Never send a “form” intro letter if you want to stand out.

• For fun, if she is fun, comment on the quirkiest thing you can find in her profile. One deep, charming and beautiful young therapist wrote in her profile that she wasn’t against having a bowl of cereal and watching tv some nights. So I offered to take her out to a bowl of cereal restaurant. She immediately wrote me back, laughing at the unique offer.

• Again, for fun, combine two of the quirky things in her profile. If she says, in various parts of her profile that she loves Opera and also her Pomeranian dog, tell her if she’s nice, you’ll bring your “Puccini for Pomeranians” CD. Make her laugh a little. And by doing this, it shows you’ve put in at least a little time into reading her profile, and mixing and matching. Which is more than most guys do.

• Comment on something far down in her profile – it shows that you read it and thought about it (her). One woman who I really liked, mentioned in her last line that she likes to dance, walk on the beach and club baby seals. Just to see if we were paying attention. I wrote her about the comparative advantages of wood and aluminum bats.

• Now, on a deeper level -- if you sense it -- say that through her profile you get this powerful feeling that there is so much more to her than she is letting on. That you understand why someone like her wouldn’t reveal all she is, all her gifts, or all she brings to the world in such a public forum -- and that you sense that there is so much more. This is the “secret strengths” invitation.

“I don’t know what it is exactly but there’s something
weirdly artistic or bold/ creative/exuberant about you – I think you’re holding back in your profile, and, in this public a forum, that’s probably smart. Am I right?

- Don’t confuse women with other women who are writing to you. I’ve done it. It’s almost impossible to regain your upper hand once you’ve done this.

- **Never say how many girls you’ve dated from the site.** I guarantee they will ask you. I talk below about how they need to test you. Let them test you. **Always downplay the numbers.** Keep it sounding as if you are fresh to this experience. Talk around the issue, without lying. Once a woman asked me, after leaning over and kissing me on our second date, when I had last been intimate with a woman. The truth was, I had a woman stay over just the night before. I replied, “I haven’t felt this kind of intimacy in a very long time.”

Parsing words worthy of Bill Clinton? Maybe. True? Yes. In fact, it was a very different experience. The night before was purely sexual, but this woman was an artist of great renown and had an ethereal beauty that was absolutely unique.

She melted. And I kept my integrity intact – barely, but intact.

The point is, you don’t want ot make online dating sound like a lifestyle.

Here are some responses for their testing questions online to see if you are an online lothario. How many women have you dated from here?

“Honestly, not that many. Not many of the women here really jump off the page”

The clear implication is, nobody jumped off the page “like you.” Here’s a technique that takes the moral high ground, and works like a dream...

“Honestly, not that many. Most people seem guarded and afraid.”

This statement encourages her to be unguarded and less afraid.

And here is the romantic approach, which works with women who are projecting a “hopeless romantic” personality. Not to be used with tough girls...

“I hope you’ll be the last.”

Here’s another great way to make her feel special. Play to her **Electric Contrast** –

“You know what’s cool about you – though I haven’t met you in the flesh, so I can’t say for sure – is that some women are only prissy. Some are
edgy. But you’ve got both sides – and that’s kind of mysterious. And exciting.”

What did I do?

✓ I controlled the frame – I gave an authoritative statement “this is what’s cool about you.” Be the judge, not the judged. (Remember – that doesn’t mean judgmental, it just means she has to prove herself to you, not vice versa). She still has to prove what she says about herself by showing up “in the flesh.” I’m withholding judgment, while maintaining the DEEP ATTRACTION Principle of Challenge Her.

✓ I didn’t overstate or gush. I’m tittilating her with the word “mysterious.” Just as you don’t want to be pigeonholed, neither does she. Find great suggestive words. Get rid of passive and boring verbs and invisible adjectives. Use an online thesaurus– or better, buy the book, WORDS THAT SELL – and make those language open her heart, and open her sens of possibility.

✓ “In the flesh” – yes, once again, I embedded sexuality without sex. I could have said “in person” but where is the suggestiveness in that? Where is the aroma of the carnal?

Now, here’s one mistake I made. A very self-consciously hot, outwardly brash and confident professional entertainer was projecting that she wanted a “real man,” not a needy entertainment type. The best response:

“I’m guessing here that like me, your hard, exterior professional self is an important part of your life, but that your rivers run much deeper.”

What’s happening:

✓ I’m not advertising myself at all.

✓ I’m gesturing toward her true self – talking to her hidden emotional reality.

✓ I compliment her but conditionally – I call her professional but suggest it’s just a cover. I’m guessing she’s deeper, but implied is a challenge: are you?”

✓ I’m suggesting my intuitive side – which separates me from the horny jerks lurking the shadows on the net.
Embedded **sexuality** without **sex** – “your rivers run much deeper” instead of “you must be so much more.” In case you missed it, the language of fluids and water is inherently sexual.

It’s a never-ending source of wonder in how many ways you can make a woman feel special **before you even meet her**, just by taking the time and responding to her in these ways.

**Technique 4: Control The Frame**

Your profile established the frame of the interaction you are going to enter into with women. Essentially –

- That you are the prize and they are the questers.
- That you are the sought and they are the seekers.
- That you are the jackpot and they need to come up with the winning hand.

Stay there!!!!!!!

Women are online because they are seeking men.

Women are online because they are seeking someone who will **thrive** them.

They are generally not here with the intention to make your life miserable. There are some who are online and are working out their own personal demons. If you find them, if a woman insults you online, wish her well and move on. She is a tortured soul who needs to insult someone she doesn’t even know. Don’t respond, don’t enter the negative, just **move on toward happier spirits**.

Now, get ready, because controlling the frame is going to go against all the b.s. you’ve been taught by your mother and the movies.

It’s going to go against all the b.s. that women dish to men when they way they want us to be awestruck by them. That whole b.s. wolf-whistle, eyes bulging out neediness.

It’s going to go against your needy male biology - the very real testosterone (and dopamine and other hormones) rush you feel when you look at her pictures online.

It’s going to go against all the propaganda of love-at-first-sight vast dumb-wing conspiracy. There is no such thing as love at first sight. There is definitely **lust** at first sight. There is **magnetic attraction** at first contact – which is what the entire DEEP ATTRACTION System has been developed to create for you.

**So get ready to make a huge shift...**
Here’s the deal. You’re scrolling through the usual photos and no one is catching your attention…

And then you hit her — a total, absolute STUNNER! Gorgeous. Gorgeous smile, skin, hair, health, attitude. You read and re-read her profile over and over again looking for the catch. You can’t find a hitch. She is “the total package.”

I know you. You want to be one of those guys in a 40s movie in a tux leaning over with speed and grace, flicking open your golden cigarette lighter the moment she lifts her cigarillo to her lips.

You want to produce a perfect rose from your shirtsleeve. The perfect French accent from your dumbass American mouth. You want to gush. You want to tell her she’s the sun and the moon, the flowers at dawn, the cream of the crop, the light of your life, the most beautiful girl on your dating web site.

**In short, you want to totally blow it with your first email!**

That is the best way to put yourself in the **submissive** position. One which you will never climb out of!

That is the best way to disappear into the fog of guys that surround her all day online. Think about it from her point of view. She gets this all day long…

> “You are so hot.” You are so beautiful. I would love to take you to a seaside restaurant and treat you to a blah blah blah.

Ask any great looking girl who’s been online.

Please don’t join that vast crowd, don’t make yourself invisible by gushing.

I mean, I know guys who write that same letter about how beautiful you are – and just send out 20 a night, hoping one will bite.

That’s like chumming for fish. But the fish have already eaten. In fact they are bloated on the stuff and swim right by.

Wouldn’t you rather bait your line with the most delectable bait that your most sought-after fish loves the most?

Does that sound smarter? Does that sound more effective? Does that sound more powerful?

Does that sound like it will be magnetic and attractive?

Duh.
The traditional dating model is a **stylized form of humiliation** for men, in which men play the supplicant, the beggar. Dating sets this frame. Your job: **CHANGE THE FRAME!**

**DEEP ATTRACTION AXIOM:**

**Dating sets the frame of man as supplicant. To change the frame, move your communication out of ‘dating’ as soon as possible.**

That's why I encourage my students, to step outside of that framework and to build a better framework – one that serves **men.**

Here are some alternatives…

**A. The Big Brother** – there was one girl who was sending me sexual messages. I responded in kind until I said, I would invite her for a moonlight walk in the hills where I live but I wouldn’t let her go!

“If I were your big brother I would never let you go hiking with some guy you met on the internet, so no matter how much you beg me, the answer is no!”

When she finished LOLing, she said I was “amazing” and “sweet.” That night we met for the first time (Deep Attraction Principles at work: trust, using humor, teasing and testing, controlling the frame)

**B. Teacher/Student** – Assume she is a student of yours. Take charge. Take charge when and where you meet, what the parameters are. Even take charge in your “outside the dating box” bird’s eye view of our interaction. I’ve written this before, and it immediately put me in the power seat. It works...

“We could flirt online here but I don’t think you or I are that kind of person. The guy charms, the girl deflects. You seem too smart for all that. Let’s just grab a glass of wine when we’re both free and see how much we can enjoy each other…”

And then I name a great wine bar. When she met me there, I was already a cut above other internet dudes. I’m relaxed. I know things. I’m authoritative. I’m a healthy change.

"Let’s see how much we can enjoy each other.” This is the perfect suggestive, image-creating, positive, let-her-imagination-take-over invitation.
The key to controlling the frame is not so much about controlling the information flow, but guiding her emotional state – which is really what each of the techniques in this Section is all about.

Your goal is to keep her moving toward your retreating magnet – to keep her questing, probing, a bit off balance, curious, mystified, intrigued.

C. High School Senior/Punky Freshman

It is a rare senior high school girl who is awestruck by a freshman.

But nearly every freshman girl is titillated by the idea of dating an upperclassman.

This position of masculine status never really disappears, although it is far more powerful in a woman’s twenties than in her thirties and onward. So this approach is best for younger women.

Presume this position – PLAYFULLY, not obnoxiously - and she will have no choice but to respond from within this frame – the frame of looking up to you.

Remember, this is flirting, this is fun, and this is to raise her temperature.

An immediate way of establishing this presumption is to tease her, by denying her femininity. Casually refer to her as...

Dude
Man
Bro
Kid
Squirt,
Hey Bud...

Or give her a nickname:

If you notice something about her – Red, Blondie, Stretch, Bambi (if she has wide-eyes), Blondie, Morticia (long dark straight hair).

The better looking she is, the less you must think of her that way. Just blow by that part. For example, here's a story.

So I’m scrolling through one night and come across this amazing, radiant blonde. She’s fit, smart, beaming, athletic, cool, funny, confident. I’m certain she gets bombarded by email every hour. So I think about her. I actually read her profile for three nights, because she’s really worth it. Waiting for the right opening approach to come to me. She knows she’s a 10 and opens her essay by saying, “My friends say, why are you on a dating site.”
Usually this is a bad sign – it shows that she thinks she’s better than, well… YOU. After all you’re on the dating site. Above, I showed you how to turn this approach to your advantage by stepping on her side of the line and creating trust.

Here, I want to show you how to create magnetism:

The first approach you know - team up with her and say I know, “my friends think I’m crazy, but I found you, didn’t I? All I’m interested is one outstanding woman.”

That may work well. Suddenly, you’re her ally and you’ve made her feel special.

But with this one, I took a different tack -

I picked the least girly thing about her – something that would make her instantly vulnerable and put her playfully on the defensive. Amid her other cool attributes, she said a guy once proposed to her after seeing her throw a perfect spiral with a football. Here’s what I wrote…

To: Beachgrrl


All good…

Note this is vague. Sentence fragments. She doesn’t yet know what I’m talking about – me? Her?

I employ the technique of the qualified opening compliment – the puzzling odd word “gigantic” to catch her attention – as well as associate this outsized concept with me. And then pulling back a little with the ‘all good’ as if I’m still balancing it all out and waiting to see what else she’s got – thus the ellipses. That’s the three dots for those of you who slept through 11th grade English. It draws her eye forward deeper into my letter and creates a suggestive, dreamy state. I thought about writing “all good so far” but I wanted to keep the mysterious vagueness. I added…

And she can throw a spiral.

It seems to her that this is what impresses me, not her beauty. Well those do impress me but I’d be every drooling guy if I mentioned it. So I have immediately stood out from the pack. Now for the finishing touch…

But can you punt? I don’t know, you don’t look like much of a secondary team kinda gal.

I almost upped the challenge by saying, you and me, on the beach 5 o’clock some night. Loser buys drinks. But that was too forward on the first email. Too intrustive. So I gave a line about secondary team – which offers two signifiers – one: I know my football terminology. A guy’s guy in a city of metrosexuals.

Plus it functions as a backhanded compliment – nothing “2ndary” about you. But I didn’t come out and SAY you are first class and first team all the way!” That would have made me just the kind of beggar she’s used to. Then I added…

"Why don’t they put football skills as a category on this thing anyway?"

So I left her both with an open question (inviting a response, keeping it interactive – remember, no dead ends) and with a kind of guy-bonding joke, implying – “hey, you and I get it. You’re cool. Why can’t other women be more like you?”

By changing the frame, I took her out of dating and into a different kind of older guy- freshman bond.

Her response came not a half-hour later:

“I have to admit...the punt is not as great as my spiral...but it doesn’t suck!

I would love to find out more about you!

Monique

Wow! Not bad. Even I was blown away by the enthusiasm of her response.

See what happened. I didn’t suck up. I didn’t gush. I didn’t play to her beauty. Plus, I immediately got her on the defensive – she is now defending herself to me over her punt.


I also like by the way that she doesn’t wimp out on me and say, but I’m a girl etc. No, her punts don’t suck.

Then comes gold – “I would love to find out more about you!” Damn! How do you like that! An exclamation point, no less. Remember that line in Monty Python and The Holy Grail, “Who is it that is so wise in the ways of science?” What is she saying – she’s saying, “who is it that is so wise in the ways of talking to me?” I have absolutely and immediately captured her interest! I busted on her. I talked guy to guy with her. No sucking up. No neediness.
My response to her: keep the position of strength going. I don’t give away any personal information. I keep up the mystery because I want her to meet me **while the mystery is still alive.**

So I seriously-jokingly (always a straight face) continue to talk about football, as if that’s what she wants to know. Then I add my old pal, **sexuality without sex.** Notice how I use the phrase, “it’s the hands” and “tight end.”

---

**ME:**
M -
*What would you like to know?*

*I throw a killer spiral, punt like a madman - but it’s the hands.*

*I’ve always made a great tight end.*

- A

Notice I gave her only the tid-bit of my name. Keeps the mystery open.

Here’s her response:

*Let’s chat on the phone sometime tomorrow.*

*Have a great night!*

_Monique_

Do you see how it works?

**Review: What to Do Wrong:**

Now, here are 8 Ways That Men Lose Control of the Frame and fall back into dater/beggar phase:

1. They call or write too often and too quickly.
   - They tell her that they have "feelings" for her too soon
   - They allow her to make choices – where to meet, what to do.
   - They consistently ask her what she wants instead of **leading** with gentle strength.
   - They extol her beauty, which puts them in immediate needy subservience.
They reveal weakness too early instead of later vulnerability within the context of strength.

They pay for everything from the get-go, establishing a pattern which will be impossible to break.

They put their own needs second. Her needs first.

“Huh? What? HOW COULD THIS BE?”... I can hear you thinking this. Aren’t these things your mom taught you? Isn’t this how to be a … gak… gentleman?

How is it possible that demonstrating your affection for a woman by calling her a lot, telling her how you feel, letting her make the decisions, and putting her first could be considered wrong – even annoying and self-defeating?

Because it’s what every other guy does to try to get into her pants. She’s seen it 1,000 times. She’s heard it 1,000,000 times. It’s boring. It’s emasculating. It’s invisible.

And that is not your goal.

This takes practice. Fighting decades or centuries of acculturation isn’t easy. But not as hard as fighting 100,000 years of hard-wiring!

Be strong. Control the frame. Be the magnet. Draw her towards you. Straight and simple.

**Technique 5: Teach Her**

Why do schoolgirls crush on their male teachers? Because women are pre-wired to be **attracted to authority**. Uniforms, Firemen etc. I don’t need to explain the whole socio-biology of it, but let’s just say it goes back to prehistoric times to who will guard her cave and get her food while she suckles her hairy little children. Ok?

How do you be the approving teacher? Find a Word she used. One woman wrote...

> “I need a man of superior intelligence.”

I happen to like smart women, too. So I wrote to her

> “Nice choice - “superior” intelligence. Not must a smartie. Scare off the mimbos in one stroke. So, does your penchant for superlatives tell me that’s that’s how you want to live your life -- to the edge?”
I took the authority position. You might have written, “I love your use of the word…” But that’s asking for approval. Rather I casually say it’s a “nice choice.” This takes the role of the teacher, I’m behind the desk and she is in the position of student.

I commend her on being smart -- what woman doesn’t like that? -- by scaring off the mimbos (male bimbos). So I begin with an opening compliment, but not the usual kind.

I’ve created mystery by becoming her Penetrating Mirror. Maybe she used the big word “superlative” to scare away mimbos, or maybe it was unconscious. If she didn’t, then I’m now the guy who sees into her in ways she didn’t.

Use of the word mimbos – this one’s a trifecta:

- it creates a puzzle for her to figure out
- it’s a word girls use so it’s “in her world”
- it subtly and playfully eliminates whole categories of other guys without being a confrontation or egotistical jerk

Sexuality without sex. How else could she possibly respond to that last sentence? Everybody wants to see themselves as "edgier" than they really are.

She probably wants to live her life in superlatives. Secretly, all women do (so do men, but that’s another manual). She probably works all day in a job that is intellectual or limiting in some way – hey all jobs are, but with this last line, you can show that you see something in her that is exciting and rebellious and powerful – in short – sexual! Edgy.

Now she will subconsciously see you as the guy as that sees that in her. She will be intrigued. She will not only want to meet you, but she will want to prove to you that she is that superlative woman the secretly is and that you so penetratingly identified.

Any way that you can build on her profile and add a casual dash of authority can only help you. Teach casually. Suggest or show that you know more than her. That helps you stand out from the knuckle-draggers who are bombarding her with dumb-ass inquiries as to whether she likes to be spanked.

The Power of Google

Now, if you really like a woman’s profile and you don’t know anything about the music, places, ideas or writers she’s into -- Google it!

You can be an instant expert in almost anything. Besides, to write her, you don’t have to be a professor, only suggest that you know something, enough to intrigue her!
Find an interesting obscure, revealing fact about the person or thing she loves -- and mention in it you letter. Mention that "this" is the thing that intrigues you about it. That makes you wonder. That makes this person or thing so inspiring or cool.

**DEEP ATTRACTION AXIOM**

You can become an instant expert in Almost anything – and you will gain Immeasurable points if you display knowledge in areas she cares about.

When she responds, then you’ll have a few days to do a little more research before actually meeting her.

I’ve done this with mystery authors, Led Zeppelin, Brussels, Korea, Washington State – over and over.

Bless the internet. Every man's perfect wingman.

**Technique 6: Tease Her**

The truth is, most women love being teased.

Maybe it started at home with big brothers or on the playground.

Maybe it works at a deep biological level and allows them to be acceptably submissive in a feminist age in a way that isn’t “serious” or “political” or work related.

Maybe it’s her way of letting guys exhibit strength, which most women - who aren’t totally insecure - understand men must.

Whatever the reason, though, you want to get across the idea that you are the most fun, ballsiest, big brotherly guy on line. That you’re not afraid to tease her.

That you were the kid who would have dipped her pigtails in the inkwell – if they had inkwells.

That you are **unafraid**. You will play little practical jokes but with playfulness, **never with malice or cruelty**.

**DEEP ATTRACTION AXIOM:**
If you show that you are unafraid right off the bat by teasing her – you will stand out from the flattering crowd!

Rule #1: scour her photos, scour her profile

Rule #2: look for something minor to tease. Not her ethnicity or career choice or family! But a purse, an expression, a word choice, a **misspelling**!

Teasing shows you’re not intimidated, carefree and detached. You are entertaining and fun to be with.

> “I enjoyed your profile and even the way you look in that big, dorky sweater.”

She wrote back, “it’s not dorky!” and the next night, we were together in a parking lot under a billboard by UCLA.

Remember I discussed the “jeans and black tie” snorefest most guys write, above? There’s a female version I’ve seen a thousand times. It goes like this:

> “I’m as comfortable in heels and little black skirt as I am in sweats.”

Bingo! A perfect target! You can play with this in two ways...

1. Make fun of her for it.

   > “You are such a liar! I have never spent an evening with a woman who is happy to be in heels. And they are always happy to kick them off. Honestly, I feel sorry for you guys. Come on – are all the other guys clueless enough to believe that?”

This one hits home because this is a signifier-loaded message!

Let’s look at what we did, here:

✔ **We Provoked her** – We created an emotion. This is a gambit because we called them a liar – they might just get insulted. But they are **emotionally** involved! **Remember you haven’t really engaged a woman until you’ve engaged her emotionally first!** If she’s insulted, move on, if she responds playfully, you’re in. (By the way this is an old truth of sales in general. People buy because they are **emotionally** engaged first, then rationalize the purchase with their intellect.)

✔ **We presumed familiarity** – We used the term, *you guys* which always, always, always makes them happy – they think we’re cool and comfortable and not some geeky sex-starved suck up (which of course is what we are) but
a pal. We’re risking her being offended by our presumption – but think we’re cool for that very risk.

✓ We got inside a woman’s world – it’s true – heels suck! They hurt. And if she’s honest at all, she’ll tell you that.

✓ WE engaged her imagination by positing the image of me on dates with other girls in heels. Hmmm. It’s just simple social proof. Remember, online, they might thing you’ve never been on a date with anyone. They don’t know! Where did I take those other girls? I have a social life she now starts to be curious about. And exactly why did those other women kick off their heels? And why were they so happy to do so? This is nice, playful suggestiveness.

✓ We took an alpha male position but subtly making fun of all the other clueless guys out there that don’t understand women, that would let them get away with a line like "I’m as comfy in sweats as heels." They are dorks because they are not paying attention to her (or her words) like you are, and they are dorks because they don’t understand women like you do. But I am different. I even feel sorry for her. Again, authority, with some compassion thrown in for good measure.

✓ By using the word “honestly” I am staking the high moral ground, which she now, subconsciously, will have to struggle to climb up to so she can be even with me.

All that in one quick line!

You have a BLINK moment to attract women online with your profile and your responses. These are the Blink Sparks that will capture them. If you are...

✓ Unpredictable
✓ Uncontrollable
✓ Challenging
✓ Dominant
✓ Funny

David D’Angelo, one of the truly accomplished “dating gurus” out there has done a lot of research on how these qualities trigger the natural "attraction mechanism" inside of women.

He has honed the science and coined the term “cocky/funny.”

Being cocky and funny at the same time allows you to be a good guy and at the same time, trigger women’s attraction to you as a slightly bad boy.
As I discuss in the section on humor, on the online scene, it’s best to lead with funny and throttle back on the cocky – because women can’t read your body language, they can’t see the devilish twinkle in your eye or your playful smile. The best you can do is put in a little emoticon -- which is, in truth, a bit effeminate

So, try out a playful tease. If she reacts with the usual “hey!” mock offense, take it a little further. Be unpredictable – but don’t take it too far.

You want to playfully provoke her, not anger her.

And the truth is, you can’t predict these things. You have to feel it out, each time. Actually engage her -- and try to understand where she stands.

**Technique 7: Challenge Her**

Challenging a woman based on her profile is a great way to continue to lead the frame. Again, I don’t mean actually aggressively, obnoxiously challenge her. I mean **playfully** challenge her.

For example, the easiest way - if she says she’s smart…

"You seem nerdy smart, but I’d have to test your Nerd Creds before I decide."

What did I do?

✓ challenged her by putting her on the proving side

✓ wasn’t an jerk – I didn’t say “prove to me you’re smart.” I said “nerd creds” – playful, fun.

A great place to challenge women playfully is using the IM tool.

Some people don’t like IM-ing – they say it’s a waste of time.

I have written elsewhere about how women genereally communicate simply to be in communion with another human being in the moment, whereas men communicate in order to exchange data.

So if you communicate in a fun, intriguing way, chances are you can engage a woman in a spicy IM exchange.

IM –ing can be a great way to build sexual tension. If you playfully challenge her, doubt her, tease her – you can build her interest. I have done this dozens of
time- just play with girls on the IM while I’m doing other things, just making
them laugh a little - and then the magic message often comes up – “Call me” –
with the phone number.

Now, there is also a time NOT to challenge. The very things that speak her
deepest emotions and aspirations and idealized self-image – those you sing to.

But the things that people feel obliged to put into a profile – you know, the "list"
things – smart, compassionate, dancer, love children, love beaches, love
restaurants -- those are ripe for challenging.

Now here’s one of my most successful stories about when NOT to challenge.

Sometimes I leave a dating site on all night – you never know what your fishing
line might catch. It looks like you’re online, so your dating site is working of
ryou while you are sleeping.

One morning, I woke up to find the #3 most viewed woman on the entire dating
site – 33 years old and BEAUTIFUL! – had written to me at 3:50 AM – “watchya
doing?”

I wrote back to her and called her a vampire for being up so late.

When she wrote again a couple of nights later I saw a pattern – why the hell is
she out so late? Working? Is she partying?

I wanted to know but I carefully did not challenge her or ask her in any kind of
direct way. It’s too intrusive and too NEEDY to know. So I continued to make
fun of her, calling her Elvira, asked her if she flew by my house to see what I was
doing?

In fact -- and this may not surprise you -- she ended up being a stripper. She told
me in her own good time. Turns out, if I had pushed the question, she might
have backed off. She’s not proud of it. She eventually told me in IM, which I
track below.

Playfully challenging women online can serve all kinds of purposes other than
Leading the Frame. You can bring in the teacher aspect, for example, scolding
her to type faster if you are IM-ing. This is flirting. This is meant to be fun.

**Technique 8: Create Instant Rapport By Modeling Her Mind**

Do you know what NLP is? You should. In fact, you REALLY should, because it
gives you a huge leg up when it comes to magnetizing people toward you.

Without going into detail (go get NLP for Dummies) – Neuro Linguistic
Programming includes the science of building instant rapport with another
person by studying and modeling how that person processes information. It’s the ability to read language, filters and internal mental programs.

For our purposes, we are going to focus on how to deploy the technology of NLP to create instant rapport and attraction and “heightened states” for women on line to associate with you.

You can put a woman into what is actually a semi-hypnotic state by leading her into a visualization of being happy with you. That is why I discuss, in another section, the process of inviting her imagination on an exotic vacation.

A second way is to be able to recognize and speak to her V-A-K type.

Okay, ready? Here we go…

One of the rudiments of NLP is the ability to tell how the person you are encountering experiences the world. About 60% of the population lives primarily through their eyes – they are called visual dominants. Some people experience life, and pleasure, though their ears – these people are called Auditory. And some through their physical, feeling bodies – they are called Kinaesthetic

V - Visual
A - Auditory
K - Kinesthetic.

In brief, people tend to feel instantly comfortable when they encounter someone who experiences the world through the same primary channel.

Your job: read their profile clearly and mirror back their primary V-A-K typology. Remember please that when I say primary I mean primary. We all use a balance of all three, but almost all of us experience the world around us primarily through one of the three.

What’s really amazing – and to the point – useful – for us here is that linguistic representation of a person’s dominant tendency tends to correlate very closely to how their mind works!

So you don’t have to be a genius to get inside her neural system. You just have to read closely and look for key words.

If you do, and if you mirror back her dominant experiential portal, she will feel oddly and mysteriously attracted to you and that you get her.

And, in truth, you do!

Okay, what does this mean in practice?
If she writes that things are clear, and she sees the good, and sees life through rose colored glasses and pictures a partner who loves her and appreciates someone with focus and a strong point of view...

...she’s visual. And you should use visual language to clarify what she sees for herself in the future and what you visualize for yourself.

If she says, she likes to keep an ear to the ground, and to be heard and that things ring true for her, or she describes the sounds of ocean, wind, etc...

...she’s auditory. And you should use auditory sound words to sound her out.

Now, if she senses that you are a good guy, that she has a handle on you, that you’ve touched something in her, that she feels that she wants a teammate...

...She’s kinesthetic. In this case, be mindful of using touch-oriented language. You put a finger on things, get a good footing, prefer to be grounded in this or that.

Believe it or not, she will find this language comforting, familiar and will feel attracted to you.

HOW TO TALK TO YOUR VISUAL WOMAN:

If she’s visual, she is easily and happily suggestible to picture beautiful, imaginative, fantastic images. So you can describe what you picture a great date or vacation would be – and go ahead and paint that picture. Paint it with clearly visual language of her happy in it. What she’s doing, how she’s reclining, what she’s eating, wearing, being fanned by. What she sees. Include colors and descriptions of how light moves or flickers, of shadows. Be specific in your images, concrete images, not poetic language. Just one clear visual image after another of what is in that room, or garden, or on that beach.

And – now put yourself in that picture – the way you describe it - you’re watching her and you’re enjoying her being happy and you want to come closer...

You create the suggestive picture but let her imagination fill in the gaps.

Have some fun. Ask her if she wants to hear what a perfect vacation image would be. If she says yes, get the ball rolling...

“Can you see us on a white, sandy tropical beach? With the blue sea turning to green and back to blue. With the palms moving soft shadows over our skin? I can see myself walking barefoot across the sparkling granules toward you, until my shadow appears on your back. And I lean toward you and you look up to me and... what do you see?”
If she says she loves rain and mentions the dark clouds or rainbows – say you love rain, the way the light breaks through, the way the angle of the drops changes with the wind.

Is this poetry? Well, if seeing the world lucidly, putting into precise language and conveying an irresistible mood is poetry. Then it is.

You have just become a part time poet – long enough to do what poets have always done best – put the listener in a dream state with the power of your words. In this case, words addressed to a primarily visual person.

Here are the words that will clue you into whether she is a visual channel person:

See, look, view, appear, show, crystal clear, flash, imagine, focused, twinkle, clear, foggy, hazy, sparkling, reveal, envision, illuminate, shine, dim, dark, glow, scan, pretty, zoom in.

**HOW TO WRITE TO YOUR AUDITORY WOMAN**

Same thing but with sounds. Again ask her to describe a time she was really happy, or imagine a perfect vacation moment. If she doesn’t, conjure one up yourself – as a soundscape. It could be the exact same scenario as above, but rather than all the visual words, you help her see herself with you via sounds.

“*Can you hear our breathing near the shushing edge of the waves? The low rhythmic roar, the rustle of the tiny stones as the tide pushes them in and out? Can you hear the rustle of the palms as I softly step toward you. You hear my breathing and turn your head and the warmth of my breath is in your ears…*”

Get it?

Auditories are enraptured by sound! You can seduce her imagination quite easily by invoking a sound-lush soundscape.

And, once you’ve identified an auditory person, if you can subtly associate pleasant or exciting sounds with yourself, you are installing an association that will be inexplicably exciting for her.

Read her profile carefully. Where does she use auditory language? Mirror that. What sounds excite or intrigue or turn her on?

Put yourself in that scene. That moment.

If she loves the sound of rain. Say you would love to walk in the rain with her because you love the gentle *ploink* of the drops in puddles. Or the sound of footsteps *splashing* in water.
If she says she likes walks in the woods, write about how you love the rustle of the leaves, the longing calls of the birds.

If she says she likes the night life – say something about the buzz in the air, the music of the car horns and peoples voices.

See how it works?

Auditories are special people. They are sensual and susceptible to being carried away on the wings of song and music. They are only 20% of the population and often feel out of sync or with their fellows. If you can ring their bell, they will respond to you very strongly as “one of them.” They will feel instant rapport.

Auditories, because they retract from the harsh, noisy, electronic, argumentative world, will feel especially close to you if you can associate yourself with pleasing sounds.

When you tell her where you are, say,

“I’m sitting in my home office. There’s a breeze in the trees which are brushing against the side of my house.”

Or…

“There is a distant TV somewhere but to me it’s like a soothing murmuring.”

Now she – in her auditory dominant imagination – is sitting there in that room with you. You have turned a TV’s noise into murmuring (bonus: hear those soft letters?). In her imagination, she’s already with you. She’s happy and in rapport.

Here’s a bonus – how to take this from net to date.

Now you just have to keep this feeling her going during your first meeting (which needs to be in a quiet, undistracting place!) and into your quiet home (where soft, renaissance or Indian or new age or soft jazz will be playing).

Return to key words according to what she loves. breeze… bells… raindrops… Oprah… It doesn’t matter. The point is that when you lower your voice into a whisper, you are setting off thrilling alarm bells in her subconscious mind. You are making her feel excited and it is your whisper that is setting her off!

NLP calls this “anchoring” and what you are doing by whispering her key words, is anchoring her pleasure sensations with you. Online, you can italicize those words in your letters.

You are consistently magnetizing her toward you, drawing her closer and closer, associating her most pleasurable feelings – subconsciously – with you.
Finally, when you make love to her, speak softly to her, whisper the words she’s connected with you.

Auditory clue words:

*hear, listen, sounds, make music, harmonize, mellifluous, dissonant, attune, overtone, chant, question, be all ears, rings a bell, silent, be heard, resonate, deaf, tune in/out, clatter, tell, noise, sharp, talk, say, babble, shrill.*

**HOW TO WRITE TO YOUR KINESTHETIC WOMAN**

Kinesthetics are “gut check” people. Speak to her from your gut, with a **groundedness** and from feeling. They are liable to drift away on draughts of feeling, or sensory delight. They are intense and they will feel rapport with a man who can feel intensely.

Speak about your **core** values, checking in with your core, operating from your core. You talk about your heart and about your attachment to physical reality – kids, pets, trees, people, nature. Kinesthetics are, in a way, unconscious lovers of the **physical matter** of the world.

If you can get your kinesthetic woman to be in touch with her pleasurable feelings, and relate them back to her, in the language of feeling, she will feel instant and powerful rapport with you.

Here are the words to watch for:

*budge, touch, feel, get a handle, solid, hard, make contact, throw out, turn around, grasp, get hold of, slip through, catch on, unfeeling, concrete, scrape, link, cram, tackle, warm, soft, fall, shape, tension.*

**Technique 9: Lead Her**

Leading her means a few key things.

Leading means that you are continuing to **control the frame**.

Leading means that you continue to bring her imagination into **your** story. You’re keeping her on **your** turf.

Leading means that you are continuing to induce the allure of the moving target - by not giving her everything she wants and by shifting the conversation when she tries to dominate.

Leading also means you are drawing her into suggestive and exciting topics with suggestive and imagination-provoking language patterns...
Have you ever thought about what it would feel like to have a relationship in which all your inner and outer needs are fulfilled? What’s the first image that comes to your mind?

Can you remember a time when you were just totally happy – I’d love to hear you describe that moment…

If she talks about laughter, or has been funny or appreciated your funny email…

Can you imagine how much we could really enjoy each other?

Lay in the spark, set her going, and let her imagination take over.

Here are some concrete techniques that work…

1. BRING HER INTO YOUR STORY

Women want you to lead – gently, compassionately, humorously but firmly.

So, when it comes to meeting, you must be the one who sets the parameters of when you meet. The time. The place. The duration. Essential point: you won’t ask, you will script the scene. She will either enter your theater or not.

You will not say, “Will you meet me at…” Or “If you have time, can you meet me…” You say.

“I’d like to meet you at Starbucks at 8 O’clock Friday.”

“I’ll be at the near that wine bar at First and Oak Thursday at 9. That would be a great place to meet.”

You will not say, “When you have a moment, please look at my site and see if I am acceptable to you in any way possible.” You will say…

“I’d like you to look at my site. I sense we would really enjoy meeting.”

Remember, if you’ve only just started communicating, she doesn’t know you yet, so keep it small – “meeting,” not “date.”

And don’t say “we have so much in common.” That’s what everyone says, plus it has no erotic, magnetic charge. From the magnetic point of view, if there is something you have in common, you don’t have to point it out, you just have to describe in an interesting way why that part of your life excites you. Especially if it has any kind of dangerous, erotic or passionate overtones.

2. CONTROL THE TONE
You’ll have plenty of time later in your life to get bored of your partner. No need to do it now.

So be careful of getting drawn into “sharing” types of discussions with women online. By “sharing” I mean the kinds of discussions that women like to have and enjoy. Avoid long, drawn out interchanges, whether on IM or in emails.

It will be the death of you. It will kill your time, take time away from the other infinite women on your site and worst of all... **kill the passion** of your interplay.

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**DEEP ATTRACTION AXIOM:**

All Deep Online Attraction interplay is... foreplay.

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As soon as I sense that a woman is bored or using up my time so she can feel like she’s not alone, I’m out. I’m gone.

All your talk online – and it really shouldn’t last more than an email or two, or a couple of IM sessions - should ratchet-up-the-sexual tension, increase the fun, increase the mystery, increase the desire. I will not allow you to be drawn into chit chat.

By the way, just hanging out and chatting says you have too much time on your hands and you’re no prize. That you’ve got nothing better to do with your time than indulge someone lonely.

Watch where you lead them. Don’t lead them into intellectual or small-talk, chit-chat discussion. Stay focused in your interchanges. **Lead them into areas of passion** – whether it’s

- their clearly stated passion
- something about you that captivated her interest.
- sensual passion

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**DEEP ATTRACTION AXIOM:**

Passion breeds passion!

---

It can be what you are passionate about – as long as they feel the passion when you describe how you FEEL when you do it.

It could be what she is passionate about – ask her about what she loves and why. Let her express her passion and her **individuality** and she will identify you as the
guy who “got her” enough to see past surface stuff and see her soul. (Speak to her uniqueness)

Passion breeds passion. Lead her into an interaction that slowly grows in passionate intensity as you get deeper into it. Does that mean this is a verbal metaphor for the kind of slow, building, thoughtful sex she hopes to have with you.

Of course.

The key here is -- slow. If you are IM-ing, ask slowly ascending probing questions. Ask questions that require her to write about sensual responses – sounds, textures, tastes, touch.

If she loves skydiving – ask her what her favorite part of that feeling is. Ask her about the sounds, the feeling (skin talk is good) of it.

If she loves movies, ask her which was the funniest. If you remember a line or scene from that movie, share that with her. Get her laughing.

Then ask her which movie made her believe that great love is possible? Or which movie relationship she’d love to have. Then why? Ask which scene moved her. What about the scene. Draw her into re-experiencing the scene, only this time – with you in it. When she is what NLP calls “in state” – meaning she is re-living a moment she once enjoyed so deeply, then you suggest right there you speak on the phone or get together.

And – have your answers to these questions at the ready. Has there been a love relationship on screen that moved you? That you would like to emulate? Be sure you hold up your half of the state-creating conversation.

And be sure you can describe that cool relationship from a movie in such a way that she can project herself into it. That means she can be funny, adventurous, banter, forgiving – whatever it is. Don’t talk about how “hot” the actress is. Talk about relationship qualities and let her imagination fill in how you and she can step into those roles.

3. THE ART OF THE LEADING QUESTION

If you pay close attention, a woman will give you all the information you need to seduce her. You just need to draw her out.

Picture your woman sitting at her computer. Clearly, she is bored by the guys in her life. Clearly her life is missing something. Do you think it’s missing poverty? Dismissal? Invisibility? Sexual nullity?

No.

These are the areas into which women want to be lead.
More Money
More Excitement
More Love and Adoration
More Appreciation and Recognition
More Sense of Belonging and Sharing Life
Erotic Promise

Make your choice based on the signifiers in her profile and in her emails.

If she is looking for a “successful” man, you can say...

“Wouldn’t it be nice if you could spend time with a man who has everything in his own life under control, so we could focus on each other?

If she says she is looking for someone with a passion for adventure...

“Wouldn’t it be nice if you could spend time with a man who makes you feel like you were alive in all kinds of new ways?

If she says she is looking for someone to be comfortable with...

“Wouldn’t it be nice if you could spend time with a man who makes you feel like you could let down your guard and just be comfortable?

If she says she wants to adore and be adored...

“Wouldn’t it be nice if you could spend time with a man who absolutely adored you, who thought about little ways to make you happy? Who is powerful out in the big bad world but leaves that all behind when he comes home?

If she says she wants someone to” share the ups and downs of life with”...

“Wouldn’t it be nice if you could spend time with a man who you could laugh with when times were good and depend on when things were hard? Who doesn’t fluctuate with the wind?

This pattern of 1. Listening 2. Reflecting Language 3. Visualizing is an extremely powerful ways of causing a woman to have an instant and deep sense of connection with you. Practice it well.

4. LEAD HER TO SAY "YES!"

One of the most effective techniques public speakers use is to ask questions that enroll the audience actively into the event.

I’ve used the technique right here in this book. Do you remember this from the introduction?
Would you like that?

✓ Would you like women to be drawn toward you in ways they don’t even understand?
✓ Would you like to stop chasing women and have them come after you?
✓ Would you like women to take the first step and flirt with you online?
✓ Meet you for a glass of wine?


Good.

What I did was create what is called a “yes” chain. Very simple.

In your interactions, you can ask questions that you are certain to receive a yes response for. Nice simple leading questions…

- Do you still believe you can find a guy who can be more than you hoped for?
- Do you also hope to get off this site and find a great guy?
- Do you think it’s possible to know a lot about a person just by reading his profile?

Then, once you get her saying “yes” to simple and obvious things, then you can…

… have her say YES to your Alluring Life

Here’s how to work it in your interactions…

“Do you sometimes just feel totally wiped out by the end of the night, and wish you could just leave behind all the clutter – and just soak in life?”

or...

“I’m curious about you – letting all constraints drift away – where would you like to go for your ideal vacation? What would you see? What would you hear? What would you do?

What have we done so far? You have associated yourself with the best part of her life – her ideal imagination. No cubicles, deadlines, cell phones. You’ve just bought her a ticket to her ideal spot – in her imagination – and it didn’t cost you a thing.

You also have demonstrated that you care about her. Not the b.s. everyday things, but about her deepest passions, her dreams. In her subconscious mind,
you are someone who makes the effort, who may take her to the real place if you play your cards right – because you care.

“If a great guy were to take you on a real vacation in your ideal spot, what would it be like. How would you describe it?”

As she begins to describe it, she will actually begin to take a journey… with you there participating. Gently insert yourself… “Do you feel the cool breeze? What’s that you’re drinking?”

Be playful. Listen carefully. Because, very subtly, you’re going to be on this vacation with her.

**Technique 10: Make Her LOL**

You read it every day…

“A great guy who is smart, funny and just gives me a good vibe. Someone who makes me laugh is very important.”

“Nothing is sexier than a great sense of humor!”

“I am looking for someone who is intelligent, warm, giving, with a great sense of humor, laughter will get you through a lot…”

One after another. It’s the **number one thing** women look for in a guy – or so they say. And online, it’s one of the things that works best.

Being funny makes you **interesting**, and it makes you **safe**. Time and time again, I’ll be working someone via IM and they are resistant, then I make them laugh – I get that LOL or hehe or ROTFL and the next IM, here comes the phone number!

Humor is, when it is positive and not destructive, an expression of intelligence and compassion. At its best, it shows that you have insight into the human experience and can laugh at it. It means you are probably not an uptight prig, nor a psychopath who takes himself too seriously.

**DEEP ATTRACTION AXIOM:**

Humor is a sexual turn on

What would you say if I said laughter is a drug? It is. When you laugh, your brain releases at least 4 pleasure-heightening **hormones**. Laughter relaxes the body, releases tension. If you can get a girl to laugh, in person or online, they will automatically and **physcially** affiliate you with feeling **pleasure**.
Here’s a profile I came across where a guy opened in a fun way. Bringing humor and stepping over the trust line to make female readers an instant ally…

_The guy above me is married, and the guy below me is a stalker…_

By making a fun of the other guys on the site right off the bat, he

✔ Raises his **status** above them
✔ Gains **trust** by siding with women’s justified fears
✔ Shows he is humorous and **knowing** and smart.

Unfortunately, since this book was first published, lots of men have now opened with this line. The point here is not to copy, but to take inspiration and make it your own.

Here’s another example of a guy who stepped out of the box and grabbed attention right away…

_After reading other profiles, I think I get how this is done. I am perfect. Absolutely perfect. Because this is a place to boast I should share with you that I am also an excellent parker._

✔ Smart and funny
✔ Sets the frame as someone who is outside and above the (online dating) game.
✔ He deflates himself well, but saying he can park a car well.

Here are some Key Guidelines How To Use Humor Online:

**Personalize you humor** - don’t tell jokes. Find something within her profile to riff on. This obviously tunes into the Deep Attraction Axiom, pay attention to her, be attentive: “Make Her Feel Special.”

**If you tease, tease gently.** Remember, she can’t see you or hear your voice so she is running blind. So don’t be too cocky. Until you have her trust.

**Be Cool Not A Clown** - Use low-key humor. Don’t try too hard. Be real. Don’t say you’re 83 or live on Mars or make references to Star Wars. The best humor tells the truth about the world and women will be attracted to the power of you, the realness of your integrity as well as the realness of your ability to have insight. As Phyllis Diller used to say – “If it’s not true, don’t give me the joke.”

Think Dennis Leary not Carrotop. Bill Hicks, not Gilbert Gottfried.
The power of humor is that it shows you have an **extra perspective**, that you stand outside the norm – that you **stand out**!

**Counterintuitive Humor** will help you stand out. When it comes out of left field – it’s cool. It, again, makes you **unpredictable**, interesting, magnetic.

**Humor allows you to throw her off balance**, actually feeds all the other DEEP ATTRACTION techniques listed in this section. It helps you tease her and puzzle her and cliffhang her. It makes you a source of intrigue. She’s going to want to know more about you. Laughing actually shifts a woman's physiology and mental focus, interrupting her thought patterns and creating a temporary blank, which you can then fill in, or which her imagination can fill in.

**Humor allows you to establish what comedians call a “call back”** – a common point of reference you can always refer back to in order to anchor her in your rapport. Whether it’s the “dorky sweater” or the fact that she’s “Elvira, Queen of Darkness,” or that she can’t spell. It’s like an instant common memory.

Robert Provine, the renowned author of *Laughter*, showed that women laugh much more at men’s humor and men enjoy making women laugh much more than the reverse.

When women laugh, it means they are sexually attracted in a primal way. When men make women laugh, it means we are sexually attracting them in a primal way.

It is a deep and ancient pattern...

**DEEP ATTRACTION AXIOM:**

*A woman’s laughter is recognition and pleasure in a man’s status.*

When you are confident enough to joke around and to tease her, you are indicating that you are a high status man. That you don’t need to suck up to her. This will be refreshing to her.

By laughing, by playing along, she is now trying to bond to you. The flow of desire is in your direction. In her unconscious mind, there’s a tension building – she can’t stop herself from coming after you until you laugh or bond back.

Laughter is a way to engage and pull a woman **upward** toward a deeper relationship with you. It is playful way of engaging her interest, of **leading**. Your goal is to reel her in a little with humor, then back off, create a little more tension with joking – then deny you are joking. Tension. Release. More tension. A smaller release.
This is a dynamic tension that doesn’t end, that shouldn’t end. Because it is an echo of sex.

Like I said, you don’t want to be funny in every line. That would make you a clown. It is the downfall of some comics in their personal lives – they can’t turn it off.

Provine’s work also shows that laughter multiplies manifold when you are physically with a person. If you can get her laughing (LOL – a great clue) – that’s your ticket – meet! Ask for her number there or give her your number. Get off the computer and pick up where you left off! When you sit down with her, start with the point where you made her laugh online. Develop that topic/attitude – don’t p’ssyfoot when you meet – you have your opening and you start at an advantage!!!

DEEP ATTRACTION HOMEWORK

- Find elements of her profile that you can use as a basis for fun.
- Tease her gently at first.
- Get her to LOL.
- Then back off – you don’t want to overdo it. You want to create anticipation for the next laugh! Plus you want to build the electrifying contrast. Funny, deep, funny, sensitive, funny, bold – kind of the way a symphony builds – in rhythms.
- Feel what makes her laugh and come back to it from time to time.
- Don’t get too serious too fast! Staying funny allows you to control the frame and assert your status. Most men think the opposite – and get the opposite results from what they want!

If you are not funny yourself, borrow others’ humor! Now, I happen to be lucky here. I’m naturally funny, my mind works quickly and is verbally dexterous. PLUS I hang around with a lot of professional comedians.

So I did you a favor. I have compiled a book called: "Pocket Wit: The Daily Dater’s Guide to Quips, Quick Comebacks and Wit." Starting in March, 2009, you will be able to get a copy at www.PocketWit.com

In it, there is a treasure house of funny things to say about the kinds of things that come up in early stages of dating: cats, dogs, horses, boyfriends, girlfriends, sex, kissing,

**Technique 11: Roll With Her Tests**
I was responding to an incredibly beautiful woman 10 years my younger who, because of her astounding looks and body, and the line of work she was in, ran into liars and aggressive guys every day.

We were joking around online and then she asked me if I wanted more kids.

Now, that’s a showstopper for a lot of guys.

We had already established that I would never lie to her, and that she liked me for being real, despite all my bagging on her. So I couldn’t shit her. I wrote...

“I love kids, and with the right woman, would cherish the chance to have children.”

She actually apologized for asking, and repeated that it was important to her.

I respect that. And I said I respected her online for it.

Notice I didn’t answer her directly or completely. The true answer is, “I have no idea.”

But by setting conditions for having kids, I have followed the DEEP ATTRACTION Principle of Puzzle Her and Control the Frame.

If you answer her questions directly at the start, again, she will feel you as submissive. You will also lose your mystery. They might say they are grateful if you answer their questions one-by-one, but they will, subconsciously, and especially on a sexual level, lose some interest in you.

Women are going to challenge you online.

Women need to challenge you.

That’s their job, which I will explain in a moment. But more importantly, that’s especially their job online because you are potential stalker/rapist guy.

The important thing to remember is not to EVER take it personally.

Don’t act pissy about it. Roll with it, have fun with it, come up with funny, elusive answers. Or give an answer that is puzzling.

And you might have thought, “Now wait a minute. You said that women should test me? But I don’t want to be tested!” Tough. You can’t fight nature. And this need to test goes deep.

In fact, all the way into the Uterus. And it don’t get deeper than that.

Recent scientific research shows that up to 99% of sperm are not even looking for the egg. They are fighter sperm. They are out to kill other guys’ sperm. What?
Huh? That’s right. If you want the whole story, read the book, Sperm Wars. It will blow your mind.

The fact is that for a long time in our evolutionary history – apparently a pretty peppy time – women would often have sex with multiple men. And the sperm would have to fight it out with other cave-dudes’ sperm to guarantee the continuity of the genome.

It’s a competition. And the strong and most flexible survive.

Women need to test -- on a subconscious level -- how strong and flexible you are in the face of challenge.

Men compete for women. It’s an old story, but more importantly it’s our story. It’s your story.

Your job is to enter this competition with a good sense of humor, with a smart understanding that women need to test you and how you respond tells them whether you are worthy of continuing their genome. Or, the way that translates to their conscious mind, a cool, intriguing guy.

When two sisters wrote me that I had contacted both of them -- yikes -- I wrote

“I have to ask you a very serious question. Would you consider accepting the Book of Mormon into your heart?”

They both laughed at the idea of polygamy. Humor opens doors. Humor negotiates sticky situations. Humor gets them attracted.

**Technique 12: Be The Guillotine**

Know when to drop the blade, cut and move on.

Don’t waste your time. This isn’t high school with a limited pond of girls. This is the ocean of women, this is the boundless sea. This is a teeming universe where you can boldly go where no man – okay probably some men – has gone before!

Internet dating is a world of abundance, not scarcity. So don’t get caught up if someone isn’t responding or is being difficult.

Set you boundaries and keep them. Be decisive, or move along..

1. If a girl says you sound like a friend.
2. If they don’t respond to your teasing at all

**Remember the Dorky Sweater girl?** Her response was: “Hey I like that sweater! LOL”
That LOL is worth its weight in gold.

You want that LOL; it that means she is enjoying your teasing. If she writes, “that’s a 500 dollar Vera Wang you low-rent d*ckwad,” you take your little fishing boat and rumble along.

If they judge you online, and if you can’t tell if they are busting you or are just angry, test it out – send a teasy response – chances are they won’t respond. You can’t always tell. If they are being playful, they will respond playfully and respect the fact that you handled it with aplomb and humor.

In one interchange, one woman got too close to the fact that I own businesses too quickly. I felt used the way a woman would if you wrote to her too quickly about sex:

HER: “Hey what’s that great joint venture idea you mentioned we should do together.”
ME: “I don’t know that you’ve earned it yet.”

And I got off the IM. Essentially, I got up and walked away. Moments later, she re-IM-ed me with apologies something about too many drinks.

Nothing less promising than an aggressive, seemingly angry woman online. I mean, she doesn't even know you yet! How bad is she going to be in person?

I had set my boundaries and kept to them and by doing so, stayed in my power and remained where I, and you, need to be – in the position of the chasee, not the chaer.

You must be willing to walk away at the first sign that she is not going to make your life a happier place.

This is a HUGE pond! Own that. Your ability to walk away has a side benefit. It makes you stronger. It makes you feel stronger. It strengthens you for your next contact.

It also focuses you on the girls who actually are responding to you. So you can focus on the ones who you will more easily steer off the screen and into your life.

Here’s a mistake I made early on. One girl wrote to me, responding to something sensual in my profile – “I don’t approve of putting your whole sex life on your profile” but she was beautiful, so like an idiot I took her out to lunch. Sure enough, although her skin was dry and her eyes a little cockeyed, and I wasn’t really that attracted to her, she said AFTER I paid for lunch (like an idiot) – “I only really date classically handsome men.”

I should have cut and run on the “putting you whole sex life” line. She was hostile from the start. Better, I should have thrown a tease at her to see if she was teasing me.

Something like,

“If you’re really nice, I’ll let you see the parts the dating service made me take off.”

If she took offense, I wouldn’t have to waste any more time. If she wrote something back playful or spicy, then I’d know that she was worth engaging.
POSTSCRIPT:

THE DEEP ATTRACTION SYSTEM: WHAT IT CAN DO FOR YOU

Every piece of information you need to succeed online with women is in this book.

Every technique in this book works.

And, of course, though we often want it, and though other teachers may promise it, nothing works all the time.

That’s because every woman is different. And every woman is different at different times. You have moods. They have moods. What strikes them as funny and playful one minute might offend them the next.

But of all the secrets, one activates all the others. One is the catalyst that makes the others work for you so that you can draw the women you want into your life.

This isn’t sexy, sorry, guys, but it’s true.

The final secret, the one that brings all the others to life is…. PRACTICE.

That’s right. Day in, day out, week in, week out.

No one can achieve instant mastery. You can, however, with the information in the book, achieve

- instant rapport
- instant connection
- instant intrigue.

Yes.

But mastery comes with practice. It’s Michael Jordan spending 7 hours a day shooting baskets after not making his high school team. It’s Donald Trump fighting back from bankruptcy by not giving up. It’s Chris Rock hitting the stage night after night throughout his teens and twenties. It’s the hours and hours medical interns put in before they achieve the almost automatic reliability of the master surgeon.

That is why I created www.ApproachConnectInspire.com - my weekly blog that will keep you focused on becoming more and more successful with women, in a consistent and expansive manner.
Internet Dating is a huge playing field. There are a thousand elements involved. You need to stay in the game, learning every day how to apply the principles you have just learned.

**DEEP ATTRACTION UBER-SECRET:**

Invest in your continued learning. If you are not moving forward every day, you are stagnating and women will sense that stagnation.

How will they sense it? Well, besides the fact that they are wired to sense these small changes in us, they will sense it because you will become bored with yourself.

You will fall into routine. You will stumble into the kind of unenthusiastic aura that habit and routine bring.

That is why I am not a fan of the pre-fab letter. I know other online gurus recommend that as a time saving device. But to me, if you are not invested in your interaction, you will automatize your follow-ups and women will sense that, too.

Remember the magic formula:

Thoughts make Actions.

Actions make habits.

Habits make character.

Character makes destiny.

Keep learning and make your masterful habits your destiny.

It’s that simple.

Now a few more bonus tips -- some of them are a repeat of important ideas -- before we wrap up...

**BONUS TIPS**

**Leave your lights on** — leave your dating site open and live while you are away from the computer. It’s like a store leaving its lights on while it is closed so folks can peruse the merchandise. Besides, if yours is a site with IM, you will return to your computer to a whole new slew of Ims. A gift from the universe.

**Change your primary picture every couple of weeks** — it will keep things exciting and attract women who might have simply not responded to the last one. Plus – if they notice, you can say that you take your quest for a great
woman seriously and are really applying yourself to drawing that one great woman – could it be... um... you?

**Plan a meeting party** — write to 10 women you like on the net and tell them to each write to a couple of guys they like on the net. Try to keep it even and meet at a local poolside or bar. This is so much less awkward than a Starbucks Date – and takes the pressure off of meeting.

In fact, I go into DEPTH on this in [http://www.ApproachMasters.com](http://www.ApproachMasters.com) -- also which is a comprehensive curriculum on how to approach women anywhere, anytime successfully and gracefully. I decided to interview 10 leading gurus of daytime and nighttime approach of women, guys who are as expert in offline flirting, approach and connection as I am online.

And one of the common themes was that you will make your life EASIER if you use the web to create an offline social hub. If you have a friend who's a girl, have them invite 10 girls you like on the web to a pub or hotel bar for a meetup, and you invite 10 (or 2) guys for her that she likes.

Or just as 10 guys and 10 girls who have something in common - a neighborhood, a love of wine (meet at a wine bar). Anything or nothing in common. Just as a **non-threatening** and **low pressure** way to get a bunch of people together -- including the women you like.

This is important. It makes you the social hub. It puts you at the center. It makes you the leader. These create **attraction**.


**Here's a bit of a sneaky tip.** If you are crazy about one particular girl on your site — see what she loves and go back and **change your profile to fit her love**. As long as you are honest about it, this is a very effective tool. I mean, don’t say you speak Japanese if you don’t. But if she loves a singer, or a movie, or a book - - go listen, see or read it. Then write her -- and say, wow, you also love that singer, movie or book BECAUSE... and then add something insightful.

Even better -- go back and add that into your profile -- then write to her and you can now say that you have so much in common.

Then, after a couple of years and a couple of kids – you can tell her the truth about how you altered your profile to attract specifically her. Maybe.

**Include your CTA** – In the world of direct sales and infomercial, it’s called a “Call To Action,” and you never make a sale without offering it. In fact, often repeating it! It’s like this, “Call now and buy!”

You MUST do the same thing. You must find an opportune time in your communication – again, while she is laughing is good and say...
“Hey let’s get together “
“Hey, let’s get off this thing and speak on the phone. Here’s my number…”

And when you meet? The grand prize bonus of the Deep Attraction/ System is that the habits you develop by communicating in the ways I have just outlined for you will become **who you are.**

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<tr>
<th>YOUR FUTURE</th>
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<td>1. Thought becomes action.</td>
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<td>2. Actions becomes Habit.</td>
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<tr>
<td>3. Habits Becomes Character.</td>
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<tr>
<td>4. Character becomes Destiny.</td>
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</table>

Yes, it will take practice. Yes, you will make mistakes. Good! Learn from them!

**If you start right now…**

If you start communicating vulnerability within strength, you will soon find that you have grown stronger by habit, and offer an endearing vulnerability.

…**magnetic.**

If you start speaking past her mind to her heart on line – you will soon find yourself naturally speaking to women’s hearts.

…**magnetic and deeply human.**

If you ground yourself in process, Zen-like, you will soon find that your ego has dropped away and you are capable of accomplishing any task you set your mind to.

… **magnetic and useful!**

If you start controlling the frame, you will find your status has risen, online and offline, and in your own mind.

… **magnetic.**

If you learn the habits of creating trust online, you will carry those trust-inducing habits offline. Women will find you trustworthy.

… **magnetic.**

If you practice the habits of being a selector rather than a beggar, women will feel that in you immediately when you meet.
... magnetic.

If you execute the techniques of creating anticipation and mystery by not just blabbering every approve-of-me! detail of your life when a woman asks you a question over a dinner table – you will retain authority and allure. You will not seem desperate to please any more.

... magnetic.

When you learn to embed sexuality without blatant reference to sex in your online conversations, you will do the same naturally on your dates. This makes you erotic rather than a perv, mysteriously sensual and aware rather than just another doltish horndog. And that is...

... magnetic.

When you master the ability to conjure up fantasy vacation for women online, you will naturally be able to conjure up alluring images in her head when you’re on a date. And that is...

......magnetic... and powerfully sexual!

When you master just enough grooming and dress tips to convince online women you are just gay enough, you’re appearance will be different when you arrive for your date. You will be groomed, more attractive, and have a dash of authority and knowledge.

...magnetic.

EVERY DAY!

<table>
<thead>
<tr>
<th>DEEP ATTRACTION Favorite Cool Folk Saying:</th>
</tr>
</thead>
<tbody>
<tr>
<td>“It is not the same to talk of bulls as to be in the bullring.”</td>
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<tr>
<td>– Spanish Proverb</td>
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</tbody>
</table>

In sum – online dating is the ULTIMATE LABORATORY for you to hone your communication skills... and something even more important...

It is a workshop for you to develop the very habits that will make you THE KIND OF MAN THAT WOMEN – OR ONE VERY SPECIAL WOMAN – will want to give pleasure to and gain pleasure from.
As often as you want, for as long as you want.

Practiced daily, The Deep Attraction System will help you turn your habits into the destiny you've dreamed of.

Mastery begins small. But the payoffs are immense.

May your hard work and your dedication to putting these practices to work bring you exactly the joy you are seeking.

And then some!

Your friend,

Adam Gilad
The Prufrock Addendum:

Now, indulge me a second. I have to make use of all this pile of education I have... because it's powerful stuff -- and it helps me feel like I didn't waste years of my life in college.

One of my most important messages to you is: **live your life to your edge.**

That means **emotionally** -- test your ability to handle your fears and your dark side, without losing your ideals, your goals and your equanimity.

**Spiritually** -- take on meditative, social, martial arts and other practices to open your heart to the world, to experience compassion, understanding, love and connection -- even with the people you hate most. Especially them, eventually.

**Financially** -- start your own business, or create extra streams of income. Don't rely on ANY SINGLE SOURCE OR PERSON for your financial freedom. It's emasculating.

**Physically** -- give yourself the thrill of challenging yourself physically. Try a new sport. Join a team or a league. Try an adventure sport that terrifies you! Boxing, skydiving. Anything to give you the adrenaline boost that will give you energy.

**Socially** -- join new social circles, attend openings and parties. Even better -- become the hub of a new social circle. Use your Facebook and your online dating service to invite people to a regular "Last Thursdays" group at a local wine bar or pub. Be the organizer.

**Just be ALIVE! Be animated. Be excited about your life.**

Don't allow your life to slip into being Dilbert. Or Prufrock.

The Lovesong of J. Alfred Prufrock is a devastating poem by T.S. Eliot -- a description of the lifeless life that awaits you if you DON'T take my advice.

It is cubicle existence.

I want you to remember the lines of this poem because they serve as a warning:

> And indeed there will be time
> To wonder, "Do I dare?" and, "Do I dare?"
> Time to turn back and descend the stair,
> With a bald spot in the middle of my hair—

> [They will say: “How his hair is growing thin!”]
> My morning coat, my collar mounting firmly to the chin,
My necktie rich and modest, but asserted by a simple pin—
[They will say: “But how his arms and legs are thin!”]
Do I dare disturb the universe?
In a minute there is time
For decisions and revisions which a minute will reverse.

For I have known them all already, known them all:—
Have known the evenings, mornings, afternoons,

I have measured out my life with coffee spoons;
I know the voices dying with a dying fall
Beneath the music from a farther room.
So how should I presume?

Eliot has described here the ideal Anti-DEEP ATTRACTION Man. It is a primer on how to be intensely unattractive to women. Let’s look more closely…

Prufrock is indecisive – he says, there will be time later to wonder if I dare to be exciting – to live!

... so be decisive!

Prufrock hears what other people think – (“they will say his hair is going thin, they will say but how his arms and legs are thin!”).

... so don’t care what others say about you.

Prufrock measures out his life in coffee spoons. If there was ever a more terrifying line in the history of poetry, I don’t know it. If you project in your profile that you are measured, controlled, limited, unmysterious, parcelled out, tiny, small, bounded in any way, you lose your power, your mysterious wholeness

...so maintain your mystery; do not be measured.

I cannot stress this point enough. If you hand over all your information, you will turn women off, because, guy, because dude, you’ve been reading this manual and you understand by now that even you don’t know your mysterious wholeness!! Why try to bore her with a pale imitation of something you don’t even know?

And even if you sometimes feel it, don’t let her sense that in your life, the music is “in a further room.”

Even better, if you really do feel that life and music is elsewhere, find a way to get that music into your room. Be the music. Be the source of life. Be the growth. Be the excitement. Bust out of habit. Try new adventures. Take a new course. Don’t be boring. And then convey your excitement about life!

I wish you the most exciting, most fulfilling, edgiest life you can create.
Not only to attract the highest quality women -- but so that you enjoy your life upon this beautiful planet.

You only have a few years here. Use them well. Give yourself fully. And bring your best self to women.

And the best women will bring their best selves to you.

■ Your Friend,

Adam Gilad

If you are shy or have any self-doubt or hesitation with women and you’ve always wanted to exhibit and embody genuine confidence, I have compiled a startling program on how to do this with body language, speech, inner mindset, online and offline – a comprehensive life change for you…

www.InstantConfidenceWithWomen.com

See my blog, where I write several times a week, answering your questions and offering new insights into how to live the life that inspires women into deep attraction and enduring devotion, please go here often…

www.ApproachConnectInspire.com

For Advanced Sexual Mastery with women, from self-control and specific techniques all the way thought deep spiritual connection on the tantric level, please look here… (she will be grateful, and you will find a whole new level of confidence)…

www.DeepEroticMastery.com

For how to approach women anytime and anywhere during the day or night, there is no better resource than the wealth of tips, techniques and secrets you will find here, culled from the best of the best…

www.ApproachMasters.com

To learn the secrets of how to date and delight younger women, from a position of authority, respect, leadership and youthfulness, no matter what your age, you’ll want to read this…

www.DateYoungerWithDignity.com

Finally, if you are tired of dating, and you TRULY and DEEPLY want to work with me to shift your life so that you can filter for, attract and lead into devotion the RIGHT WOMAN for you, a woman who is worth a long-term intimacy, then please apply for a free consultation with me at http://www.GuaranteedGirlfriendProgram.com
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You can follow my new postings on Facebook @ my AdamGilad Fan Page

Or Twitter: AdamGilad

Finally, thank you very much for your trust in my work. I work extremely hard to bring you the best possible information to help you achieve the success you want with women and in life. And even more success that you’ve allowed yourself to dream of until now.

The possibilities are endless, if you devote yourself to grow beyond your current edges, and invest in yourself, your success with women and your vital, happy life.

To Your Best Life

Adam Gilad
Malibu, California