



# **Secrets Of Dating Younger Women**

2022 Special Edition

## Introduction by Dean Cortez

Welcome to the new and revised version of **Secrets Of Dating Younger Women**.

When this program was originally released nearly ten years ago, it caused a sensation because it brought together many of that era's top experts and coaches in the fields of mens dating, seduction and "pickup."

This was back when the "seduction industry" was a huge deal. Guys who proclaimed themselves to be "pickup artists" (PUAs) charged thousands of dollars for their seminars.

Some achieved fame with best-selling books like *The Game* or their own TV shows (such as VH1's "The Pickup Artist," starring a flamboyantly dressed magician-turned-PUA who went by the name "Mystery.")

There were internet forums where thousands of guys eagerly discussed the PUA tactics they'd learned and come up with. They also posted "field reports" about their successful hookups.

After the peak of this industry (around 2014 or so), many of these "celebrity PUAs" drifted off into other careers. Quite a few of them, including some whom I considered friends, settled down to raise families.



There were younger seduction and dating experts who stepped in to take their place, and some continue to have followings to this day, but society has undergone a massive shift since the “peak PUA” era.

As our culture has become more politically correct, the idea of men learning tactics to seduce women has become frowned upon. Some guys teaching this stuff have even been banned from YouTube and other platforms.

But the need for this type of information will never go away, and I believe the help you will get from this program is not only just as relevant today—it is *needed* more than ever.

You’re aware of how feminized our culture has become and how masculinity has come under attack. It’s even evident in the softer, more feminine male movie stars and pop stars of today, versus the macho action heroes we grew up with.

But while this causes many men to feel confused and even hopeless about their dating prospects, one thing you’ll hear me talk about a lot is *human biology*.

Biology can’t be denied. Our basic human needs and desires don’t change. On a core level, women are wired the same way today as they were thousands of years ago...

*And one of the purposes of this book is to show you, as an older man, that you possess qualities that women have always been programmed to seek out in a mate.*

The problem isn’t that strong, masculine men have gone out of style. (They never will!)

The problem is that most men don't understand how to display the qualities that women find sexually attractive...especially *younger* women...

And this is especially true when it comes to *older* men who want to succeed with younger women. They face two major roadblocks:

#1 They are held back by their own “limiting beliefs”—they’ve convinced themselves that they CANNOT attract beautiful younger women, and that in order to do so they would need to be rich, extremely good looking, lead a super exciting lifestyle, etc.

#2 They have no idea how to “push the buttons” in a younger woman’s mind to make her feel attraction. Younger women do require a different approach. Some guys do well with women their own age, but fail with younger women because they don’t know how to deal with them.

This program will show you how to smash through both of these roadblocks. Along the way you’ll learn that you have highly desirable qualities as an older man that actually give you a big *advantage* over the younger guys.

You’ll be getting a ton of powerful tactics and techniques that are fun for you AND the women you use them with—but they’re specifically designed for older guys like us, and designed to work on the modern dating scene.

And speaking of “older guys like us,” another reason I decided to update this program is that I’m now well past the age of 40. I meet the definition of an “older man,” and I haven’t been with a woman my own age (or close to it) in many years.

I've never conformed to the expectations of society or the people I grew up with. This includes how I conduct my personal life. I find younger women to be the most sexually attractive and the most fun to be with.

And let's face it, younger women are pretty much *every* man's preference!

Again, this goes back to human biology and how we're hard wired. Out of the hundreds of millions of men who watch porn, how many guys are looking up videos starring women in their 20s versus women in their 40s and 50s?

*Men are wired to want younger women*, and if you use the tips in this program you can not only have sex with them—you can have long term happiness with a beautiful, sexy, fun younger woman if that is your goal.

I liked hot young women when I was in my 20s, and I love them even more now that I'm in my mid 40s...

But as I got older, in order to experience my own success with younger women I had to use my knowledge and experience to figure out the most effective tactics for using my age to my advantage.

Now I want to share them with you. And this goes far beyond my own tips and techniques, because the chapters that follow are a combination of my own writings and chapters contributed by our guest experts back in the day, when this program was first released.

These teachings are timeless—because at the end of the day, this is all about showing your best self to younger women.

You're displaying the parts of your personality and life experience that younger women find most attractive.

You'll discover how to make women want you *because* of your age and experience, not in spite of it...

And you'll come to understand that most younger women want more than the guys their age can offer.

Because the truth is, younger women today are a lot more mature than most people think...and they're sick of the dreamers and shit talkers, the wanna-bes, the guys who lack any real direction or purpose.

Most guys in their 20s are trying to convey what you already have.

YOU are established in life and more secure in who you are.

You have wisdom and a deeper perspective on life and love.

You have a much broader knowledge of the world. You've been places. You've seen things.

You've been in long-term relationships and experienced the ups and downs. Maybe you've been married and raised kids...

And hopefully you have a lot more sexual maturity than the average 25-year old dude who is just trying to get in her panties and get his rocks off.

You can bring VALUE to a younger woman's life in many ways, including ways you probably haven't even been aware of until now.

This book will get you in the right mindset for success, and arm you with the tactics to make it happen.

Speaking of tactics, let's begin with some "mindset shifts" you must make in order to supercharge your success with younger women.

## **ACTION TACTIC: MAKE THESE 3 MINDSET SHIFTS**

**#1 Know that women are far more interested in the way you make them FEEL rather than looks, money or fame.**

If you think about it, guys have it pretty good when it comes to this whole "attraction" thing.

When a man isn't physically attracted to a woman, there is very little she can do to MAKE him feel attracted.

But it's totally possible for a man who ISN'T tall, good looking, or rich to make a woman feel deeply attracted to him...by tapping into her emotions.

By pushing the right “emotional buttons,” you can make her feel the same powerful feelings we do when we see a gorgeous woman.

In this program, you will discover the tools and techniques you can use to install feelings of deep, lasting attraction in younger women—even if you aren’t the type of guy she normally goes for.

## **#2 Never Show Insecurity Or Neediness**

These are the two main obstacles that stand between men and the women they desire...

And it’s even more true when it comes to succeeding with *younger* women.

These two obstacles are **insecurity** and **neediness**.

When you crave attention or approval, you’re being **needy**.

When you don’t feel comfortable in a situation, or comfortable with who you are...and you act weak and unsure...you’re showing **insecurity**.

Both are INSTANT turn-offs to women.

Here are some examples of needy/insecure behavior to avoid:

**Bragging, showing off, “trying too hard.”** Insecure guys will show phony confidence to cover up their insecurities. Women sense it immediately.

**Crowding her and invading her personal space.** In the beginning, never touch her too much or “hang” on her. Instead, lean back. Let her become comfortable being around you.



**Talking negatively about other women, especially an ex-girlfriend.** This is another sign of insecurity. If she brings up the subject of past relationships, and asks about yours, keep your reply brief and upbeat, as if “things didn’t work out but it was the best thing for both of us.”

This shows maturity and class. Trash-talking other women makes you look bitter and insecure.

**Responding to situations in an overly emotional way.** As a younger woman, SHE is supposed to be the emotional one. She needs to know YOU are in control of your world and your emotions.

YOU are the one she should feel she can depend on when she goes through her dramas and mood swings. If she is a “stormy sea” of emotions (as younger women often are), you must be the rock that her waves can crash against.

This means when challenges or problems come up, don’t bitch and moan or lose your cool. Just handle it. She’s noticing how you respond. The more you demonstrate your ability to handle problems, the more she’ll see you as a MAN she can be comfortable with.

It could be your car breaking down...or you get to the restaurant and they screwed up your reservation...or your server brings you the wrong food...we’re constantly faced with annoying little challenges, and how you *react* says a lot about the type of man you are.

If you get easily upset, she see you as being insecure. Instead, use these moments as opportunities to demonstrate that you don’t sweat the small stuff. And when there is a problem in need of solving, instead of bitching about it (or even worse, asking her “So what should we do?”), *you handle it*.

Which leads us to the next mistake...

**Looking to others to make decisions.** Women love it when a man is decisive. Being with a bold, decisive man makes her feel safe. On the other hand, they DON'T like it when a guy is always asking, "What do you think I should do?", "Where do you want to go tonight?", or "What do you feel like doing?"

This kind of guy comes off as needy and insecure. He's needy for her approval and lacks confidence in his own decision-making abilities.

Instead, make a suggestion or lay out a plan. If she has a different idea, she'll tell you.

**#3 Stop seeking approval from women. Instead, make them seek YOUR approval.**

One of the most powerful ways to stand out in a woman's mind is to let her know you are SELECTIVE when it comes to women.

When the average guy is with a woman he likes, he tries to do and say things to earn her approval.

He agrees with whatever she says. He tries to find things in common with her. He defers to her.

But when you let a woman know that you are sizing HER up...

And you are not a man who is easily impressed by any attractive girl who comes along...

This is when SHE will feel the need to impress YOU.

This means instead of making boring small talk with her and agreeing with everything she says, you playfully TEASE her...

TEST her...

CHALLENGE her...

And give her the sense that you're a guy with *options*.

She'll need to earn YOUR approval to earn a place in your fun, interesting and exciting world.



## Chapter 1: My Experiences With Younger Women

### By Ron Louis, co-author of “How To Succeed With Women”

Rather than brag about my "rock star" lifestyle (which I don't actually live), or offering specifics about meeting younger women, I'd like to begin by taking a different perspective and sharing my life with you.

I'm not one of those dating gurus who acts like I'm the best seducer in the world, or perfect with women. I'm not. I'm not one to brag about my conquests or try to get you to believe that when I enter a bar, swarms of young women throw themselves at me.

What I *can* share with you is how I've been able to transform myself into a regular “older guy” who regularly dates and sleeps with younger women.

If you're familiar with my book *How to Succeed with Women*, you already know a few things about me. I'm Jewish. I'm chubby, and I live in Wisconsin. I'm not a pretty boy, nor am I an amazing dresser. I'm average looking, and have no intention of lying or manipulating women into bed. That goes against my personal code of ethics.

I recently turned 40, and I was a bit nervous and bummed out when that day came. It was the end of my 30s—and I was honestly a bit freaked out and worried that my skills with women might somehow decline, or my confidence would be destroyed.

I'm seeing some grey hairs, and I suffered experiences such as my mother dying a few years ago—and a few friends of mine passing away from heart attacks.

I've had to contemplate the impermanence of life. It definitely has me realizing that I'm no longer 22 and bulletproof.

But I've had really good success with women for the past 12 years. Before then, I remember the day I was with David Copeland (my friend and co-writer on *How To Succeed With Women*), and we were feeling angry and frustrated about the fact that we had no "game" at all.

Back then, we sucked. So we set out to try to figure this stuff out. We did, and we related our findings in our popular book *How to Succeed with Women*.

I began with absolutely no success, and slowly had more and more success. This allowed me to develop more confidence, and I slowly began to date hotter and hotter women. This made me a happier guy all around.

I've also found that over the past few years, as I've felt more secure in my life—in my finances, my spirituality, and my life in general—I have ceased to *worry* about my success with women, or be concerned with women at all.

Now, they seem to just "show up" in my life without a lot of effort on my part. I say that not to brag, but because I think that it's more a reflection of the work I've done on myself.

That sounds kinda "new-agey," but it's *true*. And it makes sense. The less focused on women you become, the less loneliness, neediness and desperation you project. You become much more open and relaxed. Women feel this vibe, and want to be around this sort of energy.

I met my current girlfriend, who is 26, at a coffee shop. She was working on her laptop and I asked her what she was writing. Not a mind-blowing or complicated approach at all, I know. But it was a genuine question that I asked, mainly because she looked cute and interesting.

As it turned out, she was a writer. I obviously write, too, and we hit it off. I told her about the books I'd written on dating, and we spoke extensively about *How to Succeed With Women*.

I didn't try to hide or deny this part of my life. At first she thought I was joking, until I showed her my website. She thought it was amusing, but interesting. I got her phone number, and we texted each other for a while before meeting again.

My approach with her was to be as real as possible. Not to show off, brag, act overly cocky and funny, cute, or sexual, but to simply be *authentic*.

I talked with her about a wide variety of topics: music, art, celebrity gossip, her job, and eventually sex and kink. The underlying thing I noticed in our interactions was that we were both genuinely interested in the other person.

How did I turn this sexy 26 year old into a lover? Our first "date" was drinks at a bar, and just hanging out, talking. The conversation at the bar went well, but nothing physical happened until date #2.

On that date, we went to a few bars in one part of town and I walked her home. We made out on her steps for a while and then I went home.

On the third date, we had sex. A funny detail to the sex was that while we were getting it on, a living room full of 23 year olds were playing videos games on a huge TV in the other room. I could hear the blaring sound effects of the video game in the background as we went at it.

Before her, I dated a 27-year-old woman who was an engineer. She was at a bar, and I asked her about a piece of jewelry she was wearing that looked cool.

Again, not a complicated or cunning approach. We talked about cool places to travel around the world. We ended up talking about Europe and Asia for at least a half hour.

She been in Germany recently, and I had been in Europe leading dating workshops a few months before.

I got her info and we ended up chatting on the phone for a while before meeting again. She was really into hiking, and our first bunch of dates involved walking in nature with her dog—and we would make out in the woods.

Here's another example of how I met a woman in her 20s. I travel frequently due to my work. Not only do I run dating-related courses and take guys out to bars for "field workshops," but I also do private coaching and help people publish their books.

Last winter I was flying from Chicago to Los Angeles, and luckily I was seated next to a very cool woman in her 20s who was some sort of business consultant. As it turned out, she's also constantly on the road.

I spotted her when I was in the terminal waiting to board, and I hoped she was going to sit near me so I could talk to her. As fate would have it, she ended up sitting next to me. She turned out to be super hot *and* smart.

We began talking about normal stuff—our jobs, our passions, “travel experiences from hell” stories, and then dating. I asked her to recommend some cool places to check out while I was in Los Angeles. Towards the end of the flight, I suggested that we exchange info. While I was in LA, we texted a few times, and finally went out for drinks.

I have many stories of meeting younger women in a variety of places—in clothing stores, coffee shops, and lounges. While traveling and running seminars, on airplanes, on the Internet, on the street in Florida, at personal growth seminars, at parties...lots of places.

I think *where* you meet women is not that important. Given that younger women are everywhere, it's more about *believing* you can meet them, knowing your *value*, and then making it happen.





I'm hardly a hunk, nor am I particularly “cool.” I honestly don't think I have extraordinary gifts with women, or innate skills. I believe one of the keys to my success is that I don't *worry* about women, nor do I feel fear around them.

When I see a woman who looks interesting to me, I've conditioned myself to just talk to her, and find out if she is cool or not. I don't think I have exceptional conversation skills. I do read a lot and know about a wide variety of topics, and truly enjoy getting to know women and learning what they're all about.

And I'm very open about who I am. I don't hide parts of my personality, my past, or my desires. I'm not a boring and predictable guy.

I've been working as a dating coach for over a decade (shit, that makes me feel old!), and most of my clients have been 35+. Lots more have been in the 45-55 age range. What I see them doing often is coming across as what I call a BNB (a Boring Nervous Bonehead).

They talk about boring shit, they dress boring, they act in predictable ways...and due to anxiety, they come across more creepy than friendly.

In my experience, being *boring* is the number one thing older guys do to kill their chances of ever dating a younger woman.

### **Want To Be Boring? Here's How...**

Any of us can fall into the “trap” of being boring to a woman we've just met. None of us are perfect—and if you have a history of being a BNB with women, it can't be cured overnight. It takes time.

It requires consistently taking risks, checking out new places to meet women, learning about new conversational topics, and basically shaking things up a bit.

If your strategy to get a woman in bed is to bore her into horniness, you may be worse off than we thought. Boredom is the *opposite* of turned on, and this type of personality will definitely *not* get you an invite to the next cool party in your town, the one where the available younger women are to be found.

Read the list below to get a sense of some of the ways you might be coming across as *boring* to the younger women you meet, and with women you already know...

- You watch a lot of TV, and talk about TV shows incessantly.
- You constantly talk about one subject (sports, sex, movies, gossip, etc.) It's fine to be into one or two topics, but women will start to tune out if that's *all* you talk about.
- You have a habit of telling people how tired you are, and complaining that you don't feel well.
- You talk too much. People who talk too much quickly become tiring to listen to.
- You're overly dependent on what others think of you and what you are saying. People who require validation become super predictable and boring.
- You rarely crack a joke, a smile, or joke around. Overly "serious" people are seen as stiff and unpleasant to be around.

- You tell everyone about your bad points and flaws, as if that's a way to bond. (It's one thing to own up to a few character flaws or playfully talk about a vulnerability, such as the fact that you're hopeless in the kitchen, so you have every take-out menu in town; it's another thing to dwell on your weaknesses to try to get sympathy.)
- You insist on being the center of attention. People who do this come across as insecure and needy.
- You always wait to be asked, and rarely do the asking.
- You announce to your friends how self-sacrificing you are, and how people in your life are ungrateful and should appreciate you more. (No one wants to hang out with a martyr!)
- You interrupt and spoil other people's stories because you've heard, thought, or said them before.

### **Now, Here's How To STOP Being Boring...**

It takes effort to shake things up, get off your couch, and try new things. But you've got to make a habit of *breaking out of the routines* that have been sabotaging your success with women.

This will make you a more dynamic and attractive person.

Otherwise, boredom becomes a vicious cycle: you feel bored, but you continue along in your same boring routine, and you wind up projecting a boring personality to women.

**Step One** is to take action immediately, and start taking risks. People who avoid risk at all costs are uninteresting and uninspiring.

So try some new things. Shake up your routine. Open yourself up to new experiences, and to meeting new people.

You never know what will happen. When you try new things, be it a new bar, a trip to someplace unusual, taking a class on a topic that you know nothing about, or even just going into a bookstore and checking out a topic you don't know squat about, you open yourself up to learning something new.

You increase the number of topics you can converse with women about, and the possibility of meeting a completely new type of woman whom you've never interacted with before.

### **Other ways to take risks:**

Talking about unpredictable things, sharing a risky story about your life (such a time you were arrested, or nearly arrested—as long as wasn't for something too serious!), an embarrassing experience, or a freaky dream you had, are all examples of bringing unpredictability into a conversation.

Asking **probing questions** is another way to shake things up. Passive and wimpy guys never ask any pointed questions to those around them. They passively go through conversations as the "yes" man. Women hate that.

***Remember, the “jump” between conflict and sex is much closer than the jump from boredom to sex!***

Risking conflict is one of the keys to avoiding the “boring” trap. In your experience, do people respect those who are strong enough to take strong positions?

Do women want to sleep with passive guys who have no opinions at all, and are just wimpy suck-ups? Or do they want the powerful, charismatic guys who present a strong face and come across as comfortable with themselves and their opinions?

Women want a strong, decisive *man*. With that being said, here is your first set of Action Tactics. These are four important mindset shifts that you must start making.

### **ACTION TACTIC: LEAD, DON'T FOLLOW**

Women, especially younger women, are attracted to men who are **bold**. A big part of being bold means framing yourself as the LEADER.

This sets you apart from most men, who follow *her* lead because they're afraid of saying or doing something she might not like.

Some examples of leading include:

#### **Having your own opinions and being able to explain them.**

If she asks you what kinds of music or movies you're into, never say something wishy-washy like, "Oh I dunno, all kinds."

This type of answer is lame on several levels. No one likes "all kinds" of music or movies. It also makes her think you're either A) someone who is clueless about pop culture, or B) too timid to share your actual opinion.

Don't just nod along and agree with everything she says. And when she asks you for an opinion, share it. And don't make apologies.

**Bonus Tip:** Demonstrate your “older guy experience” by playfully teasing her when she doesn't know about *your* favorites. Then you can frame yourself as the guy who can open up her world to new things.

“Seriously, you've never been to Asia? It's my favorite part of the world. One of these days I'll have to show you around Tokyo...or Thailand, you'll love the islands and the temples...”

“You've NEVER had (insert the name of a restaurant dish)? You're in for a treat, I know the best restaurant in town for that...”

“Hold on, you've never seen the movie ‘True Romance?’ It's one of my all time favorites, I'm going to have to show it to you...”

These are just some examples. You are framing yourself as a man who can broaden her horizons and bring her into *your* exciting world, where she will have experiences she won't get by dating guys her own age.

**Another way to lead is always being “a man with a plan.”**

When a girl asks an average guy what he's in the mood for tonight, he'll say “I don't know, up to you.”

This is NOT what women want to hear. They want you to show leadership. Knowing that you can take control and make decisions makes her feel more safe and comfortable with you.

For example, when you want to make plans with a girl, never make a wishy-washy statement like, “Maybe if you’re free sometime, we could hang out.”

This not only sounds weak, it also puts her in an awkward position.

If she agrees to this vague plan to “hang out,” what exactly are you proposing?

Does this mean you’re going to invite her you to your home to “hang out?” (For a first meetup, this idea might make her uncomfortable.)

What kind of time commitment will it require from her? (Are you suggesting meeting up for an hour, or will this be some all-day activity?)

Will it be a daytime meet-up or in the evening?

How will she need to dress?

The point is, any (or all) of these thoughts might run through a woman’s mind and give her reasons to say NO, which is easier for her than saying “yes” to some mysterious meet-up.

Instead, lay out a specific plan and make it sound like it’s a guaranteed awesome experience. Give her every reason to say “yes.”

You say something like, “Hey, so I’ve been meaning to check out this new Japanese restaurant that my friends say has AMAZING sushi and cocktails. I’m going this weekend, you should roll with

me...what's better for you, Friday night or Saturday? We can go around eight o'clock."

When you are specific, and you give a reason WHY this is something she won't want to miss out on, the easier it is for her to agree.

Instead of a restaurant, it could be anything you think she would enjoy. Just make it sound like a fun opportunity for her to experience something different.

Remember, it's the guys her own age who say lame shit like "Hey, we should hang out sometime."

Not you. You are The Man With The Plan.

**Bonus Tip:** Having your own "favorites" means you've got several cool places you can bring women to. You can frame these places as your special spots, and make her feel special when you extend the invitation to her.

Consider these two different ways of asking her out:

**Way #1:** "Hey, if you're free next weekend, maybe we could grab something to eat."

(Weak, vague, uninteresting...)

**Way #2:** "Vanessa, you're actually the most FUN girl I've met in a while and I'm sure you're always up for new things. You would LOVE this new bar I found downtown. Barely anyone knows about it, it's like a 'hidden gem' and on the weekends they have a great DJ and the coolest cocktail menu. I normally don't bring



people there but I think you'd really enjoy it. Which night next week is best for you?"

## **ACTION TACTIC: Develop Your Attractive Traits**

Let's talk about some of the personality traits that women find most attractive. I want you to think about which of the traits below you already possess, and how you can better use them when you're with women (without being a show off or seeming like you're trying too hard.)

If you lack some of these traits, you can work on developing them. They will make you a more well-rounded and attractive person.

Highly attractive men are...

**Funny.** Humor is one of the most powerful tools you can possess with women. If you can keep women laughing and having FUN you're already way ahead of the game.

**Creative and Intelligent.** Being a nerd isn't sexy, but being intelligent IS sexy if you use it in a way that is interesting to her. You can use creativity and intelligence to surprise her with new ideas, spark her fantasies, and open her up to new experiences.

**Classy and Cultured.** Women love it when a guy has class, and they notice the small details. I'm not talking about bringing her to the opera or flying her to Paris for a holiday. Sometimes it's in the simple things.

Are you well traveled? Do you have good manners? Do you always hold open doors for her? Do your shoes and belt match?

Do you know some basics about different types of wine? Are you knowledgeable about art? Fashion? Fine dining? Exotic foods?

If she visits your home, do you serve her a glass of wine and some hors d'oeuvres? These are signs of a classy, cultured guy—and women definitely notice.

You don't need to be a world-class expert. If you just know some basics, you're fine. And the basics on any topic can be learned by doing some YouTube research.

**Dominant.** The dominant males among primate groups get the choice females. The same goes for humans. We all know that women are attracted to dominant men.

But it's not about being aggressive or PHYSICALLY dominant. It means being confident, decisive, cool under pressure, and able to handle situations. Being good in bed certainly doesn't hurt either! You can display dominance in these ways no matter your size or age.

**Thoughtful.** You've surely heard the expression "It's the thought that counts." This is absolutely true with women and gifts. Sure, they love receiving gifts, but to them it's more about the gift being a SYMBOL that shows you were thinking of them. A thoughtfully written card, or a small gift with a special meaning behind it, can be more effective than something much more expensive.

**Notices Details.** If she's wearing a sexy outfit, she didn't choose it by accident. If she's wearing a new hairstyle, it's not a fluke. Notice these details and compliment her. Women are impressed and attracted to men who NOTICE these things. Most men are oblivious to these things, which matter to her.

**Unpredictable.** Women want to settle down with a HUSBAND who is very predictable in his behavior, but they are drawn to men who they can't control or predict. Flirt with her, tell her you'll call her tomorrow, then wait two days to call. Take her out to unpredictable places. Be unpredictable in the way you talk to her, teasing her and making her want to earn your approval instead of being the typical ass-kissing guy.

**Adventurous.** This quality is an aphrodisiac to women. Activities that are extreme, adventurous and even slightly dangerous are exciting and sexy.

**Passionate.** Women love a man who knows what he wants and goes after it. You should have goals that you're passionate about achieving, and let her know. Most men lack passion. They lead lives of quiet frustration and gave up on their dreams and goals long ago. When you're a man with passions, she will imagine how passionate you can be about HER.

**Confident-Cocky.** When I use the word "cocky," I don't want you to think "arrogant." I mean an extra level of confidence combined with humor. Think Tom Cruise and his dazzling grin in "Top Gun." Women are magnetically attracted to a guy who shows supreme confidence in himself...who almost seems egotistical, but sprinkles in some humor to show he doesn't take anything *too* seriously.

That's the difference between "cocky" and "arrogant"—how seriously you take things. The cocky guy is the FUN guy to be around.

**Expertise.** If you're an expert on something that a woman will find cool or interesting, it becomes an attractive quality. Maybe you play a musical instrument well. Ideally, it's something you can

enjoy together and you can help her learn or become better. Present it from the angle “I know a lot about this, let me show you” rather than “I’m awesome and you’re not.”

**Attention.** It’s no secret that women love attention. But how much attention are you really paying to her? Most men are lousy listeners. They’re too distracted by her looks, or they’re just nodding along with whatever she says, waiting for their chance to talk more about themselves.

Paying attention means making an effort to listen and acknowledge what she’s saying.

It means being “present” in the conversation. No checking your phone.

And it means showing a genuine interest in her ambitions, interests and goals.

When you make her feel that you’re truly interested in what she has to say, you separate yourself from the typical guys who are only half-listening because their mind is elsewhere.

**Challenge.** Most women are used to being pursued by men, and most men make their interest and attraction completely obvious. They’re hoping the woman will reciprocate their feelings.

But when you act like *you don’t really care so much about the outcome*, you automatically take on an air of mystery.

You become more interesting. She becomes curious about you...

Because she sees you as a man who has OTHER OPTIONS.

A man with OTHER SHIT going on.

You can frame yourself as a challenge in all sorts of ways. For example, YOU should be the one to end the interaction.

If it's your first time talking to her, YOU are the one who says "I need to go find my friends" or "I gotta run, we'll chat later" and then you go on your way instead of letting her be the one.

If you're texting with her, YOU are the one who ends the chat because you have something you need to go handle. (No need to explain.)

Most guys will keep chatting away until SHE has to excuse yourself. Don't be that guy.

Remember the old show business saying, "Leave 'em wanting more."

Once again, it's about behaving in a way that is different from the typical guy.

And during the conversation, you can avoid the usual boring "small talk" by using Push/Pull. We'll cover a lot of stuff about conversation later in this book, but the basic idea here is, you're sending mixed signals.

You playfully "push" her away by saying something like "It's just too bad you're from New York. We could never date, it would be totally wild and passionate but we'd drive each other crazy..."

And then you "pull" her back in by saying something flirty and complimentary: "But in your case I MIGHT be able to make an

exception because you seem like you've got a good head on your shoulders. And you've got great taste in music..."

(Or mention something else she told you about herself that you can give her props for.)

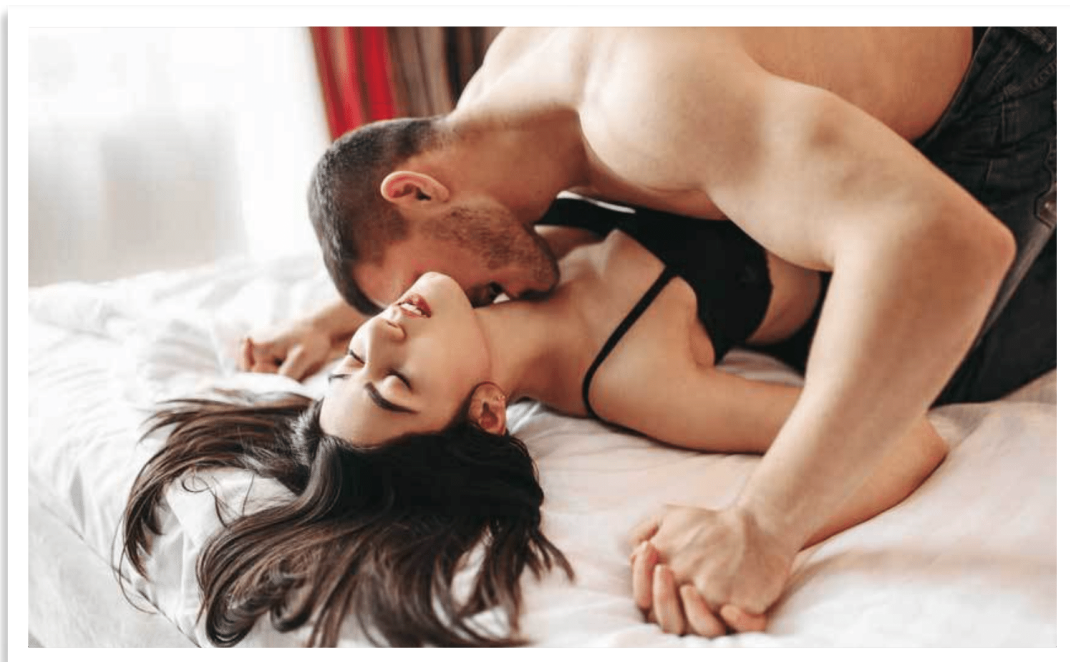
When you send these mixed signals...playfully flirting and teasing, never making your interest 100% clear...

This creates **sexual tension**. This means she's starting to feel sexual attraction, but she's still not sure how you feel about HER.

*When this happens, you're in control of the game.*

**Sexual Confidence.** Don't think women don't love sex as much as we do. Being "good" at sex, and confident in bed, is a skill you can develop like anything else—and as an older guy, this is an area where you SHOULD be able to put your experience to use.

It's also one of the most powerful ways to make her feel bonded to you. When a woman orgasms, her brain releases an intense rush of chemicals. You can get women addicted to you when give them intense sexual experiences they haven't had before.



## Chapter 2: Nick Savoy of Love Systems

*This hugely popular former dating company was led by dating guru Nick Savoy, who was featured in the best-selling book *The Game* and was a featured guest on the Dr. Phil and Tyra Banks TV shows.*

*Love Systems was based on social dynamics and female psychology, not looks or money. The company hosted an annual Super Conference which was the biggest dating event in the industry, while its seminars (“bootcamps”) took place in more than 30 cities and 15 countries, spanning 4 continents.*

Far too many men think that you have to be rich, famous, or have the moves of a professionally-trained Love Systems lead instructor to date young, beautiful women.

This is a MYTH.

It comes from older women (or younger men) who don't want the competition. And it comes from some older guys themselves. Sometimes it's just easier to give up on your goals because they are “impossible” than it is to pursue them.

In other words, it can be tough knowing there are guys who are no better than you, having the time of their lives and dating young, beautiful women...

...and not just for their looks, either.

It's not politically correct to say this, but one of the reasons I prefer to date younger women is because they tend to have less baggage, less cynicism, and more love of life and adventure.

So now let me share some tips & techniques to help you make this happen.

### **TIP #1: Don't try to force yourself into her world**

I remember once leading a bootcamp in New York. Bootcamps usually have 8-10 guys and 3-5 instructors. One of the students was a recently divorced man in his late 40s who I'll call "Brian."

Brian didn't want to settle for the divorcee circuit, full of dull dinner dates with women his age complaining about their ex-husbands. He even told me about one date where the woman told him it annoyed her when her ex-husband wanted sex, because "sex is for teenagers."

Brian wanted to date young, beautiful, fun women, but he'd mostly given up. He told me this Love Systems bootcamp was his "last chance."

Some of his problems were obvious. He was going to the 20-something clubs, wearing 20-something clothes, talking in "youthful" slang that sounded rather silly coming from a guy his age. And younger women avoided him.

Brian was making the classic mistake that generals and leaders have made throughout history – *he was fighting on the enemy's turf.*

Brian thought his "competition" was the younger, trendy guys that women see in their classes or entry-level jobs every day. He was assuming that he had to beat them at their game – that he needed to be just as young, energetic, cool, and trendy as them.



This is the completely wrong approach. At best, Brian might do a decent imitation, but obviously he would never be mistaken for a guy in his early 20s.

So we followed this next tip...

## **TIP #2: Flip the script**

We changed Brian's basic strategy. Instead of talking to younger women about the latest viral video blowing up on social media (or whatever the hot pop culture thing of the moment is), we advised Brian to bring up subjects such as travel, art and adventure.

Instead of wearing clothes that were too young for him, we changed up his style to more of a "business casual" look. (*And absolutely no more baseball caps!*)

Now he was radiating some power and confidence. These are powerful aphrodisiacs, especially in older men.

Next, he would have to switch up the environments he went to. No longer would Brian go to crowded clubs and order tequila shots over deafening music. We took him to lounges and wine bars where his more sophisticated side could show through.

(And where if anything, the quality of younger women was much higher...)

Now Brian was fighting on HIS turf. He was competing based on sophistication, class, power and status. In other words, his strengths.

It doesn't guarantee success, of course. There's no point competing on a strength that women don't care about. And some younger women would rather be with a guy who fits in at all-night raves or rowdy keg parties.

But do you want to be with those women? Probably not. So don't worry about them.

Most women want a combination of things. So, pick a couple of your strengths and go with those. This is all part of *building an attractive identity*.

As part of our weekend bootcamps, we have three days of seminar instruction and exercises, and we go out for two nights.

On the second night out, Brian added three hot girls to his social media and got one makeout. He was thrilled with his results so far!

Here's part of an email he sent me after the bootcamp:

Savoy, I wanted to thank you guys again for all you did for me last weekend. I truly feel like a changed man. Jessica (the brunette from Saturday) just spent the night, and even though I have nothing planned this weekend, I'm looking forward to the possibilities more than I've looked forward to a weekend since high school. I wish I'd known about Love Systems ten years ago...

- "Brian" [not his real name]

**TIP #3: Flip the script, again**

Once you've flipped the script once, flip it again. Instead of being the older guy chasing younger women, have THEM chase YOU.

This is something all guys should be able to do since it's such a great technique. It's especially important for dating younger women.

You're *not* going to be the kind of older man whom younger women go nuts for by being "nice" and "sweet" – at least not at first.

Instead, you want to project the "vibe" that you're a man with options and who is currently single by CHOICE...but you're open to the possibility of a relationship if you happen to meet a woman who is fun/sexy/interesting enough to be with you.

In other words, you want to make HER show that she's classy and sophisticated enough to roll with you. That she can come UP to your level, not that you can go DOWN to hers.

This "mindset shift"—the idea that women need to earn your approval, instead of you having to earn theirs—should become part of your new game plan to become highly attractive to younger women.

## **BONUS SECTION: "CAJUN" FROM LOVE SYSTEMS ON BUILDING UNSTOPPABLE "INNER GAME"**

*Cajun, Love Systems lead instructor extraordinaire, rose in just over a year from bootcamp student to Love Systems instructor.*

*Standing at about 5'5, he is shorter than most of his students, most of the women he dates, and most of the competition whenever he goes out—but he blows them away because he understands and can teach dating science better than almost anyone else.*

*He became best known as the winner of **Keys to the VIP**, a pickup competition TV show. On the show, producers and judges pitted men against each other in bars full of beautiful women with specific challenges to find out who had the strongest skills.*

*Despite the judges picking on Cajun for his lack of height and average looks, he blew away the competition and had the most beautiful women all over him – all on national TV!*

*Now we'll turn this over to Cajun to learn about the kind of “inner game” that gave him the confidence to go on a show like Keys to the VIP and win.*

Inner game is probably one of the most popular subjects in dating science. It's a major sticking point for nearly everyone who has trouble talking to women, and it's a problem that can be difficult to fix as well since it tends to be rooted in a lifetime's worth of negative beliefs that are based on things like fear and rejection.

Inner game is also a topic that I think can only be discussed from a personal level; that is, I can't convince you how to think or look at life differently. Only you can do that.

However, I can tell you how I overcame the very same problems, and hope that you can learn from my experiences.

To me, inner game problems boil down to two things: your experience and your mindset. Every problem you run into with not just women, but life itself, can be attributed to one of these two areas.

I'm going to get into both of these, and give some personal insights, so hopefully by the end of this you'll have a clearer understanding of what exactly it is that you need to work on to fix your own issues.

When people ask me how I developed the kind of "rock solid confidence" that allowed me to put myself out there on national TV, I always answer the same way: "Practice."

When you think about what confidence actually is, you realize that it's simply doing something that you've done enough times to be comfortable with. It's only when we're thrown into situations that are unfamiliar to us that we start to lose confidence in ourselves.

The sad and somewhat ironic reality is that most men are not comfortable talking to women, simply because they don't talk to women!

It's a negative feedback loop that's perpetuated by a fear of "what might go wrong."

This is bullshit! To be scared of possible negative outcomes is to be scared of the very thing that enables you to get better.

Think about it this way. When you were learning to ride a bike, were you too scared to get on because of a fear that you might fall down? Maybe, but you got on anyway because you saw how much fun all the other kids were having.

Even then you realized that the reward was worth the risk. Well, this is the same thing.

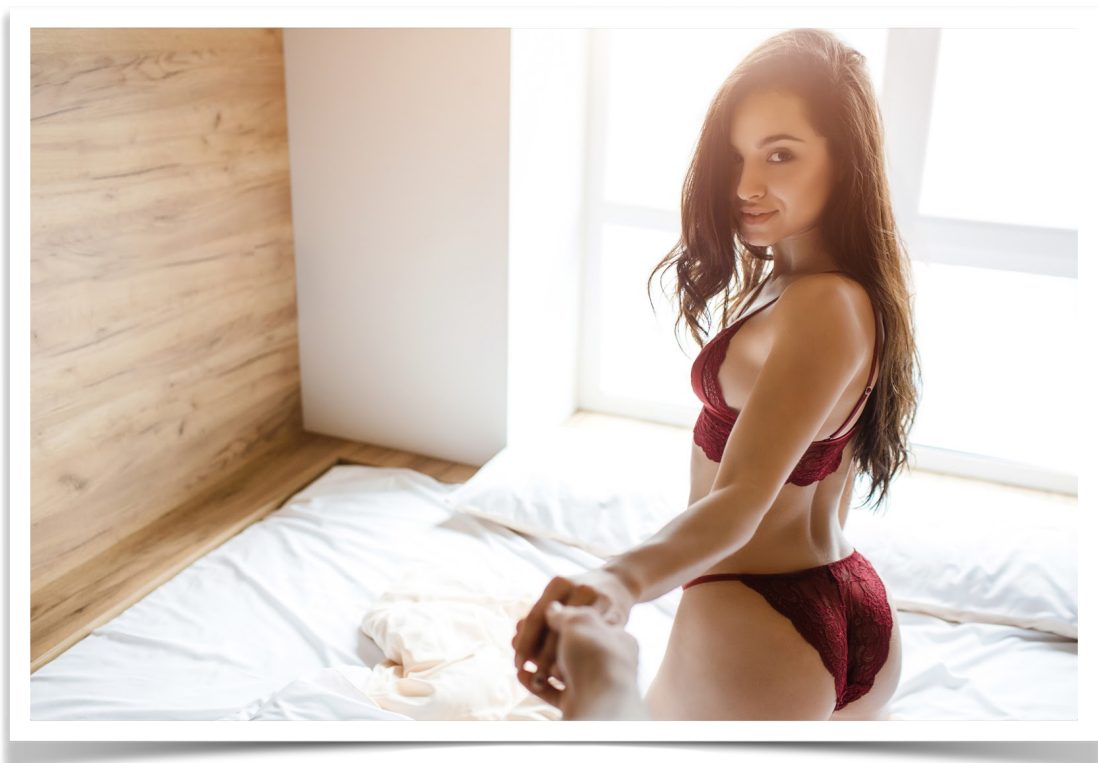
I remember before I took my bootcamp, I wasn't any good at meeting women. I used to get told off, or simply ignored. The bootcamp put me on the right path.

I learned how things were supposed to go (and I saw instructors doing it up close), but I still wouldn't have made the most of things if I hadn't gotten used to rejection enough that I could understand where I'd been going wrong.

Getting used to rejection isn't easy. The best advice I can give you is to simply accept it. Don't get mad, don't go home, just accept that it's a completely normal and necessary part of the learning process. You can't make an omelet without breaking some eggs.

The sooner you realize that rejection is a necessary evil, the sooner you can come to terms with it and move past it.

There is no such thing as failure, only feedback!



## Chapter 3: Zan Perrion

### Interviewed by Dean Cortez

Zan Perrion is an internationally acclaimed speaker and writer with an incredible ability to inform and inspire audiences towards excellence in all areas of life.

His early writings and concepts heavily influenced what became known as the international "seduction community." Frequently featured as a guest and presenter in many parts of the world, he has never varied from his concept of a more "natural" approach to women, dating, and life.

Zan's seminars and events sell out immediately and have garnered impressive reviews in every city they have been held, including Montreal, Toronto, Los Angeles, Las Vegas, New York, London, Panama, Tokyo, and Cape Town.

*Author Neil Strauss devoted an entire chapter to him in his New York Times bestseller **The Game: Penetrating the Secret Society of Pickup Artists**, calling Zan "...the undisputed heavyweight of the genre... in four years, he never once asked for advice, he only gave it."*

***Zan, how did you first get interested in the social dynamics between men and women, and how did you turn this interest into a business?***

I've been involved in this for a long time, since the early days. My interest in this subject preceded the "seduction community."

I've always been interested in the dynamics of men and women, and I've spent the last twenty years trying to discuss these types of things, to be able to better understand and describe it. I'd been doing this for a long time.

Then the "seduction community" came along, and it was natural for me to carry on with this discussion, but bring it to a wider audience.

***Did you feel there was a gap in the information that other coaches or gurus were preaching?***

I never saw a gap, or tried to fill, or find, a niche. I've always been talking about the same type of thing—which is about being true to yourself and having the spirit of a *man*, one which women find attractive.

I've never varied from my message. It's got an audience; I've got quite a following of men in this world who respond to that, and my stuff is quite different from everything else that's out there.

My audience tends to be guys who are a little bit older than the students of most of the coaching companies out there. I don't get a lot of the 19-year-old guys who are trying to pick up chicks, because my message is more about a more meaningful, mature type of interacting.

The first thing I tell a guy who is 45, for example, is that for the first time in your "older" life I want you to stop trying to skirt around your age when you meet women.

Because as soon as a man tries to *avoid* the question of his age with a younger woman, or make a joke about it, or deflect it in some way, it now becomes an issue with her.



Normally, the 40 or 50-something guy meets a 20-something girl, and when she asks his age, he skirts around it or makes a joke—and now in *her* mind, she's thinking that he's not secure about the fact that he's much older.

It now becomes an issue for her, because it's an issue for you. I tell guys to “clear the air” immediately, because when you do that, and tell her your age, younger women won't have an issue with it—because it's obviously not an issue for you.

***What do you think are the biggest misconceptions that older guys have, about their ability to attract younger women?***

The main misconception guys have is that younger women would never go with them because of their age. But younger women in most parts of the world, including North America, are attracted to older men—if they have a certain way of moving through this world that denotes experience, worldliness, savvy, and adventure.

***So how would start coaching the average mature man—let's say he's 45 years old—if he wants to start interacting successfully with younger women?***

Men need to understand that when you ask younger women about this—let's say women in their early 20s—they consistently say they are not attracted to men their own age, because they seem to be more mature than those men.

Older men need to emphasize the concept that they've accumulated a wealth of experience and knowledge about this world. That's a very attractive way of presenting yourself.

But instead, we try to *hide* the fact that we've traveled to all kinds of places, and done all of these interesting things, the same way we try to hide our age. We should be doing the opposite—talking about the *wonders* that we've experienced to this point. That's attractive to younger women.

***It sounds like it starts with a shift in perspective...***

Definitely. You can have the perspective that, “she's younger than me, and is probably looking for someone her own age, and would never go for me because I'm older”—or you can change that perspective.

The correct perspective is an amazing one: that I've stood on this earth and seen things that are magnificent.

When we can portray that in our lifestyle, and in the way we interact with younger women, they will be absolutely *absorbed*.

They also love a spirit of adventure. Look at guys like Brad Pitt or Johnny Depp. These are good-looking, famous guys, but they *carry* themselves in that worldly way—they've seen things, they've been through things.

I know plenty of guys in their 50s who are *magnetically* attractive because they don't apologize for who they are, their age, or where they've been.

***Would you begin a conversation with a woman in her 20s, the same way you'd talk to woman your own age?***

No. The first thing I tell the 25-year-old woman is my age. It sounds counter-intuitive, but I actually learned this from a guy who was 48 years old. He told me, “The first thing I tell a young girl is my age.” Within the first 30 seconds, essentially. I didn’t believe him.

Then I saw him in practice, actually doing it. He’d say, “So what’s your name?” She’d tell him, “Susan,” and then he’d say (playfully) “Y’know, I’m old enough to be your father, Susan, so this is never going to work.”

He’d make a joke like that, within the first minute that he was talking to her. That type of self-deprecating humor can be very *confident* humor, and it puts it out there.

As I said it earlier, when age ceases to be an issue for you, it ceases to be an issue to her. I learned that, and I’ve used it ever since.

In my 30s I used to do the same as most guys—skirt around the issue. Now I tell the 23 or 25-year-old, “I’m too told for you, it’ll never work,” in a joking, smiling, winking type of manner.

It’s a powerful thing to present, because it shows a lot of confidence.

***Are there certain venues you’d suggest to older guys who want to mingle with younger women?***

The guys that are older tend to not want to go to thumping, loud clubs. They’re just not interested in that. They’re not having fun; they don’t want to bounce around in a sweaty tee-shirt.

The natural extension of that is they'll want to gravitate towards more upscale lounges, quieter venues, places like restaurants.

As far as the venues go, I'd never advise a guy interested in younger women to go to the university hangout and act like he's 21, and bounce around with the rest of them.

The guy has to be true to who he is, what he wants to be involved in, and if he goes to environments in which he's not comfortable, it's not going to be congruent.

You don't want to be putting your baseball cap on backwards and wearing baggy pants. Dress in the manner of a man who has seen adventure in life. That means a way that you're comfortable with, and still stylish and put together.

Get some advice from women on what looks good on you, and try to dress to maximize that. Don't try to dress outside of your age— maximize the *sophistication* of your age and convey a bit of an adventurous spirit.

You're a man of experience who has seen things. You're on an adventure that women will want to go on with you. That's how you want to come across.

***Once you've brought your age out into the open, how do you proceed with the conversation from there?***

A lot of the stuff that's taught by coaches involves memorizing different stories, and interesting things to say, so that you're bombarding her and there isn't any "dead air."

But I believe it's better to come across as a man of purpose and adventure, who is not masking his age, and be massively curious about *who this younger woman is*.

Be curious in a way that is engaging, and comes from your center. It isn't about you bombarding her with one-sided conversation. The feeling should be like, "I know who I am, and I'm confident in that—now tell me something interesting about you."

That's the way the conversation, in concept, should flow. It's a very attractive, powerful way of presenting yourself. You're not bombarding her with facts and figures about your life, and what you've done.

Those things will come across in your presence, your experience in the way you view the world, and the way that you move.

***What about when it comes to closing the deal—whether it's getting her contact info, lining up a date, or trying to take her home? Does her age play a role in how you should try to achieve this?***

There is a difference between women in their 20s, 30s and 40s. If she's in her mid to late 20s she is very likely looking for someone she wants to spend the rest of her days with. She's thinking of the concept of someone that will share parenthood with, a guy she can take home to her parents and say, "this is the love of my life."

A woman in her 40s normally doesn't have quite the same concept in mind. I'm generalizing here of course, but usually a woman that age has come into her own, so to speak, and she's looking for someone who isn't going to be intimidated by her.

As a man, you need to ask yourself, what do *you* want, relative to the woman you're talking to right now—or dating?

If she's 23, and he's 45, what is his desire for the future—and what is hers? Marriage, children, the whole nine? There is certainly a difference in the way women view the world at those different ages, and what they want.

***Do you see any downsides to dating a much younger woman?***

I don't even consider it at all. You can't really control who you're attracted to. If you're attracted to a younger woman in her 20s, it's because of the qualities she possesses, and what she presents to the world.

If you're sincere and honest about who you are, her age doesn't matter. You both have opportunities to grow, and that can last forever.

I have a notion that men have a mid-life crisis, and women have a quarter-century crisis. By that I mean, when women reach around 25 years old, they start to examine everything about their future, where they are in life.

At 25 they consider the relationship that they're in, they wonder if they've made the right career choice, and they see their friends getting married and they wonder if they want that, or if it's going to happen.

25 years old is a turbulent time for women, and it can be especially so if they're in a relationship. If you get together with a woman who's in her early 30s, and she hasn't been married before and has no children—and I'm speaking generally here again—that's probably a large component of what she's looking for in her future.

Of course, that could be what you're looking for, as well.

***I've seen older men who were successful in the early stages with younger women, but once they're in a relationship, managing the relationship becomes problematic. They resort to being a "sugar daddy" type, using money to hold onto her. What's your take on this?***

There are two ways to have a relationship with a younger woman. You can shower her with all kinds of material things—and for some women, that's enough to make them stick around. However, will they love you for who you are?

We see this model repeated over and over, where the older, wealthy guy has the young beautiful woman on his arm, but it's not fulfilling or meaningful for either of them.

Or, you can be curious about her, on an adventure together. I talk to men a lot about that—the idea of not just going through life and settling in our careers and everything else we do, but heading out into this world on an adventure, with a definite purpose.

Younger women *and* older women are attracted to that type of energy. It's a way that has meaning. Age becomes irrelevant when you know who you are, and you don't apologize for it.

***Can you share any stories about men that you've coached, who've found meaningful relationships and love with youngerwomen?***

I've had many students from around the world in different seminars, and in various coaching situations, where the men are older and want to date younger women. I've helped lots of guys who are around 55 years old.

Every day, around the world, there are guys getting divorced. They may have been married for 10 years, or 20 years. They might have businesses and everything else in their life handled, but now they're alone again, and they don't know how to re-enter the dating world.

I have many examples of guys who shifted that *one thing* where they stopped hiding or masking their age and experience in this world, and started to emphasize it and what they have to contribute. That shift alone changed those guys.

I've got testimonials from men all over the world who say, "I tell women my age now without apology—not because I'm trying to pretend it's no big deal, but to put it out there, because it's a confident thing to do."

It really changes the whole dynamic. I had a student who is now married: he's 49 and she's 24. And he told me, the thing that shifted for him was this whole apologetic, "I'm older so I can't offer what she wants" attitude.

That perspective is flawed. We can change it. You can stand up tall on this earth. That mental block that older men have—they need to make friends with it, and start presenting *who they are*.



## **ACTION TACTIC: BLAME IT ON HER**

You already know that LEADING is a powerful frame when you're interacting with a woman.

Another awesome frame is acting like SHE is trying to flirt with YOU...and then you blame your sexual feelings on her.

This is the complete opposite of how most guys interact with her. They're either coming on too strong, or in most cases, trying to hide the fact that they're sexually attracted...

But with this frame, you're "blaming" her for making you feel attracted.

I'll give you a few examples of this.

You: "I know what you're doing, by the way."

Her: "What do you mean?"

You: "The way you're looking at me, and that thing you did with your hair...I know what you're doing. You're trying to make me like you and it's starting to work."

Or when she says or does something you like, you say...

You: "Ok so stop being so awesome or I'm going to have to kiss you...or spank you...or marry you. I don't know, I haven't decided yet. But stop it, ok?"

Or, "Seriously, stop it right now. Stop looking at me with your eyes like that, you're making me think about kissing you."

“Stop smiling at me that way...are you trying to send me into a trance so you can take advantage of me?”

“Why are you making me think of these naughty thoughts about you? I swore to myself I’d be celibate for the next 30 days, and now YOU come along wearing that outfit, it’s not fair...”

“You know, it’s really not cool to be so cute AND charming. This isn’t fair, I have a weakness for girls from (insert some detail about her, such as where she is from).”

So what’s going on here?

Three things:

#1 You’re injecting some *sexual tension* into the interaction, but doing it in a playful way.

#2 You’re letting her know that she turns you on. This shows her you’re not some boring “friend zone” guy. You’re a red-blooded man with sexual desires. But you’re not communicating this in the usual direct way. You’re teasing her and having fun with it.

#3 You’re displaying boldness and confidence. Other guys don’t have the balls to talk to her this way. And she likes it!

It’s totally ok, and actually necessary for you to show some sexual interest in a girl if you want her to reciprocate.

The problem is most guys do it in a creepy, awkward and “low value” way.

This “playful” way of showing interest is something she’s not used to, but she’ll LOVE when you start doing it.

**Bonus Tip:** After you “blame the attraction” on her, playfully *break the tension* by saying something like...

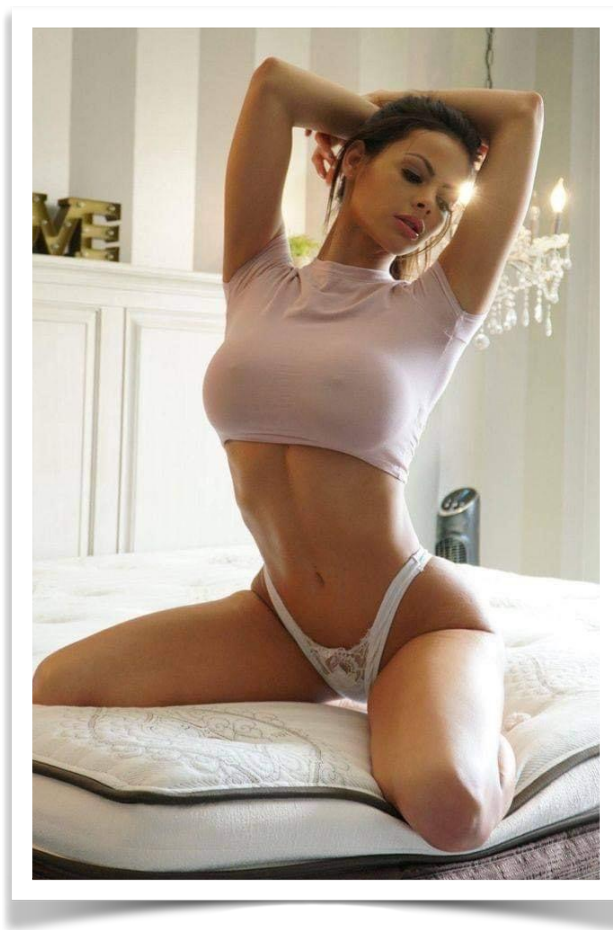
“Anyway, it would never work out between us. I swore I would never date another girl from California. Too much drama...”

“It’s a shame we could never date. I’ve had bad luck with tall blondes.”

“It’s too bad you’re so cute. Girls who are super cute are always boring in bed. But anyway, tell me more about...”

(Then change the topic.)

You’ll know it worked when she shrieks in delight and smacks you on the arm. Which can be a great moment to pull her in and kiss her...



## **Chapter 4: Don't Make These "Older Guy" Mistakes!**

**by Eric Disco, Pickup 101 Head Instructor**

*Long before he discovered the world of seduction, Eric Disco struggled to understand what was keeping him from talking to women.*

*Logically it should have been easy, but physically it was impossible for him to break through his barriers.*

*Years later, after becoming the head pickup instructor for one of the most respected companies in the industry, he still wrestled with the question: Why are men so afraid to just walk up to women and talk to them?*

*Through his writings, his probing podcasts with dating gurus, and his in-person coaching, Eric Disco developed one aim: to help men find their true inner confidence.*

*He came to believe that if you can learn to be comfortable, confident and yourself around women you've just met, the rest is easy.*

*And so, we asked Eric to share his thoughts on succeeding with younger women. Here's what this expert had to say...*

One of the beautiful things about dating younger women is that it truly shows what dating and relationships are about, and what they *aren't* about.

Once you start approaching women a lot, so many things start to fade into the background—things that used to seem relevant.

Am I handsome enough? Am I rich enough?

Am I too short, too bald, or too fat?

And of course: Am I too old?

If you've approached enough women, you know that how you make her feel about **you** is less important than *how you make her feel about herself*.

You know that you aren't trying to get into her world and show her that you can function in it. You are letting her discover *your* world.

You begin to see that everything you have between the two of you is what you have *right there in the moment* when you are with her. All that other stuff doesn't matter.

If you can make her smile and play with her, she'll play back.

If you can make her feel unique and special, she will always come back for more.

Based on my experience, approaching thousands of women and coaching many guys of all ages, these are the most important aspects an older guy should look at when dating younger women...

## Be Playful

Being fun and playful is one of the most important things for older men. It's also one of the aspects of older men that women find most appealing.

The young stallion with the body of Adonis—but with nothing interesting to say—can't compete with the suave, playful older gentleman who can make her feel fun and sexy.

So how do you learn to be playful around amazingly cute young women, if you aren't already?

Perhaps you even know that you should be playful with her.

Maybe you've heard this before.

Perhaps you mapped everything out in your mind. You pictured yourself being cool, relaxed and fun. She's laughing. You're laughing. Well played!

But then comes the reality. You get in front of her and your body locks up. You become completely *inhibited*.

Your mind goes blank. Your heart starts to race.

You start acting weird. *Creepy...*

“Oh my God,” you think. “What's wrong with me?!”

Hey, it's okay. This is natural. Becoming good with women is more like learning a *physical* activity, like bike riding or swimming, than learning a *mental* activity, like math or chess.

Your body needs to be relaxed and uninhibited so that you can be yourself: that cool, fun self that women will be attracted to.

The best way to do this is to practice. And know that you probably *will* mess it up at first. That's okay.

You will “fall off that bike.” Instead of cursing the ground and hating yourself for not being able to ride the bike, the best thing you can do is laugh it off.

Tell yourself you are awesome for doing this, and learning, and get back onto the bike as soon as possible.

So what is being playful and flirting?

At its root, it is essentially *role-playing*.

Here are a few basic role-plays you can start to practice:

***I'm too sexy.***

This is one of the best role-plays. The basic idea is that you are role-reversing: *you* are the sexy one that is always getting hit on.

When you sit down next to her, you could say something like, “I hope I’m not sitting too close. You’re not going to get too excited, are you?”

You could complain how women are always trying to grab you, and you need a bodyguard. Will *she* be your bodyguard?

You could tell her that you don't sleep with women until the 14<sup>th</sup> date, and she needs to buy you dinner and show you a goodtime first.

### **She's too sexy.**

This is also a fun role-play and a way to compliment her without doing it in a typical, direct way...

"I told myself I would only stay out for one drink tonight. And then you come along, wearing that ridiculously sexy outfit. If I'm late for my meeting tomorrow morning it's totally your fault."

### ***She's screwing everything up.***

Women actually love when you bust on them a little (in a playful way), because it suggests that you're a high-value man who has high standards.

You're not the typical, nervous guy who would never dare tease her, for fear of offending her.

If she spills a drink, instead of saying "it's okay, don't worry about it," display some humour and confidence by *teasing her* about it:

"Oh my god, I can't take you anywhere."

Being playful is something you cultivate in yourself.



You can *learn* to be playful around women.

The more you do it in various situations, the more comfortable you'll be when you get in front of that woman you are truly interested in.

## **Be Honest**

A student once asked me if guys who are great with women are like chameleons.

He wondered whether the great seducers *change* who they are, depending on who they're with.

The answer is no. They are not chameleons. It's the exact opposite: guys who are good with women are good at being themselves, no matter who they are around.

This is called *confidence*. I'd like to think I would appear to be the exact same person whether I was talking to the President of the United States, the Playboy Playmate of the Year, or a homeless person.

Learning to be great with women is about learning how to be yourself around attractive women, as soon as you meet them. Your personality should be consistent.

I never lie to women. I never lie, period. This is who I am. Like it. Love it. Welcome to my world. I feel I have so much to offer, there is no reason to lie to anybody.

In the past, when I lied, it was usually to make other people feel better about themselves.

People love honesty. They are drawn to it.

I don't always tell people everything they want to know about me, but I won't lie about *who* I am. And women pick up on this.

If she asks how old I am, I don't lie about it. I might playfully tell her that I'm 19 and never been kissed, but I won't actually *lie* and say I'm younger than I am.

If she asks what I do for a living, I don't lie about it. I may joke with her that I don't have a job, and I'm homeless at the moment, and looking for a woman to take care of me. But I won't lie about it.

Get used to telling the truth. If you're anything like I used to be, you get in front of an attractive woman and all of a sudden, all systems are “YES.”

You find yourself “Yessing” her constantly and being *too* nice. Instead, get in the habit of playfully teasing her, joking around, and challenging her.

**Bring Her Into YOUR World, Instead Of Hoping She Will  
Accept You Into HER World.**

Years ago, a former student of mine named Jim—who went on to become extremely successful with women—told me a story that I never forgot.

Jim was on a date with a woman who was nearly 20 years his junior. After dinner, they went back to his place and watched some TV.

The show “Top Chef” was on. At the time, one of the hosts was the gorgeous model Padma Lakshmi. Back then, she was married to Salman Rushdie, a famous author and a much older man (in fact, he was seven years older than her father.)

As Jim was watching his TV show with his date, she said she couldn’t believe Lakshmi could marry a man who was so much older and less physically attractive than her.

Jim responded, ”What do you mean? She's just a pretty girl. She was *born* pretty. *He's* one of the world's greatest living writers."

***What a fantastic answer!***

Jim could tell by the look on her face, she realized his comment had some bearing on *their* relationship. And it made sense...

Look, her world may seem shiny and exciting from the outside. You may think tons of men are willing to worship the ground she walks on due to her youth and beauty. (And you may be right!)

But never let her see you as “one of those men.” You must believe that YOU, as the older man that you are, have so much to offer... and so much to teach her, and share with her...that she has much to gain by being with you.

**Embrace The Age Difference**

You may be wondering if you are too old for her, and you may find yourself wanting to convince her that you aren't. Perhaps she's even brought it up.

Instead of trying to convince her that you aren't too old for her, you should embrace the age difference. *Start questioning whether she is experienced enough for YOU.*

My 52-year-old friend is excellent at embracing the age difference.

He's a movie buff. He'll ask women whether they've seen "The Godfather," "The Graduate," or other classic films from decades ago.

When she says no, he shakes his head and laments, "Wow, you need me. There's so much for you to learn. Now, I have to figure out if I need you." (He says this playfully, not in a condescending way.)

He has all of these great movies in his home collection, so this sets up a nice movie night at his place. He also enjoys cooking, so this also allows him to cook them a delicious meal and show off one of his other skills—something she's unlikely to see from a guy her age.

This idea—"testing" her (in a playful way) about her knowledge of a topic you know a lot about, since you're a man of life experience and wisdom—can apply to art, music, travel, or anything else you can share with her as you "bring her into your world" and broaden her horizons.

## **Make Her Feel Special**

One of the challenges of dating someone who lives in such a different world than yours is *being able to appreciate her*.

Sure, she looks great, and she'd certainly be a blast in bed...but how do you actually connect with a girl who lives in such a different world?

Well, how do you connect with anyone?

Building a connection with a woman comes down to making her feel special, making her feel valued, making her feel unique... different than every other girl in the world.

You *don't* do this by showering her with compliments from the start.

When you first meet a woman, particularly a younger one, you can't act completely won over by her.

You want to be interested, but a little bit aloof, and gradually show more interest as she "qualifies" (proves) herself to you.

Notice I said, SHE is qualifying herself to YOU.

The more you talk about yourself, the more you appear to be trying to impress her so that you "qualify" to be with her.

One of the keys to your success is taking the opposite approach. Ask her questions to prompt her to share about herself.

Let HER do more of the talking. The idea being, YOU are the one who is not easily impressed.

YOU are the one whose approval needs to be earned.

YOU are the one who has standards.

At the same time, you might wonder: how can you relate to someone so young, someone who lives in such a different world?

On top of that, how can *she* relate when you, as an older man, have so much more experience?

The answer is that no matter where we are in life, we all share *commonalities*.

We all have struggles, hopes, disappointments and fears.

We all feel joy and sadness.

Connect with her on *emotions*. And open yourself up to her as well on an emotional level. This is one of the most powerful ways to make her feel a bond with you.



## Chapter 5: Crucial Skills For Dating Younger Women

**By Ron Louis**

Why is it some guys consistently succeed at dating and having sex with younger women, while most guys can only stare at the younger hotties and fantasize about what will never be?

Is it because some older guys are "naturals," while others are born losers?

No way. While there *are* naturals out there, I firmly believe that attraction is a set of skills anyone can learn.

Some guys face more of an uphill battle than others. Some will need to put in more work. But I believe any of us can achieve success with women by learning a certain set of skills, behaviors, and beliefs.

With this program, you're learning the skills, behaviours and beliefs to give you success with *younger* women.

For some guys this may take a few months of consistent work. For others, it may happen next weekend. Success is inevitable if you work at this in a disciplined and consistent manner.

The next logical question is, what specific skills should you work on? It seems like every dating guru has a different approach, a different focus, and a different method.

Which one should you pick?

Who's the best teacher?

Which method makes the most sense for you?

I would advise you not to overthink this too much. Succeeding with younger women is not rocket science.

It's not as difficult as you've probably been making it out to be. Success with younger women is not as complicated, nor as challenging as most guys think.

First of all, you need to be aware that older guys date younger women all the time.

Every day and night, in every city in the world, older guys are succeeding with younger women. These guys are not necessarily more attractive, richer, taller, or cooler than you.

One of the problems with dating "theory" is that it is often difficult to apply to real-life situations. If you've been studying books or have attended seminars by the "gurus," you've probably read too much dating theory in your life already. You need to learn how to put these skills into use in actual situations.

The next question you may be asking is what you should specifically do, say, and talk about with younger women.

From my standpoint, and from coaching tons of older guys out in the field in seminars and coaching programs, there is a typical set of problems they seem to have in common, and gaps in how they approach and talk to younger women.



We're going to cover some of those myths and stopping points in this chapter, and also explain the major "skill groups" you need to master to massively improve your game with women.

The key difference between you at this point, and the men who enjoy success with younger women, is that they simply *take action* and get into the game, and you probably do not.

Yes, there are some skills you should learn and new behaviors you'll need to adapt, but the most important key to scoring with younger babes is getting out of your house and going out to meet them.

We want you to master the art of meeting and succeeding with younger women, and enjoy this new attitude and skill set for the rest of your life.

Even if you enter into a committed relationship with one woman, as is the goal for most men, maintaining the right attitude and skills will ensure that her attraction towards you never cools off.

## **Part One: The Bullshit Concerns That Kill Your Chances With Younger Women**

### **"It's Just Too Scary To Talk To Younger Women."**

The number one barrier that older guys face with younger women is FEAR.

Fear of rejection, fear of being seen as a "dirty old man," fear of women thinking they are creeps, and fear of women in general.

***Fear is about your brain telling you to watch out for danger.***

Your heart starts pounding fast and hard, your brain goes on overdrive, and you can't think straight. Some guys even get nauseous, or freeze in their tracks when they feel a wave of fear.

Every time you buy into your fear and avoid approaching and talking to women, fear wins out and runs your life just a little more. Conversely, every time you challenge your fear and act in spite of it, it shrinks.

The only way to conquer your fear of approaching younger women is to get out there and start doing it. I recommend you start doing it slowly, over time.

Go to a mall on a Saturday and say "hi" to 10 women, and see how it goes. From there, start using the skills we cover in this chapter and build up your confidence.

"Just do it" is not an empty slogan; it's a reality. You simply *have to do this*, or you will get a younger woman.

### **“They’ll Disqualify Me Because Of My Age”**

A common bullshit excuse older guys use to avoid talking to younger women is telling themselves they'll get rejected due to their age.

Here's the bottom line: some younger chicks won't dig you.

But guess what: even if you were younger and built like a Greek God, some chicks STILL wouldn't be into you.

That said, here are the statistics that I've seen out in the dating scene. Roughly 25-30% of younger chicks will not be interested at

all in dating an older man period. 10-15% really WANT to date an older guy and will find it hot and interesting.

The rest of the women, the remaining 50-60%, are somewhat to very open to dating an older guy. Those are pretty decent numbers for you, and armed with the skills in this program you'll be set to find the women who *are* open to you.

The rest can fall by the wayside. It is complete bullshit that most younger women will rule you out because of your age. Some will, but I believe most won't—as long as project the right attitude, and put the correct skills into action.

### **“I Have Nothing To Talk About...”**

Later in this chapter I'm going to teach you a wide range of topics to talk to women about. If you've ever found yourself going "blank" when you talk to women, you need to work on your conversational skills ASAP!

The number one thing you bring to the table with younger women, along with life experience, is your conversational skills. Without them, you will be a dismal failure.

The good news is that you can indeed learn these skills, and with a little work you will be above the pack in no time.

### **“They'll Think I'm A Dirty Old Man.”**

This is another crippling limiting belief. The majority of younger women will not assume you're a “dirty old man,” but if you're overly concerned about coming across this way, you *will* communicate this negative vibe when you talk to younger women.

You need to reconcile this within yourself. Psychologists have shown time and again that if we have a dominant thought, fear or concern, we find ways to make it real.

If, for example, I am scared of being insulted, I will walk around all day looking for situations where someone insults me.

If I am worried all the time that people think I am ugly or fat, I will be hyper aware of the people around me, and subconsciously I'll even *search out* people who will judge me as a fat and ugly slob, since it confirms my internal belief.

So if you're hyper worried about people judging you as a dirty old man, or as a creepy older guy, you will likely elicit that response from younger women.

Believing you are a dirty old man usually comes from some aspect of a Judeo Christian background, and at some level ties into a belief that "sex is bad."

If this is an issue you struggle with, you need to find ways to work on it. You may need to logically dissect it, or simply become aware of this belief and choose to stop believing it.

**"I Think Younger Women Are Hot And I Want To Have Sex With Them, But I Really Don't Want To Get To Know Them."**

Let's be honest: sometimes we just want to get laid. We could care less about a woman's personality and we have zero interest in getting to know her. Sometimes we just want to fuck. I can totally understand this.

But here's the problem: most younger women are not going to automatically think of you as a guy for short-term sex or a one night stand. They're more likely to view you as an interesting guy to spend time with, someone who can provide cool and interesting experiences.

*Younger women are going to look at you as a guy who can bring value to their lives, not as a one night lay.*

Will they still want to fuck you and have sex? For sure. But if you are unwilling to put in the "work" of getting to know a younger woman, and overcoming the initial hurdles, it's unlikely that you will reach that stage.

When you are willing to take the adequate time to get to know a woman and build your "bond" with her, your chances of success greatly improve.

**"I Seem To Come Across More Like A Father Figure Than A Potential Lover."**

A lot of older guys simply don't know how to relate to younger women. They end up giving them "fatherly advice."

This often happens because the older man is at a more secure, stable position in his life, and views the younger woman's life as being chaotic and in need of guidance. He is constantly trying to persuade her to be more logical, practical, predictable, and rational.

If you're going to date younger women, you should expect their lives to be an emotional rollercoaster. Expect them to be moody and undependable at times.

Expect them to be moody and scared about their future. Expect emotional outbursts when they are PMS-ing or when they have silly feuds with their girlfriends or their sister.

This is the terrain of younger women. They are highly emotional and can be temperamental. Deal with it.

This is all part of the experience of dating a younger woman, but if you maintain the right perspective, these aspects of the relationship can be enjoyable.

She sees the world through different eyes than you do. She probably has a fresh, non-jaded perspective on life, and all kinds of hopes and dreams for her future.

She is inevitably less practical than you, but she's open to life in ways you are not. She is less of a "know it all," and more open to taking risks.

To get out of the "father" zone, relate to her as an equal. Be interested in learning more about her point of view. You can have your own strong opinions about life, but don't talk down to her.

Don't preach to her. You're going to have to let her make some mistakes and learn the lessons, and refrain from always telling her "I told you so."

The more you can accept and appreciate her as a very different person from you, the more likely she is to appreciate and relate to you.

I personally know how hard it is to keep my own mouth shut when my 26-year-old girlfriend does incredibly stupid and naïve things, but if I want to keep her, I know I need to keep my mouth shut and let her learn on her own.

My job is to be her peer, not her teacher.

## **Part Two: Skills You Must Master To Succeed With Younger Women**

### **Tell Great Stories.**

A boring older guy will never be able to attract younger women. To connect with a younger woman, you will need to reveal personal information about yourself—and reveal it in an interesting manner.

So what's the key to telling interesting stories? I suggest you actually sit down and think about your life, and write down some of the more interesting experiences you've had.

Be detailed. What lessons did you learn? How did they change your view of the world, and of yourself? Or perhaps there wasn't any "moral" to the story...it was just a fun, crazy experience that women will enjoy hearing about.

Once you've worked on your stories, find ways to use them in conversations with women. A good story will hook her interest.

These are just a few examples (and you can come up with your own):

- An interesting place you have been to recently
- The most fascinating person you've ever met
- What you would like to do when you get older
- What you would like to learn in the future
- A frightening experience you had when you were young
- Your favorite person to spend time with
- The most exciting, heart-pounding experience you ever had
- A favorite pet you had as a child
- A place you would like to visit in the future
- A person you hope to meet some day
- The person who has influenced your life the most
- Something you have never done but would like to do
- Something you have done but never want to do again
- An experience which made you laugh uncontrollably
- An experience which made you cry
- What you would do if you were President of your country

## **Get Lucky**

I know this probably sounds like a major oversimplification, to tell you to “get lucky.” Isn't this about learning specific skills? Yes, meeting younger women is about learning a set of skills. But don't ever forget that luck *is* a part of it.



Sometimes you go out, all the stars in the universe align, and you just seem to get lucky. You meet a woman and the conversation flows as if you're two old friends who have been reunited. Or you go to a bar, make contact with a woman, and you effortlessly hook up with her.

There's always some degree of luck involved. The good news is that to a large degree, you can *create* your own luck. I remember once having a conversation with a very famous actor, and I asked him whether success in Hollywood was about being "in the right place, at the right time."

He explained to me that in the early years of his career, he hustled relentlessly for acting gigs. He attended every audition and networking opportunity he possibly could.

He believed that if he was everywhere *all* the time, eventually he'd find himself in the right situation to capitalize on an opportunity. And that's exactly what happened.

Naturally, when he became a big star, those were who jealous of his success attributed it to "luck." But in reality, it's like the quote says: *Luck is what happens when preparation meets opportunity.*

I see a lot of guys either taking *no* action and complaining about their lack of "luck" with women, or they go out and feel like they have to try super hard to meet women.

Well, neither approach works so well with meeting younger women. Doing nothing obviously produces no results. On the other hand, when you're obviously trying super hard with younger

women, you give off a needy, high-strung vibe that women are repelled by.

Going out with a relaxed attitude, and an openness to whatever comes your way, is the ultimate mindset. The other essential component is knowing in your gut that sometimes you will be lucky, and sometimes you won't.

Either way, I say go out anyway and work on meeting and scoring with younger women.

### **Get Into Her Reality**

This shouldn't come as a shocker to you, but the reality is that younger women are generally bored shitless by how most men talk to them. Most guys do not, in fact, relate to women at all.

They talk about topics that women, and especially younger women, could care less about. They talk about their jobs, their car, sports, and technical and mechanical topics that end up turning off women completely.

What *do* women care about? In a nutshell, they care about emotions, travel, unusual topics, psychology, what makes people tick, and most of all, THEMSELVES.

So, your job is to get into her world as much as possible and ask the sorts of questions that will encourage her to reveal herself to you.

The mistake happens when you, the man, ask *too many* questions and do not reveal anything about yourself. The

conversation becomes too one-sided and feels more like an interrogation than a dialogue.

Remember, a conversation is two-way street. When you share something about yourself, you should shift the focus back the other way and learn something about her.

As you converse with younger women, slip outside of your normal perspective and get into *her* reality. Learn about how she views life, what she deeply cares about, her likes and dislikes, her dreams, her aspirations, and her fantasies.

### **Ask Great Questions To Build Rapport**

As an older guy, it's especially important to understand the art of *building rapport*, which is another way of saying building a connection with her.

To do this, you need to talk about interesting topics that encourage her to share interesting things about herself.

As I mentioned earlier, most guys approach women in extremely boring and predictable ways. They ask cliché, uninspiring questions.

You need to find ways to ask her questions that *challenge* her to think in new ways. At the same time, asking amazing questions can create a fun atmosphere.

Here are a few different types of questions that you can ask a woman to create great connections. These are not the most slick or sexual questions you can ask a woman (you shouldn't be

asking those sorts of questions until after you've hooked her interest, anyway).

### *Interesting Personal questions...*

- Do you have any phobias?
- Tell me three things you like about yourself.
- If you could have had the starring role in one film already made, which movie would you pick?
- What do you consider to be the most valuable thing you own—maybe not in terms of its price, but its personal value to you?
- If someone made a movie about your life, what would they call it?
- If you were in the "Miss America" talent competition, what would your talent be?

### *Personal, Playful and Fun Questions...*

- You have complete access to your city for 24 hours. It's April Fool's Day. What prank would you pull off?
- If you could steal one thing and get away with it, what would it be?
- What is the stupidest pickup line a guy has ever used on you?
- If you were to perform in the circus, what would you do?
- What is your best scar? Tell the story of how you got it.
- What's one thing about you that people would be surprised to know?

### *Personal, Deep Questions...*

- If you won the lottery tomorrow and never had to work another day in your life, how would you spend your time?
- If you could have any job in the world, which one would you want, and why?
- What's the kindest act you have ever experienced (something you did for someone, or something they did for you?)
- Which person has influenced your life the most? Why?
- Did you ever have a really important turning point in your life?
- What scares you the most?
- If you could ask God a question, what would it be?
- What's the most important thing to you in life?

### *Clarification Questions...*

As she talks and reveals things to you, you should keep the momentum moving along by asking “clarifying questions.” These give her the sense that you’re listening attentively and are sincerely interested. They also encourage her to keep talking and revealing.

- Why do you think that's true?
- What are your reasons for saying that?
- Why did you say that?
- Where did you get this idea?
- Have you always felt this way?

## **Create Conversations Based On Authenticity**

Emotionally guarded people are boring, and success with younger women is all about coming across as an interesting guy. So you need to learn to express yourself around women in a unique manner.

I believe every one of us has a fascinating person inside. You've had interesting experiences and have unique ways of viewing the world, but you may have a tendency to “dumb yourself down” around women and fail to communicate your interests and passions.

You may also be masking the “real you” because you figure you ought to play it safe and go with *her* flow.

A lot of guys make the mistake of trying to “mirror” women, thinking that this will create a connection.

If she's talking about her problems and frustrations, he talks about his. If she's happy and enthusiastic, he puts on a “happy” front and tries to relate to her on that level. If she talks about her dramatic relationship with her ex-boyfriend, he'll go on and on about his ex-wife, etc.

It's when you come across as *authentic* that women will truly relate to you—and respect your confidence in who you are, and what you bring to the table.

*So what is authenticity?*

Being real

Being opinionated

Risking looking stupid

Risking rejection

Being raw

Being emotional

Being intense

Being passionate

Having a sense of humor

## **Try Out Different Types Of Approaches**

As I said earlier, every dating "guru" teaches a slightly different method and has different ideas about how to find and meet women. Just as each woman is different and requires a slightly different approach, each man reading this book is different, too.

For you to feel comfortable and be your best "seductive self," you'll need to find ways of approaching and interacting with women that fit your personality and style.

The only way to find your unique voice is to try out all sorts of different approaches, until you find what works for you. Don't get

stuck in one way of interacting with women that doesn't feel authentic to you.

I've seen older guys trying to act like 20-year-old frat guys and attempting to use hip hop slang and approaches that seem immature and inappropriate. (They're usually failing miserably with women, in case you were wondering.)

I've also seen older guys use approaches that had them appear too reserved, professorial, and uptight. These men also failed, big time.

You must go out and try different types of approaches, in a variety of different social situations, to find out how to best succeed with younger women in ways that feel congruent to you.

### **Convey A Paradoxical Personality**

Women love "paradoxical" guys who are complicated and multi-dimensional, not simple and easy to figure out.

To start, answer these questions: What is it that women would not expect about you? How are you paradoxical?

Every man reading this is paradoxical at some level. You have the ability to portray different aspects of your personality at one time.

You do this by sharing and revealing different points of view that you hold, sharing unique stories, and showing that you, in your own way, are paradoxical.

*Show a woman that:*



- You are a gentleman and a "bad" boy at the same time.
- You are sexual and trustworthy at the same time.
- You're ambitious and focused, but also know how to cut loose and party.
- You can be hot and cold: giving her your undivided attention, then being unavailable when she wants to see you or talk to you on the phone.
- You can be both edgy and sweet.
- You can be emotionally available and emotionally turbulent at the same time.
- You can be dramatic and serious, and also silly and playful.
- You're a funny guy who doesn't take life too seriously, but you can also talk about deep, introspective topics.

## **Be Emotional**

We all know that women love, and bond through, emotions. Emotions are like your "artist's palette" when you're constructing conversations with women.

It is *emotional intensity* that changes the tone and vibe of a conversation, and by subtly tweaking the emotional content, you can change the mood dramatically.

Learning to speak the language of women means using emotions in your stories, and in your conversations. You need to learn how to include **EMOTIONAL CONTENT** when asking questions and making statements.

*Come up with stories from your life on the following topics:*

A time you felt frustrated or angry.

A time you were really scared.

A funny but embarrassing story.

A story about a time you felt overwhelmed with excitement or joy.

## **The 5 Key Topics Women Love to talk about**

This is not a complete list, but a very basic one that shouldn't be hard to remember. Here are 5 topics you can use in any conversation with a woman to create a connection:

Travel/vacations

Food

Fashion/clothing

Movies, books, forms of drama

Celebrities, people in the news, current events

## Talk about your job in an interesting way

This is such an important detail that it requires its own heading. When you meet anyone for the first time you will inevitably talk about what you do for a living. If you talk about what you do in a lame and boring way, you will immediately turn her off.

Furthermore, how you talk about your job tells her a TON about you.

Let's say you have a pretty standard job, like you're an accountant or a computer programmer. Both of these careers, on the surface, are not too thrilling to talk about.

(Actually, there aren't that many jobs/careers outside of being a rock star or professional athlete that women *do* find incredibly compelling and interesting.)

This means that rather than talk about the details of what you do (or even worse, how much you dislike what you do), you can come up with interesting and funny stories about weird people you work with, or unusual experiences you've had at your job.

For example, if you're an accountant, the pressures of tax season are not interesting, but the story of your day trader client who lost five million bucks and fled to Mexico *is* interesting.

Or a story about how you saved a single mother with four kids a ton of money, and helped her out by doing her taxes for free. (That's interesting, *and* demonstrates what a great guy you are.)

Or, maybe there's some wild office gossip—or something hilarious that happened at your company Christmas party—that you can share with her.

If your job is fairly interesting—maybe you're a police officer, a writer, or a musician—it's the *stories* and *experiences* that women will find fascinating, not the mundane details.

A writer like myself, for example, can talk about the pressures of deadlines and how I've been chained to my computer for days—or, I can tell women about the most interesting celebrity I've ever interviewed, or the craziest night I ever had in New York City when I visited on a book promotion tour.

You should have work-related stories that convey suspense, intensity, drama, and moments of humor. Invest the time to come up with stories about your job, practice telling them out loud, and then try them out on women.

### **And Most Importantly, Talk to A Lot Of Younger Women**

I don't need to tell you that finding amazing women is, to a certain extent, a numbers game. If you talk to enough women you will find some really hot and interesting ones, but you *must* go out and talk to a lot of them to find the special few you “click” with.

There are other reasons to have this wide variety of interactions and experiences. You need the practice, first of all. And more importantly, you can't expect to just get lucky. You will occasionally get shot down, or screw things up.

It will take some time and practice to score that beautiful younger woman you've been picturing in your head, and as with any skill,

the more you work on it the better, and more confident, you will become.

### **In Conclusion...**

A while back, I was at a media conference north of San Francisco, in wine country. I wound up hanging out with a really cool 22-year-old college student from Philadelphia.

She was super smart, hot, and had a great sense of humor. We sat together during meal breaks, attended many seminars together, and were constantly flirting with each other.

It seemed like every time I turned around, another guy would be hitting on her. No problem, I figured—I've dealt with plenty of cock blockers before, and was able to easily hold her interest. Things were going great.

After a couple of days of flirting, some fun late-night drinking, and making out in my hotel room, I was happy. There was one problem, however: there was one cock blocker who was getting a lot of attention from her.

He was an older professor-type in his late 50s with a charming, easygoing manner. He'd get her laughing about something, and the next thing I knew he'd have his arm around her.

At this point, most guys would feel threatened and try to keep her as far as way from the other guy as possible. Instead, I thought I'd better cozy up to him and find out why, exactly, she was so receptive to him.

I joined their next conversation, and it turned out that this guy was amazing. He reminded me of the late actor Dennis Hopper.

He had a wicked sense of humor and had an endless reservoir of fascinating stories. He talked about interesting political stories from the 1960's, travel stories of amazing places, hilarious stories of doing LSD, and much more. He had no fear at all, and was completely open about his life and experiences.

Luckily for me, the guy didn't succeed at banging her. I managed to have her sleep in my bed a couple of nights, and seal our connection. But I mention this guy as an example of someone who was fairly “old,” yet he had a remarkable effect on women.

If my game wasn't as strong as it is, I have no doubt he could have snatched her out from under me.

I'm not the slickest guy in the world with women, but I had a strong connection with this girl and we spent a lot of time together. For this guy to get her so interested, and open to him, was quite a feat.

I actually came to view the other guy as a model for how I want to interact with women when I reach that age— able to not only build authentic connections with women who are decades younger, but to make them feel genuine sexual attraction.

## **ACTION TACTIC: STOP THINKING YOU DON'T MEASURE UP**

The fact is, rich guys, and model-handsome guys, have a built-in advantage AT FIRST when it comes to catching a woman's interest.

But you'd be amazed at how many rich men are terribly insecure with women, kiss their asses constantly (which is deeply unattractive), and aren't any FUN either.

As for the really handsome guys, a woman will sleep with them to satisfy their physical desires, but it usually doesn't go beyond that. It's only a temporary infatuation.

As a "regular" older guy, you can be much MORE fulfilling to a younger woman as long as you:

- Take good care of yourself
- Make enough money to live comfortably
- Are confident, funny, and in control of your world
- Tease her, challenge her, and never kiss her ass
- Are able to show her new experiences and teach her new things



## Chapter 6

### Carlos Xuma interviewed by Dean Cortez

*Carlos Xuma is a dating and attraction coach as well as a black belt martial arts instructor and motivational life counselor.*

*He's the author of The Dating Black Book, Secrets of the Alpha Man, the Alpha Lifestyle program, the Power Social Skills program, and many others.*

*Carlos' programs teach the essence of attraction between the sexes. By understanding the successful traits of attractive men, you can attract more women, achieve more success with your career and financial goals, and experience a more rewarding life.*

*His overall approach is known as R.E.A.L. Game, and he shows you how to use your genuine personality to attract the opposite sex, and make enhance your entire lifestyle to see and feel the Big Picture of attraction and success in social dynamics.*

\* \* \* \* \*

*First off, Carlos, I want to ask how you got into this field, and what kind of personal journey you underwent in order to better understand women and how to attract them.*

I started on this whole path by reading a couple of books that I'd found back in the 1990s, before the Internet took off and the seduction community was teaching guys how to attract women and offering all of these different programs. I had to go back to some very basic and elemental stuff, and develop myself from the ground up.



One of those books was “How To Be the Jerk Women Love,” written by a friend of mine named F.J. Shark. This was probably one of the most essential books in my development, because it taught me there are things men can do to inspire attraction, which don’t make any logical sense because they run counter to our perceptions about what women want—namely, the idea that women all want a guy who is “nice” and “good” in all the obvious ways.

I distinctly remember taking that book and throwing it aside a couple of times, because I was saying to myself, “no, it can’t be this way, it’s not right. This stuff isn’t about being *nice* to women.”

I was hung up on the concept of being nice to them, thinking that’s the way you win them, which simply isn’t true. It’s not about being mean to women either, but you’ve got to put aside your need for approval. Because ultimately, “nice guys” are not so nice.

These are the guys who have an agenda, who often use manipulation because they *need* women, as opposed to standing on their own two feet and being Alpha Men. This is something guys need to understand.

*Are a lot of your readers and seminar students particularly interested in dating younger women?*

Yes, a lot of guys do want this, but it’s usually not so specific. Guys don’t come out and say they want to meet younger women, unless it’s a guy in his 40s or 50s and he’s aware that the available pool of women changes as he gets older, and he’s not as attracted to women his own age.

Biologically, this makes sense, yet a lot of people look at this as being superficial. They'll label the older guys as dogs for wanting younger women. They use the saying, "don't judge a book by its cover."

Well, the reality is that we *do* judge people by their appearance, and men do this primarily because of evolutionary concerns. You have to understand that in the grand scheme of evolution, for thousands of years guys were forced to make choices about their mate *not* based on who had the best personality or who they were most "compatible" with. It was all about which woman was most likely to bear him a healthy child.

Men sought out women who had full breasts and full hips, who were healthy, who had good skin. The man could tell everything he needed to know about a woman based on her appearance. He didn't need to have a lot of intellectual things going on with her.

Of course, times change. Guys don't need women for quite the same things as they used to, and vice versa—women don't need guys for the exact same reasons, either. But our underlying, biological motivations haven't really changed.

*Do you feel that guys are in need of some "re-programming" when it comes to learning how to talk to, and attract, younger women?*

I do think guys are in need of more information about dating younger women because there are a lot of misperceptions about this topic. A lot of guys who want to date women who are a lot younger than they are feel like they're doing something wrong, or bad—that they're dirty old men taking advantage of women.

Well let's face it, we have laws in place to guide guys around the moral dilemma. The woman needs to be 18 or older, obviously. This perception that it's somehow "wrong" to date a younger woman is what hurts these guys in the long run, because when you believe you're doing something that is wrong or inappropriate, you're undermining your inner game and turning off your self-confidence. When it comes to dating younger women, it's all about the mindset.

*What do you see as the advantages of dating younger women?*

There are a lot of advantages in dating them, and maybe even marrying them. The obvious reason is that for guys, it's all about carrying our blood line. It's the basic genetic concept of making ourselves perpetuate into future generations.

This is what humans are here to do. We don't like to recognize that we have these animal needs in us, but we do; we have to connect our genetic legacy to the next generation. We're all here today because behind us there is a long succession of our ancestors that were successful in mating and producing offspring. It's called the "genetic imperative."

This ensures that dominant species get to keep going. And younger women tend to be healthier and more fertile, better able to produce the offspring we want.

Of course, we're also recognizing their beauty. Younger women aren't being dragged down by gravity; when she's in her 20s, she's probably as perky, fit and attractive as she'll ever be.

For some guys, however, the reality check is that marrying a younger woman might not be in their best interest. Her personality isn't settled yet. People at that age are still in a big state of transition—although let's face it, you'll never find a person who is exactly in your state of mind, and whom you'll be perfectly matched with for the rest of your lives. That's something you'll need to work at in the relationship.

I do think that guys have unreasonable expectations sometimes—that the woman won't change, that she'll have that same, youthful look and energy for the rest of her life.

That doesn't happen. Every woman ages and gets older. And it may sound harsh, but every woman *depreciates* as far as her value to men.

*What's your opinion of the stigma in our society that there's something weird or inappropriate about a guy dating a woman who's a lot younger than he is?*

In a way, I do think the stigma is silly because it boils down to one thing. The stigma is only there because *men allow it to be there*.

It wouldn't be an issue if guys, on the whole, were confident about who they are, and secure in their masculinity—if they knew what they wanted and went after it, and didn't have this dilemma in their head about whether it's right, or wrong, or inappropriate.

The reason these older-younger relationships are common in other parts of the world is because the guys, on the whole, have a

stronger sense of who they are. They're not shaken up by a bunch of feminist propaganda and nonsense.

You also have to recognize that women in America drive most of the content in the media, because they're the ones mostly buying the magazines, the books and the tabloids, going to the movies, and watching television, which means they determine much of the TV programming that we get.

This is no conspiracy theory. You have to recognize that in capitalist societies where the dollar rules, that's what is dictating what you end up seeing in the media. And what you see in our media winds up reverse-programming guys—telling them that their wants and desires are bad, or unfair to women.

It questions the male psyche and our sense of masculinity. In cultures where they don't have this stuff his going on, the man's desires are simple, pure and not questioned. Women just recognize "that's the way it is."

Obviously, women in America aren't really comfortable with the idea of younger women getting all the good men. They're all very catty and jealous about that. But on a deep, genetic level, they understand inherently that men must be the leaders. Men are *supposed* to be the ones who drive the supply-and-demand in the "dating marketplace."

Now, there are going to be a lot of guys who are into older women, or women their same age, and there will be guys who stay forever with the person they marry, as crazy as that seems in this day and age.

All in all, it's not about what other people think about it. It's what *you* think and what *you* do about it. Only around 5% of the population ever achieves any real level of wealth, and you can bet that 5% doesn't give a crap what the other 95% thinks.

They went after the money, they earned it, and they're not going to let public perception make them poor.

The same thing should be true for guys in the dating world. You decide what is right for you, and live with that.

*Would you say there any qualities that an older man can possess, that younger women will instinctually be attracted to?*

Definitely. Younger women are looking for specific traits in older men. Financial wealth isn't necessary, but younger women are going to be attracted to older men who have at least some financial stability and independence through their careers, and wise money-making.

As guys, we're supposed to function on that level. Also, older men tend to have stronger confidence. They've gotten past a lot of the insecurity and nonsense of their youth, and have hopefully moved on to a deeper level of understanding about themselves. They've gone after their passions and pursuits, and established those things as part of their lifestyle.

On another level, there's also the "daddy figure" image. A lot of women grew up trying to please their dads, who was a role model in their lives of the opposite sex, who they had to please and appease in a lot of ways.

Older men may appeal to a woman's "daddy complex," for lack of a better term. Women feel a sense of safety and security with them, which is so crucial. A lot of attractive qualities can be simulated in various ways, but the most important is the level of safety and security that a woman feels with you. This is something that older guys can provide.

*How have you seen older guys blow their chances with younger women?*

Older guys tend to ruin their chances with younger women because of what's going on in their head. They mess up their game by thinking they're the "dirty older man" pursuing the hot young woman. We all know how society paints this picture, and some guys immediately start to feel guilty about it.

I know guys who are late 20s who feel like they're doing something wrong by hitting on women in their early 20s! We have this stigma about the difference in ages between men and women. But the scientific reality is that women prefer men who are between 3-5 years older than they are.

*So you do think women are actively seeking to date older men, or is this attraction happening on more of an instinctual level?*

The preference for older guys usually isn't something that women are consciously aware of. It's about the way the guy acts, and *that's* the most important distinction. It's how old you are acting.

A lot of guys in their 20s are acting like boring 50-year-olds. Then you've got guys in their 50s who have the same level of energy and enthusiasm they had when they were 25. It's all in the way

you frame yourself, and the ways in which you behave and interact with women.

A guy who is genuinely fun, who interacts with women on a playful level, I can guarantee he will appear to be at least 10 years younger than the guy who is too focused, serious and goal-oriented with women.

Your biological age is meaningless. You've really got to believe you've got something to give to her—that your presence in her life is going to elevate the amount of fun she has, and add something that she does not have. She has to believe in her heart and soul that you're a commodity she has been searching for.

It took me years of work to acquire this mindset, but when you get it, you're not going to have any problem attracting women of any age.

Another way that guys ruin their chances is feeling the need to justify themselves to women. They jump into an interaction thinking they need to prove themselves right off the bat, believing that because they're an older guy, they need to show her something—wealth, jewelry, an expensive car—to get her interested. But it's guaranteed to turn her off.

*How would you describe the “right mindset” when it comes to attracting younger women?*

The right mindset comes down to projecting a youthful attitude. A lot of guys treat dating way too seriously, because they're intimidated by the whole prospect. When we get intimidated by a situation, or feel we don't have right skills, most guys will lose



their sense of humor. They feel their value is being questioned when they don't feel competent enough.

So first, keep your sense of humor. Be flexible and relaxed, and never take this too seriously—or else you'll mess up your game and turn off women. This puts you in a downward spiral. When you don't feel good about yourself, that projects into your game.

As she detects this, you become even more serious and she reacts more negatively. It creates a self-reinforcing spiral in your head that younger women just don't want older guys, which is absolutely not true.

Women don't want guys who act old. So be fun, playful and relaxed. These are essential traits for interacting with any woman, but it's 10 times more important when she's a lot younger than you are.

*Can you share with us any of techniques or strategies that guys can use when they converse with younger women?*

One thing I teach them is that *you've* got to be the one doing the "qualifying." You can't get drawn into jumping through hoops to impress women. Don't let women turn the tables on you. When we sense a person has lower social status than ourselves, we tend to play games with them, to feel them out and see how they react in certain situations.

Women test men twice as much. Especially younger women. They know they've got the goods; they know they're desired because they give off the indicators that they're viable mating candidates. They're young and fertile. They can provide men with the right offspring.

Biologically, we're tuned into younger women on an instinctual level. It's the way nature works. The older women say it's not fair, but hey, get used to it.

So, back to what I was saying. As an older guy, you need to be qualifying women more than anything else—saying things that let her know, *you're* the one who is doing the choosing, not the other way around. *You* are the one who will ultimately decide whether *she* is worthy.

This can be a very tricky head game for guys to play, especially if they're going to clubs and bars because these environments women are wielding the most power—it's like they've got a “scepter of power” in their hand, and all they have to do is hit the ground with it twice, and the ground will open up and swallow any chump guy who's trying to talk to her.

*That's basically how a lot of guys feel when they're approaching women at bars—like it's a life-or-death situation! But as you're saying, the key is to be playful, have fun with it, and maintain the mindset that YOU are the one doing the choosing...*

That's right. Understand that your “social strength,” or your inner confidence level, has to be spot-on and bulletproof. Know you have the shit. If you lack the conviction that you're the one making the decisions, you're going to find yourself being tested and challenged much more often.

You've also got to know that you're looking good on the outside. Your look should be current, but shouldn't seem like you're trying too hard.

A lot of guys out there are losing their hair, which in itself is not a bad thing, but they try to make up for this perceived “flaw” in other ways. They do a “combover” hair style, or wear cheesy, flashy clothes.

*Are there any specific routines or patterns that you use when you approach younger women?*

It’s really about following the right principles, as opposed to trying to follow word-for-word routines. The main principle is that you must qualify them as much as possible in the early part of the interaction, while not coming off as arrogant or *too* cocky. Have that playful edge. Showing a little bit of vulnerability works as well.

As far as approaching and engaging younger women in conversation, it’s really not that different from how you should do this with a woman your age. You’ve got to go in with the same objectives and work the same process. But the younger she is, the more playful you’re going to have to be.

I don’t use patterns or routines because they force me to stick me with a pre-formed conversation that feels fake. This is where routines can get in the way. If you want to figure out some interesting topics to open conversations with, go online and look up pop culture items for that week.

Look at the new titles in the bookstores geared towards their demographic, or the headlines on the supermarket celebrity tabloids.

Glance through a woman’s magazine like *Cosmopolitan* (or visit the website.)

They're filled with stories like, "How To Satisfy a Man in 5 easy steps." "The 4 Secrets Your Guy is Holding Back From Telling You." "Who's the Worst-Dressed Woman In Hollywood?" "How To Handle a Fight With Your Boyfriend." "10 Pieces of Sexy Clothing For Summer." Etc.

These women's magazines and websites give you all kinds of "conversational ammo" to use with women.

So now you're going to walk up to women with a strong opener—something interesting to say *to* her, not about her.

You want to be more indirect with younger women. The important thing is that if you're going to open with a question, and get her opinion on something, it should be something you are genuinely curious about, and can have some fun with.

I've said to women, "I'm doing an informal poll. How many pairs of shoes are in your closet right now, that you've never worn?" It's fun, it's like a little quiz, and women love that.

Be fun, be interesting, don't be needy. The conversation doesn't need to go very deep, but it needs to demonstrate that you're not just going for the "pick up." Women can smell that "game" these days. They know guys are using this seduction material.

And when it comes to building attraction, tease delicately. Don't insult her or make fun of her, but *tease* to break the ice and make her feel you present a bit of a challenge. Let her feel she's going to have to perform a little bit, in order to capture *your* interest.

Make it clear that you are the one running the show, and have a strong presence. If she's in a bookstore reading something, I might ask, "is that a book you would buy because you're really interested in it, or because you want to make people think you're more interesting?"

Of course, I have a playful smile on my face when I say this, to let her know I'm just joking around, and if she gets offended it's not my fault. It's her fault. She just *disqualified herself* from the race and I'm ready to move on.

If you don't come into the game ready to cut her loose, at any given time, you're not really in the game. You're playing it too safe and you'll inevitably find yourself in a crash-and-burn situation.

*What advice would you give a guy who wants to improve his fashion sense?*

The best thing to do is find a woman with good taste, and have her help you go out there and buy some good, stylish clothes. Find out what your look is. Trendy, dressy, casual...women can really help you nail the right look for yourself.

Put some money aside for this. If you're serious about success, don't cry that you don't have money for good clothes. This is something you have to accept. Go out and do it.

Keep your hair in a contemporary style. Don't wear a mustache. In fact, if there is one aspect of your "look" that you've been attached to for a long time, it's probably time to let it go.

I see guys who are attached to having a ponytail, or a goatee, and they think they look good and don't care what other people think. There's a Catch-22 here, because it's nice to have that independent attitude, but that look could be causing you to look a bit dated and odd.

A lot of guys keep clinging to a look that really isn't working for them. If you're losing your hair, you can either replace it, or look good without it—shave it all off, or keep it very close-cropped.

Don't do a combover or try to be clever. Women can tell when you're losing their hair. She doesn't really care about that; it's about how *you* feel about your loss of hair. If you're insecure about it, she's going to feel unsure about you.

Keep your nails are trimmed. Make sure you've got fresh breath. You should have no odor issues of any kind, as women are very sensitive about this.

If you have any doubts about how you appear to women, go and ask one. Get her opinion. Tell her to not worry about hurting your feelings, and to be as honest as humanly possible, and tell her what you should do—in her opinion—to look better.

Listen to her. Even better, talk to a few women. If they all have the same critique about an aspect of your appearance, chances are that's what you need to change.

*You talked earlier about the importance of making women want to meet your criteria. How exactly can a guy “turn the tables” on a woman this way?*

To make women want to qualify themselves to you, first you've got to remember that you can't start the qualification process until you've established some curiosity on her part.

The universal equation for getting someone to buy into something, whether you're selling them a refrigerator or trying to make a woman buy *you* as a viable candidate for her to date or sleep with, is a sales principle called AIDA. This is an age-old truism for getting people to respond and buy.

A stands for "Attention." You need to get their attention, and make them pay attention to you. I is for "Interest." You've got to make them interested in knowing more. This means you'll have to work on your presentation, so that you are an interesting person to listen to.

The D is for "Desire": you've got their attention and interest, now you need to arouse desire and make them want you, or want what you're selling. And the last letter, A, is "Action." You've got to get them to act on their desire. This is when you close the deal with them.

Qualification straddles the "Interest" and "Desire" part of the process. Basically, you make her feel like she's cool and interesting. You pay her a compliment. And then express some reservation, as if you're not *totally* sure she's up to your standards.

*What kind of compliment should you pay her?*

Well, first of all, never compliment a woman on anything related to her looks or beauty. Instead, compliment her on a trait or quality.

Something I might say would be, “I meet a lot of women, but a lot of them can’t carry on an interesting conversation. I really liked what you told me about *(fill in the blank with something interesting & personal she discussed with you)*).

Or you can compliment her on a trait like loyalty: “That’s pretty cool that you stood up and helped your friend that way. Not a lot of people would have done that, I admire that.” Make her feel good about herself based on something that guys wouldn’t normally see.

The only way to effectively compliment a woman is to go beneath the surface and recognize something that most guys miss. When you do that, you’ll immediately wrap up her “interest” factor.

The next step in AIDA, Desire, means you’ve got to make her view you as a desirable commodity. Give her a reason to have to prove herself to you.

A few minutes later in the conversation I’ll say something like, “you’re pretty cool and all, but I don’t know...I have this feeling like we’d always be fighting. We both have strong personalities, we always want to be right. I don’t know if this is going to work...I think I’m going to have to ask for a divorce right now. I’m taking half of everything.”

So you see, at the end, I’m off-setting it with a bit of humor, making it funny. Like we’re jumping forward in time and “assuming” a relationship.



Women love going along with it; it shows a certain level of social awareness, and a sophisticated sense of humor, that most guys don't have.

This qualification process is essential with younger women, because she's got to know that you have a firm sense of your own value. Most younger guys don't have this, and it gives you a distinct advantage over them. And by "older," I really mean that you're simply older than she is.

You've also got to take a step back and think, what would be your reasons for actually disqualifying a woman? I don't care how beautiful she is. If you don't actually have reasons for disqualifying women that are locked firmly in your head, then you're going to be the needy, insecure guy who will only *approve* of women.

Have that criteria established in advance, firmly embedded in your head—reasons that would cause you to say "no," no matter how good she looks, and walk away. That's the first rule of negotiations: you've got to be willing to walk away from the deal.

This give you a strong sense of poise and confidence, when you're an Alpha Man who is willing to walk away from any deal that looks like it won't benefit you—and this extends to women.

Another benefit of qualifying her is that it allows you to gauge her interest level in you. If she doesn't care about establishing her value to you, then you're not playing the game correctly. She's not going to have strong, actionable interest.

*Are there any locations you'd recommend for meeting younger women?*

These locations are everywhere. We all know that lots of women are in the bars and clubs, and certain types of women will be there. But most older guys aren't just looking to just nail younger women. They want some type of steady, ongoing relationship.

There are a lot of good places you probably haven't thought of before, places where the younger women go to. Think and it will come to you. What about music stores? Musical events? Music is an important part of younger women's lives. Go to social events.

Then there's online dating. When you create your Internet profile, don't lie about your age. Be OK with it, and mention it. Write something like, "I know some of you will see that I'm 45, and you might be looking for a guy closer to your age, but have you ever met a guy who was a young soul, and seemed ageless?"

Then riff on it. The idea is, you bring your age right out into the open and destroy it. This technique is called "inoculation" and it works like a charm.

*How should guys approach their first date with a younger woman?*

First, you've got to avoid falling into the trap of trying to prove yourself. Most guys try to do this by spending money or taking her somewhere fancy.

I remember going on a date with a younger woman and we played billiards. I realized after an hour that she was *too* young for my tastes, as far as the way she acted, and the things she was into. I thought she was below my particular standards. I even said

to her at the end of the night: “you know what, I’ve had a lot of fun with you this evening, but you’re a little too young for me.”

I was being truthful. I could care less if it cost me a possible night in the sack with her. I have standards to live up to, and that’s always 10,000 more times important than getting laid one time, because you’re doing things that reinforce your posture, sense of confidence, and Alpha attitude. Sometimes the best thing for you is to decide *not* to hook up with a woman.

On the first date, don’t splurge and spend money and try to impress her. Take her out to do something fun. For example, take her to an arcade and give her some tokens to play the games with you. Get her energy level jacked up. Get her competitive, involved in the interaction.

That’s the perfect kind of date—not sitting at dinner and going back and forth exchanging “interview” questions. You want to escalate her physical and emotional state and make her feel like she’s having fun. Nothing is more important.

*What about when a guy does these things correctly, and enters into a relationship with a younger woman? With a lot of guys, as soon as they’re getting sex from a hot young babe, all of these rules and principles we’re talking about go out the window. They’re too worried about trying to hold onto her...*

Guys tend to do whatever it takes to get women into a relationship, and they then drop all the good habits that got them that far. They become lazy and complacent, and she’ll either wind up cheating on him or dumping him.

The real essence of keeping a younger woman interested in you is about maintaining the level of fun, and your young, free-spirited attitude.

If you revert back to being an “old guy,” or just a father figure, you’re going to lose her. Guaranteed. I wish I could tell you about some clever trick that will make younger women latch onto you forever, but there isn’t one.

Remember, your competition is out there all the time. The only thing you can do is to be better than them—play the game harder, faster and better. Have the right Alpha attitude: be confident and have your lifestyle the way you want it.

To *remain* attractive to the woman you’re with, maintain that image. Stay fit and healthy. I remember a friend of mine was getting married, and she asked a female friend of ours for advice on maintaining a happy relationship. She said the best thing you can do to make it last is to stay sexy. It’s so true.

Guys think they can let themselves go. Women often make the same mistake, but let’s face it, if you let yourself go, you’re pretty much showing her that you don’t care all that much about keeping her happy, either. Women observe how you treat yourself.

This also means keeping your sense of fashion up to date, and taking up some youthful hobbies. Try something new every month, or at least every year. Make this one of your goals. A cooking class. Salsa dancing classes. This will keep your spirit youthful, and that’s what younger women want to see.

*I see students of mine get excited about learning these new skills, and they go out and start meeting women...but a lot of them seem to be in a rush to find a girlfriend and jump into a relationship. What's your take on guys that rush into these situations?*

Well, the faster that a guy bypasses the whole qualification process, and jumps straight into “you’re the one for me,” the more a woman is going to feel afraid and suspicious of him. Then he’s going to feel more and more desperate because he fears he may be losing her, and she responds by pushing him away harder. It’s another downward spiral.

The irony is the more you try to cling to her, the more likely this is to happen. The best thing you can do is give her a lot of space. Remember the old “push-pull” theory. It works. Don’t be pulling her in all the time.

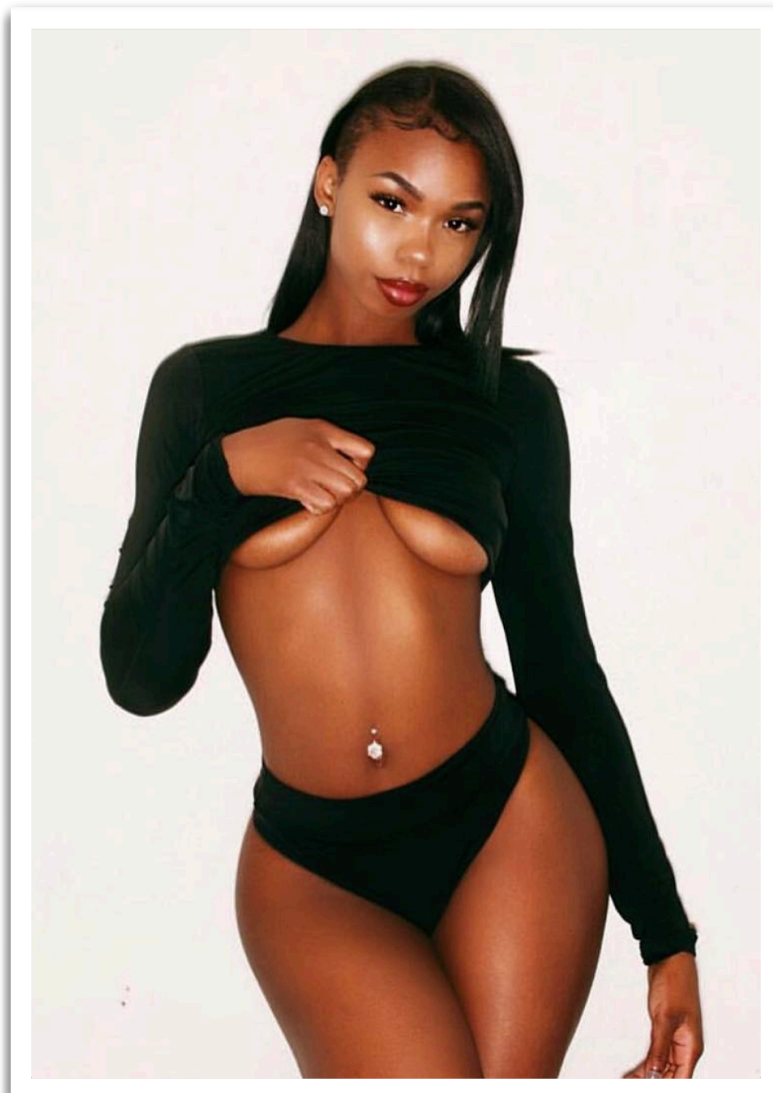
The back- and-forth is what creates sexual tension, which is necessary if you’re going to create and sustain attraction. Don’t jump into the mindset of, “I need to marry this girl.”

Women know this is the first sign of an “uh oh” situation—where you know you’ve gotten involved with somebody that you *want* to like, but you know they’re going to be desperate, needy and clingy, and other things you don’t need in your life.

You’ve got to be 100% in charge of your own life, pursuits, and passions before you can ever seriously throw a woman into your mix. It’s the most important decision you’re ever going to make in your life: which woman will you hook up with and stay with?

Don't take a woman just based on her appearance. This doesn't qualify her to be your girlfriend. Yes, you want a hot woman who you're physically attracted to, and a woman you want to keep sleeping with, but it's like the old saying goes: "You show me the most beautiful woman in the world, and I'll show you a guy who's tired of doing her."

This is what 90% of divorces are about—people who didn't realize there is more to the game than just being physically attracted to a person. Create that list of qualities that would cause you to disqualify a woman, and then you'll be in a much better position to know when a woman is right for you, and right for the kind of relationship you want.



## Chapter 7: Inside the Mind of A Younger Woman

### By Christian Hudson

Beautiful women—particularly the younger ones, who are the object of every guy’s attention when they’re dressed to kill and out socializing—often have deep insecurities that you wouldn’t suspect.

If you’ve ever been “gamed” by a girl who was hot with you one day, and cold the next, you probably know what I mean.

An important aspect of dating younger women is knowing how to recognize the *warning signs* of an insecure girl who just isn’t ready to date a man of your caliber.

This is when true confidence comes into play—having enough of it to hit the “eject” button and bail out of a bad relationship, knowing that you’ve got the skills and confidence to find someone more deserving of you.

Let’s take a journey into the mind of a hot but insecure younger woman to see what’s really going on, and how she gamesthe men in her life.

The hot girl in question is a composite of three girls I’ve known, and we’ll call her Sarah.

Every girl has a little bit of Sarah in them;this composite we’re drawing is simply the most extreme iteration of it. Here’s the backstory, taken from my experiences with the three girls.

Sarah is a smart girl – far more intelligent than she initially appears. She plays the role of the “ditzy little girl” with aplomb, and half of my friends still refuse to believe that her IQ could possibly break the triple-digit barrier.

But when it comes to men, she knows exactly what she’s doing. I’ve seen her destroy several guys (myself included), and I watch her keeping a steady flow of prospects in the pipeline. The guys she dates are good looking and successful—and usually, they fall for her *hard*.

I believe that deep down, Sarah is a good person who wants to find a deeper happiness than her life today gives her, but as it stands, I’d hate for one of my friends to get caught up with a girl like her.

Should you ever find yourself in a situation with a Sarah of your own, its only fair that you understand exactly what’s going on. Personally, I’ve dated two girls like her before, and I was in a wickedly hurtful relationship with one of them.

So let’s see if we can get into Sarah’s head...

The first thing you have to know about her existence is that it’s fairly shallow. Moment to moment, she seeks constant emotional and physical stimulation in the form of drugs, sex, cigarettes, text flirting with guys, etc.

And unlike most of us, she’s able to get away with this because, well, she’s a hot girl in New York City who knows how to play the game.



Sarah also likes to party. She's out two to four nights a weeks, sometimes hitting multiple clubs at once, and she's always at the best and hottest new club.

Promoters love her because she rarely brings guys along, and has a great personality; fun, ditzy, playful, giggly – everything you want in a girl when you're out at a club.

But when she meets a guy in whom she's interested, her demeanor changes instantly. First, her voice softens up to something akin to a baby's cooing and her eyes become doe-like.

The innocence comes across as capitulation, and flips a big switch in a man – his desire to take care of a woman.

But she also knows how to “turn on the sexy”...with a narrowing of the eyes, a crossing of the legs, a little bite of the lip – and she's attractive enough that few men are going to turn her down. I've watched her do it to random guys in clubs, as well as with a friend of mine, just to prove to me that she could.

Guys see her “transform” from fun, wild social girl, to fawning little bunny – and imagine her potential as a sexual mistress. This results in paralyzing crushes.

She goes after bankers and traders whenever possible. It is important for her ego that the men she's dating have certain qualifications.

And as she starts dating a man, she's full of push-pull. One morning she's in his kitchen, wearing his oxford shirt and cooking breakfast for him. She tells him she'll see him later that night, then

flakes out and heads to a club with me, where we'll dance the night away.

The guy starts texting her... "Baby, where are you?" The next morning, she meekly apologizes, shows up for sex, and pulls the guy deeper into thinking that if he tries just a \*little\* bit harder, she'll change for him.

And this is the genius – mad or otherwise – in how she handles a man. She is incredibly compliant and giving when she's with him, to the point he thinks he "has her." She is very emotional and "falls in love" quickly; temporary as it may be, the guy starts to believe it too. Her emotions are like a hurricane: as soon as they come, they can also be gone.

And a guy wants to believe that *he's* going to be the one who tames her, that she'll be his domestic Debbie. Then, once she's felt that the guy has invested enough into her (*and critically, ONLY then*) she'll disappear.

Here's the funny part – her routine works best on the guys with huge egos. The most successful, the best-looking, the ones who eat women for breakfast.

She's sexy enough that she can make them work hard to get her – fancy meals, VIP tables and bottles, whatever she wants, really – and once they've invested enough and feel they've "won," it becomes part of their ego that they're dating the girl who everyone else wants.

But the moment she pulls away, that massive ego begins to lurch. I've watch guys cancel travel plans, leave work early, and go into debt trying to pull this girl back into their world.

Does this lead to good relationships? Absolutely not. It results in fights, guys showing up at her house (and mine) yelling in the street for her, and lots of bad feelings. But it works for her for two reasons.

First, all the drama is essentially emotional stimulation.

Whether she's feeling really good and excited about a guy, or whether he's blowing up her phone with pleas and grievances, it *is* making her life interesting.

Secondly, while she is an intelligent girl, she also has some very deep issues. Insecurities she's not comfortable sharing with a guy with whom she's romantically involved.

She knows (instinctively) that if she truly opens herself up in that way, she's putting herself in a position to be hurt. And she's so insecure about who she really is that she's just not going to let a guy who's fucking her have that kind of power over her.

So what's the lesson here for us older guys?

Well, most importantly, a key concept in attraction is investment: the more you invest in something, the more of an emotional attachment you develop for it.

Falling in love with Sarah is kind of like buying stock in a promising but volatile tech company – if it's a hot thing that is

poised to take off and generate massive returns, you might get emotionally invested, and fail to get out when you should.

Every now and then the company puts out a press release with great news, but since you've never met the management team, you have no way of knowing if it's accurate.

And believe me, if a man is dealing with Sarah on a superficial or ego basis, he definitely hasn't "met the management."

Perhaps you stated dating a younger woman and had people who knew her tell you to "watch out for her," but you defended her and said "no, I know her in a way that other people don't," or something to that effect.

Well, "management" is hidden away in the board room and letting the PR and customer service people do the talking, and you bought into the lines you're being spoon-fed.

What else? Don't let your ego get caught up in determining whether she'd be a good girl for you. It is not your job to be her Dad, brother or burly protector. Sarah has people in her life who are looking out for her, and just because you're fucking her doesn't mean it's your responsibility to save her.

If you're getting any signs that your girl is half-heartedly committed, that her insecurities and/or abilities with men are driving her to seek constant stimulation, then you just have to be careful and keep your eyes open.

One day, when she's had enough partying, she'll find a solid man and latch on tight, and there will be no doubt in his mind (or

hers) that she's in it to win it. But until then, if there's smoke, there's probably fire.

When you're looking for a girlfriend it's important to be able to see her for who she really is. I've been in relationships with girls who I thought were loving and honest. Then something goes wrong and suddenly I'm seeing parts of Sarah come out.

The girl is pushing me, pulling me, and I'm telling myself "wait, this isn't who she is! She's still the girl I was dating a few months ago, I just need to bring that back out of her..."

The problem is, because her perception of me—and the role that I play in her life—has changed, so has she.

Lessons learned. And hey – if you know yourself and who you are, you know what you'll accept, what you won't, and you'll be able to give yourself fully when the right girl comes along.

## **ACTION TACTIC: ALWAYS BE THE ONE TO END THE INTERACTION**

When you play the games that women often play, you will not believe the responses you'll get.

Now, I used to be against any kind of 'game playing'. I still don't like lies, cheating, general dishonesty, or manipulation. BUT, when you use these things in the right way, it becomes kind of a 'game' that women LOVE to play. It's strange, but women love to tease and be teased. And if you don't take this stuff too seriously, you can have some real fun.

But, I digress... The reason to end conversations, calls, and meetings first is that it does two things: First, it says, “I’m not a needy guy, and I have things to do. I’m busy and if you want me, you’re going to have to work to get me.”

Second, it sets up a situation where YOU are in control of the situation. If you start doing this with EVERY call, EVERY meeting, and EVERY conversation, you will be blown away by the responses you’ll get.

You’ll have women say, “What? But we’re having so much fun...!”, “Well, when can I see you again?”, or “Don’t you like me?”

By the way, don’t take the bait when they say these things! Say, “Of course I like you, and of course I’m having fun – but I’m busy and I have things to do. So call me tomorrow and maybe I can get together with you at the end of the week.”

And women love it too. As much as you might think it’s cruel and unusual punishment, women love nothing more than to go home wondering, “Does he love me? Does he like me? Will he call me? Did he have fun?”

I know, I know... sounds too bizarre to be true, but trust me. Tease and do these things, and you’ll find that they’ll work like a charm... plus have the added bonus of being damn fun!

## Chapter 8: Challenges and Solutions

By Vin DiCarlo



*Renowned dating coach Vin DiCarlo, creator of the world famous “Pandoras Box” seduction program among others, doesn’t believe in teaching canned routines and lines and patterns that must be memorized. He prefers to teach his students (which include many men over the age of 40) what he calls “applied seduction.”*

*“Imagine soccer practice was just some coaches talking in front of a classroom, versus a team that practices and runs and shoots on the goal and actually does different drills,” he said. “It’s a world of difference.”*

\* \* \* \* \*

When my instructors and I train men at our seminars, much of what we do is designed to remove the limiting beliefs guys have. We've heard it all.

Girls only go for good-looking guys...you need to be rich...you need to be taller than her...you've got to have a cool car...Asian guys can't be good with pickup...the list is endless. One of the most common (and untrue) is, "I'm too old for younger women."

The problem with limiting beliefs is that they are EXTREMELY demotivating, to the point where you don't want to even try. And you tend to create your own reality.

When guys think "all the women in nightclubs are shallow," I can pretty much guarantee they're only going to meet shallow women when they go to clubs.

One night, I was at a club with a guy who had this limiting belief, and he was shocked when I met one of the most down-to-earth, genuine, and beautiful women I'd ever come across.

She had even made her dress by hand, in between volunteering at the local animal shelter. True story!

Anyway, I want to make the point that good game overcomes any boundaries, and we can shatter your limiting beliefs in minutes when you see what good game can actually do.

At the very minimum, you need to be open to the idea that you've had it wrong up until this point— that you actually *could* be dating young, hot and amazing women right now, if you just had the right mindset and tools.



So in this chapter, I'm going to share with you some of my best material—including my own methods for becoming better at approaching, talking to and dating younger women.

Let's get to it...

## **The Mindset**

The first and most important mindset is that women *like* older men!

Over the past 200+ years, the United States government has been taking statistics for the age of couples getting married.

Every year, there is a slightly wider gap between the ages of women and men who marry each other. That's right—women have always gone for older men.

There are evolutionary reasons for this.

Women are programmed to seek security and safety, which provide the best means to raise a child, and it's a safe bet that an older man will have increased world knowledge, and other important assets including personal skills and greater life experience.

Society seems to force the view that it's older men who are chasing younger women, and while that may be true to some extent, in more cases it's the women who are *looking* to date older men.

The second part of the proper mindset is knowing that if you dedicate yourself to success in this area, within six months you can be having more fun with women, and enjoying more sex than most guys get in their entire lifetime.

The average guy only has sex with 4-7 women in his entire lifetime, although that's certainly not the story that the media seems to push onto guys.

That means you can be a virgin at 40, and as long as you're able to fight through your internal barriers, change your beliefs and ideas, and take action, within a year (or even months) you can have a lifetime worth of fun.

The key idea is to get started straight away, and **LOSE THE EXCUSES.**

Treat the next couple of months as practice, and tell yourself that it will be a fun learning experience. Don't ever think that it's "too late," or that you've struggled with women for too long for you to make a dramatic change.

If you have the mindset that you still have plenty of time left—and the truth is, you do—you are likely to take action and feel less guilty and filled with regret (big energy killers).

You'll be morerelaxed, and you're more likely to *stay* motivated.

On the other hand, if you feel anxious and urgent because you "need to make up for lost time," women are going to smell that desperation like cheap cologne.

## **Some Real Techniques:**

### ***Convey Youth***

How you *convey* your age is more important than the number of years you've been on this planet.

By this, I mean be happy, have a youthful smile, and enjoy life.

And certainly look at your jeans. (Yes, I'm serious!)

In fact, go and look at some new jeans this week. I always see older guys wearing totally unfashionable jeans, and it's one of the most obvious indicators that they have an old, out-of-touch mentality.

Also take a cold, hard look at your hairstyle and wardrobe, and look to update them a bit.

If you are happy, carefree, and loving life—and your wardrobe and personal style convey a youthful, fashionable edge—this is bound to make younger women notice.

### ***Be Fun***

I often coach older guys who are a bit too “serious.”

Picture four young women out on Friday night, having a good time, relaxing after a big week at work. They want to kick back and have fun with a few drinks. If a guy starts talking with them about serious topics that lower their energy level, it's not going to fly.

Women generally like older guys because they provide much more interesting conversation, and because they're not predictable and one-dimensional like younger guys often are.

The typical 25-year-old woman is more emotionally mature than the guys her age, and for this reason, she often finds herself more intrigued by older men.

But there is a time and a place for being serious. Imagine what it feels like when you go from working hard at your job for months on end, and then taking a holiday and kicking back on a beach. This is the laidback, carefree type of energy you want to bring to your interactions with younger women.

If you are having trouble lightening up and chilling out when you get involved in conversations with women, take a closer look at your reality and your lifestyle. If your reality and lifestyle are completely filled with work and seriousness, then it can be pretty difficult to instantly switch into "fun" mode when you're out meeting women.

"Serious" guys tend to watch serious movies and television shows (including a lot of TV news and politics, which can be quite depressing), and listen to music that isn't in tune with the tastes of the younger generation.

I suggest you switch up the types of shows, movies and music that you normally feel comfortable with. Try some of the most comedy shows that are most popular right now. Listen to some new music: the younger women are usually listening to pop and hip hop.

You might actually like some of it. You might think some of the music videos to be wild and bizarre. Either way it gives you some fun conversational topics to talk to women about.

That hot 25-year-old babe at the bar might know a surprising amount about politics, but that doesn't mean she wants to talk about it when she's unwinding with a few drinks.

Save the deeper discussions for once you're dating her. Her first impression of you should be fun, playful and youthful.

Some guys need to make a concerted effort to add some light stuff into their reality, so that being playful and relaxed around women isn't such a challenge.

When you talk to your friends, make an effort to not dwell on the serious stuff, and get in the habit of just being able to talk about stuff that is not that important and does not matter in the big picture of things.

### ***Go Out!***

As guys get older, their social circles tend to shrink. Your friends get married, have kids, and are immersed in their own lives. Or maybe you've moved recently and haven't developed much of a social scene in your new city. Perhaps you just don't go out much anymore, because you feel a little too "old" to be hanging around at the bars and clubs like you used to.

This may seem obvious, but you must get out of the house and make an effort to socialize. Maybe combine your socializing with an interest or hobby. Personal development groups always seem to be filled with attractive women.

If you've always been shy, then it's time to shake that off and become more social. Make it one of your goals to make at least two people feel good about themselves, every week.

This will lead to a multitude of friends, and people liking you.

Break any patterns of judging people, or staying in your shell, and make an effort to say hello and make friendships. You'll be surprised how easy it is to do once you get started.

### ***Specific Age-Related Issues:***

*Do you lie about your age, or tell the truth?*

It's best to tell the truth, but in my opinion, you don't have to tell her your age straight away.

Women may want all the information on you immediately, but you don't have a responsibility to tell her everything upfront and in the first few minutes, or even hours.

Use intrigue, and reveal things about yourself over time. If every time she hangs out with you, you reveal some new talent or hobby of yours, she'll be endlessly curious and interested in knowing more about you.

This is much more effective than reeling off your list of accomplishments and interests in the first thirty minutes you spend talking to her.

Women will often use standard job interview-type questions when they first meet a man—such as your age, your job, where you live, etc. It's better to bypass this "Q&A" and engage women on a fun, more creative level.

Stimulate that side of her, and don't cater to her analytical and probing side—where she's asking the questions, you're trying to come up with the "right" answers, and she's running it all through her mental computer and figuring out whether you're the type of guy she *should* be interested in.

*What do you do with her friends?*

One problem you may face when dating younger women is that she may be less likely to introduce you to her friends and family.

Some guys can get offended by this, and see this as a sign that the woman is putting limits on how serious she considers the relationship to be. The best approach is to focus on shaping and living in the "now" and enjoying the time you spend with her.

Older guys sometimes fall into the trap of thinking ahead too much, and getting too serious with any young woman that show them attention.

It may take a while for a woman to picture herself in a long-term relationship with you, and if you try and force it too early, it can backfire. (When you put pressure on her to make a commitment, it always conveys a sense of urgency and desperation on your part—very unattractive qualities.)

Many times, I've seen younger women think that a long-term relationship with an older guy just isn't in the cards. But the more time they spend with the guy, the more their feelings change.

*What about online dating?*

I think that when you're dealing with an age gap, meeting women face-to-face is especially important because you can have a chance to have fun with her before she screens you based on age. But online dating is a good way to increase your exposure to women, and it can be a key part of a lifestyle that involves constantly interacting with new people. I recommend you incorporate online dating into your lifestyle.

You're likely to get "hung up" on one particular woman, and put all your eggs in that basket, when she's the only option on your radar. If you're meeting women on your social scene, *and* regularly emailing and chatting with new women online, you'll never feel that you NEED to make it happen with a certain girl.

You've got a Plan B, a Plan C, and so on.

*What are some more specifics on approaching and dating youngerwomen?*

One of the best naturals I ever met was in his 40s. He was the guy who would pick up a girl EVERY time we would go out, and often within minutes. He would roll into a club and he'd be kissing women before I got my first drink.

Sometimes these were hot college girls, and he had bad teeth and was small, short and pretty skinny. But my God, he was dominant! He was cocky, bordering on arrogant. He could be



pushy. He'd touch women long before most guys would think it was appropriate to do so. But it worked!

On the other hand, most older guys are limited by terrible imaginary rules about pickup and dating—like making physical contact with a woman you just met is wrong, or you shouldn't approach groups of younger women because they'll only shut you out.

Believe me, the list is endless for what I call “creative avoidance”—the silly justifications that men come up with, for *not* going after what they want.

Follow the standard rules. According to my method, these rules include:

- Approach first, think later.
- Start touching straight away (not in a creepy way—find creative, subtle ways to establish body contact. This can be as simple as high-fiving her after you agree on something funny.)
- Look to move her to a different location pretty quickly (this could be another area of the bar.)
- Escalate: physically, logistically, and by going for the “pull” or the phone number. (But save the heavy physical escalation for when you're one-on-one with her.)
- Never be the typical “nice guy”; don't act needy or timid.
- *Enjoy* women. Don't treat them as objects, have fun with them.

Younger women are not that hard to meet and date. In fact, that young hottie you've got your eye on is *eager* to meet an older guy who brings value to their life, makes her feel safe and protected, and takes her mind off the stresses and problems of her reality.

Why shouldn't that guy be you?



## Chapter 9: Winning the Game

### An Interview With David Wygant



*As one of the most often-quoted dating experts in the country, David Wygant has been featured and consulted by thousands of media outlets. He has appeared on E! Entertainment Television, FoxNews, Dateline NBC, CBS News, ABCNews and MTV. He has also appeared on over 2,000 radio shows.*

*David has been featured and quoted in over 100 magazine and newspaper articles including in Cosmopolitan, Men's Health, The New York Times, The Chicago Tribune, USA Today, and The Los Angeles Times.*

***David, so how did you get into this field and start doing this?***

It's something that I always wanted to do. I used to make jokes about it to friends of mine back in the early 90's. I was married, and then divorced, and I would go to bars and I was just not in the mood to be "that guy"—you know, the guy standing around in a bar trying to talk to women. I thought to myself, there must be a better way, and so I started meeting women out and about.

I'm not a bar person to begin with. I don't particularly like it or enjoy it. I just don't think there are any redeeming qualities to sitting back and sucking down alcohol all night, because I'm a non-drinker.

So, I started going shopping and doing things I like, and using it as a means to meet women. Then, when I moved to Los Angeles in 1998, a group of guys started following me around all the time because they wanted to learn how I was doing it.

It was like "David's Bootcamp." They were all successful, smart guys, but they just weren't good at one side of their life. That's how I started in this field. It was something I really enjoyed and understood, and I worked really hard on myself to take it to the next level. It became this great business, and now it's what I do.

***Do older guys often tap your brain about how to meet younger women?***

I get asked about this a lot. There are a lot of older guys out there who have not had much experience with younger women, but they want to get into the game. I tell them, if you're going to play

with younger women, you need to start by understanding their psychology.

***How do you explain the “younger woman psychology?”***

The psychology of younger women is what I call "the little kitten and the string," which I'll explain in a moment.

But basically it means, don't give them everything. The more you ignore them, the more you tease and tantalize them, the more they want you.

The problem with a lot of older guys is they try to “buy” younger women. If you “buy” her—taking her to great places, paying for expensive dinners, and constantly doing things for her, you're basically going to become her sugar daddy.

She's not going to have great, wild, crazy sex with her sugar daddy. She's going to have great, crazy, wild sex with her *lover*.

The only way you are going to become her lover is to learn the art of teasing her, ignoring her, and “busting” her every chance you can get. Because she wants what she cannot have. You have to learn that concept.

It's the same as when you dangle a string in front of a kitten. As long as you keep the string out of reach, the kitten will go crazy trying to get ahold of it; when you drop the string into the kitten's paws, it loses interest in about three seconds.

A lot of older guys just don't get it. They overdo it on the gifts and the dinners and the trips, and you're basically just buying a woman

who will have sex with you for about three minutes and that's it. It's not worth it.

***That's true. It's like a lot of older men put younger women on a pedestal—viewing them as the golden prize they have to spend all their time and money on. They might also realize there's a downside to dating younger women, especially the immature ones...***

Yes, there can definitely be a downside if she's not mature. You're going to get a woman who is going through the dramatic stages of her life, so she's going to be very inconsistent with her emotions, and what she wants.

Older guys think that sex with a younger woman is going to be wild and crazy, but it's might actually not going to be that way. You might have much better sex with a woman who is over 30. Some younger women are going to be crazy one night, and then not sleep with you the next night because she still has guilt issues that are left over from childhood.

Secondly, she may have unrealistic views of the world because she has not experienced life. Sometimes the stuff that comes out of their mouths makes me scratch my head. But in a lot of cases, when I was their age, I used to think that way, too.

Look, some guys just want young women. They want that hot young piece of ass. It validates them. It makes them feel good. They never had it before, so they put up with the bad parts.

Personally, I don't date women under the age of 30 and I'm 45. I've traveled the world and have run five successful businesses. I work hard. In my case, I don't feel that a woman under the age of

30 is going to understand me, and I don't want to go back in time. But I've coached a lot of men my age who wanted to date women in their 20's, and it's not a tough thing to teach.

***You mentioned earlier that many older guys default into buying younger women gifts, spending a lot of money, becoming a sugar daddy...what are some of the other ways they make mistakes in dating younger women?***

They don't look cool. They look like dorks. The fact is, they don't dress, hip, fun, or trendy at all. If you are going to get a young girl, you better dress the part. You don't wear your high-waisted jeans or your Dockers to go meet them. You don't want to look like a nerdy accountant.

Instead, you want to look like the business guy who is a rock star on the weekends. You want to dress the role. You want to be *that* person before you go out.

For me, I can attract women of all ages—a 23 year old or whatever, with no problem—because I have a complete image that I've created. My image is based on confidence, attitude, and knowledge, and I dress the part. I dress hip, young, and fun.

The problem with most guys, especially men over 40, is that they don't do enough work on themselves. They are not hip, young, or cool, but they want the young tail. If you're going to go after the young women, you better know how to dress the part, and speak the language of the part, and walk the part, and talk the part.

It's not about your wallet; it's about your game. It's marketing. You need to learn how to market yourself properly to get to the young women. It's funny to me to see older guys who just got off the golf

course go up and hit on a young, hot woman, and all she's picturing is one of her Dad's friends who just came from the golf course.

***So what do younger women look for in an older man?***

Experience. It's your life experience that works to your advantage. For example, you've got to really be a great lover, when it comes down to it. If you're a shitty lover and you're in your 40s, well, she's already had shitty lovers because she is used to dating younger guys. I tell every guy I work with to go take tantric sexclasses, and really learn how to please a woman.

Secondly, teasing a young woman, which older guys don't do, is a must. A lot of younger guys go out with a younger woman, and try to sleep with them on the first date. I always tell guys to play it cool and act like you got laid the night before, and look at her at the end of the date and say, "Alright, see you later. Goodbye." Do it with a smile and tease her. It's going to drive her up the wall.

Don't touch her for the first few dates, because then she's going to want to have sex with you. She's going to wonder why the hell you haven't touched her. She is going to think you don't desire her, and then basically throw herself on you. I'm talking about understanding how younger women are wired, but also playing the part. You've got to understand what a young man is like, and act the exact opposite.

In terms of your age and wisdom, don't try to teach them lessons. Share things with them. Don't talk down to them; don't try to give them advice. Encourage them, and share your wisdom and knowledge.



You have to become Michael Douglas. You've got to become Sean Connery. You've got to become George Clooney. You've got to become that cool, hip, older guy that will attract women. You've got to be it, before you are it.

***Are there tips or techniques you teach your guys on adjusting themselves to the age difference?***

Once again, you've got to speak with them and speak their language. Be open to what they want to do, but take them on an adventure that the young guys can't pull off. I'm not talking about buying them a great dinner. I'm talking about being a man with a plan. Meaning, when you go out with them, don't just take them out to dinner—anyone can do that. Show them that you are fun and playful.

Let's say it's the summer time; you take her to the park with the Frisbee. Do things that are young and fun. Have a barbeque at your house. You're not acting old. You've got the wisdom and success of a man your age, but by doing those fun things you become someone who she never may have imagined she would go out with. When your life is hip and cool, she wants to hang with that. And when you do those things, you create attraction.

***Where do you recommend guys go to meet younger women, and are there locations they should avoid?***

I tell guys all the time, "Be the story, not the cliché." Meaning, you need to create a "romantic comedy." All women wants to be swept off their feet, whether they know it or not. So you have to be that guy who sweeps women off their feet. So, go out, approach her, learn how to speak her language.

I would forget about nightclubs and bars. When you're in the supermarket, coffee shop or anywhere else, approach women very nonchalantly and casually. Tease her a little bit about the coffee she's drinking. Tease her about something she is doing.

Everyday encounters will beat meeting girls at bars and nightclubs any day of the week.

***Are there unique ways to close the deal with younger women, especially if there is a big age gap? Are younger women more suspicious than older women?***

I don't think younger women are more suspicious at all. I think they want to meet someone, but they *are* suspicious if a man stares, lingers, and acts like a stalker. If a guy has no game at all and approaches with some pickup line, she is going to look at you and think you are an old guy with a cheesy pickup line.

Younger women are looking for some sophistication. Most younger women who are willing to date older guys are looking for a guy who is able to teach them things. They are looking for someone who is interesting and sophisticated.

If you're in a coffee shop you could say, "I can't believe you're not getting the French roast. The French roast they have is amazing." Then start sharing a story or an experience about it, and then ask her which type of coffee she likes best. Ask her questions and share stories about yourself.

Most young guys do not ask enough questions when they flirt. They mostly just use routines. If you're asking her questions and sharing about yourself, you're intriguing her in all kinds of different ways.

***What advice do you have on managing relationships with younger women?***

There is a lot of management in any relationship. You are going to have to realize that everything you went through 20 years ago, you're going to have to go through again with a younger girlfriend.

No matter what you say, you cannot act like you know it all, because she is still going to have to experience it for herself and go through her drama.

You're going to have to listen to shit about her friends, because women in their 20s are always going through dramatic shit with their friends. She's going to cry one night because she thinks one of her friends doesn't like her anymore and blah, blah, blah...and you're going to have to sit there and listen to it, and not offer advice.

You just say, "I totally understand, hun," and let her vent. Then she's going to feel like you are the only one in the world who understands her, because while everyone else is trying to "fix" her or tell her what to do, what she really wants is someone to just listen and be supportive.

That shit is going to come at you on a regular basis. You need to be prepared and ready for it. Not only that, but she is going to be more emotional than women in their 30s are.

She's going to get more jealous. You're going to have to manage that relationship, and spend more effort than you would managing things with a woman your own age. That's just the reality.

## **ACTION TACTIC: ALWAYS HAVE SOME "BANTER LINES" READY TO USE**

### **Banter to Say in the Beginning of a Conversation:**

- Did you come over here just to flirt with me?
- I can tell just by looking at you that you're trouble.
- I saw you checking me out, if I didn't come and say hi I was scared you'd follow me home later.
- I walked by twice and you didn't flag me down, try to grab my ass or anything...what's going on over here?

### **Banter for the Middle of a Conversation:**

- You better be getting back to your friends before they realize you're over here flirting with me.
- You're cool. You can help me pick up chicks.
- We'd never get along. We'd fight all the time. And I'd win.
- You're my new girlfriend for the night.

- I'm too high maintenance for you.
- I promised my friends that I wouldn't date bad girls anymore.
- You'd look cute with a fanny pack.
- You'd look cute with a mohawk.
- Is that what you say to all the guys?
- Is that one of your pickup lines?
- It'll never work out. I'd never take your shit and you'd never take mine.
- Stop flirting with me in front of my friends. I promised them I wouldn't go home with anyone tonight.
- You must've driven your parents crazy.
- Do you mind watching my drink? Don't put any roofies in there or anything. If someone tries to steal it, kick their ass.
- I'm so attracted to you in a totally non-sexual way.

### **If She Drops or Spills Something:**

- See? This is why we can't have nice things.

- It's ok, you don't have to be nervous.
- Relax. You're going to hurt yourself.
- It's a good thing you're pretty.
- You're a handful :)

### **If She Says Something Ridiculous:**

Clearly, your boyfriend isn't spanking you enough.



## Conclusion

You've gained a lot of powerful insights into the minds and hearts of younger women, and we've armed you with the necessary mindset—and tools—to go out there and start meeting and dating them with greater skill and confidence.

Always keep in mind that as an older man, you've got distinct advantages over the younger guys who are still struggling to figure out their place in this world.

Also remember, the “rules” that society and the media teach us—about what women supposedly “need” and the type of man they're looking to partner up with—are often false.

And the greatest limiting belief of all is that certain women are “out of your league” because you lack the looks, or bank account, that they supposedly require.

They don't actually require any of this stuff. What they instinctually need is a strong, “in control” man who brings VALUE to their world. .

Whether your goal is to date a variety of sexy, exciting younger women, or to land your “dream girl” (who loves you for all the RIGHT reasons), now is the time to get started.

Good luck, and most importantly, *have fun* with this journey.

You have an entire world of beautiful, available, vibrant young women at your fingertips.

They've been there all along, waiting for the right guy to come along...

A man who stands apart from the sea of mediocre, uninteresting guys who try to play the game the “usual” way—chasing women and trying to earn their approval, instead of framing themselves as a LEADER who is inviting them to come along on an exciting ride and discover new experiences.

Now you have the mindset and the tools to make it happen!

I look forward to hearing YOUR success stories soon.

Your Wingman,

Dean Cortez

