UNLOCK HER LEGS

THE SUBTITLE GOES HERE

FROM THE CREATORS OF: MAGNETIC MESSAGING

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UNLOCK
HER
LEGS
When you finally find yourself face-to-face with “that girl” you’ve had your eye on, you’re in the final act of the three-act play of modern “courtship.” The first act is the initial meeting. The second act is setting things up (usually via text). And the third and final act—the finale—is meeting up, face-to-face.

In a lot of ways, face-to-face interactions are like interviews before sex or a relationship. To keep with this analogy, think of the initial meeting as your resume, your ability to set up a meeting as your cover letter, and the face-to-face interaction is an interview.

While this analogy may seem a bit dorky (and very unromantic), I picked it for a reason: I want to emphasize that each “phase” of the courtship requires you to show different aspects of yourself. Just like a job candidate wouldn’t simply recite his resume on a job interview,
interview, you can’t treat a face-to-face interaction as if it’s an initial meeting.

In *Magnetic Messaging*, I explained that “phone game” is different than “pickup game.” And for those on the Magnetic Mastermind, you’ve probably seen me go ape shit over guys making stupid mistakes over text—mostly mistakes that probably worked for them during the initial pickup.

Acting cocky, making edgy remarks, or even saying overtly sexual things may work in an initial pickup, but do those same things over text and you’re just another annoying creep. Likewise, women want an experience during a face-to-face interaction that’s unlike the experience you gave her in the initial meeting or over text. Meeting up with a woman is “Act 3” and no matter how incredible the first two acts were, if you screw up the finale, you probably won’t get a second chance.

Therefore, it’s crucial you understand “the experience” women want. You’ll hear me use this phrase “the experience” a lot throughout the book. It’s important you consider things from a woman’s perspective—taking into account how your actions effect her emotions.

Just as the “Key-Lock Sequence” gives a woman an experience that puts her in the mood to meet up with you, this course is designed to give a woman an experience that makes her want to sleep with you/become your girlfriend. This may sound complicated, but all
you need to do is get her to feel LUST, which is simpler than it sounds (read on)…

LUST: THE SECRET TO SEDUCING “THAT GIRL”

Lust. It’s safe to say that every guy hopes to inspire that emotion in women. Lust often leads to clothes-tearing, toe-curling sex—the absolute best finale to any three-act courtship! Yet, it’s easier said than done. How do we get women so ramped up on a date that she feels uncontrollable desire towards us? Simple: LUST.

Of course, by LUST, we mean the 4 “ingredients” of a great interaction:

1. Laughing
2. Understanding
3. Sexualizing
4. Taking it Home

Not only are these the 4 ingredients, it’s also the order of a perfect date. First, you get a woman laughing with humor and flirting. Then, you get her to feel a mutual sense of understanding through telling her stories and creating a connection. Next, you sexualize the interaction through suggestion and leading. And then, finally, you
take it home—a home that’s set up to maximize both your and her experience.

Since there are only four main ingredients, this course is broken into four sections. The sections explain how to create the experience a woman wants to feel as the face-to-face interaction progresses and intensifies. Most great “experiences” for a woman build to a crescendo as the interaction progresses. While there are a few logistical considerations, which we address, most of your success or failure depends on your ability to get women to experience LUST. Get her laughing, get her to understand you, get her sexualized, and get her to want to go home with you.


**Timeline of a Perfect Date**

It would be easier for us to pretend that an interaction with a woman is four equal parts of LUST. That a 2-hour interaction would consist of 30 minutes of laughing, 30 minutes of understanding, 30 minutes of sexualizing, and then 30 minutes back at your place before sex. Things aren’t so straightforward, however.

In actuality, a perfect date really has six “parts”—and they’re not equal. While there aren’t “checkpoints” or even phases, there is a timeline:
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1. Garbage time
2. Laughing time
3. Understanding time
4. Sexualizing time
5. Taking her back to you home time
6. Sex time

As you can see, LUST is sandwiched in the middle of this timeline, and for good reason: it's the “meat” of the experience. Yet, there are two other components to a great interaction we haven't mentioned: garbage time and sex time. Now, obviously the latter is beyond the scope of this book. Improving your sexual prowess is a skillset onto itself, and there are specific resources that can help you become better at sex. As such, this course won't really cover “sex time” beyond some basic tips.

Garbage time, however, is crucial to a great interaction. It sets the “stage” for everything to follow. And the best part is: it doesn't require much. For any guy who's ever sweated nervously before an encounter with a hot girl (e.g., a date), you're going to LOVE the concept of garbage time, so read on...
I’ve been there. You’re sitting, waiting for her. You’re there 15 minutes early—just enough time to get yourself nervous and thinking too much. You like this girl, and it’s going to show.

You try to calm yourself, but that only makes things worse. You glance at your phone, and see it’s 8:30—exactly when you told her to meet you. As you look up, you see her strutting toward you.

She looks perfect.

You’re flooded with nervousness. Even though you did a great job of attracting her and getting her out, it doesn’t make you feel any less nervous now.

As you stand to greet her, you decide to come out swinging. You give her a big, over-the-top hug when she gets close. You put pressure on yourself to touch her; you pummel her with high-octane
“attraction” material, and you painfully avoid asking her interview-style questions.

This is very common…and very wrong.

This was exactly how I used to handle many of my dates, and often this strategy failed. I—like many guys—would feel an immense amount of pressure to “make a good first impression.”

That pressure made me too aggressive, too talkative, too try-hard, and too weird. I thought I needed a great opening if I wanted a “happy ending.” But like I said, this is wrong.

A face-to-face interaction with a woman is NOT a step-by-step process that requires you to be charming all the way through. Dates are more like a season in football or basketball, where, as long as you don’t totally suck, you end up in the playoffs.

In this analogy, “the playoffs” would be the last hour of the interaction. Indeed, all that really matters is the last hour: Those final moments are what a woman is going to remember when she goes home…or, more importantly, why a woman is going to make the decision to go home WITH you.

So, really, during the first 30-45 minutes of an interaction, you only need a mediocre effort. This isn’t to say you should act sloppy or rude, but you should feel absolutely no pressure to try very hard during the “opening” minutes.
I think of it as “garbage time,” meaning that even if I do an extraordinary job of acting charming, witty, and attractive, it’s still going to be forgotten (like garbage). Therefore, whenever I meet up with a hot girl, my only concern for the first few minutes is not acting weird or creepy.

I’ve never screwed up a date by acting too boring in the beginning; however, the times I HAVE messed up a date were the times I was trying TOO HARD in those first minutes.

This is why I love “garbage time.” It lets me kickback, not worry about a thing, and get completely comfortable with the girl in front of me. It also gives her a chance to get comfortable with me, without feeling pressured.

Some guidelines for garbage time are:
• Don’t feel you need to touch her too much
• Don’t try too hard to be funny or flirty
• Feel free to ask her about her day, about her job, etc.
• Don’t make a big deal if something isn’t perfect (reservations are for the wrong time or the place you suggested is boring or dead)
• Feel free to change your plans and do something else during garbage time
• More importantly: FEEL RELAXED! It’s garbage time!

If a date were a stick-shift car, then garbage time wouldn’t even be
first gear—it’d simply be turning the car on and letting it warm up. First gear is when you get her laughing, which comes AFTER garbage time. So during garbage time, sit back and relax. More importantly, let her sit back and relax.

This is so crucial because she’ll only feel like laughing if she’s comfortable with you. Getting her comfortable involves pretty much doing nothing... yet there are a few “pitfalls” to avoid during garbage time...

3 PITFALLS WHEN INTERACTING WITH WOMEN

Sometimes a face-to-face interaction seems like a minefield: one moment you’re skipping along, everything seems to be going smooth and then, boom! you suddenly trigger an explosive response from a woman that completely “blows up.”

Some “landmines” of dating should be very obvious, but just in case you overlooked one or two, I’ll reiterate them here again:

• Don’t discuss religion
• Don’t discuss politics
• Don’t talk about insects, vomit, fecal matter, or pretty much
anything else that only a guy would find funny
• Don't talk about STD's
• Don't talk about sports (unless she's a sports fan)
• Don't talk about “nerd” stuff like comic books, sci fi, and the like (unless she's into that stuff, too)
• Don't ask her if she's “having fun”
• Don't ask her if she likes you

While most guys know to avoid the bullet points above, there are some more “subtle” pitfalls that can torpedo an interaction. Here are the main ones:

I. Letting It Go Too Long In One Place

Marathon dates are risky. Spending more than 2 hours with a woman could establish a very strong connection, or it could give her plenty of time to disqualify you as a romantic prospect; but marathon dates that are restricted to only one venue are almost always an instant attraction killer.

If you spend more than 2 hours in one venue, you're basically inviting her disinterest. No matter how great you thought the venue was, by only restricting the interaction to one location, you're locking a woman in and not giving her an experience.

A good date depends on a rich and varied experience—one that
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you’re sharing with a woman. When you incarcerate yourself within the walls of a single location, you rob you and your date of that experience. Therefore, avoid date spots like bowling, a movie, elaborate dinners, or anything else that “locks you in” for longer than an hour.

These sorts of dates are fine once you’re in a serious relationship, otherwise avoid.

2. Talking Too Much About Yourself

This may sound obvious, and most guys don’t believe they do it—but they do. And you probably do, too. The reason most guys think they’re not guilty of “taking too much about themselves” is because they mistakenly think that means “not to brag.”

Often guys think that as long as they don’t brag, they can talk about themselves. Fact is, this girl doesn’t really care how your day went nor does she care about your dog, Bruno (cool as Bruno may be). Rather than drone on about yourself, focus the conversation more on an “us vibe.”

An “us vibe” means you relate what you have to say about yourself to how it relates to your “relationship” together. For example, if you ask what sort of music she likes, and she says, “ABBA.” Rather than simply telling her that your favorite band is Led Zeppelin, cre-
ate the “us vibe” by saying, “Oh wow…ABBA? I’m more of a Led Zeppelin guy… my iTunes playlists would probably start a bar-fight with your iTunes playlist…”

By making a humorous remark about how her taste in music relates to your taste, you keep the conversation from being exclusively about you or exclusively about her. The purpose of a face-to-face interaction is to make a connection, so make sure the conversation topics bring you closer together—even if it’s in disagreement, with your iTunes playlist starting bar-fights.

3. Treating the Interaction as if it were a Meet Up with a Buddy

I know dating has become extremely casual. Even to my dad’s generation, the way people set up and go on dates today seems extremely lax and informal. While this is a good thing, it's unfortunate that many of these dates unfold like two friends hanging out rather than two people making a romantic and sexual connection.

Don’t fall into this trap. Make sure you establish it’s romantic very early on (even if you made plans rather casually). Here’s where being a “gentleman” and “chivalrous” can actually benefit you. By holding doors, pulling out chairs, and even ordering for the two of you, you demonstrate that this is a sexual/romantic encounter—not a hang out.
Later into the evening (after garbage time), it also means you should be escalating physically with her—meaning you should be holding her hand, going for the kiss, and inviting her home with you. Even if she refuses your advances, you’re still better off than had you not tried.

At least she knows that things are romantic between you—not a platonic friendship. This will keep you from ever hearing the dreaded “friend zone” speech. (If you’re hearing this speech a lot, it’s probably because you’re making this mistake!)
Now that we’ve identified the pitfalls, explained how to begin a face-to-face interaction, and made a bunch of really silly metaphors for the process, it’s time to get down to business: LUST. Once you and a woman are sitting comfortably with each other (which usually takes about 10-30 minutes, depending on your chemistry and the situation), it’s time to give her the experience she wants.

Since getting her laughing is “first gear,” we’ll explain some “tests” you can apply to gauge whether or not she’s ready for LUST. If she’s not, no big deal—it’s simply still garbage time. Remember:

In a face-to-face encounter, there’s absolutely no rush.

During an initial pickup and even during phone game, there is a rush. During the first two acts, the most crucial aspect is not “shooting
yourself in the foot” by doing too much. When she’s in front of you, however, this isn’t the case. You’re not trying to minimize your efforts or get her to make a snap decision.

Instead, you rely on the virtue of patience. Your attitude should be:

**The more time this girl spends with me, the more she’s going to like me.**

This is the truth, whether you want to believe it or not. If a woman meets you in a one-on-one setting, she’s very attracted to you. There’s absolutely no social contract that requires women to meet men and spend time with them. In fact, there’s a lot of pressure on her NOT to meet you in a one-on-one setting. Thus, if she shows up a date or even a “hang out,” there’s a very good reason for it: she wants you…so act like it!

Think back to some of the stupid things you’ve done on a first date. Now, imagine if you did those same things with a girl you’d been dating for years. Most of the “stupid” things we do on dates come from the belief that the girl isn’t attracted to us. Thus, we try to “go big” or do stuff to attract her that really just betrays our own insecurity.

One of my worst dating bloopers happened at an outdoor summer showing of a Hitchcock movie. I had some beautiful girl meet me at Bryant Part for a first date where we were to watch a movie and then go for drinks. Rather than act normal, I felt I needed to
touch and caress her throughout the movie—even when she’d asked me to stop!

When I think back on it, this certainly isn’t the sort of behavior that would come from a guy who’s confident a girl already liked him. I insisted on touching her because I thought I needed to “establish a sexual vibe” and I didn’t care about her objections.

The other day, I was at a 3D movie with my girlfriend and felt absolutely no need to put my hands on her during the movie. Sure, we held hands and I put my arm around her, but I didn’t feel I needed to do anything. In other words, I felt no pressure to “prove” or “establish” anything…why would I? She’s my girlfriend!

So, as we move into the “meat” of this course, remember: this girl is on the date for a reason. She wants you. But she also wants a certain experience. She wants to experience LUST. And that’s exactly what you’re going to give her…
PART 2
LAUGHING
It's no secret every woman wants a guy who can make her laugh. Often women rank a sense of humor as a more attractive quality than even looks and money! Probably women enjoy a man with a sense of humor because it floods them with uncontrol-

able, positive emotions.

During a face-to-face interaction, however, laughter serves another purpose... and perhaps an even more important purpose. A man's sense of humor can get a woman to feel relaxed and comfortable. I know this may not sound like a big deal, but it's crucial.

Let me state a cold, hard fact of dating and hooking up:

**You will not get anywhere with a woman if she doesn’t feel comfortable around you.**

If she doesn’t feel comfortable then you can’t develop rapport.
You can’t get sexual. Get can’t kiss her. You can’t take her home. Remember how I told you about the girl I kept touching during a move? The reason this was so grossly inappropriate was because this girl didn’t feel comfortable with me—at all!

This mindset is much different from how you’d approach a woman during the initial pickup. When you’re trying to pick a girl up, using tension helps create attraction in the first few minutes. In fact, if you walk up to girls trying to get them to feel comfortable, they’re going to think you’re nice but NOT someone they feel attracted to.

Therefore, always let a woman relax and get comfortable (during garbage time) before you get her laughing. Once you’re ready to get her laughing though, remember this important rule:

**Tension Leads to Laughter, but Laughter Doesn’t Lead to Tension**

Whenever someone feels tense, they crave a “release.” When flirting, sexual tension is usually “released” with laughter. If you inject sexual tension into an interaction, women will often giggle and laugh to release that tension. This is a good thing—it means you’re on the right track.

Laughter, however, isn’t always good. Lots of guys don’t understand this, believing that if a girl is laughing that she’s interested. Lots of guys can make girls laugh, but still don’t have success with those girls. If you’re just telling jokes or acting like a clown, girls will laugh,
but they won’t feel any tension. This sort of “humor” is all release, but no tension. It’s the wrong type of humor for interacting with women.

Instead, you want women to laugh to release tension. This is the difference between a “clown” and a guy with a “great sense of humor.” Women will think you’re funny and humorous if you can create tension—even if you’re not a naturally funny person. This is what women mean when they say, “I want a guy who has a sense of humor.” They don’t want a comedian; they want a man who can create sexual tension.

As such, we can teach you the exact techniques to create sexual tension, but it’s up to you to use them appropriately. Do not overuse these techniques or try to become a comedian. It may feel validating in the short term to get a girl laughing at everything you say, but it won’t help you in the long run. You only want to use the right amount of “laughter” during the beginning of an interaction.

Tension is an important part of attraction, but it’s still only a part. As long as you keep these simple concepts in mind, you will use tension as it’s supposed to be used: to move the interaction through the “L” phase of “LUST.” Let’s examine some techniques for creating that tension.

**Tease Her:** The quickest and easiest way to create tension is through teasing. This is probably nothing new to you, as even little boys know to tease girls. What most guys don’t understand, how-
ever, is how to tease women in an attractive way. So often teasing is overdone, which comes off rude, inconsiderate, or try-hard.

Effective teasing is all about timing and delivery. By “timing,” we mean understanding when it’s the appropriate time to tease a woman. The ideal time to tease a woman is whenever she says something you can twist; however, you should only be teasing a woman once every two minutes or so.

Don’t go overboard with teasing! If you tease a woman too much, she won’t take you seriously nor will she find it attractive. She’ll think you’re a goof. (And goofs never get girls.) Don’t fall into the “goofball trap”—moderate your teasing. Once you have a woman giggling about something you teased her about, apply another technique.

As for the “delivery” of a tease, that’s a bit more complicated. Much of the success or failure of a good tease rests on how you deliver it. And delivery depends on a three factors:

1. The tone of your voice
2. The look on your face
3. What you do after

Let’s examine these factors with an example. Let’s say you were having a conversation with a woman that went something like this:

You: You give off a creative vibe. Do you have any hidden
artistic talents?

_Her:_ Actually, I do! I paint!

_You:_ You sing? That’s awesome, but now I’m a little frightened…

_Her:_ Haha, why?

_You:_ You don’t paint weird stuff, like naked dudes…do you?

This sort of tease is an example of a “twist.” You take something she says and you twist it, so that she seems a little weird or crazy. This will only work, however, if 1.) your vocal tonality is confident and accusatory, 2.) the look on your face is shocked (but not goofy), and 3.) you don’t flinch after you say it. Here’s how to master each:

**1. Vocal tonality is confident and accusatory:** You should deliver the tease as if you’re startled yet there’s still a hint of a “smirk” in your voice. She should be pretty sure you’re joking—but not completely sure. You should not sound too energetic or too excited. You should, however, sound confident.

**2. Look on your face is shocked:** Your face should show some emotion. You should arch your eyebrows a bit and have a hint of a smirk on your face.

**3. Don’t flinch after you say it:** After you deliver the tease, you shouldn’t backtrack or apologize for it. Often even when guys don’t apologize verbally, they apologize with the
look on their face and body language. Simply keep your facial expression frozen in shocked disbelief. The longer you hold that look, the more tension it will create (which is why you teased her in the first place). Try not to laugh until a moment or two after she giggles.

*Keep in mind:* the point of teasing is NOT to make a woman laugh—it’s to create tension. Laughter is simply an indication that you’re applying tension correctly. With the right timing and delivery, teasing women will become simple. You will begin to recognize the best opportunities to tease women very quickly.

**Misinterpretation/Accusation:** A similar technique to teasing a woman is to misinterpret something she says or accuse her of something (comically). This puts a woman on the “back foot” because she has to scramble to “defend” herself. If you misinterpret her or accuse her of something—even in a joking way—she will immediately feel a need to respond.

This creates tension.

Now, again, this technique should be used sparingly and with caution. If a woman doesn’t realize you’re joking, this can easily create too much tension and become combative (thus ruining the interaction). If used correctly, however, this can be one of the most potent techniques you have to create sexual tension.

Since the tension comes from her being on the back foot, you want
your misinterpretation or accusation to be edgy. Simply misinterpreting or accusing her only creates confusion, not tension. If, however, you say something edgy—especially something sexual—you will inject a healthy dose of tension. Here are some an example of a misinterpretation and an accusation that is “edgy.”

**Misinterpret:**
*She says:* “Do you have a minute?”
*You say:* “Do I look like a minute man?”

**Accusation:**
*She says:* “What do you think of this hat?”
*You say:* “Girls who wear hats like that are troublemakers.”

In both examples, the tension comes from implying that she’s sexual and wild. Most of the time, women think you’re the one who has a dirty mind. By reversing that stereotype, you put her in a position where she has to defend herself and “clarify” what she meant. Women secretly love this, and it creates a very fun, very flirty vibe between you and her.

Maybe you don’t think you can come up with “good” misinterpretations or accusations on the spot. It may seem as if you need creative lines or perfect setup phrases to make this technique work. The exact opposite is true. Your misinterpretations and accusations don’t have to be “funny” at all.
In fact, they don’t even have to make sense. Keep in mind: the only reason you’re misinterpreting her or making accusations is to put her on the back foot. This technique will work as long as you accomplish that one objective. Even if you blurt completely off-topic and unrelated statements, you can still create sexual tension.

For example, a great line to drop anytime is, “You’re just trying to get in my pants.” Maybe you’ve had a girl say this to you. Usually girls say it to throw guys off, and make them feel uncomfortable. Great idea, ladies! Learn from them: you should do the same. Whenever a girl does something you can misinterpret, you can drop the old, “You’re just trying to get in my pants” comeback.

Now, a word of warning: avoid misinterpreting or accusing a woman when she’s going out of her way to be nice or paying you a genuine compliment. If you use this technique during “genuine” moments, usually when she’s giving you a compliment, you’ll come off immature. Make sure only to use this technique when you’re flirting and joking around.

Here are some other ways to accuse and misinterpret:

**Misinterpretations:**

- “Is that all you think about?”
- “I’m not just some piece of man-candy. I have feelings.”
- “Stop checking out my cleavage.”
- “You perv!”
- “I don’t do that until the third date.”
Accusations:

• “____________ is evil!”
• “You’re such a badass. I can’t even hangout with you.”
• “Oh my God, are you one of these girls who looks all sweet and innocent, but actually has this bad girl streak.”
• “You’re the sort of girl my mom warned me about.”
• “I can’t believe you just said that…”

Disagreeing & Silences: Another way to create sexual tension isn’t so much a technique, as a reminder: don’t walk on eggshells around women! Too many guys try way too hard to keep a woman feeling comfortable, thinking this will win her affection. The symptoms of trying too hard are as follows:

• Forced laughter
• Being too agreeable
• Telling her you like things even when you don’t
• Constantly talking so she stays entertained
• Feeling the need to entertain a woman at all
• Saying things in hopes that she will laugh or approve
• Buying her things/giving her gifts when you’re not in a relationship

And those are just a few ways guys try too hard. Maybe some of those sound familiar. Or maybe you can think of some things (that are not listed) you’ve done in hopes of getting a woman to like you. A major lesson to learn when dealing with women is this: you can-
not consciously control anything, you can only put your best foot forward and let the chips fall where they may.

All the techniques and advice we give are simply ways to express your personality in a way that’s attractive to women. And so that’s exactly why learning to use disagreement and silences attractively is so effective. Rather than blunting your personality by trying too hard and acting fake, you should feel confident (and comfortable) disagreeing with women. Moreover, you should never feel the need to keep talking, ask questions, or feel awkward during silences.

Rather, you should expect her to contribute. She should be thinking of things to say, just like most nervous guys do. Women love this. It’s so much more exciting for them than some pushover agreeing with everything she says like a bobble head doll.

The reason most guys don’t use silences and disagreement is because they don’t trust themselves. Maybe you know this feeling: when you are afraid that saying or doing something disagreeable may cause a woman to stop liking you. The exact opposite is true!

Even though a woman may not get upset or flustered, she will slowly lose attraction every time she notices a guy trying too hard. She will begin to realize that she has this guy wrapped around her finger, jumping through her hoops, on the back foot, and trying to keep her happy. Even if she appears to enjoy this, on the inside she is losing her attraction. Once all the tension has been destroyed, she’ll be telling him, “Let’s get just be friends,” and he won’t under-
Do not be another one of those guys! Understand how attraction works. Feel comfortable rocking the boat every once in a while and disagreeing with her. Moreover, feel comfortable closing your mouth for a few seconds and put the burden on her to say something. In moments like that, tension is like the game “chicken.” Often whoever “cracks” first and gives in to the tension loses. While you don’t always have to break the tension, you certainly don’t have to break it every time either.

Understanding how to use silences and disagreement effectively is really coming to a better understanding of who you are. If you understand your interests, your views, and your opinions, you will have an easier time knowing where and when to disagree with a woman.

Many guys don’t understand themselves, so they don’t know when it’s appropriate to disagree. You will become more attractive if you become more aligned with your natural personality. Silences and disagreement allow you to use your natural personality to create tension, which leads to laughter, which is very attractive to women.
PART 3
UNDERSTANDING
If you’ve studied any dating advice, you probably know the terms “connection” and “rapport.” Every dude in the history of “dudes who have successfully begun romantic interactions with females” knows that most women require some degree of “familiarity” with a man before sleeping with him.

In fact, there’s a term for sex without connection and rapport: it’s called “rape.”

Everyone probably agrees that getting a woman to feel comfortable around you, creating a connection with her, and establishing a sense of rapport are crucial parts of a seduction. That said, most guys lump comfort, connection, and rapport into the same category.

Without harping on the semantics too much, it’s important that you realize the difference between comfort, connection, and rap-
part. For our purposes, here’s how we’ll define each:

**Comfort:** When a woman trusts a man enough to “let her guard down” around a man. Often comfort comes from many encounters, over a long timeline.

**Connection:** When a woman feels unique to the man she’s interacting with. A connection can happen very quickly and is often initiated by the man’s insightfulness and/or commonalities with the woman.

**Rapport:** When a woman feels a sense of ease with a man. Rapport usually develops in the first hour of meeting a man. Often a strong sense of rapport is the foundation for a feeling of comfort.

If you’ve read *Magnetic Messaging*, you know how important a “connection” is to getting a girl to meet up with you. As the second step of the Keylock Sequence, it’s crucial a woman believes that you see something in her beyond just “being hot.”

During a face-to-face interaction, feel free to apply the connection techniques you learned in *Magnetic Messaging*. Stoking a strong connection with a woman will solidify you in her mind, ensuring that you stay on her mind long after the interaction is over. However, when it comes to really getting a woman to fall for you, there’s something you can do that’s even more potent than comfort, connection, AND rapport! If that sounds ambitious, read on…
When you and a woman are face-to-face, the fastest way to seduce her is by getting her to UNDERSTAND you. That may sound complicated or confusing, but it's actually pretty easy...if you know how.

The secret to getting a woman to understand you is through storytelling. When you tell a woman a story, it gives you the opportunity to demonstrate aspects of your personality and character that would be impossible to show her otherwise. Honing your ability to tell a seductive story allows you to “implant” experiences into her imagination (crazy as that sounds!).

A well-told, engaging story can unite the two of you through “shared experiences.” In other words, if you tell a “great” story, women will feel as if they “know” you better than they really do. More important, they’ll feel as if they “understand” you—and that you “understand” them.

It makes sense then that you need to find “shared experiences”
Part 3: Understanding

with a woman. Since every woman is different, what's the best way to consistently do this? Easy: childhood/adolescent memories! Too often guys on dates bring up “adult” conversation topics: work, etc. These topics are not a great way to make a connection.

Here are some of my all-time favorite “story” ideas:

- First kiss
- Embarrassing moment from grammar school
- Awesome high school teacher
- First drunken experience
- Scariest/craziest moment from childhood
- First girlfriend
- Things I thought were cool when I was a kid

You probably have a story for every topic mentioned above. And you be can sure that just about every girl you find yourself on a date with also has a story for each topic. As such, you will quickly and easily forge a solid sense of “understanding” just by telling your story.

If you’re unsure about your ability TO tell an engaging story, then I have the 3-step system, just for you.
Storytelling is an aspect of attraction most guys do wrong. Whenever you tell a woman a story, you allow her to step into your world and see things from your perspective. This often gets her feeling a wide range of emotions as well as gets her to “understand” you better.

Remember: so much of a good face-to-face interaction with a woman comes from her understanding of you. She wants to know who you are at your core, and so a well-told story is the perfect way to demonstrate this in a subtle—yet effective—way.

While you probably have many great stories from your life, if you’re like most guys, you probably also have a hard time relating those stories to women. Often guys wonder, “Where do I start? How do I avoid being boring? When should I end the story?” If you’ve ever wondered about storytelling, then read on because we have your “3-step” formula for telling a killer story to a woman!
The essence of a great story is one that makes it easy for the listener to relate. With women, “hot topics” that make for relatable stories are:

- First time you had an alcoholic drink/got drunk
- First kiss/first girlfriend
- Your prom experience
- Losing your virginity
- Most scared you’ve ever been

Essentially all these topics have two things in common: 1.) it’s a very emotional moment, 2.) it happens to (almost) everyone. It’s almost like asking someone, “Where were you when you heard 9/11 happened?” or “Where were you when you found out Michael Jackson died?” To select a broad topic, simply focus on a moment in time that you vividly remember because it packs a strong emotional “punch,” and (ideally) has happened to the girl (or girls) you’re conversing with. (Bonus points if the topic hits on something romantic/sexual.)

Once you’ve selected your “broad topic,” the next step is pulling the listener into the story by describing a specific moment. Really try to “paint a word picture” with your details! Just ask yourself which of these stories you’d rather hear:
• “I remember the first time I lost my virginity I was in car with a I just met girl…”
• “I remember the first time I lost my virginity I was borrowing my mom’s big purple minivan, and I started talking to this girl in the parking lot of Barnes and Nobles, and the next thing I know, we were making out in the big, purple bucket seats of the minivan…”

Hopefully (if you’re a human), the second opening sounds more “enticing.” There’s more visual detail to lets you “experience” the story. The more a listener can “experience” your story (and they’ll “experience” it if you describe specific sights, sounds, smells, weather, etc.), the more they’ll want to hear more.

Just don’t overdo it. Sprinkling in 2 or 3 details is more than enough. Don’t go overboard and feel like you need to describe EVERY-THING. Just pick out a few interesting tidbits (and if you’re ever stuck on what to pick, just go with the weather), and you’ll be fine.

**Summary of STEP 1:** Focus on a “topic” that made you feel emotional and you think the listener can relate to (and for women, think along the lines of romance/sex).

Then, begin the story by describing what happened with descriptive details (get them to “experience” what happened). Some questions that might help you select descriptive details are:
Part 3: Understanding

- What was the weather like?
- What clothes were you wearing? Car you were driving?
- What song, smell, or taste reminds you of that moment?

Warning: Don’t go overboard with the details! Too many details can ruin a story and make it boring! As a general rule, don’t use any more than 3 details before you get into the “conflict” of the story. (Which you will learn in the next step!)

Examples of STEP 1: Here’s how a good story opening might sound:

- “My first kiss happened in April and I’ll always remember that because it was an uncommonly hot day…in fact, it set a record…92 degrees on a Friday in April!”
- “Whenever I see white tuxedos, I always think of my prom. For whatever reason, I thought it’d be stylish to go to my prom in an all-white outfit…”
- “Whenever I heard that Celine Dion song from Titanic, I’m reminded of my first girlfriend, Samantha…”

STEP 2: BUILD A CONFLICT

The lifeblood of every great story is ACTION. The formula of ANY story is this: someone wants something > they don’t immediately get it > a conflict ensues > person either gets what they want or they don’t.
Think about every great story you’ve ever heard, movie you’ve ever seen, or book you’ve ever read…they ALL follow that formula!

Yet, sadly, most people who tell other people stories don’t understand this formula! Think back to a story that someone told you that bombed. For me, I remember once someone told this story:

“Oh man, I was a tattoo parlor the other day, and then this super hot chick walked in. Everyone in the tattoo parlor just stopped and stared at her. And then…get this…a big, muscular guy walked in after her and it was her boyfriend!”

When the guy told this story, everyone just remained silent, thinking there was more to the story. Finally, the guy said, “And that’s the story…this girl’s boyfriend was a huge muscular guy!” See how terrible that story was? Needless to say, everyone started making fun of this guy for telling such a shitty story!

This story might have been worth telling if there was a conflict. For example, imagine if someone had hit on the girl and THEN her muscular boyfriend walked in. Now there’s a conflict! Would the muscular guy beat him up? Would the girl have given her number to the guy who hit on her? Maybe the muscular guy might suggest they all have a threesome? Who knows! But at least when there’s a conflict, it engages the listener!

Failing in inject some sort of conflict into a story is why so many stories fail. Even if it seems there is no conflict, try and find even
the slightest struggle...and amplify it! For example, to return to the “losing virginity” story, even if it happened without any “struggle” from the girl (which hopefully is the case!), find conflicts elsewhere: did it take a while to unwrap the condom? Did you not even know how to use the condom? Did you finish in 2 seconds? Did you last too long and it got awkward? All these “struggles” fit into the “story formula!”

Remember: in any good story, someone WANTS something and they DON’T immediately get it. If you have those two elements, you have a conflict! And if you have a conflict, you have a story.

**Summary of STEP 1:** Engage the listener by injecting a conflict into your story. To create a conflict, you only need things: 1.) a goal, 2.) an obstacle to that goal. Often your goal will align with the story topic. So, for example, if the topic is “when I lost my virginity,” the goal is obviously “having sex.”

**Warning:** Don’t neglect this step or rush through it. The entire point of telling a story IS the conflict. Feel free to spend time developing both the goal and the obstacles. Really make the listener FEEL how badly you wanted to accomplish this goal, and then REALLY amplify the obstacle that prevented you from achieving that goal.

Most of the emotion a woman will feel from your story comes from this step, so really work on getting good at creating tension in your stories. Absolutely pepper in descriptive details (like you did
in STEP 1) to get your listener to “experience” the conflict.

**Examples of STEP 2:** Here’s how a good conflict might sound:

“When I was at my prom all I wanted to do was impress my date. I spent weeks practicing dance moves and I went all out on the limo and everything. Spent all the money I’d made as a bus-boy for this one night! I thought everything was going as planned until the last song when another guy asked her to dance!”

**STEP 3: END WITH A FINALE**

Once you’ve built up your conflict, women will usually be on the edge of their seat, wanting to hear how to conflict ends. Even in the short example from STEP 2, you’re probably wondering, “Well did she dance with the guy? Did you do anything…or did you just let it happen?”

Since the story you’re telling actually happened to you (or at least it happened to you within a few standard deviations of an exaggeration), you should end the story truthfully. Even if you didn’t “succeed” in your goal, you should tell the ending. In fact, the BEST stories are usually ones where the goal isn’t achieved, but something else awesome happens instead. For example, to end the story from STEP 2, consider this:
“So my prom date agreed to dance with this asshole, and I was enraged. But, as the final song started playing, I realized something profound that still sticks with me to this day. Listening to “Hanging on a Moment” by Lifehouse, which was the last song, I realized I was an idiot for trying to impress this girl with a big limo, white suit, dance moves. If this girl would choose some deuce bag over me, then I’m better off without her. I left my prom knowing that I’d never waste my money trying to impress other people ever again.”

Notice how the goal of “impressing the prom date” was lost, but something better was won: an attitude. Please note: these examples aren’t meant to demonstrate good stories. They’re simply examples of how these “story ingredients” work together.

Ending your story is very important. Another bad story trap is telling a run-on story that has no point and no end. In every story, there should be a definitive end. And that end should be “signaled” to the listener by voicing the “moral.”

When I say “moral of the story,” I don’t mean some grandiose life lesson or philosophical truth. A moral of a good story can be as simple as, “That’s why I don’t drink tequila anymore!” or “That’s why I won’t ever date a Greek girl again!” By articulating what you “learned” you end the story gracefully.

Ending on an “abstract” note is especially useful when using storytelling to attract women because it gives her an opportunity to
“riff” on that topic. When you end your stories by saying what you “learned” or “understood” from an experience, it invites her to tell her story about a similar experience.

In closing, stories aren’t just a retelling of something that happened or a neat collection of words. Wars have been fought over stories (e.g., “killing in the name of God”) so they certainly can help you score some points with a hot girl. Just keep the 3-STEP system in the back of your mind the next time you find yourself sitting across from a hot woman and let your story do the “heavy lifting” of attraction for you!

**Bonus tip:** Smart readers probably realize that they can start honing their storytelling skills around their friends, family, and coworkers. Only a fool would wait until a hot girl was standing in front of him to begin practicing his storytelling. Get good at telling your stories long before a hot girl is ever in front of you. This way, you’ll be rivaling Homer by the time you sit down for drinks with that hotty from the office!
Long before you ever escalate, there are things you can do to make things “smooth.” Often using “sexual suggestion”—a conversation technique—will “plant” the idea of sex a woman’s mind long before you ever escalate. That way, when you do make your move, it doesn’t come as a surprise. In fact, it’s welcomed.

First, only use sexual suggestion when you’re one-on-one with a woman for more than an hour. Also, it’s important the mention that there should be absolutely no chance of getting interrupted. A perfect example of a scenario like this would be a date. On a date you’d be spending at least an hour with a woman, one-on-one.

A date is the perfect opportunity to use sexual suggestion—especially if you’re not in a situation to physically escalate yet. For example, when you’re sitting across a table from a woman. You can use sexual suggestion as a “warm up,” so that when are in a posi-
tion to escalate, she’ll already be in the mood.

You don’t, however, want to use sexual suggestion in situations where you don’t have a lot of time with a woman, or when you may get interrupted. For example, if you’re at a party or bar, where another guy could steal your girl’s attention, don’t use sexual suggestion. You could get her in the mood for another guy. Definitely not something you want to do!

Therefore, use this technique in the right setting, but don’t feel obligated to use it on every girl, or in every situation. Also, leave yourself plenty of time to apply this technique. Don’t try to bring up sexual suggestion as you’re dropping a woman off at the end of the night. Ideally, you should begin using this technique about 45 minutes to an hour into a date. This way, you have at least an hour or more to ramp up the sexual thermostat.

With an understanding of how to bring up sex, let’s examine some techniques for doing so.

**Use Snowballing Questions**

Whenever you’re having a conversation with a woman on a date, you should know where you want that conversation to go. Often
guys talk to women without a purpose, just asking questions at random and hoping that they’ll somehow end up in bed with her.

Whenever you’re looking to seduce a woman, you should know where to direct a conversation. As such, when it’s time to bring up sex, you obviously want the conversation to move in a sexual direction. You can’t, however, just bring up sex abruptly. If you blurt a statement or questions that’s too sexual too soon, it’ll come off creepy and awkward.

Therefore, you want to ask “innocent” questions at first. That way, she won’t object or feel awkward. Such questions are:

- How old were you when you had your first real boyfriend?
- Do you remember your first kiss?
- Have you ever been in love?

Notice, all of these questions are G-rated. No girl will get offended if you ask her these sorts of things about herself. Also, when answering, a woman won’t just give a matter-of-fact response; instead she’ll answer your question with a story. She’ll usually describe her first kiss, first boyfriend, or first time she fell “in love.” Moreover, she’ll usually ask you the same question in return. You should answer the question with a story of your own, describing the experience as vividly as you can.

What this does is it gets a woman in the “headspace” for sex. Keep in mind: you haven’t said anything sexual yet, but the feeling she as-
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associates with these memories is sexual. Feel free to riff on a question for 5 or 10 minutes—you’re in no rush! It’s more important to stoke a woman’s emotions than to simply rush through the sexual suggestion questions.

Though, once you’ve gone back and forth for a few minutes on early memories of relationships, kisses, and love, then it’s time to up the ante a bit. Mid-level sexual suggestion questions may include:

- Have you ever made-out with a stranger?
- How old were you when you lost your virginity?
- Did you ever have a one-night stand?
- Have you ever kissed a girl?

These questions are more sexually charged. While these questions aren’t explicit, they do move things in a more sexual direction. If a girl refuses to answer these questions, or answers in an uninterested way, then she’s probably not open to sex with you. That may be because she’s not a very sexual person, or because she’s not attracted to you enough.

If, however, she does answer the questions, you’re moving in a very good direction. A girl who answers any of these questions—especially answering when she lost her virginity—trusts you sexually. She’s confiding to you, opening up to you, and that’s the foundation upon which a healthy and satisfying sexual relationship is built upon.

Moreover, her answers to these questions will tell you a lot about
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A girl who tells you she’s a virgin is probably much different (sexually) from a girl who says she loves kissing girls as well as guys. For more reserved women, you may not have sex with them that night, or even that week. But you can trust though that if she answers these sorts of questions, you will have sex with her eventually. (As long as you don’t do anything creepy or weird in the meantime!)

In the best-case scenario, a woman will enjoy telling you about her sexuality and ask you about yours. If it seems like things are going well at this point, you want to “snowball” the sexual chemistry even more. Here’s where you should ask R-rated—or even X-rated—questions. For example, some questions you might ask are:

- What’s the best sex you’ve ever had?
- What’s your favorite sexual position?
- Where’s the craziest place you’ve ever had sex?
- What turns you on?

As you ask these questions, you should also escalate your physical contact with her. For example, if you’re sitting across a table from her, you should hold her hand (either above or below the table). If you’re sitting next to her on a couch, you should put your arm around her. Once you’re embracing her, you should caress her skin as you listen to her answer your questions. When you answer her questions, you should give her an opportunity to caress you.

If a woman answers these sorts of questions and reciprocates physi-
After physical contact, she's made the decision to have sex with you. Again, she may not act on that decision that night, but you can be sure she's decided that you will be the next guy she sleeps with. At that point, enjoy listening to her story. Enjoy sharing yours. Don't do anything stupid and you'll be sleeping with her very soon.

**Apply Outside Observation**

Another great way to set a sexual tone is by “observing” other people or situations. Often a girl won't feel comfortable talking about her own sexuality initially, but she will feel comfortable talking about other people’s sexuality.

For example, if you're in a public place, you could point out a couple and ask her if she thinks they're married or two people having an affair. If your girl enjoys this game, ramp it up a bit. Ask her if she thinks they have good sex, or some other sexual question.

You don't even necessary have to be in a public place. You can bring up sexual situations you observed, saw in a movie, or heard about. One low-risk example might be seeing your neighbor undress in front of her window. You could describe how, when you noticed her, you felt a bit guilty even though she was the one parading around naked.
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For many women, the thought of being watched (or watching) someone else is sexually exciting. Usually women will enjoy talking about these situations—especially when discussing someone else because won’t feel “guilty” or “judged.”

In fact, it’s very important you convey a non-judgmental attitude toward sex. When bringing up other people, do so with confidence, shamelessness, and—most importantly—without judgment or condescension. For a woman to feel sexually comfortable with you, she has to trust that you won’t judge her or think she’s a “slut.”

Discussing other people lets her see exactly that. Some more examples of “outside observations” you might make are:

- Your friend who thinks women enjoy sex more than men
- Mentioning a movie you saw about two people who had a one-night stand

When you bring up these “observations” you can add a question at the end like, “What do you think about that?” That way, it shows that you’re curious about her opinion. As she’s considering the question, she’s putting herself in a sexual frame of mind.
I’ve been there; you’ve been there: You’re talking to some hot chick, and things appear to be going great. You’re having a nice, polite conversation. The words are flowing and the smiles are beaming.

Yet a little part of you knows that you’re never, ever going to see this girl naked.

Because guess what: keeping yourself from getting rejected isn’t a success. It’s not awesome. And it’s not going to land you into relationships (or in bed with) with hot women.

Avoiding rejection is the coward’s approach to dating, and it’s going to leave you very, very sexually frustrated.

I can’t echo that thought enough: success isn’t avoiding rejection. So many guys wonder, “How do I get physical?” as if it’s some grand
Part 4: Sexualizing

mystery. What these guys should REALLY be asking themselves is, “Why am I afraid of rejection?”

Getting physical takes absolutely no thought. Every non-asexual creature that has ever inhabited this planet understands “how to get physical.” What hasn’t plagued most of those creatures is a fear of rejection.

Indeed, that’s a modern human invention. I’ve never seen my dog shy away from humping some female dog in the dog park because he was “afraid of messing things up.” Also, my dog doesn’t plot some elaborate storyline in his head about how he’s “working the lady dogs” he find attractive.

He simply sidles up to them, mounts, and goes for it. Sometimes the lady dogs go for it. Sometimes they don’t. His attitude doesn’t change: he’s a sexual creature, and he’s shameless about it.

Again, I want to emphasize again that there’s no “technique” for getting physical per se. Sure, you can sprinkle in some charisma and logistics to make it a little less awkward, and a bit smoother. But the fact remains: you’re going to have to get over your fear of “getting rejected” and get sexual.

If this sort of talk is making you uncomfortable, I’m glad. It’s what you NEED to hear. You NEED to start pulling the trigger, and getting sexual with women. You need to go for it fast. And you need to go for it shamelessly.
And I’m not here to blunt the edge of that awkwardness in any way, but I will give you a little push in the right direction. I’m going to tell you a two-sided truth that will prove that making a move and getting physical is the ONLY way to have success with women.

On the one hand, getting physical obviously escalates an interaction and “takes it to the next level.” If a girl immediately accepts your sexual advances, then obviously it’s a win for you, win for her, and win for your relationship. This obviously keeps you out of the friend-zone and ensures you’re seen as a romantic/sexual prospect.

On the other hand, if you get sexual and she doesn’t “accept it” (for example, she doesn’t kiss you, thereby “rejecting” you), you still win. Even though a woman didn’t immediately accept you sexual advance, she now knows your intentions. Which means she has two choices: she can start treating you like a romantic prospect or she’s going to have to give you a black-or-white answer as to your relationship with her.

So, worst case scenario: she flat-out tells you she’s not interested. Yeah, it may hurt to hear that, but it’s a lot better than wasting days, weeks, or even months being in a “gray area” where you’re hopelessly chasing her, wondering where you stand (which is the coward’s approach to dating).

Personally, I can handle a girl telling me she’s not interested but I can’t handle the torturous feeling of “not knowing.” Either I want to
be with her, or I want to get over her. Simple as that.

If that’s not your attitude, too, then honestly: what the hell are you doing?

I just want to emphasize again: don’t be a “grey area guy.” There’s no glory in playing the grab-ass game of not getting rejected. If you have a set of balls, you play this game for the wins. You don’t play for “not losing.”

Avoiding getting physical with women is a symptom of playing the “I’m-trying-not-to-lose” game. Reality check: some women are going to like you, and some women aren’t. Unless you’re a coward you need to come to grips with that fact, and face it head on.

Otherwise enjoy your asexual existence of obsessively reading into everything a woman does, trying to “de-code” signals that she “likes you,” and putting yourself into platonic situations where you have nice, little chats with women that go absolutely no where.

Personally, I’d chop my dick off before I lived my life like that.

And THAT’s why you need to make a move!
PART 5

TAKING IT HOME
Once you have sufficiently “sexualized” your date, it’s time for the obvious, which is TAKING IT HOME. Lucky for you, the biggest “tip” for increasing the number of girls you actually take home is also obvious: ASK!

Every time I’m coaching a guy on improving the number of girls he brings home, my first question is always: how many girls have you asked to come with you lately? Often the guy thinks it over for a few moments and responds, “None.” Ask yourself the same question: HOW MANY GIRLS HAVE YOU ASKED TO COME HOME WITH YOU LATELY?

Let’s be honest, your answer is probably zero. Thus, the fastest and easiest way to improve your “close” rate is simply getting yourself in the habit of inviting girls back to your place. She’s not going to invite herself! And it’s not going to magically happen! If you don’t
make the effort, it doesn’t matter how well you get her laughing, understanding, and sexualized...she’s not going to end up in your bed if you don’t invite her!

Not only should you invite women back to your place often, you should also be ready to hear “no” a few times. In all my years of dating, rarely does a girl agree to come home with me the first time I ask. Usually she’ll say, “I can’t, I have work in the morning” or even “I just met you! I can’t go back to your place!” When girls say this, I don’t hear “no”...I hear “not yet.”

Don’t act like an amateur on your next date! If a girl denies your invitation to come back to your place, she’s NOT REALLY saying she doesn’t want to come home with you...she’s saying she’s not ready to come home with you YET. That makes the solution very simple: wait a few minutes, get her feeling comfortable, and then ask again! As Bobby likes to say, “Wash, rinse, repeat! With every girl you meet!”

Back in my heyday it sometimes took me 20 or more tries before a girl agreed to come home with me! (No exaggeration!) These days, because I’ve gotten better at getting women laughing, understanding, and sexualized, it may only take me 5-10 tries. Point is: rarely does a girl agree the first time you ask!

I applied this principle just the other day. I’ve been on a road trip through the desert and I met up with a girl I’d picked up over a year before at nightclub. She lived in a city I was passing through, so
I stopped for the evening, checked into a hotel, and had her meet me a nearby sports bar. The date progressed in the perfect “LUS”-fashion, but when it came time to “Take it Home,” suddenly she put the brakes on.

I must have asked her 10 times to come back to my hotel. I invited her back for a drink, to check out something on my computer, to go somewhere quieter where we could talk, etc. Every time I asked, she responded with a no. I didn’t let that faze me one bit. I knew she was just saying “not yet.” Finally, when I invited her to see the view from my hotel window, she agreed!

Now, this girl didn’t suddenly change her mind because she wanted to see the view from my hotel window. She went back to my hotel because I knew she was saying “not yet” the entire time. Women don’t get “offended” or “angry” when they say no to going home with you. In fact, they enjoy it! It’s part of the “thrill” of dating.

So before you delve into the “techniques and tactics” of this section, begin by acknowledging that most obvious and important tip: you have to actually ask women to come home with you! And you have to ask A LOT! WHEN she says no (not IF she says no), remember: it’s no big deal! She’s just saying, “Not yet!” So hear Bobby’s voice instructing you: WASH! RINSE! REPEAT! With every girl you meet!

Now that you’re going to get in the habit of asking women back to your place, let’s get into the BEST ways to make it a seamless process…
Whenever you’re interacting with a woman, she’s looking for something beyond just your ability to flirt with her and make her laugh. On a deeper level, women examine a man’s “social awareness.” In other words, she wants to see how well you understand how the world works.

While she’s picking up on subtle cues and clues the entire time you interact with her, there’s one moment in particular that will say volumes about you and how you understand the world. That moment is this: when you invite her back to your place.

Believe it or not, that “invitation” says a lot about you and your understanding of women. For guys who get their understanding of women from porn and corny Hollywood movies, they will often say to a woman, “Wanna go back to my place?” or even, “Feel like going to have sex?”

I’ve even heard horror stories where guys have actually said: “Wanna come back to my apartment and let me shave your pussy?” In fact, just the other day I was having a conversation with another dating instructor, and we both agreed: inviting a woman back to your place separates the men from the boys.
And while I’m often a big proponent of the “direct approach” (meaning I advise guys not to hide their sexual interest in women), inviting a girl back to your place is one instance where it pays to vague and indirect. Doing so demonstrates that you speak the “language of women”…which is just a fancy way of saying that you “get” that she doesn’t want to feel like a slut for going home with you.

Remember from my example in the last section, I invited my girl home by suggesting that we drink somewhere quieter, check out something on my computer, and check out the view from my hotel window. Never did I say we should just “go back to my hotel” and I certainly did not mention having sex. That wasn’t because I was trying to “hide” the fact that I’m sexually interested in her…it’s because I respect discretion.

Again, guys who just bluntly invite women to go home with them are demonstrating a few things:
1. They probably don’t understand women (and so will probably be a really bad lay)
2. They probably don’t go home with many women (and so they will probably be needy, desperate, and weird after sex)
3. They probably will brag to their friends that they “got lucky” (and so will make the girl regret her decision to go home with him)

Probably you never realized how you invite a girl back to your place said so much about you! But it’s true. No woman wants to
Part 5: Taking It Home

feel slutty about going home with a guy. They want to feel like it “just happened.” How many times have you heard that before? “Things just happened.” In fact, Bobby and I call it the “It Just Happened Phenomenon”. And trust us: that’s a phenomenon you want to inspire!

As such, learn to be discrete and subtle when inviting a girl back to your place. Early on in the interaction, try to bring up “innocent excuses” you can give her for going back to your place. Some examples might be:

• An instrument that you play (that is conveniently back at your place)
• A video or picture you find cool or funny (that is conveniently on your computer, back at your place)
• A song that you want to play her (that is conveniently on your iPod, back at your place)
• Something cool you do, like a piece of writing or artwork (that is conveniently back at your place)

Never, ever try to force an “excuse” or be obnoxious about it. For example, if you play the piano, mention it once and see how she responds. If she doesn’t get excited and say, “I want to hear you play something!” then don’t keep bringing it up. Try a different “innocent excuse” instead.

Forcing an excuse on a woman is just as bad as saying, “Let’s go back to my place to fuck.” Remember: she has to feel like it “just happened.” While you need to create the “It Just Happened Phe-
nomenon” by offering her innocent excuses and being subtle, you don’t want to force it or make it seem like you’re trying to hard to “make it happen.”

In addition to “innocent excuses” there is another way to seamlessly get women back to your place. It’s a little technique I like to call “embedded excuses”…

The steps to setting up an “embedded excuse” are very simple—and forcing yourself to follow the steps is even simpler: Essentially, you set up a date with a girl (ideally pick a place close to where you live). Then, you leave some “time bomb” in your house or apartment that absolutely requires that you return within 1 to 2 hours of meeting your date.

Make sure your time bomb is something serious—potentially even something that could cause “damage” if you leave it unattended after 1 to 2 hours. Here are some suggestions:

• Give your dog way too much water so you will absolutely need take it for a walk within an hour or so (if you’re gone for too long, the dog will pee all over your place)
Part 5: Taking It Home

- Prepare a meal or snack that requires you place it in a hot oven for an hour (if you’re gone for too long, the house might burn down)

- Set all your alarm clocks (or even your burglar alarm) to go off (if you don’t return, your neighbors will call the cops)

You get the drift. Get creative with your “ticking time bomb”—just make sure it’s not some wimpy excuse that you can easily ignore and continue to spend long hours with her, without inviting her back to your place. Personally, my favorite “time bombs” are ones that involve an activity you and her can enjoy together (like a meal you cooked)… so bonus points if you can keep your time bomb as “romantic” as possible.

Even after you’re comfortable asking women back to your place, you should still use the time bomb. Structuring a date so that going home together is obvious (and necessary) will give you a seamless transition for the most tense, awkward moment of any date or interaction. Even though I have no anxiety about inviting women back to my apartment, I still rely on a “time bomb.”

Although, since I no longer need to “force” myself to ask, my embedded excuse is less intense: I take women to a nearby hotel bar that closes at midnight. While there’s no “damage” incurred if I fail to ask, there’s always an obvious embedded excuse to leave together at midnight.
Part 5: Taking It Home

When the bartender says, “It’s 11:45 so we’re going to be closing in a minute, can I get you a final drink for last call?” It comes off completely obvious and natural when I say to my date, “I hate that this place closes so early, but there’s a really good margarita spot up the block…it even has a picture of my mom on the wall there—let’s go check it out!” Rather than fumble with an awkward exchange at the end of the date, the “embedded excuse” lets me transition things in a smooth and non-creepy way. Remember: It’s your job to not only ask a woman to come home, but to also do it in a way that’s not offensive to her.

Demonstrate that you understand discretion by inviting her to your place under some “pretext.” Notice how all the aforementioned “sex bombs” have a pretext built in—walking your dog, enjoying a meal together, turning off an alarm you “forgot” about, and having a round of margaritas. I’ve shown up to dates with groceries I had to drop off back at my place, or with dirty hands I needed to wash. Get creative and devise some “embedded excuses” that will help you overcome your sexual anxiety while simultaneously allowing her to overcome her reservations.

And if you can set up a date or a one-on-one, I’ve found the BEST “embedded excuse” to be a candlelit dinner together, which I’ll outline for you in the next section.
Here's the most streamlined and effective first date. It not only creates an amazing, romantic experience for your girl, it also gives you the best chance of achieving success on the first date. To setup this date, you want to keep it simple. After you exchange one or two flirty texts, send her something like, “Let’s get a drink and see if we can play nice together.” Suggest meeting at a bar or lounge that’s within walking distance of your home. Sometimes I also add a text like, “Come hungry, maybe we'll grab some dinner...” While you want to keep the date a surprise, you can give her a heads up.

When you’re making plans, leave two full hours to prepare for the date. After you (hopefully) shower and groom yourself, you’ll need to set up your place. Obviously clean up and have condoms ready. Also, you’re going to prepare the chicken dish (recipe below) before meeting her. In between cooking, you’re going to set up the room you plan to dine in. The trick is to make it look romantic, but not like you tried too hard. For my apartment, a set of candles, nice plates and silverware, and some folded napkins is all I need. While you can cook any dish you’d like for a supernova, it’s highly recommended you follow the recipe included. Not only is it delicious and easy to make, it also fits perfectly into the time window you need (I’ll explain more about that after the recipe).
Date Recipe: ZESTY LEMON BRAISED CHICKEN

- Active time: 25 minutes, total cooking time: 1 HR 30 minutes
- 8 bone-in chicken thighs with skin (6 ounces each)
- Salt and freshly ground pepper
- All-purpose flour (for dusting)
- 2 tablespoons unsalted butter
- 2 tablespoons extra-virgin olive oil
- 1 1/2 cups Sauvignon Blanc wine
- 1 1/2 cups chicken stock
- Four lemons (cut into quarters)
- 4 thyme sprigs*
- 1 tablespoon capers (drained)*
- 1 bay leaf*

1.) Preheat the oven to 350 degrees (F). Season the chicken with salt and pepper and dust with flour. In a large ovenproof skillet (also called a braising pan), melt the butter in the oil. Add the chicken, skin side down, and cook over high heat, turning once, until browned, 12 to 14 minutes. Transfer the chicken to a large plate and pour off all but 1 tablespoon of the fat.

2.) Add the wine and boil over high heat until reduced by half, about 5 minutes. Add the stock, lemon zest, thyme, capers and bay leaf and bring to a boil. Return the chicken to the pan, skin side up.

3.) Transfer the skillet to the oven and braise for about 45 minutes, until the meat is tender.
4.) Return the skillet to the stove and boil until the sauce is slightly reduced, about 5 minutes. Discard the thyme, bay leaf and lemon zest, if desired, before serving.

Also, I always cook a cup of brown rice to go with the chicken. Whatever bottle of Sauvignon Blanc you use to cook the chicken in, buy a second bottle to serve chilled with dinner. A decent bottle of Sauvignon Blanc can cost as little as $6. Right before you leave to meet the girl, put the chicken dish in the oven, letting it cook for 45 minutes (step 3 in the recipe).

Now, when leaving your house, you have exactly 45 minutes to get your girl home or else your chicken dish will burn. Don’t feel pressured, but don’t get lazy either. In my experience, it never takes more than 30 minutes for a girl to feel comfortable enough to come to my apartment for dinner.

After putting the chicken in to cook, leave your apartment to meet your girl in front of the nearby venue. Give her a big hug when you see her, then take her inside the bar and sit down at a table. Let the waiter or waitress come to take your drink order.

As you wait, chill out and relax. When someone comes to take your order, say something like: “We’d like (whatever drinks you want to order) and please bring the check with the drinks. We’re sort of in a rush because I’m cooking this girl the most delicious dish ever. I’ve slaved over a hot oven all day, readying this culinary masterpiece. I’d
hate if it ended up burnt...”

Be funny and lighthearted here! You know you did a good job when the waiter or waitress plays along or laughs. Make sure it comes off humorous and fun. There's a fine line between “fun” and “creepy” on a date. But if your girl thinks dinner at your place sounds “fun,” she’ll have no objections. When she agrees, just chill out, chat some more, enjoy your drink, pay the bill (yes, it’s okay to pay for her if you like), and then take her back to your place.

Make sure your apartment is dimly lit, with everything ready to go. Light the candles, play some music, pour a little wine, and take the chicken dish out of the oven. Serve. Start talking.

Enjoy the girl. Listen to her. Tell her about yourself. At some point, take her by the hand, lift her out of her seat, and start slow dancing with her to the music. Move things forward slowly but surely. And if you're wondering how to do that, read on to the next chapter…
Getting a girl back to your place is the dating equivalent to getting the ball into the red zone in football. You’re knocking on heaven’s door: so close to the awesomenesss, yet nothing is guaranteed.

You could still fumble here and lose it all. In dating, that means sending a girl running for the hills, never to be heard from again. And trust me—I definitely sent some girls running in my day.

Therefore, you don’t want to take those final moments for granted. Make sure you keep things progressing smoothly and non-awkwardly up until you’re both basking in the afterglow of a great lovemaking session. Here are 3 “Pro-Tips” to ensure that...

Pro-Tip 1: Don’t Immediately Maul Her the Minute You Step into Your Apartment
Now this may seem like common sense, but often the temptation to begin clothing removal immediately overwhelms some guys’ better judgment. If you’ve ever battled LMR (Last Minute Resistance), it’s likely because you mistook her agreeing to come back your place to her agreeing to have sex with you.

Just because she comes back to your place doesn’t mean she’s 100-percent made up her mind to sleep with you. Moreover, if you treat her like she’s an adult film star who just stepped on the set for a hardcore anal scene, you’re going to make up her mind for her…and not in a good way.

Thus, when you let a girl into your place, give her some serious breathing room. I often excuse myself to go to the bathroom and invite her look around and make herself comfortable. If you’ve decorated your place with cool stuff, her attraction and intrigue about you should amplify.

Also, by not immediately molesting her the second she enters your place you demonstrate that you’re not sex-starved. Therefore, even if you think you’re being “aggressive” or “dominant” by making a fast move, fight the temptation and give her some breathing room.

**Pro-Tip 2: Ambiance is Key**

If I visited your apartment right now, and I asked to set it up as if you were expecting a girl to come home with you later that evening, would you be able to? Would you have a playlist ready to go?
Part 5: Taking It Home

Lighting easy to set up? Condoms and drink mixers ready to go?

If you don’t have simple prerequisites like a playlist, seductive lighting, and accouterments for sex, then you’re simply not going to make girls feel sexy. And when girls aren’t feeling sexy, you’re not going to be having sex. Period.

Don’t mistake her for your buddies! When you’re with your buddies then having bright fluorescent bulbs, no music, and a few stray Bud Lights in the fridge is perfectly fine…but with women, that’s just not the case.

Treat her like a hot girl and set your place up to make her comfortable. Use lamps—not overhead lighting—to light your room (bonus points if you can score a light dimmer). Have a seduction playlist on your iPod and ready to go. And, of course, keep your place stocked with condoms and drinks.

This is so important that we even included a guide to “Setting the Mood with Music” in the next section!

**Pro-Tip 3: Kiss Her Longer than You Think You Need To**

Again, too many guys are all too eager to jump right into penetration. It’s almost as if they’re wearing those snap-away warm up pants and, once a girl enters their place, they feel the immediate need to be naked with 2.7 seconds.
Avoid triggering her “regret mechanism” altogether by giving her a sexual experience that is pleasing to her. It may come as a newsflash, but penetration is only a small part of sex for a woman. Most women prefer a long lead up with plenty of kissing and foreplay before you snap-off those warm up pants.

So, get comfortable kissing a woman. In fact, you should be enjoying it. I mean, what better activity do you have to do other than making out with a hot chick back at your place? Oh yeah, that’s right…NONE.

These 3 “Pro-Tips” are the basics for smoothing out those moments of final escalation when you have a girl back at your place. Simply keep these pointers in mind next time you have some lovely lady back at your bachelor pad and you’ll give her a sexual experience you’ll both enjoy—and will want to repeat.

**HOW TO SET THE MOOD WITH MUSIC**

Nietzsche once wrote, “In music the passions enjoy themselves.” He was writing in an era that predated iTunes, so to amend that quote for our digital music world, “In playlists the passions enjoy each other.” In other words, if you craft a seductive playlist, you craft the perfect catalyst for turning the mood on, and taking the
clothes off.

I once thought all playlists were created equal, blasting mix tapes of Led Zeppelin and Dr. Dre in my dad’s borrowed convertible as I tried to disrobe squeamish gals back in my high school days. Later, during my college years, I got hooked on the old “playlist shuffle,” leaving it to the algorithms of Apple to dictate the sonic ambiance.

Never did I really consider the importance of a good playlist until I was having coffee with an offended friend, fuming over a dude who thought a medley of early Metallica albums was an appropriate “mood-setter” for consummating their romance.

“I knew I wasn’t going to sleep with him when that song ‘Bastard of Puppets’ came on,” she shrieked.

“You mean, ‘Master of Puppets,’” I corrected her. “That song rocks! I love the guitar solo—”

“NO!” she screamed, “I’m a GIRL! I don’t want to hear Metallica when I’m getting ready to sleep with a guy for the first time! Girls want romance DAMN IT!”

“So what would’ve been better? If he’d played a little Timberlake?”

“Not that either!” she screeched, “A guy should just KNOW what songs turn a girl on! And if he doesn’t, it probably means he sucks at more than just picking music!”
“So you’re implying he probably sucks in bed?”

“If I have to explain it, you probably don’t get it either,” she said, then reached across the table for my iPod. “Here, let me see your ‘Moodlist.’”

“My what?”

“Your Moodlist, you know—the music you play when you want to get a girl ‘in the mood.’”

The blank stare I shot across the table matched the blank space in my iPod where my ‘Moodlist’ should’ve been. While I may have had better sense than to think “Kill Em All” was a panty-dropping musical ensemble, I’d never actually sat down to construct a “Moodlist” as my frustrated lady friend deemed a necessity of a smooth seduction.

So, now I turn the question on you: does your iPod have a ‘Moodlist’?

Whether you do or you don’t, I spent over a year mixing and matching the various elements of a mood-setting, sex-inspired playlist. While you can fit the songs to fit your personal taste and style, the overall principles translate to any genre, any girl, in any seductive situation.
Part 5: Taking It Home

So without further foreplay, here are the secrets of the gentle art of crafting a ‘moodlist.’

**Start with a subdued upbeat party song(s)—**You don’t want to make it completely obvious you’re putting on a playlist to “get her in the mood” or else you’ll crash and burn before you even get off the ground. Therefore, pick an upbeat song with a bouncy, fun vibe—but make sure it also has a little “weight” to it as well (read: not a “club jam”).

*From my iPod: My super-secret, super-awesome opening song is a Gabriel and Dresden remix of The Killer’s “Read My Mind.”*

**Transition over to some ‘unknown’ slower songs—**Once you have a fun vibe set, you then want to let the mood develop slowly. Therefore, using slow songs she probably knows will NOT work because, again, it’ll make it offensively obvious you’re trying to get her in the mood—which is a mood-killer. So to move things forward with minimal friction, pick songs she won’t recognize (so she won’t have preconceived notions about them), yet start setting a more romantic tenor.

*From my iPod: I love using foreign music since it ensures she’s never heard of it, so my second pick a French pop song called “Dans la Lune” by Zazie.*

**Lightly introduce “the night’s theme” with an old-school slow jam—**Now that she’s feeling relaxed, bust out a
song you know she loves, but hasn’t heard in a while. This song absolutely should have a slow tempo (especially so that you can take her hand and slow dance with her as it plays).

From my iPod: My go-to song is the mid-90s classic “Killing Me Softly” cover by The Fugees.

**Play a satirically obvious song about hooking up**—At this point, you’re 25-30 minutes into “private time” with your lady, seductive music buzzing in the background. Now’s the time to man up and put the moves on—and you better go big or go home. Since she’s relaxed, you should make your intentions felt. So play a song or two that injects tension so she has to decide: it’s going down or she’s going home.

That may sound harsh, but if a girl with you for 30 minutes, alone, at you place, it only means 2 things: she wants you to make a move, or you’re so far in the friend zone that the thought you two having sex is not even crossing her mind. Either way, it’s time to throw YOUR cards on the table…

From my iPod: The song “On Bended Knee” by Boys2Men is so awful and awkward, the ONLY reason it’d be on a playlist is for non-listening purposes (read: to make a statement…and you know what that statement is).

**The grind-time music**—Now you should be getting down to business, so play songs with an upbeat tempo that have strong
sexual undertones. (Also, keep in mind, if you pussied out of making a move and these songs come on, you’re going to feel super weird…so make a move DAMN IT!)

From my iPod: “Such Great Heights” by the Postal Service is perfect for this most awesome moment with a woman.

The Afterglow—Finally have a few of your favorite “romantic” songs for the afterglow moment.

From my iPod: Anything by The Cure, especially “Pictures of You” and “Letters to Elise”

To “close” this section, here’s a reflection on the mindset you need to have whenever you’re interacting with a woman you want to sleep with…

I can tell how she leans her body into me – even as I angle myself behind her to guide her hands around the pool stick – that she’s smiling. The bar is smoky and humid, yet her oil-black hair smells fruity, girly, and fresh. If I’m this turned on at 10 p.m., I wonder how it’s going to be later when we’re naked.
Part 5: Taking It Home

She snaps her shot, sending the cue ball dribbling forward. I snicker as I lift a pint glass to my lips, studying this dark-eyed beauty. Her heritage is from a country in South America notorious for hot-tempered, gorgeous women. And she came fully equipped. Hourglass curves. Tantalizing cleavage. Almond eyes with lashes so dark they’re a shade blacker than black. Silky, wild hair; breathy Latina accent. The type of girl who doesn’t just turn heads, but twists bodies. Doesn’t simply stop traffic, causes accidents.

I’m content to sit back for a moment to observe this golden-skinned goddess in the familiar setting of my favorite local pub. Just the two of us, oblivious to the bar full of swooning heads and grumbling haters, whom I know angrily wonder why I deserve this girl.

Why do I deserve this girl? Why wasn’t I halted by the familiar counsel, warning “She’s out of your league, dude.” Surely such cautious observance to the metaphorical “league” had deterred and dissuaded countless men before me from ever approaching this specimen of feminine beauty. So what separates me from those men? What permitted me to march up to her, have the balls to playfully flirt with her, then abruptly snag her number and convert it into a date on my terms?

Simple. Never once did I ask myself the question: Why do I deserve this girl? And, because of that, I deserve this girl. This girl and every girl like her.

It’s been many moons (and many girls) since I realized this simple,
undeniable truth. I’ve sometimes wondered why it took so long for me to catch on. I saw it, and yet I didn’t see it. Or rather, I was trained not to see it. Conned, perhaps, into believing otherwise. I was just like everyone else—I had the same anxiety, fear, and loathing as every man who’s not currently in the ideal relationship with his ideal woman—which is just about every man.

I learned how to recognize these feelings—and quash them, permanently. In this moment, as my index fingers snake into the belt loops of her jeans, as I pull her hips against mine, as I crane my head forward for a kiss, no fear exists. Only a pang of raw masculine excitement—truly a Zen moment.