



UNBREAKABLE

OWNING THE FRAME



CHAPTER 5: OWNING THE FRAME

Christian: So you have your friend going into every interaction and so does a woman. Let's talk about what is going to influence her frame and what she's thinking and what she's experiencing when she walks into a bar, when she's walking down the street when a man approaches her. Her frame of reality, like yours, is going to be influenced by a lot of things. She has, of course, primary value of her own. We're going to be getting into the specific components of primary value shortly.

Let's just throw out some high-level thoughts about what her frame might be influenced by. It's going to start with her worldview. How she sees the world and her place in it that's driven by her experiences. A very attractive woman is going to carry with her a set of experiences that form how she thinks about people and how she thinks specifically about men in her life.

Nick: Absolutely. On top of her own worldview and her experiences, there are some other things that are feeding into her frame. As I already mentioned, there's the strength of your own frame, which plays a huge role in the frames of her and all the other people around you. As mentioned, on average, women are a little bit more on the weak side of frames than men.

I'm not saying that as an insult or anything. As I mentioned, we're all looking for leaders and women. Just because they are the fairer gender and they typically look for men for that strength and leadership, they are a little bit more influenced by the frames of people around them.



Christian: That's absolutely right but at the same time, a man with a weak frame, a man with weak beliefs, a man with weak verbals/non-verbals and whatever, they're going to feel that immediately. I think what Nick is trying to say here is that women are looking for men of strength and leadership ... You mentioned that.

They want to buy into his reality. They want to buy in his frame. They're acceptable and amenable to that sort of thing. What they don't want is they don't want a man who has a weak frame, who's got a weak set of beliefs ... That's not something that they want to be a part of.

Nick: Often at times even if your frame is negative ... If it's strong enough, your beliefs about yourself aren't the best, that's the frame that you'll follow as well. A lot of times girls will want to open up and do everything but if a man simply doesn't allow her to do so because of his own interpretation, then she's disappointed, she's turned off and it'll never happen.

The other big component that goes into her frame, what will really be influencing it is also going to be her emotions or the emotional intensity that she's feeling in regards to the interaction. How aroused ...

Christian: We talked about it. Yeah, yeah, yeah. We talked about some of these emotions that we want her to be experiencing. We want her to feel arousal. You can take her arousal from situational to direct and we'll talk about that in a moment. You can take her comfort level from neutral comfort to trust. You can take her level of engagement from available, open talking to people, to fascinated and enchanted, however you want to look at it.



Here's where we get real geeky. All right. If you're into this sort of thing, you're in for a treat right now. On our left on this graph, we have a scale of 1-10 of her levels of arousal. Along the, let's see it would be the, X access ... That's the ...

Nick: The vertical or the horizontal, yes.

Christian: Yes, so along the X access, we have time. Let's say time 0 is when she hasn't met you yet. That's down in the lower left. Up in the upper right is maybe when you're in a relationship with her, maybe when you're sleeping with her, maybe when you're making out with her ... Whatever the point, that's sort of a where your goal ... That's where you want to take her.

Nick: Absolutely. Keep in mind that that time access, it's no set point of time. This isn't one day, one hour, one minute and one second. Depending on the woman, depending on the strength of your frame, this could either take place in a matter of seconds or a matter of days or weeks.

Christian: Right, right. What we're looking at here is we're looking at a perfect pick-up in a bar. When you envision a guy who goes into a bar, picks up a girl and she's just like "Ahh, right, this guy is awesome." That's what we're looking at here and we're specifically looking at her arousal.

If you look at the left-hand side, we've actually started her arousal around a 6 and that's because she's in a bar and she's got what we call situational arousal. Maybe she's had a beer or two. There's a lot of men around her.

There's a lot of social energy and excitement and she's in this heightened state of arousal where she's kind of feeling good. She's not turned on in any huge way



most likely but maybe you get a few more drinks in her and she is. Maybe you look at her the right way and she is. Maybe some guy walks in and he just rocks her world and she starts to get a little bit more aroused.

It goes from situational to sort of a physical level of arousal where she starts to feel things. Maybe she starts to experience certain things with her body as she's talking to you or as the night goes on where that's starting to change. Then it goes to a level of what we call mental arousal where it's not just physical any more but maybe you can say something to her that's going to actually trigger arousal up here and it's sort of because of the interaction itself that she's having with you.

Finally, her level of arousal starts to get directed right towards you and that's where you really want to be. After you spend a little bit of time with her or maybe after you spent just a lot of time with her, it could go either way, her arousal is very directed towards you.

If you've ever had it where you've been talking to a girl and you feel like she's kind of turned on and then all of a sudden, some guy comes along and he (snap of fingers) takes her away from you, that's where maybe she had some situational, maybe physical or even mental arousal but it wasn't directed to specifically towards you. You weren't doing things to get her to direct it towards you so you lost it.

Nick: Absolutely. Now similarly, like you have this for ... This little bar graph, if you will, for ... Or line graph, line chart.

Christian: Line graph, I think.



Nick: Line graph ... For arousal, you have the same thing going on for comfort. Now looking at this one, when we start out, it's maybe in a bar ... We're looking at. She's not the most comfortable. There's a lot of loud noises. There's a lot of people she doesn't know ... A lot of strangers, if you will but she's still with some friends most of the time.

Christian: Yeah, yeah.

Nick: She still in a ... She can take a ... Not total comfort but she still has some so that's why we're putting that at a 4 just to start out.

Christian: Yeah, yeah. Ten is like she's home with her family for Christmas. Four is like she's in a place with a lot of strange people. Some of them are nice. Some of them aren't. Let's put it this way, she's neutral or maybe she's a little less than neutral. She is maybe open to meeting people but she's not totally comfortable.

Nick: Of course, this could always be dictated by the situation as well. Maybe a girl has had a lot to drink and feels very comfortable for whatever reason. Maybe some huge guy just bumped into her a second before so now all of a sudden she's not feeling very comfortable and that's a lot lower.

Christian: Right, right. As you start to talk to her, her comfort level should go from neutral to acceptable where she's saying "Yeah, OK. I'm OK with this guy being around. I guess I'm comfortable with him."

Nick: "It's not bad. I enjoy it. I'd rather have him here than not."



Christian: Then she starts to feel even better. She starts to feel warmth towards you and her level of comfort really to starts to have an emotional component to it that it feels good. Finally and this could be in a night or this could be over the course of a year, she develops a level of trust with you and that's ultimately where you want to be. That trust could be a function of a lot of things.

That could be because you've been dating her for a year and you're an awesome dude or it could just be a trust in who you are and your masculine strength and the fact that you're not going to go telling all your friends about her, that she's somebody who ... That you're somebody who she feels she can go home with if that's what the situation entails that night. These are some of the things along the comfort trajectory if we want to put it that way.

Nick: Absolutely. One other point that I want to make is that a girl's comfort doesn't have to be at a 10 so to speak in order for you to sleep with her or make-out with her or anything like that. Often, at times, you really only have to hit in that 6-8 range in order for her to have an acceptable amount of comfort.

Christian: Yeah, yeah. She's feeling warmth.

Nick: Yeah, she's feeling that warmth in order to really feel close enough to opening herself up. Don't think that you have to maximize out the level of comfort for her to get that. Maybe if she is ... Maybe she won't tell you all of her dirty little secrets and open up every part of her life to you. That's pretty much where 10 is at but there has to be some moderate level of comfort there in order to open up at least her dress or hands.



Christian: To open up her pants?

Nick: Yes.

Christian: Moving on from comfort and arousal, we've got the last one here which is engagement. Let's look at some of the phases of engagement. If we look at the perfect pick-up in the bar, what you're doing is you're actually coming along and fairly quickly (snap of fingers) you're engaging her in a way where she's saying "I want to talk to this guy."

Along the X access here, along time, here's the different levels of engagement she might have. It might start with neutral where she's saying "I don't know this guy. I don't really care one way or another." You say something sort of interesting and she gets intrigued, maybe a little curious. At that point, you say something else that's kind of interesting, and she becomes truly engaged with you. This is where the actual word comes in. She's like "OK, I like this person. I'm committed to this interaction."

At a certain point, that engagement takes on a new form where you're testing her engagement with you. You're saying "Do you really want to be a part of this?" You're kind of doing what we call screening and qualifying. That's when it starts to take on a chase dynamic where she's working for you. That could be pretty fun. Going on from chasing, if she chases enough and if you make her work for you enough, she can get invested in you.

There's some guys out there in our little dating advice world who sort of use this for evil. We don't think you should but if you can get investment from a girl in



who you are and your story and your life and your goals, that's a very attractive thing. It's certainly something that is going to keep her close to you.

Finally, what we can enchantment. This is where she's just so in awe of you.

Nick: Spellbound.

Christian: Yeah, absolutely spellbound. Let's look at how all of these come together with your frame. Your frame is sort of the point that is going to be the sealing of the interaction. Your frame is, of course, going to be driving her level of arousal, her level of comfort and her level of engagement with you.

Nick: Because basically, throughout an interaction, her comfort, her arousal, her engagement can never go any higher than your frame. It might dip up there for a second but as soon as she realizes that you're not comfortable with that or if that's not the way you think about things, it'll drop right below it before you even noticed it.

We have this thing here and we notice it kind of starts out as an 8 because not everyone can be these perfectly infallible creatures all the time. Maybe after you're starting to get a little bit more investment in yourself, she's starting to trust you more and she's becoming more aroused and directing it at you. Then all of a sudden your frame will start to feel a little bit stronger and it should be increasing because at any point, that frame drops and you'll see all the rest of the lines drop down with it.

Christian: Let's put these all together. Let's look at the perfect pick-up in a bar. We're not going to spend moment by moment, going through these but you can



see how her arousal, her comfort, her engagement with you and your frame all function together in this bar environment to take her to a 10 or a 9 or what have you. Who knows where that goes. I hope this is a helpful visualization aid.

Let's look at another example where you've got a warm introduction to a woman. We've kind of played around some of these. It's not always going to happen like this but the key point here is look at her comfort.

Nick: Right. Don't take this stuff as gospel. You shouldn't be sitting around "Well, she was at a 6 when she should have been at a 7 1/2." These aren't set in stone. These are some visual guidelines that you can give yourself to see how these things kind of intertwine and work with themselves in an interaction.

Christian: If we're looking at comfort here ... Why is her level of comfort higher during a warm introduction than it is in a bar? Well, it's because maybe her friend has already talked you up or she has some trust built up in her friend that gets transferred to you. At this point, her level of comfort when she meets you is a 7 rather than say a 4, which is with a complete stranger.

The thing that fouls a lot of guys up when they're doing their pick-ups is that they assume that they have to go in and sort of supplicate and be really, really, really nice to build comfort. What they actually need to do is sort of engage the woman and maybe even spike her arousal.

We've got another scenario that we call rapid escalation. Nick is pretty good at this. I can do it every now and then. Let's look at how the rapid escalation might look on a graph. Rapid escalation, you see here, you come in and you just



immediately (snap of fingers) start doing some things to spike her arousal and spike her engagement with you.

Nick: Absolutely. You'll notice, too, at the top, you have to have a strong frame to really pull this out. If she's sensing incongruencies with your frame, she can smell this a mile away and this'll never happen. You notice when you do have that strong frame, you start out fairly quickly, really spiking some of that engagement and some of that arousal. What happens is, at first, because you are ... You're building up more emotions than she's used to experiencing, her comfort level will actually drop a little bit when this happens.

She's not used to it. She doesn't know you that well but very quickly after that, because she likes these things so much, she's going to feel more comfort with you. As you're spiking, as you're building engagement, as you're getting more investment from her, that comfort is just going to kind of catch itself up along.

Christian: Right.

Nick: Because she wants to be so much.

Christian: She also sees that you are comfortable with where the interaction is going so you can go in and you can say some ... You can say some pretty dirty things to a girl if you kind of sense that, that she's open to that. Even though she might be a little uncomfortable with it at first, if you keep saying those things and that's your frame ... And where by dirty, we don't mean insulting, just kind of a little, little sexually promiscuous.



If she sees that you're comfortable with that, her comfort level can increase as well. It's not comfort in like "Wow, this is a really nice guy. I can see him buying me flowers." It's comfort in the situation and knowing that you're comfortable with it too so it's OK for her.

These are a few examples of how these three different emotions play themselves out over time and in your different interactions. We've talked a little bit about arousal. We've talked about engagement. We've talked about comfort. One of the terms that we have deliberately avoided up to this point is attraction. This word is bandied about in all sorts of different ways.

Nick: We probably slipped out of our mouths once or twice.

Christian: Yeah.

Nick: We were going for it but we never really broke down in and define what was happening when we use this term.

Christian: Yup. What is attraction? We're going to give you our definition of it right now. Attraction is the point at which her arousal, her engagement with you and her comfort allow for the possibility of sex or relationships. It's sort of a tipping point in the interaction. It could happen before you even open your mouth. When she sees you and just sees this guy who's really attract ... He's good looking. I almost said the word there. She sees a guy who's really good looking. His form, physically, sort of stimulates her in that way and she says "I want to fuck this guy."



Nick: Maybe he's got some female friends around him so she says "Oh, this guy isn't some crazy serial killer. I can trust. I can give him that minimum level of trust that I need in order to feel comfortable" ... Thinking about sleeping with him.

Christian: Or maybe it's two months since knowing her where ... She's got maybe a 6 or a 7 of arousal based on just how you sort of carry yourself but maybe you just do something so sweet and so nice that her level of comfort with you and her level of trust in you finally jumps up and she says "You know what? I want to be in a relationship with this guy."

Nick: Before it was that "I don't know if I could trust this guy. He'll break my heart" but maybe something tips her over that scale.

Christian: Believe it or not, that's happened with two of my girlfriends where there was sort of this ... Little bit of ambiguity where they weren't sure if they could really trust me in a relationship. I did some really nice things for them and it was a month or two into knowing them and all of a sudden we're dating.

Nick: Or maybe you could even have a relationship where you're a little more ... She looks at you more platonically than you'd like her to because she doesn't have the arousal there as we talked about before. Maybe while you guys are walking, if she gets her purse stolen by a mugger and you run and chase him down and beat the crap out of him and you get her purse back and give it to her. Now all of a sudden, she's going to be feeling more arousal around you than she's used to and that could be the tipping point that sends it over the edge.



Christian: Why is that? She felt that masculine strength, that masculine energy, that primary value that is expressed by you going out and beating the shit out of this guy. That's what attraction is. How does attraction manifest itself? What does it look like when she is attracted to you?

Nick: This is the thing ... Because as you said, it could happen before the first word is spoken or 10-15 minutes, 3 months into it. It's important for a guy to be able to realize when, that this tipping point has been reached because soon as that happens, he has to act on it.

Christian: Right.

Nick: Run with the moment. What you have to look for is what are commonly referred to as indicators of interest or IOIs that she's at that tipping point.

Christian: Maybe she gets that spark in her eye. We've all seen it before when the girl just looks at you a little bit differently. In a bar environment too, it's when she gives you her hips. This is something that we always teach at our boot camps is don't look at her face to determine if she's attracted to you. Look at her hips. If she moves her hips towards you, she's probably got a lot more attraction, a lot more engagement than if she's keeping her hips away from you. That's one of the biggest non-verbal indicators of interest that you can be looking for.

Nick: I don't mean that she just takes her side and hip-checks you. By moving her hips towards you we mean she's squaring up. She's actually facing you. She's giving you all of herself.



Christian: Another one is she starts asking you questions. This could be in the form of "So who'd you come with? What's your job?" It could be a test. It could be like "Are you for real?" Or "Are you gay?" That's always a great one. Anytime she starts asking you questions and trying to learn a little bit more about you, that can be a sign that you're moving towards attraction.

Nick: Absolutely. Also, any time she starts to buy into your frame where you start ... You have a frame, you have a perspective, this is how it's going to be. We're going to make-out in 10 minutes or we're attracted to each other. We like each other. When she starts to follow that "Yeah, we do like each other. Yeah, this is cool." When she starts following your frame, easy, instant sign that she is definitely at that tipping point.

Christian: What does this all mean? What is attraction if you really boil it down into it? It's when she strives enough value to you to determine that she can see a relationship or sex happening. We come back to this term of value. It's when she has felt and experienced enough value. Taking her from 0 to enchantment, to being into you, to being attracted to you is really a matter of adding emotional value to her life and having a strong frame.

Nick: And the right kind of emotional value at the right time.

Christian: Right. This is where we come back to this notion of calibration. What does it mean to add value? In our little world of the dating advice community, this is a term that's sort of come en vogue probably back in 2007. People said "Add value. Give value. Add value." What does it mean to add value? Here is our little definition of it.



The first thing is it's within the social context of the situation. It's not totally out of place. You're not coming out of left field and saying something that's just weird.

Second thing is it's congruent with your frame. That means that you feel comfortable saying it and she can see that. If you're looking her in the eyes and you're saying "Damn, you're really cute." She can see that it's congruent with your frame. If you're looking her sort of away and you're like "Um, you're really cute" she's going to see it's not congruent with your frame. It's not adding emotional value to her.

It also has to be sensitive to her current experience. If she's really depressed and you say "Damn, you look good enough to eat," that's not going to be very sensitive to her current experiences. It's not going to add value to her life.

Finally, it has to add to her emotional experience in a positive direction. If you think about this chart, these diagrams and where we're going from 0 to 10, anything that adds value is something that's going to take her from a place of low numbers on arousal and comfort and engagement and take her to a place of high numbers. That's really what adding value is all about. We're going to give you a couple of examples and then maybe you can start us off here.

Nick: I'd love to.

Christian: We're adding value where the same statements can either add value or detract value.

Nick: You made a great point. It's all in the situation. It's all in the circumstance. I could look at a girl, look her right in the eye and say "I can't wait to fuck your



brains out." Now, if I say this to some random woman that I've never met before on the street, then it might be slightly out of context. She probably won't have the right reaction to it. It's not very sensitive to her situation.

Christian: It might even creep her out. We're just saying, it might creep a girl out if you just walk up to her on the street and say that to her.

Nick: Right. Probably I wouldn't recommend that. Now if my girlfriend and I just got finished having dinner, we're getting ready to go home and I look at her and I just say "I can't wait to fuck your brains out." In that situation, it's very much within context. It's very much within the context of our relationship and the situation.

Christian: It's like her arousal ...

Nick: It's definitely good. Sensitive to the situation. It's going to be spiking her arousal.

Christian: These are two examples of ... Two different situations where you're interacting two different types of people. In one case Nick is adding value to his girlfriend's experience. In another case, he's probably detracting a significant amount of value from what a woman on the street is experiencing.

Nick: The situation ... It's a big key factor that goes into calibrating this stuff in the right way but another big one is just the kind of tone that you deliver it, the form of your expression.

Christian: Right.



Nick: OK. Let's take, for example, the expression "You can cook. I might need one of you around." Now, this can be said in kind of a cocky, arrogant way.

Christian: Let's say I'm a woman and I say something like "Yeah, I love to cook."

Nick: "Really? You can cook? Might need one of you around."

Christian: That feels like a dick-head to me.

Nick: I was kind of a dick right there.

Christian: Yeah, yeah. His tone was really insensitive and it actually is going to push a girl away in that situation. Let's say I'm a woman again and I say something like "Yeah, I love to cook."

Nick: "Really! I love eating! That's so crazy! We should probably hang out a little more often. I might actually need one of you around."

Christian: In that case, he's doing a couple of real subtle things there that we'll get into later. His tone itself and sort of the way it comes out of his mouth, it's delivered sort of flirtatiously. It's sensitive to what the woman's expressing and it's engaging her.

Another third one, this is going to be kind of funny, is walking right up to a girl and it doesn't go exactly like this but let's say it's within 10 seconds and saying, "I really want to make-out with you. Let's go to the bathroom." If you say that and then you turn around and kind of wait for her for too long ...



Maybe you take a few steps and start carrying her with you and then you turn around, you say "Come on! Come on! What don't you want to go? Don't you want to come with me?" That's going to show you have no confidence in your frame. You're not congruent with your frame and you're not expecting her to follow you.

If you just go ahead and you just grab her and you drag her and you start walking or ... And by drag her, I don't mean drag her away ... Or maybe you just ...

Nick: ... Grab her by the hair ...

Christian: Yeah, yeah ... Maybe you just look at her, give her that look in the eyes and you say "You know, you're so attractive. I would love to make-out with you in the bathroom."

Nick: I would often throw the hand out in such situations, like "You look hot! Let's go make-out in the bathroom."

Christian: And if you just ...

Nick: I would put my hand out there and expect her to take it. More often than not, as long as I have enough arousal, enough enchantment and enough comfort, she will.

Christian: If the situational arousal is high enough, that is. This is not something you can do on the street but if you're in a nightclub, a girl has had a few drinks and the music is pumping, she's already turned down other guys who've been talking to her, you can come along and sort of take that right there. You've got a very strong frame. You expect that to work so it's arousing and actually, if she



follows you, that's going to have her get invested in you. That is exactly where you're adding value to her reality.

Look, speaking of reality, it is kind of a reality time. We're talking about what we think is some pretty interesting stuff here and as we've taught this to people, they've experienced life-changing results. Sometimes those results happen in a day. Sometimes those results happen in a week, sometimes in a year because you're listening to us here and we're talking to you and then you've got to go out and you actually have to talk to women. Experiencing this here and then talking to women are two different things.

You've got to be aware of the malleability of your own interpretation of the world and how if you do actually meet Bar Refaeli in a bar one day, you might have a little bit of an increased heart rate and you might stumble on your words even though you've watched this presentation once. Just be aware of that and how are we going to get to the point where when you meet Bar Refaeli or Melissa Miller or any other ...

Nick: Adriana Lima ...

Christian: Yeah, Adriana Lima ...

Nick: Love you, Adriana.

Christian: The next time you meet a super model out in a bar, how are we going to get it so that it actually ... You are able to build a connection? Well, for the rest of this presentation, for the rest of this program, we want to help you do two things ... Three things, actually.



Nick: Sure.

Christian: The first one is discover your primary value. Of course, if your primary value is there, if you are flowing from that place, then your frame will be strong and she will feel that. She will experience that. We also want to help you develop passive value, show you and help you discover some of the elements of a great lifestyle.

Finally, we want to help you communicate all of this through active value, through your game, through your social skills and help you make people feel great when they're around you.

