



MODULES

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MODULES

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SEXUAL IGNITION

MODULE 1

WHAT WOMEN WANT

- Girls say they want a NICE GUY with a sense of humor, who's romantic (that's only half true)
- You will never hear the FULL TRUTH which is women also want a guy that turns her on sexually
- He's a "nice guy" is girl-code for he has no sexual presence (you could sleep in the same bed with him and feel safe that nothing would ever happen)

CHANGE HER MOOD

- We've all heard a girl we like say "I just don't THINK of you in that way" Or worse, "sorry, I just don't FEEL the same way"
- She really means she doesn't FEEL any sexual chemistry when we're around or THINK of us as a sexual option
- You're not going to change her mind with LOGIC (she has to think "liking you" was her idea)
- First change her Mood and then her Mind (and more importantly her body) will follow

THE “VIBE” IS UP TO YOU

- It's your job to lead the interaction and escalate the vibe from “social and friendly” to “seductive and sexual”
- A woman is never going to create that seductive vibe for you (it's the man's job)
- Depending on how YOU treat her, women will either act innocent or sexual around you. Women analyze your vibe (friendly or sexual) to determine how she should act.

SEX MEANS NOTHING.

SEX MEANS EVERYTHING.

- Girls will sleep with a “total nobody” but not with a FRIEND
- SEX means nothing, it can happen for stupidest of reasons
- But SEX means everything, because having sex is necessary in order to start a relationship
- Having common interests and friendship means everything, but without having that “sexual chemistry” she will never become your girlfriend

REVIEW:

ACTION PLAN

- If you're having trouble getting women into bed your problem isn't social skills. It's that you're not sexual enough (you're too polite)
- Common dating advice is okay, but you're really just masking your real problem by acting cocky or pretending to be disinterested in her
- You're never going to truly get better with women until you address your main problem which is being more sexual and feeling comfortable with sexual tension

THE 3 ROADBLOCKS TO SEX

MODULE 2

THE 2 NEEDS

- The reason you don't project that sexual vibe around women is because you don't really want to get laid
- As men we have 2 goals when it comes to women
- Need 1 (Sex) big breasts, a nice ass, a hot body
- Need 2 (Affection) a cute smile, snuggle, girlfriend
- And these 2 Needs are constantly battling each other to be first in our minds. This messes us up when it comes to getting the girls we really like

ROADBLOCK #1: VALIDATION

- When you check out an attractive woman from a distance you are horny. You tell your friend, “I’d bang her so hard bro”
- But when you go over and talk to her all of a sudden you start talking about puppy dogs and rainbows, stand too far away, maintain poor eye contact, and have no sexual vibe
- When face to face with her you just want her to like you. You are looking for her validation and approval (not getting her into bed)

PICKUP: BARS AND CLUBS

- Bars and Clubs are “social” environments – you’re not used to feeling “aroused” there. You’re too worried about being judged by others so you subconsciously seek validation over sex
- Every guy thinks alcohol will loosen them up, but it’s actually “arousal” that is your best weapon for turning girls on
- We only want to have sex with beautiful women but as human beings we want everyone to LIKE us

PORN MODE

- The only time we seem to fully relax and become aroused is when we're alone watching porn. You want to bring a bit of that "sexual energy" when you talk to a woman you're attracted to
- The more RELAXED you are, the more aroused you will be. And the more STRESSED you become, the less sexual you feel
- What happens at the bars is really just a micro-version of your REAL problem, which is NOT feeling and acting sexual around the girls you like

ROADBLOCK #2: AFFECTION

- At first I only thought about sleeping with her, but as I got to know her better I started to enjoy her friendship. I wanted her female affection more than sex
- Sex was something I thought we'd eventually get around to, but we never did. The initial sexual chemistry faded away so we never became a couple
- You Have It Backwards: you're trying to enjoy all of that girlfriend type stuff (long talks, going to lunch) before you've had sex with her
- Remember, there will be plenty of time to enjoy the affection and friendship after you've hooked up

MEN: LACK OF AFFECTION

- As guys we don't get a lot of affection in our lives
- We obviously aren't very affectionate with our guy friends whereas women talk about everything, hug and sleep in the same bed
- We're also raised to act tough and not talk about our feelings so when some female affection does come our way, we become needy and focus on that above everything else (even our sexual needs)

ROADBLOCK #3: LOW MOTIVATION

- You won't die if you don't get laid, you can just get your sexual needs met with porn. But you can die without love and affection, so you need to learn how to be a more sexual guy
- You don't even have to get laid. You can still enjoy her female affection and friendship. There are times when the "friend zone" is fun
- However the "good times" won't last long. Her affection will eventually leave and go to the guy she's dating (sleeping with)

REVIEW:

ACTION PLAN

- The next time you're interacting with a woman you like, pay close attention to your focus. Are you more concerned with making her like you (validation) or are you content just getting some female affection
- Whenever you start to stray from your main goal (sleeping with her) get back in touch with your sexual drive. Remember, validation and affection only comes after she's your girlfriend
- Remember Our Motto: Sex tonight equals validation and affection tomorrow

SECRETS OF SEXUAL TENSION

MODULE 3

SEXUAL TENSION

- There is nothing special you need to say or do to “attract” women
- Just by being a man (and her a woman) there’s already some tension there and by definition that tension is sexual (a natural chemistry)
- “Trying” too hard or “talking” too much ends up ruining that primal connection that nature has used to get us to mate for thousands of years

DON'T BREAK THE SEXUAL TENSION

- When you break sexual tension it communicates to women that you're not comfortable with sex (a HUGE turn off)
 - quickly breaking away eye contact
 - you look uncomfortable when there's a silence
 - you talk too much, you talk too fast
 - nervous laughter and fidgeting around
- If you're comfortable basking in the sexual tension (and can hold it with her) she will assume you're experienced with women and good in bed

CONNECTION IS EVERYTHING

- To women having a “connection” (fate, energy, vibe) is way more important than looks
- Yes, we want to create sexual tension, but when done right women interpret this feeling as you guys have a “connection” and were destined to meet
- Women fantasize about meeting a guy and having that instant connection (it’s an emotional reaction, not a logical decision)

AVOID THE PLAYER LABEL

- Yes, being cocky is attractive to some women, but it's not romantic
- If you're a sexual guy and you also use slick verbal game most women will think you're just a player. She won't feel like you're serious about dating her and she'll reject you
- Your sub-communication should be "sexual" but what you say to her should be "genuine and humble"

THE TRUTH ABOUT ROMANCE

- Women want the connection to be “sexual” but on the surface they want the manifestation of that connection to look “romantic”
- Romance is having “sexual feelings” that are displayed as courtship. Bringing flowers, opening doors, being a gentleman, compliments
- She wants you to be sexually attracted to her, but she also wants to be appreciated for the great person she is

WHY THE NICE GUY SLEEPS ALONE

- The NICE GUY doesn't fail because he listens or does her favors or compliments her
- The nice guy fails because he isn't sexual around her (you can still be nice and be seductive)
- The perfect middle ground is a guy who is sweet but can also bring out sexual feelings in her
- Nice guys with a "sexual edge" are the most attractive guys in the world

REVIEW:

ACTION PLAN

- The next time you meet a woman you like, instead of trying to “run game” or trying to impress her, simply use the power of sexual tension to get her horny
- Focus on not breaking the natural tension that exists between men and women. This will take some practice, but when properly implemented, you will “do less” and “get more” women than ever before

MICRO- ESCALATION

MODULE 4

MICRO-ESCALATION

- You never want to confess your feelings (I really like you) or worry about making that one big physical move (like lunging at her for a kiss)...
- Instead you want to use a series of “smaller moves” that build the sexual tension and slowly get her feeling more attracted to you
- These moves are very small and innocent. They fly under the radar and she may not even notice you’re using them (thus, she can’t object to them)

NO BIG MOVES MEANS NO REJECTION

- Never have “The Talk” - I really like you and want to be more than friends. Or try to kiss her out of nowhere
- Confessing your feelings or trying to kiss her are BIG moves and often lead to an official rejection
- And once a women verbalizes her rejection of you it becomes REAL. A good example of this is the dreaded “Let’s Just a Friend Speech”

THE GAME PLAN: ESCALATE THE VIBE

- The vibe when you guys hang out is usually social. You talk to her like one of your buddies. Your goal now is to escalate that vibe to something more seductive
- When meet a woman and there's "instant attraction" it's natural to try and make you both feel comfortable. However, these feeling of tension and "chemistry" are really your best weapons for seducing her fast
- In the beginning you don't want her to feel too comfortable. You want there to be sexual tension

MAKE HER FEEL EMOTIONS AND THINK ABOUT YOU

- You want her to FEEL a bit nervous around you, but in a good way. For example, feeling butterflies or having her heart skip a beat. These feelings are the same emotions she gets when she's attracted to a guy
- You also want her to be wondering about your intentions. Does she like me... or not?
- Now you're making her feel strong emotions and occupying her thoughts. When women think about you and feel emotional around you, they fall in love with you

REVIEW:

ACTION PLAN

- Review the concept of micro-escalation. We don't escalate on women verbally (give compliments or say we like them). And we don't escalate physically (touching her or lunging for a kiss)
- Instead we will be using a series of small non-verbal techniques that turn her on, but she can't object to them (or reject us)

SEDUCTIVE LISTENING

MODULE 5

GETTING INTO “SEDUCTION MODE”

- 3 Easy Steps to Seduction Mode
 - Relax, slow down (be sleepy) and feel slightly aroused (get turned on by the woman your with). Act how you would if just woke up after a long night of wild sex
 - We’re going to be using sub-communication. This is a mode of communication women understand best
 - We’re going to be using our “BODY” our “EYES” and our “VIBE” to communicate with her (not words)
 - We’re letting her know we find her SEXY, but we do it non-verbally. It’s much easier to let a girl you just met know that you find her sexy with your body language than telling her

SEDUCTIVE LISTENING

- Revealing too much, too soon is a bad idea. Women are naturally selective and will often find any reason to screen you out for something you said (even if she's smiling when you say it)
- You become the Prize: When she talks and you listen, she'll feel like she's working for your attention and trying to impress you (it creates a role reversal)

USE SILENCE & PAUSES

- Be comfortable with silence and pauses
- Silence builds sexual tension. If you can be comfortable being with a woman without always having to talk it will reveal that chemistry
- When you shut up and stop talking there'll be a pause in the conversation which can lead to a kiss. If you're always blabbering on there'll never be a good moment for a kiss to happen

THE WRONG WAY TO LISTEN

- When you listen like a friend you end up in the friend zone (you become the buddy)
- Too much smiling, head nodding, and agreeing with everything she says. You make that “I'm just so damn happy to be here face”
- You feel it's your job to fill all the silences and keep the conversations going
- As men we think we have to fix everything. Never give her advice or judge her (just listen)

THE RIGHT WAY TO LISTEN

- Use “Seductive Listening”. Listen to her like the guy she’s sleeping with would (not a friend)
- The Seductive Screening Face: It’s 50% I want to bang you. 50% I’m not sure about you yet.
- Without adding that 50% of challenge / screening this LOOK doesn’t work (you just come off as a player)
- Focus more on the VIBE and the ENERGY versus the words that are being said
- Women love a good listener, not a guy who is always interrupting her

ACTION PLAN

- When you go out to seduce women, do less talking and more listening. Make sure you listen to her the right way, which is seductively.
- Be comfortable with silence, create pauses
- Don't give her advice, or make comments, just look at her like you find her sexy, but you're still a bit unsure about her

SECRET SEDUCTION TRIGGERS

MODULE 6

SECRET TRIGGER #1: USE SEDUCTIVE EYE CONTACT

- The Look: Give her those “Seductive Bedroom Eyes”
- You need to be comfortable looking at a beautiful woman in the eyes (most guys look away)
- Hold her “gaze” for a moment longer than you would with a friend. Don’t look around avoiding eye contact
- Your eye contact should be confident, but also relaxed. It shouldn’t look like a staring contest
- The fastest way to make a woman feel “instant chemistry” is by using sexual eye contact

SECRET TRIGGER #2: HANDSOME MIRROR TRICK

- Sit back and let her (women) check you out. Especially let her look at your face (pretend your face is a mirror)
- If you can hold “face contact” with women without breaking it, out of nowhere she will blurt out...You’re cute! or you’re HOT.
- You instantly become good looking (even if you’re not)

SECRET TRIGGER #2: HANDSOME MIRROR TRICK

- The secret of the “mirror technique” is that if you’re comfortable with your face, it means you are comfortable with your looks.
- Women don’t necessarily need you to be good looking, but you absolutely have to be confident with your looks. Own it! Confidence is extremely sexy to women.
- Amplify the Tension: Get comfortable with her checking you out when you are both being silent (This builds an insane amount of sexual tension)

SECRET TRIGGER #3: GET REALLY CLOSE TO HER

- Getting close to a woman instantly creates feelings of excitement and chemistry. If you stand and sit too far away she will never feel that tension around you
- Get both your body and your face close to her: If you're on the short side you'll be face to face (lots of tension) and if you're taller she will feel your dominance (arousing)

SECRET TRIGGER #3: GET REALLY CLOSE TO HER

- The Leg / Arm Touching Test: while sitting down get your leg so close that it lightly touches hers. A really good sign if she doesn't move her leg away. It's on!
- You don't need to touch her. Getting close to her is your touching. In fact, when you get closer you want to see if she touches you first.

SECRET TRIGGER #4: LET HER “TURN YOU ON”

- Look at her as a sexual woman (not just a friend)
- Your “mental focus” is always going to be in 1 of 3 places: affection (just happy to be there) validation (trying to make her like you) or what it would be like to sleep with her (for now, keep focused on sex)
- Women do some many little things to look sexy and “turn us on”, but you have to notice them
 - Her perfume, a piece of jewelry, a hint of cleavage

SECRET TRIGGER #5: GET HER THINKING ABOUT SEX

- You can subtly guide a woman to what you want her to think about (sex)
- Control her mind: look at her lips while she's talking, it will make her think about kissing you
- Get her thinking about having sex by imagining it yourself first (picture being in bed with her)
- Visualize success: grabbing her hand, kissing her, taking her to the bedroom, having sex

SECRET TRIGGER #5: GET CAUGHT BEING NAUGHTY

- Give her the “I’m picturing you naked” look (it helps if you are actually picturing her nude)
- Get caught “checking her out” OR thinking something “naughty” (don’t over use this one)
- Bonus point if she playfully hits your arm or says “what are you thinking”
- Don’t respond, just hold seductive eye contact (trigger #1) give her an evil smirk

THE POWER OF SEDUCTION TRIGGERS

- The best part about these TRIGGERS is there is nothing verbal for her to reject or physical for her to resist. It's just VIBE (it can't be stopped). On the surface you're just talking about normal everyday stuff and listening to her.
- Remember, the seduction triggers are much easier to do when you're listening, versus when you are talking
- It's very hard to hold seductive eye contact, remember to get close to her, and look at her lips while you imagine kissing her when you're talking all the time (so shut up, stop trying and let nature do all the work)

REVIEW:

ACTION PLAN

- From now on, instead of flirting with women socially (being social and funny) you are going to flirt with women sexually (being seductive)
- The best way to use the secret seduction triggers:
 - Step 1: picture sleeping with her in your mind
 - Step 2: You will begin to feel aroused by her
 - Step 3: Once you get in that “sexual state” the seduction tactics we covered will happen naturally. You will automatically hold seductive eye contact and drift closer to her.

DECODING HER SIGNALS

MODULE 7

SHE'S INTERESTED NOW

1. When you move closer she doesn't move back
2. If your leg, arm or hands are slightly touching she keeps hers there
3. She holds your gaze and doesn't look away
4. She taps your arm and touches you even though you never touched her
5. She giggles, seems a bit nervous or talks a lot to try and break the sexual tension
6. She says..."whaaaat" in a cute way

SHE NEEDS MORE TIME

- She avoids all eye contact, doesn't look at you either
- Moves back when you get a bit closer
- If your legs are touching she moves hers away
- Gives you the "you're weird face" or says "WHAT?"
- Doesn't elaborate when you ask her questions about herself
- Uses silence as an excuse to check her phone and ignore you (never restarts the conversation)

KEEP TRYING UNTIL YOU GET IT RIGHT

- The Groundhogs Day Effect: because these moves are so small and innocent she can't officially reject you. This means you get more time and more chances to seduce her
- Escalation is Attractive: just by being seductive and using these techniques you are seen as more confident and more attractive by women (you can't lose)
- It's not about the "triggers" working. Your first goal is to change the frame of your interactions with women from social to seductive. And have her start thinking of you as a sexual guy

FEAR OF BEING CREEPY

- The main reason guys act social and polite around women (instead of being sexual) is their fear of being called creepy
- You're afraid your friends will make fun of you and women will laugh if you try to be seductive
- It's not the techniques that are wrong (seductive eye contact and getting close), it really depends how she feels about you at the time
- Being seductive takes practice. It's not something you are used to doing (you usually act social or cocky)

PASS ALL HER TESTS

- When a woman starts to feel sexually attracted she will test you to make sure you're the real deal. This is a GOOD THING
- The perfect response: Say nothing, give her a playful smirk, and then turn your head away slowly. Keep up the sexual tension and "stay on the same team"
- The key is to be Sexual but Humble. Never break rapport or try to be too cocky with her
- Guys with something to prove act cocky. Guys who already know they're good act humble. (George Clooney)

TOP 5 ADVANTAGES OF NON-VERBAL TRIGGERS

1. Using non-verbal triggers shows you have experience with women because you understand her need to be DISCREET
2. Women respond best to sexual sub-communication. They notice small things like body language and facial expressions.
3. You can't be rejected using these triggers (at least not verbally or physically). What is he going to say "Hey, I know what your doing, you're trying to escalate the vibe"
4. If you're scared to make a move there's NO easier way than using non-verbal seduction triggers
5. Escalation is attractive. Either you get the girl or she now sees you as more confident and attractive. You win either way.

REVIEW: ACTION PLAN

- As you use the “seduction triggers” pay very close attention to her reaction. Does she hold eye contact with you? Does she stay close? Does she blush or seem nervous (in a good way)
- As you start to become a pro at decoding a woman’s signals you will know exactly the right time to make your move

MODULE 8

MAKE YOUR MOVE (HAND CARESSING)

MAKE YOUR MOVE

- One thing to note, if you're building that sexual tension and getting her aroused you can't do that stuff or too long without eventually making your move
- The sexual tension goes from being exciting to being CREEPY if you don't make a physical move
- For example, when a guy looks seductively at a girl from a distance, but never approaches her

MAKE HER ATTRACTION OFFICIAL

- Great news. You're flirting with her sexually and it's going really good. Now's the time to strike!
- She's showing the signs of attraction, but you need to make that attraction official. If not, all that sexual chemistry never becomes REAL
- Mutual attraction is the key. It's not about getting her phone number or telling her she's beautiful. That's not having a mutual moment
- Timing is everything: Make her attraction official when she is FEELING IT

THE MAGIC MOVE: HAND CARESSING

- High-five her and don't pull your hand away - she if she stays holding onto your hand or pulls away quickly
- While she's talking simply put out your hand and see if she grabs it (a good time is when she's talking about something that's bothering her)
- Don't react if she pulls her hand away. It's not a big deal. Because it's not a big rejection (like a kiss), you can just try again at a later time

THE MAGIC MOVE: HAND CARESSING

- This creates a very “magic moment” like becoming boyfriend and girlfriend (that new couple feeling)
- I call it the “It’s ON” moment because things are much different between you after this moment. Before your flirting was hidden, now it’s completely out in the open
- You’re also trying to make it easier for her to show her attraction for you. She may be interested, but she may not want to kiss you (for whatever reason)
- Give her a comfortable way to return her interest

STILL TOO SCARED?

USE SOCIAL CUSTOMS

- The Seductive Handshake
 - When you're introduced to a new woman or you see her again put out your hand to say hello and don't pull away first
- The Last Try "Goodbye"
 - As your leaving put out your hand to say goodbye and don't pull your hand away first. Even if she does pull away at least you're on your way OUT
- Don't wait until end of the night to use this move. You can grab her hand early on or in the middle of a date so test her interest (don't wait for the kiss at her doorstep)

KISSING VS. HANDS

- Going for a kiss is very stressful, her hands are easier
- You can only try to kiss a girl once or twice before you look desperate (it's a big rejection), whereas you can try and grab her hand several times without it being a big deal
- A beautiful face can intimidate you, but a woman's hands aren't intimidating at all
- Kissing is much harder to do when her friends are around or at a work event. But you can quickly grab her hand and still do it discreetly

NOW, GET THE KISS

- Once you're holding hands you feel like a "couple" and now it's much easier to kiss her
- There's much less distance between you now, so you don't have to lunge for a kiss. It happens naturally and makes logical sense
- It's less likely a girl will reject a kiss when you're already caressing hands. Holding hands gives you that "same team" feeling

REVIEW:

ACTION PLAN

- When you notice a woman displaying the signals of being attracted, you want to make that chemistry official by grabbing and caressing her hand
- Once you're holding hands it's a perfect time to go for a quick kiss. Now is the best time because "you are a team" and you have that "new couple feeling".
- There is also less distance now that you are holding hands (you don't have to lunge at her for a kiss)

MODULE 9

REJECTION DESTROYERS

“AVOIDANCE” FEELS WORSE THAN REJECTION

- You got away without being rejected, but you still feel like ten women called you a loser
- The truth is you can't hide from yourself. Even if you avoid rejection, you still know you were scared to be seductive and grab her hand. That's all it takes for that negative voice in your head to start beating you up
- We can be much tougher on ourselves than any woman could be, so you might as well go for it

GET THE “REJECTION BUZZ”

- It sounds crazy, but a small dose of rejection actually feels pretty good. You get a confidence spike. That’s because even when you fail at something, your inner game gets a boost just for trying.
- Have you made a move on a girl and failed, but for some strange reason you still felt like a champion. Your brain was rewarding you for “manning up” and going for it
- Remember, rejection can hurt you, but it can also REWARD you. Avoiding rejection just hurts you.

REJECTION ISN'T THE ENEMY (REGRET IS)

- I really liked this girl and I could tell she was into me as well. There was lots of flirting and even we hung out a few times - but I never made a move. I was scared of REJECTION
- It's 5 years later and I still think about her. But it's no longer fear of rejection, it's REGRET. Because I did nothing, I still think about what could have happened
- Regret is much worse than rejection. Rejection lasts a few days. Regret is a few years. Make a move on her tonight, you won't regret it

THE REJECTION REFRAME

- It's not about these mindsets and tactics working. It's really about changing the FRAME, and making women feel like we could be a "potential lover" instead of just a buddy
- Escalation is Attractive: Just by using these tactics you are seen as more confident and attractive
- Don't focus on the outcome. When you escalate the seductive vibe and grab her hand, no matter what happens, you win

CONQUER YOUR REAL FEARS

- Fear of active seductive around women is rooted in our fear of being called creepy. Women love a seductive guy, but if she doesn't feel the same way she may imply it's creepy (that doesn't mean you are creepy)
- We're scared to escalate and grab a girls hand or kiss her because we fear misreading her signals. Thinking a girl liked you, when she didn't, can be embarrassing
- Fear of "being sexual" comes from our fear of being thought of or labeled as a PERVERT

THE FEAR OF REJECTION NEVER REALLY GOES AWAY

- You can still be scared of rejection even after it's obvious she likes you (after kissing her)
- This fear actually gets worse because now you are scared of rejection *and* losing her
- People will work twice as hard to keep something they already have, than they will to gain something new

REVIEW: ACTION PLAN

- Take some time to think about your fear of rejection. How do you respond to being rejected? Does it give you a boost of confidence for trying?
- Reflect on times in your life where you regret not going for it. Maybe it was a job or a girl you liked.
- What are your real fears? Are you scared of being called creepy? Terrified of misreading her signals? What is the real reason you don't act sexual? Write down your real fears on a piece of paper.

MODULE 10

GET HER HOME

THE SEXUAL FEARS

- Why can't you just say "hey, let's go back to my place" and reveal your sexual interest
 1. Fear she'll think you're a PERVERT or get offended for asking her to come home with you
 2. The fear she will say NO... and the fear she will say YES. Besides being rejected you worry about having to perform well in bed
 3. You feel GUILTY for wanting her for sex. You feel bad that you also want her body. You don't want her to feel used.

SEXUAL SOLUTIONS

- If she tests you, for example, *“what are we going to do at your house that we can’t do here?”* don’t try to be cocky or make a lame joke and kill the moment
- Instead, be humble and keep that sexual tension burning. Communicate your sexual interest in a genuine way
 - *“I won’t lie, I want to spend time alone with you - I enjoy being with you”*

SEXUAL SOLUTIONS

- Realize at least part of her interest in you is SEXUAL. You just think she likes you as a person. Guys don't realize that women also like them in a SEXUAL WAY and enjoy sex
- Don't apologize for sexual desires but NEVER be pushy or try to change her mind with logic
- Don't wait until end of the night to reveal your sexual interest. The night out ends sooner than you think (give yourself time to ask her again)

RESISTANCE ISN'T REAL IF YOU DON'T REACT

- Her Test: *We're not having sex tonight. You respond - "we are both adults, we'll do whatever we are comfortable with"*
- Remember, her resistance doesn't become real unless you get mad or pout when it happens
- Don't be bitter or hold a grudge. This allows you to be persistent (try to get her home again and again) without coming across needy

RESISTANCE ISN'T REAL IF YOU DON'T REACT

- It's not black and white (rejection or no rejection) By revealing that you have a sexual interest in her now, you set yourself up for success later on (getting to YES)
- If you pout or get upset she will lose all attraction and you won't be able to try again.
Ever!

THE 3 GOLDEN RULES FOR GETTING HER HOME

- Rule #1: Women are like a cool club. Get the first NO out of the way early on. Let her resist you a little bit because sometimes token resistance is part of the dance
- Rule #2: Never ever pout or argue when a woman tells you NO. Keep your cool and try again later. There's a difference between being persistent and being NEEDY. Compose yourself and ask her again in 20 minutes.

THE 3 GOLDEN RULES FOR GETTING HER HOME

- Rule #3: It's not about her saying YES, it's really about getting your "sexual intent" out in the open. Either she comes back to your place or she see you as a sexual guy who goes after what he wants. Either way you win.
- You don't have to have sex on the first date, but you do have to reveal your interest is sexual on the first date. Let her know this is not just a "friend thing"

REVIEW:

ACTION PLAN

- Don't apologize or feel guilty for having a sexual interest in her (remember her interest in you is partly sexual as well)
- Always ask her back to your place but never argue or try to convince her. You want to be persistent, not look needy.
- Remember it's not about "it working" or her "saying yes". She either sees you as a sexual guy who goes for he wants or she comes home with you. Either way you win. Get the sex part out in the open!

MODULE 11

CLOSING THE DEAL

FEAR OF NOT BEING SEX WORTHY

- If you're alone with a woman you like and you don't even attempt to make a move on her, she will probably never see you as a sexual option again
- When we're alone with a woman and she shoots down our sexual advances it really HURTS (even boyfriends fear this type of rejection)
- Every physical or verbal rejection says you're not "sex worthy" and makes you feel like less of a man
- It sometimes takes a little persistence, but you never try again because you fear that sexual rejection

BECOME THE RESISTER

- When you're alone with a woman, instead of waiting for her to resist you...resist her first
- Act like you're fighting against the sexual tension. Bite your lip, breathe heavy and then pull back and go back to normal conversation. Tease her a bit.
- Tease Her "I don't know..we probably shouldn't be doing this"
- This is a sexual but playful challenge for women

BLAME HER

FOR YOU MAKING A MOVE

- It's her fault you're so turned on and aroused
- Tell her she looks too damn sexy tonight, you can't be around her
- I better stay away or I don't know what I'll do, go sit really far away from her (playful)
- Makes her feel sexy, but it's her fault that you're trying to get her into bed. It's like she is the one seducing you (role reversal)

BALANCE DOMINANCE WITH ROMANCE

- The best mix for closing the deal is being dominant (sexual) but also romantic (sensual)
- Physically you want to mix dominant eye contact with sweet loving looks. Soft caressing with a wild passionate kiss. Hold her close and then whisper something sexy in her ear.
- Women love a take charge guy, but they still want that romantic feeling. Use both tactics

SEXUAL AND ROMANTIC

| SEXUAL | ROMANTIC |
|-----------------------------|------------------------|
| bedroom eyes | loving glances |
| get closer to her | listening (mysterious) |
| sexual vibe | holding hands |
| sexual tension | caressing |
| fast escalation | genuine / humble |
| get caught checking her out | never break rapport |
| reveal sexual intent | be a gentleman |

LAST MINUTE TESTS

- “Don’t touch me” ...if you get resistance or any last minute tests just keep your cool and make the girl you like feel more comfortable
- Mindset: I’m not going to apologize for being a sexual guy, but we both have to want it. Having sex is not a big deal either way, so I’m cool with whatever happens
- If you can be sexual but also make her feel comfortable she will reward you

REVIEW:

ACTION PLAN

- When you're alone with a woman you like your goal is to make her feel comfortable but still keep the vibe sexual
- Reverse the frame and take on the female role of the resister (this should be deadpan-playful)
 - *stop being so sexy, it's not going to work on me*
- Blame the fact that you're turned on and escalating on her (this helps you be persistent without being needy)
 - *It's your fault I'm so turned on - you look too good tonight...*

MINDSETS OF THE SEXUAL MAN

BONUS: ADVANCED TRAINING

WOMEN LOVE PLEASURE (SEX IS PLEASURE)

- There are 2 parts to becoming a sexual man. You not only have to be comfortable with YOUR sexuality but you also have to be comfortable with HER sexuality
- The women love PLEASURE mantra is not something you learn once and then move on. You have to remind yourself that “women love sex” everyday because everything you see and hear in society will tell you just the opposite
- Get yourself a VISUAL REMINDER (like 50 Shades of Grey) and keep it on your nightstand

SEXUAL SHAME. PURITY AND AFFECTION

- Sexual Shame: It's very hard to come to terms and admit the sexual stuff you want to do with women, so you hide that part of yourself. But remember a lot of women like kinkier type sex just like you

SEXUAL SHAME, PURITY AND AFFECTION

- The Purity-Affection Issue: some guys have a problem accepting affection (hugs, snuggling) from women that are sexual (dating more than one guy)
- The Player Paradox: Some players have no problem being SEXUAL, but because they've been hurt by a girl in the past they swear off all affection (this is not a healthy mindset either, these guys are not role models)

THE SOLUTION: TRICK YOURSELF

- So if you know you'll inadvertently seek validation, become hooked on affection before sex and have low motivation what can you do?
- The truth is, you're NOT a SEX guy or some kind of playboy. And most of us aren't. However we need to temporarily "trick ourselves" to be that "sex guy" when we like a girl and override our default "wuss" conditioning

SEX = A LIFETIME OF LOVE AND FEMALE AFFECTION

- Trick Yourself: you're NOT a sex guy, but you can't get what you really want without having sex (affection), so you need to temporarily get yourself into that sexual mood
- Having sex with her will get you the affection you really want. (snuggling friendship, validation, spending time together)

THE 3 MINDSETS OF THE SEXUAL MAN

1. I'm temporarily overriding my default conditioning (focusing on female affection) and being a sexual guy (focusing on my drive) so I can start a relationship and get love and affection from the women I like
 - I don't have to change my whole lifestyle or become a player to do this

THE 3 MINDSETS OF THE SEXUAL MAN

2. I'm not trying to have SEX to be cool, or rack up numbers. I'm doing it because I want love, affection and friendship in my life. I deserve it!
3. I understand that this girl is special and amazing but she loves sex (pleasure) just like any other human being. And she would enjoy having sex with me.

THE FRIEND BOMB FORMULA

HOW TO CONVERT YOUR FEMALE FRIENDS,
COWORKERS AND “SECRET CRUSHES” INTO AN
ENDLESS SUPPLY OF SEX