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BULLETS

BULLETS

Version 2.0

PREVIEW COPY

PREVIEW COPY includes:

Reviews and Testimonials
Table of Contents
Preface & Introduction
Chapter 1: How to Use This Book
Chapter 4: The Emotional Progression Model
Chapter 5: Approaching
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Chapter 25: Tech How-To

by SAVOY

The complete MAGIC BULLETS can be ordered at
www.lovesystems.com/magic-bullets
Thanks to the massive success of Love Systems and the ever-increasing legions of satisfied students, Savoy has been asked to appear on many radio shows, in newspapers, and on interviews discussing Magic Bullets and his proven techniques. These have included the Dr. Phil Show, Fox News, Playboy TV, Maxim Radio, CBS Radio, 3WT Talk Radio, MSMobiles.com!

Here are just a few of the thousands of positive comments, reviews, and testimonials garnered by Magic Bullets:

“To put it simply, the book is a wonderful piece of work. I highly recommend it to everyone who wishes to learn the steps to becoming great at the art... From your approach to seduction everything is mapped out to the ‘letter’ with more than enough freedom for the imagination to run wild. As with most technology in this day and age, if Magic Bullets were a computer program I would call it very ‘user friendly.’ I found it extremely helpful to have a book like this bring me back into the dating ‘shark tank’ as the shark instead of the bait. My advice to all is to get this book and let it do the same for you.”

— Nostro

“You’re giving people the tools to meet women.”

— Dr. Phil Show, April 18, 2008

“Magic Bullets is one of the best books ever written on the subject of improving success with women. It’s probably one of the most honest, well rounded, information-packed books you will read. One unique aspect of Magic Bullets that sets it apart is each chapter is written in logical order, but can be read on its own even without reading the others. This is great because you can just review those chapters that you need to refresh separately. Or for example, if you are a beginner and want a quick primer on what will help you in clubs tonight, there is a chapter that will do that for you that you can skip to right away.”

“Another thing that was extremely impressive about the book was just how in-depth and well researched it was and yet it still included very subtle advice at the same time. The book was full of deep, masterful detail in every chapter. One of my favorite things about this book was the extreme level of detail in the Seduction phase, which is definitely lacking in most books of its type. In the book you get some real ‘magic bullets’ on how to get to sex faster and with higher probability of success. These tips and gems alone are well worth the price of the book.”
“For those looking for very niche and advanced material, there is no shortage of that either. The book is truly well rounded for beginners and veteran students of the game alike. Whether you are a beginner or an advanced student of the arts, you owe it to yourself to begin your education with this book or add it to your collection. The information contained in it is state of the art and hard hitting. Get your copy now, and start enjoying your own magic results with women.

When I first ‘met’ Savoy it was actually over the phone over a distance of thousands of miles, and at the time I had no idea he knew so much about seduction. In the years that have ensued, it is clear to me from meeting him in person finally and reading Magic Bullets that Savoy has become even more knowledgeable and one of the true experts in the field.”

— TokyoPUA , Fast Seduction 101

“Magic Bullets fills in some knowledge gaps, often in very important areas, it gives you an ‘aha!’”

“Now for intermediate to advanced guys, I think this book fills in some very important specific knowledge gaps... The section on phone game is a great example of this. What exactly do you do when you hit her voicemail anyway? The great Tyler Durden himself said that phone game was hard just starting from first principles. In Magic Bullets we can see that a ton of work has gone into presenting solid phone game strategy.”

“Also, the discussion on flaking was excellent. It nicely summarizes what it took me forever to learn by raw experimentation: if she flakes, do nothing about it. The book presents a solid model of why to do nothing, namely because she just did not care enough about the whole matter to begin with. Proof: if she did care she wouldn’t have flaked! This is typical of great specific, practical, and concise advice that the book is made of.”

— Philosopherking

“Magic Bullets gives you a system you can use the same day, without reading the whole book. No other book can beat that. No book gives you a plan in 10 minutes of reading of what you can do that night. Unlike a lot of pickup material, this book touches on female psychology. This chapter was my favorite, second to phone game. The insight you will gain from phone game is worth the price right there. Magic Bullets includes the ever popular ‘he said/she said’ teaching examples. Every chapter in this book is important. The night I ordered it I read the entire thing. Even though I was tired, I took a NoDoz because I was so determined to finish it and not miss anything because of my fatigue. Everyone who hasn’t yet bought Magic Bullets... stop thinking about it and just do it... the price of the book was worth it after just a few pages.”

“If I haven’t convinced you yet, know this: Savoy does a great job at teaching this material. The format of the book is designed so you can go back and read a chapter on phone game or the Qualification phase. I even e-mailed Savoy with a question about the book and got a prompt response. It’s not every day you can ask the author a question and get an answer, especially with someone as busy as he is.”

— Surefire
“Magic Bullets does a fine job breaking down the seduction process from meeting women all the way to relationships. It does so while unifying pretty much every ‘system’ out there, be it indirect, direct, natural routines, phone game, social circles, strip clubs, day game, body language etc. via the emotional progression model. All in all, it was a very informative and entertaining read. It taught me a couple of cool concepts that helped clear up a lot of aspects in pickup that were still pretty vague.”

— Toy Machine

“It was a long hard road to admit to myself that I needed to get this part of my life sorted out. I searched the web for a long time seeking a solution to my problem. I wasted a lot of money on ‘gurus’ only to find myself back reading Magic Bullets. I was hesitant at first but after seeing the money back guarantee I decided to go for it. I read it in 4 hours straight, going back over sentences four times to sink them into my brain. After finishing it, I decided to go and try it. That was the hardest part. I did it and I got my first phone number after almost 2 years! So I got the number and now it’s been 4 months since I bought Magic Bullets, and I have to say I’m so much better now. I have a girlfriend, and things are perfect.”

— Jan

“It definitely made a huge difference, especially in my second week after reading the book. The improvement was dramatic.”

“Stunning! My success in meeting new women went up dramatically the first night.”

“I was frankly skeptical at first, but after a week I found myself taking home women who I normally would have been admiring from a distance. Also the seduction tips improved my effectiveness after I got them back to my place.”

— Comments from men in the “Does It Work?” trial in Brink Magazine

“Magic Bullets is a leader in the seduction community and learning how to pick up, date, and have more women in your life for a reason. It works. Thousands of guys have gone from being frozen stone-cold in approaching a woman to being ‘the man’ in a nightclub and even during the day. I highly recommend you grab your copy now!”

— Earthling Communication

“The techniques in the book are practical and easy to use, and you can start using what you learn right away. We really cannot recommend this book enough. Magic Bullets is an essential must read for any man aspiring to be better with women, no matter where you’re at in the dating game.”

— Sexual Seduction Secrets
“I’d like to say that this is probably the best e-book online at the moment. If you’re just starting out, this will be the book to learn ‘the game’ from start to finish. If you’re an old pro, this is a handy reference manual to help you refine the game you already have.”

— The Seduction Bible

“I will be honest, Magic Bullets is one of the best investments I have made in the field of pickup. This book really explains every little detail of pickup, and I have had a very easy time translating what I have read into what I do. I would say that it is a great investment for a good price.”

— salvino

“I have found Magic Bullets to be extraordinarily useful. Look forward to cover most of what you need to know and most of your blind spots too. Magic Bullets is going to help most men establish their first steps on their social adventure and yet they’ll also be able to refer back to reinforce their basics. A guaranteed book to pick up for your pick-ups.”

— MsiaPUA

“Magic Bullets is the best. It’s the only book that really teaches in a way that is easy to understand and goes right to the chase. It’s a guide that you can read over and over again and it also gives you a simple technique that you can read in 10 minutes to apply it the very same day you start reading it! For me it has been most helpful.”

— gambalo

“It's a great e-book with a great structure... Buy it and you won’t be disappointed.”

— Slick101

“Hey, finished reading Magic Bullets and it’s great! You can go back to it whenever you need; you don’t even have to read it in order although if you are new to the game then I recommend it.”

— Rhyde

“By learning just one new thing from this book, your dating life will improve...”

— squidoo

“This is awesome! It worked. I went to the club yesterday, and I got four phone numbers.”

— Brian D.
“The e-book is comprehensive and delivers. Savoy did a great job with his writing, and I recommend this e-book in full.”

— m-dawg

“I’ve always been hopeless at getting women to be interested in me. Well, after I picked up Magic Bullets it was all pistons firing. I now have three dates lined up this week. That’s more than in the past 6 months combined.”

— Matt

“You really hit the head on the nail with this one mate. I’ve read heaps of other stuff on the internet but none have given me an outlined plan like yours has. Thanks.”

— Andy

“I like how this book is compiled. No fluff, easy to read, straight to the point. Most of the content is presented in short sentences or bullet point format. You can just jump to specific parts of the book like to bolster your understanding before going out. Most of the subchapters take 5-10 minutes to read and you’re good to go, no need to read 3 pages of solid text to ‘get it.’”

— joule

“What do I think of Magic Bullets? Was I expecting it to change my dating life? Maybe. Did it? Yes!”

— Joe

“You can tell by the professional appearance and the attention to detail that a lot of work was put into making this book a superior product. There are some books that, despite having some decent information, are poorly put together and elicit the feeling that the author wanted to make a quick buck by putting out an e-book as soon as possible. This does not appear to be the case with Magic Bullets.”

“The book is called Magic Bullets because the tips in the book are so good that they will seem like magic!”

— Mr. Esquire

“Magic Bullets is the only book (e-book or not) on game that is worth the time and money invested in it.”

— Rewok

“Magic Bullets is beautifully written because it deals with the reader on a few different levels. There’s a lot of stuff for newbies, so if you aren’t already good, the book is perfect. But even within the newbie-ish stuff, there is a lot of stuff for advanced guys. Often major pearls of wisdom are inside sections that appear at first to be more general.”

— Orpheus7
“I love how Magic Bullets is written so that you can browse through the chapters for something specific. Savoy captures the whole concept of ‘game’ in an easy to understand, easy to follow way. Savoy just refines ‘game’ in general.”

— Beqone

“The way Savoy organized the book is fantastic, and the book is incredibly dense with material. Since I ordered it, I’ve read it 3 times through with tons of quick readings over specific chapters I had questions about after that particular night’s interactions. I highly recommend it.”

— rekkless

“Savoy masterfully helped me create a personal story and it was mesmerizing to watch him so naturally run game on women in the field.”

— Ansan
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“Everyone here eats tacos…”

Those were the first words I heard Savoy say during the in-field portion of my Mystery Method boot-camp. Until then I had been… skeptically unconvinced. During the first day at seminar, I thought it sounded great, but wondered whether it was the real deal or not. Then I watched Savoy approach a group of women with those ridiculous words, immediately get attraction… and then end up alone with an attractive woman. It was enough to let me know I had things to learn from this man.

I later became an intern while I was still in college and the “office” was Savoy’s living room. Back then it was just Misschievous, Savoy and I. We went for Indian food, worked out together and argued over why he so foolishly loved the Philadelphia Eagles. I also met Neil Strauss and many of the other world’s greatest pickup artists. I was really happy to be there.

And I saw what Savoy was capable of firsthand. I saw a LOT of different women leaving his house in the morning when I showed up for work… Sometimes two. ;)

It started to crystallize in my mind that there were greater possibilities for me. I had been okay with girls after my program, but it still hadn’t really clicked that I could achieve THIS lifestyle. Savoy took me under his wing and showed me how to do it. The guy was an amazing resource and teacher. He was proof that even a board game-playing dork from Newfoundland with horrible taste in football can have insanely good and consistent game... And it rubbed off. With his help, I began to live the life I’d been dreaming of and different girls started leaving MY house every morning as well.

Then the company grew from 3 of us to 4, to 5 and moved to Los Angeles. I watched firsthand as Savoy turned us into the leading in-field, cold-approach dating company in the world. I watched as reporters from all over the world started calling. I watched a company grow exactly as Savoy had planned it all along from day one. We taught thousands of students and changed tens of thousands of lives; in the process, the top guys became Love Systems. Through all this time, Savoy has been one of the greatest mentors and friends I have ever had. I consider myself lucky to have him as a boss and as a friend who I still call for dating advice to this day.

The book you are about to read is not a magic bullet in the sense that reading it will completely change you overnight. The title is meant to be ironic. But what it will do is give you the map and the skills to get to the place where you want to be, through a combination of hard work, dedication and the application of the wisdom you are about to read. If you commit to putting what is in these pages into practice you WILL attain the relationships and lifestyle of your dreams.
I honestly can’t think of anyone better to learn from. For those of you who know my reputation, the knowledge in this book was the path that led me to where I am today. It should be read a couple of times to get the full benefit because there is just so much to learn…

If there is any “magical” way to get better with women, be it attracting, building or maintaining great relationships, it’s contained within these pages… so in that sense, it is the closest thing to a magic bullet around. Read it, internalize it and apply it with dedication and passion, and I hope that all of you reach the goals that you set out to achieve as you enrich and transform yourselves with the insights contained in this book…

SINNcerely,

Sinn

Jon (Sinn)
MAGIC BULLETS

INTRODUCTION

MAGIC BULLETS is an ironic title. A central theme of this book is that there is no magic bullet to get the women of your dreams. There is no one single thing, or even ten things, you can do that will all of a sudden allow you to reach your full potential. It won’t always be easy, but if you read and study this book and other resources that Love Systems has to offer, you’ll get there.

I’ve spent years teaching men how to improve their success with women. Since 2004, I’ve been President of Mystery Method Corp., which was the gold standard in this field and its top instructors and I founded Love Systems. I’ve worked closely with other masters, men who go by names like Sinn, Mystery, Tenmagnet, Badboy, Cajun, Braddock, Cortez, Sheriff, Mr. M, and Brad P (most people in this field use pseudonyms). I’ve seen Tyler D teach, and been out with Style (a.k.a. Neil Strauss) more than a few times.

These guys are all masters. They have developed working systems that allow them to have high-quality women in their life.

But these systems are not what make them good. None of these guys was an overnight success (and I wasn’t either). Most of them have six things (“The Fundamentals”) in common:

1. Most of them spent months, or even years, in a conscious process of self-improvement.

2. All of them had to study and understand female psychology, usually first from books and then “in the field” (in live interactions with women).

3. All of them had to develop social intuition so they could recognize and predict patterns of social behavior.

4. All of them developed a lifestyle that women found attractive.

5. All of them had to develop skills that allowed them to make their systems work - skills like humor, storytelling, or kissing.

6. All of them have been on many dates, even if they call them something else, and know how to use dates to their advantage.

So here’s the dirty little secret…
If you've taken care of the fundamentals, any reasonable system can work. Sinn could use Brad P’s system and get great results. Style has used Mystery’s system and done well. I've used a couple of different systems before making my own.

A system for attracting women is like a strategy for a basketball game. Some teams shoot a lot; others pass more and wait for a great scoring opportunity. Some teams run back quickly on defense; others rebound aggressively. But if you have players who are good at the fundamentals (like shooting, running, and dribbling), any reasonable strategy can work. Just like if you have good dating fundamentals, many different systems can work. Sure, one system might fit you slightly better than another, just like in basketball a team with big players might use a more physical strategy than a smaller but faster team. Badboy does his thing and not mine because it's slightly better for him. But if he had to, and if he had the time and the motivation to practice it, he could attract beautiful women with my system, or anyone else's.

Of course, it's possible to have a basketball strategy that won't work, even with the best players in the world. The same goes for dating. I recently read a book in which the author tells men to approach women in restaurants with the line: “A beautiful woman like you should have a beautiful evening. Do you mind if I join your table?” That's not going to work no matter how good your fundamentals are. And if your fundamentals were truly good, your social intuition and your understanding of female psychology would have stopped you from making such a bonehead approach in the first place. We'll cover female psychology in Chapter 3 and social intuition (one of the eight key attraction switches) in Chapter 7.

DEVLIL'S ADVOCATE

Let's play devil's advocate for a moment. If it’s true that it’s the fundamentals that are important, how can it be that someone can learn a dating system and immediately get better results?

Just like a basketball team with a decent strategy will beat a team with no strategy, a man who learns a workable dating system will do better than he did before he had one. Often, such a man will convince himself that he has learned “the secret” and has the magic bullet for succeeding with women. This belief will actually help him, by giving him confidence, until he hits the inevitable dead end that comes from not improving the fundamentals. In my years of experience in dating science, I have never – nor have my colleagues ever – seen a man become truly successful with women without being able to handle the fundamentals.

But a good devil’s advocate wouldn't be satisfied yet. He would want to know why, if all of the above is true, so many people are still obsessed with dating systems?

Here we have stumbled onto the myth of the One True Path: the idea that you should pick a guru and follow his system, focus on his system, and ignore everything else.

The One True Path fallacy is seductive, because it fits in nicely with human psychological patterns, especially in males. Men naturally want to believe it. Say some guru tells you 10 things that you need to do to get a woman to go out with you. Well that’s sure simpler than looking at the complicated woman across from you and trying to figure out what’s going on in her mind. And it works for the guru, so it must be good, right? And it’s a secret that you know that most men don’t, so that makes you feel powerful as well.
the One True Path so dangerous is that it can explain away your failures in a way that doesn't challenge your faith. For example:

» You do the 10 things the guru says and you don't get the girl? That just means you haven't mastered them yet. You need to practice more.

» You lost the girl when you did one of the 10 things, but the other three seemed to go okay. Great! You're getting better at three of the 10. You just need to practice that one.

» Your friend succeeds with a woman by doing something that your guru doesn't teach or recommend? Ignore it. You're learning the guru's system so you can date even more attractive women than your friend meets – women like your guru gets.

The One True Path fallacy also exists because it's easy to communicate. It's easy to tell you to do these 10 things and you'll get what you want. I can do that in a paragraph. It's much harder to account for the what-ifs and exceptions, as I do in this book. Some of the most powerful, if misguided, ideas in the world do not tolerate ambiguity. Facism, Fundamentalism, and Communism are all One True Path fallacies. However, dating science does not respect absolute laws like physical science does, no matter how tempting it is to think that it does.

SYSTEMS

So after all of this, why is there even a system in this book?

For one thing, it makes a convenient organizing principle. For example, it's a good way of keeping material on how to start a conversation (Chapter 5: Opening) in a separate chapter from material on what to do next (Chapter 6: Transitioning). This is even though the information presented in the chapters describing the Emotional Progression Model (our system) would appear no matter what system we happened to be using or what we titled each chapter.

Moreover, you do still need a system, whether it's your own or someone else's. And some systems clearly don't work, so at least if you're using this one, I'll know that you're not going up to women at restaurant tables and trying to sit with them with cheesy pickup lines. Even some famous dating gurus' systems suffer from being too specific. For example:

» They only work for certain types of men (age, looks, personality type, etc.).

» They only work with certain types of women.

» They only work in certain situations.

The system that we teach at Love Systems – and that is explained here – is both more flexible and more specific. Flexible in that it works for a broad range of men, with a broad range of women, in a broad range of situations. Specific in that we also drill down to specific types of situations, types of women, and types of relationship outcomes. I want you to have a dating system that works for you, not just for some guru with a
clever marketing strategy.

The system here is not one I invented out of my head – that would be irresponsible. If I invented something purely out of my own experiences, I could hardly claim to have seen it used by enough different men, with enough different women, in enough different situations, that I could be confident it would work for anyone who bought this book. Of course, my own originality is stamped throughout this book, as are the unique ideas of the best dating coaches in the field. However, when you come across something that I do myself or have seen others do that hasn’t been tested rigorously in this way, it is labeled and identified as such.

The system in Magic Bullets was developed by the masters in the field, especially by the top instructors of Love Systems. It has evolved and been dramatically improved over the past two years based on insights that our instructors have made and taught, and based on the way we’ve seen most people actually use the science of dating successfully. I’m excited to present it to you, backed up by the fundamentals that will let you reach your full potential.

I also want to share with you a bit about my approach in writing this book. There isn’t, or at least there shouldn’t be, any self-referential flattery, beyond personal examples to help explain a point. I’m not out to convince you that I know what I’m talking about by talking about myself. It’s a waste of your time and it’s irrelevant. The only thing that matters is how the material in the book works for you. If you’re curious about my personal experiences and adventures or those of other instructors and our students, I invite you to check out our blogs and The Attraction Forums, the leading free online message board for men improving their success with women. They’re free, they’re public, and their web addresses are listed in Chapter 24. You can also find a lot of reviews (positive and negative) of this book, our instructors, and our training on The Attraction Forums. While you’re there, why not post your own?

While the book is (I hope) orderly and easy to understand, the subject matter is not. Dating and relationship behavior is complex and full of contingencies and exceptions. In every case in which there was a tradeoff between an elegant model and a lucid analysis of a topic, I have opted for the latter. Accordingly, this book is not where you will find a bunch of new words, new acronyms, or complexity for complexity’s sake. Instead the book is designed with only one purpose: to help you succeed.

To that end, I’d like to invite you into a dialogue. If you have any comments, ideas, or experiences from reading the book that could help subsequent editions serve its purpose even better, I’d love to hear from you.

Savoy

Savoy@LoveSystems.com
CHAPTER 1:
HOW TO USE THIS BOOK

This is a long book. And it’s going to be read by a lot of different people who have different skill levels with women (what we call “game”) and different needs and goals. For this reason, I’ve designed the book so that it doesn’t have to be read all at once. You don’t even have to read the chapters in order. Each chapter is designed to stand on its own, as a useful reference, and most chapters make specific references to other chapters for related material.

I do recommend you read the book in order at least once, but here are some other options if you’re impatient:

» If you’re on your way out tonight and want quick tips, go to Chapter 2: A Simple System you can use tonight.

» If you want a step-by-step guide to meeting desirable women you don’t know and developing a romantic or sexual relationship with them, start with Chapter 4: The Emotional Progression Model, and the subsequent explanation of each of its seven stages in Chapters 5 to 11.

» If you’ve got your overall approach down and want to apply it to different social contexts – female friends, women you work with, “day game,” strip clubs, etc., then Part III of this book (Chapters 12 to 14) is for you.

» If your concern is around tweaking specific aspects of your game – anything from your body language to what to do on the first phone call – then you want Part IV (Chapters 15 to 22).

» If you’ve read the published book The Mystery Method in bookstores or bought the Venusian Arts Handbook online and want to know what’s new, flip back a few pages to the introductory Chapter IV.

What you are reading now is the product of literally tens of thousands of individual interactions with women, by myself and other current and former Love Systems instructors. We systematically generate, test, challenge, and refine our theories, and they are enriched by innumerable different men using our ideas and reporting on their results. But that doesn’t make anything in this book a physical law or scriptural commandment. All rules are meant to be broken, and you will get more in the long run from experimenting and building on this material than from applying it unthinkingly. It’s the spirit of experimentation and testing that brought us to this level, and it’s that spirit that will help you get the most out of reading it.
INTRODUCTION

You see an attractive woman at a restaurant. Or maybe you’re introduced to her at a party. What do you do now?

If you’re like most men, you don’t have a plan beyond “get to know her” or “start talking to her and see what happens.” But as for what you actually do, the possibilities are endless. Do you:

» Say hi?
» Ask her name?
» Ask a question?
» Tell her a story?
» Deliver your best “pickup line?”
There are literally billions upon billions of possible things you could be doing, especially when you take your body language and tonality into account. Your actions will combine with her personality and mood to create a particular emotional impression. She will react and then it’s your turn again, with another set of infinite choices based on the new situation. There are so many possibilities and variables involved that the world’s most powerful computers would not be able to model even the first half-second of your interaction.

This is part of the reason why meeting women can be stressful and frustrating for men. Our brains are configured to break down a big process into a series of smaller, logically-connected tasks. Say you’re setting up a campsite with some friends. Your overall goal is to survive the night in some comfort. You know that to do this you need to build a tent, start a fire, and so on. And for each objective, you can learn the steps required to make it happen. Most men are intellectually comfortable in this sort of situation.

Succeeding with women is more complicated because meeting women is an interactive process, and people’s personalities are unique, complex, and variable. In contrast, your campsite doesn’t care how you build a fire. You don’t have to be subtle or worry about embarrassing it in front of its friends. Matches don’t go in and out of emotional states where they sometimes want to be lit and sometimes they want to go home.

Fortunately, we don’t have to throw up our hands in frustration. Human behavior will never be as predictable as building a fire, but through intelligent hypothesis-generation, an amazing amount of testing, and a good dose of humility about the limitations and applicability of any individual insight, we can identify productive paths to succeeding with women.

EMOTIONS AND SEXUAL BEHAVIOR

Most women tend to make sexual decisions based more on their emotional state than pure physical attraction. This does not mean that your looks are not important. They absolutely are, and if you are good-looking, some women will have sex with you based on your looks alone. However, while women vary greatly, most of the time you will need to make an emotional impact. One thing we’ve found in our combined tens of thousands of approaches is that there are four emotional triggers that – if you can activate them all – tend to make women say yes.

These are:

» Feeling that a man’s value is equal to or greater than hers.

» Feeling that she’s special to him or that she’s earned his attention.

» Feeling comfort and connection with him.

» Feeling aroused by his touch without awkwardness or embarrassment.

In general, your best chance of sleeping with a woman is to trigger these four emotions in her.
EMOTIONAL TRIGGERS

Let’s briefly look at these triggers to help develop a model for female sexual behavior.

» Feeling that a man’s value is equal to or greater than hers.

The concept of value is explained in Chapter 7. Essentially, women like to sleep with men who are “better” than them. This is what creates attraction in a woman and explains why we call the time when we are trying to create this emotion in her the Attraction phase.

» Feeling that she’s special to him or that she’s earned his attention.

Most women like to feel that they have earned a man’s attention and that he is interested in her for more than her looks. They like to feel “qualified,” so we call this the Qualification phase. Qualification is where you make your interest in her explicit. You should not show signs of interest in her until she has shown signs of interest in you, which usually happens in Attraction.

» Feeling comfort and connection with him.

We call this the Comfort phase, which is the longest in the Emotional Progression Model. It begins toward the end of the Qualification phase, when it’s clear that both of you are interested in each other. It ends when you have established enough comfort and connection with her that she is comfortable being in a sexual situation with you. A sexual situation is one in which a woman is engaging in sexual behavior (touching that goes beyond kissing) in a place where sex could realistically happen.

» Feeling aroused by his touch without awkwardness or embarrassment.

We call this the Seduction phase. Seduction is the only phase in the Emotional Progression Model that can really be measured physically. The closer you are (physically) to sex, the further along you are in the phase. Seduction is primarily based on intensifying her willingness to have sex with you and mitigating her reasons not to. Once you have sex, the Seduction phase is over.

Thus these four triggers form the backbone of the Emotional Progression Model. And they generally come in this order:

» Attraction (Chapter 7).

» Qualification (Chapter 8).

» Comfort (Chapter 9).

» Seduction (Chapter 10).

In fact, these are the only four phases you may need if you are introduced to someone through your Social Circle (Chapter 12) and all you’re looking for is a one-night stand.
A COMPREHENSIVE MODEL

Of course, much of the time you are going to want to meet women who aren’t already in your social circle. Whether you see a woman at a nightclub or a bookstore, you need the tools to approach her and start a conversation. We call this the Approaching phase:

» **Approaching:** Starting a single-subject conversation with someone.

Approaching focuses on approaching a woman you don’t know (or more often approaching her and whatever group of people she is with, since women tend not to go to social events alone) and starting a conversation.

» **Transitioning:** Turning a single-subject approach into a normal, free-flowing conversation.

Transitioning turns a simple interaction into a longer conversation by introducing at least one new topic and changing the dynamic of your interaction. This is an important phase – and one newly formalized for this book – that turns approaches into conversations.

With Approaching and Transitioning and the four emotionally-based phases addressed previously, we have a path from meeting a woman to beginning a sexual relationship with her. Another innovation in this book is that we take the process one step further, with the Relationship phase:

» **Relationship:** Managing the subsequent relationship.

After the Seduction phase, you’ve got the whole “what next?” question to deal with. Do you want her as your girlfriend? Someone to date? A friend with benefits? The Relationship phase takes you through this, and how to sustain and develop the type of relationship you want.

Adding these three phases creates the full Emotional Progression Model:

**The Emotional Progression Model**

1. Approaching (*Chapter 5*)
2. Transitioning (*Chapter 6*)
3. Attraction (*Chapter 7*)
4. Qualification (*Chapter 8*)
5. Comfort (*Chapter 9*)
6. Seduction (*Chapter 10*)
7. Relationship (*Chapter 11*)
INSIGHTS

The stages of the model function as intermediate goals and measures of your progress. It’s not a strictly linear process – Attraction overlaps a bit into Qualification, both Attraction and Qualification bleed into Comfort, and the Relationship phase done properly starts in Comfort as well – but the phases are essentially sequential.

The general overall linearity of the Emotional Progression Model yields five big insights:

1. **Attraction comes before Qualification.**
   - Make a woman attracted to you before showing significant interest in her.

2. **Attraction comes before Comfort.**
   - Make a woman attracted to you before looking for commonalities, deep conversations, etc.

3. **Qualification comes before Comfort**
   - Have a woman work to win your interest before you open up to each other.

4. **Comfort comes before Seduction**
   - Help a woman feel connected to you before progressing sexually.

5. **Seduction comes before Relationships**
   - Whatever you want with a woman, your medium-term goal is to sleep with her.

The last of these might be surprising – and has certainly been controversial. A common insight into female sexual behavior is that women will often delay sex for some time with a man she sees as a potential boyfriend while satisfying physical needs with another man or other men in the meantime.

While this is true, it does not mean that the man who is “dating and waiting” has the best chance of becoming her boyfriend. Very little builds as much intimacy with a woman as repeated sexual encounters. Sleep with her first, and then concentrate on showing her you’d be a good boyfriend rather than showing her you’d be a good boyfriend and then trying to sleep with her.

EMOTIONAL MOMENTUM

A further insight concerns the principle of emotional momentum. Emotional momentum explains why most interactions need to move forward or die. You can’t stay in any particular phase forever. It will bore or frustrate most women. Even within a phase, you need to be moving forward. Say you had a great three hours meeting a woman at a party and made it all the way to the Comfort phase, but the next two weeks consisted of both of you unluckily leaving messages on each other’s voicemail. You will likely lose emotional momentum and your chances with her. Emotional momentum can work against you through no fault of your own.
Emotional momentum can also work for you. Each phase that you can smoothly pass through builds up your momentum for the next one. When a woman talks about sleeping with you and says “it just happened,” that’s emotional momentum at work (and good Seduction skills). The whole process should happen quickly, not over months.

So that’s a quick overview of the Emotional Progression Model. Now let’s go into some more detail and get to the nuts and bolts of how to use it.
WHAT IS APPROACHING?

It’s not normal to start conversations with strangers. It can even be intimidating. However, everything that follows in Magic Bullets is based on you being able to approach attractive women without awkwardness and smoothly start a conversation. We call this process “Approaching” and the ways we start conversations “Openers.”

You might be wondering why you need to have specific ways to start talking to someone. Can’t you just walk up to a woman and say “Hi, I’m Joe” and start a conversation? Yes, you can, and it might even work. We discuss this type of opener later in this chapter in the section entitled “No Opener.” In general, however, we find that most attractive women are hit on so often by so many different men that they are used to rejecting strangers as soon as they approach, and only make exceptions for men who seem unusually good-looking,
successful, or socially desirable. Still, even though we are skilled at presenting ourselves in this way, we generally prefer to use other types of openers because our success with them is virtually automatic.

“Success,” in the context of opening, means getting to a normal conversation with a woman. A normal conversation is one that can range freely over a variety of topics, including personal ones. As you will see, some openers will get you all the way to a normal conversation, while others will require a Transition (Chapter 6). Neither approach is inherently better than the other, and we routinely use both.

When you approach, you usually start a conversation about one specific topic. Getting to your Transition or to a normal conversation should take anywhere from ten seconds to two minutes. If you take much longer, both the single topic and the interaction as a whole risks becoming stale and it can become awkward to transition to other topics and develop the conversation.

Throughout this chapter – indeed, throughout the Emotional Progression Model – we talk about meeting women. However, women do not tend to be alone in social situations. So when we talk about approaching a woman, we usually mean approaching her group. In the Approaching phase, engage the entire group and don't pay particular attention to the woman in whom you are interested.

By the way, if you are introduced to a woman through someone you already know, you can usually assume that you have the freedom to have a normal conversation. We call these sorts of introductions “meeting through your Social Circle” (see Chapter 12 for more details). In these situations, you don't really need to use the opening techniques from this chapter (or the Transitioning techniques from the following chapter); you can skip straight to the Attraction phase (Chapter 7).

What follows are six broad types of openers and a discussion of non-verbal elements in opening. In general, it's your non-verbal elements that will make your opener succeed or fail, so if you're new to this sort of material, I'd pick an easy kind of opener to begin with (such as opinion openers) and then focus heavily on the non-verbal elements.

**TYPES OF OPENERS**

You can classify openers along a risk-reward continuum. A low risk-reward opener is more likely to get a woman to respond (requires less compliance), but is less likely to lead to a normal conversation. For example, if you ask a woman for the time, the social rules of modern society more or less require her to answer. However, it can be awkward to move from discussing the time (the opener) to discussing subjects that can engage her emotionally (a normal conversation). This makes asking for the time a generally poor choice of opener. Many low risk-reward openers tend to focus on topics that do not relate to you or her.

In contrast, high risk-reward openers tend to be unequivocally about the two of you. The risk is that you will not successfully open – that is to say, that she will not want to talk to you. The potential reward is that you will move forward much quicker to a normal conversation. For example, you can open with: “Why don't we
go sit over there and get to know each other?” Most desirable women would say no to such an approach from a stranger – but if the answer is yes, you will already be in a normal conversation. We will discuss better high risk-reward openers toward the end of this chapter.

There are six major types of openers. We will look at these in order of their risk-reward profiles, from the lowest to the highest:

» Functional
» Opinion
» Situational
» No opener
» Screening
» Direct

FUNCTIONAL OPENERS

Functional openers carry the lowest risk-reward profile. They relate to conversational subjects (usually questions) that most people feel socially bound to answer. For example: “Do you have a light?” or “Do you know how to get to X Street / X Restaurant / X Place?”

It is quite possible to use these and succeed, especially if you are approaching a woman who is alone and there is very little else to distract her attention (waiting in line, on an airplane, etc.). For this reason, functional openers are most often used in Day Game (Chapter 13). See the “A successful functional opener” sidebar on the following page.

The trouble with functional openers is that they can make Transitioning difficult. Men who have success with Functional openers usually plan to move directly to another type of opener immediately afterward; they're difficult to succeed with on their own. However, if you are too shy to start conversations with women you don't know, you can start building up your confidence (and enjoy the occasional success) with them.

OPINION OPENERS

An opinion opener is exactly what it sounds like. You ask someone’s opinion about something. For example:

» My friend Eddie over there in the green shirt just broke up with his girlfriend. How long do you think he has to wait before dating her friend?

» I'm planning my friend’s birthday party next Friday and I'm trying to decide between an 80s theme
and a jungle theme. What do you think?

» My friend keeps getting anonymous emails from a secret admirer but he thinks he knows who it is. Should he say something?

Do not use these! I literally made them up in the last five minutes. They came from my imagination, not your life. Why use an opener that others might be using and risk getting “caught” using a “pickup line?” Especially when there is no point – you will come across as a lot more genuine and in the moment if your opinion openers have genuine relevance to your life.

Start by thinking of a subject with broad interest that has happened to you or someone you know, and ask for an opinion on it. Good subjects for opinion openers are ones that generate emotional involvement, such as:

» Dating and relationships (but not about you)
» Gender differences or male-female issues
» Friendships
» Music and popular culture

Opinion openers should not have an obvious answer. If the opener can be answered with a simple “yes” or “no” (such as the “secret admirer” example above), ensure that the topic has sufficient depth that anyone answering the question would naturally want to explain their answer. The content of their answer or the explanation is usually irrelevant; the point is to start a conversation that interests her.

A Successful Functional Opener

It is possible to succeed with a functional opener. The following is an edited version of a field report by Harlequin, a member of The Attraction Forums, in February 2006. I’ve given the woman the arbitrary name of Julia and inserted Harlequin’s commentary into square brackets [like this]. It’s not necessarily an example of an ideal interaction, but it shows a functional opener that worked, and that’s the point. The full post can be found at: www.TheAttractionForums.com/forum/showthread.php?t=5334.

Harlequin: “Excuse me, do you have the time?”
Julia: “2:20...”
Harlequin: “Damn, I’m late... do you know the way to the sports centre? I got a game starting in 10 minutes...”

[She either knows or she doesn’t...]

Harlequin: “It’s just over there, huh? Damn what a trek... can I get a piggy back?”

[I was on the way to Leeds Olympic Pool – which had to be renamed Leeds International Pool because the builders messed up and made it one inch short of 50 meters. I was full of energy and enthusiasm and saw this woman. I approached her less than 500 yards from the pool and asked her for directions and she didn’t know... so I teased her about this and then directed her to the pool. It was zany, but she loved it. Before I approached her, she was standing alone at the bus stop and then some nutter (me) approaches and makes her laugh. That made her happy that I was there; it’s better than being alone. She ended up ignoring her bus when it came by.]

Harlequin: “What? That was yours? You just missed your bus?”
Julia: “Yeah... I’m supposed to signal”
Harlequin: “Wow... not only do you not know where the world’s greatest non-Olympic pool is, but you suck with public transport...”
Julia: “Well I was kind of distracted...”
Harlequin: “Are you one of those women that stands on the street at night... waiting for taxis, or are you the sort that books one in advance?”

...and off Harlequin and Julia go into a normal conversation.
Opinion openers should also be neutral. This means that the opener does not imply that you like or dislike the people you are talking to, nor is your question obviously designed to get them to like or dislike you. Neutrality is important because you want to avoid her consciously having to decide whether she is attracted to you so early in your interaction.

Delaying a woman's decision can be important. As soon as a man says or does anything that a woman associates with being hit on, she needs to make a yes/no decision about whether she is curious about him. She has to. A desirable woman is approached so often that spending time getting to know every well-meaning man who starts talking to her would mean that she would have no time for herself.

Much of Part IV of this book (“Skills”) will help you project yourself immediately as a man who most attractive women would be curious about. Opinion openers further increase your chances by delaying her decision about whether she is interested in you for a couple of minutes to give you that time to convey attractive qualities of your personality.

An opinion opener – unlike some of the higher risk-reward openers covered later in this chapter – will not generally help you in and of itself. Its primary purpose is to buy time. As such, you want to get through the opener and through the next phase (Transitioning) as quickly as possible, so you can get into the Attraction phase.

Opinion openers often turn into scripts as you get used to the likely range of responses and develop natural follow-on questions. You want to end the opener and get to the Transitioning phase as quickly as possible, but sometimes you need an extra moment or two of dialogue before the moment is right. In these situations, use follow-on statements or questions. See the “Breast Enlargement” sidebar on the following page as an example.

There are three other important elements that improve any opinion opener:

1. **Time Constraints:** Somewhere in the first 30 seconds you should say something like “I can only stay a second; I have my friends here.” This will stop the group from feeling uncomfortable and wondering how long you’ll be staying. A time constraint implies that you are not hitting on anyone and also sets you up as a bit of a challenge. But make sure you phrase your time constraint in positive terms. For example, consider the difference in what is communicated by “I can only stay a second; my friends are here” compared to “I will only stay a second, then I’ll stop bothering you.”

2. **Rooting:** If a woman does not believe that your opinion opener reflects a real situation that is relevant to you, then she may think you are hitting on her in an amateurish way. Adding specific details to the opener to make the situation feel more real to her is known as rooting. Consider the difference between “My friend Eddie over there in the green shirt just broke up with his girlfriend. How long do you think he has to wait before dating her friend?” and “How long should someone wait after breaking up with their girlfriend to date her friend?” The rooting of the former opener in specific details gives it credibility. If a woman responds to an opinion opener with something like “are you taking a survey?” it often means you did not convincingly root your question.
Attention... Pause: Opinion openers are usually longer than other types of openers, so make sure you have a group’s full attention before you start. We have found opening with “hey guys” in a loud tone of voice to be successful at getting a group’s attention. Pause after you say this. If the group does not stop their conversation to look at you, repeat yourself, a bit louder. If you routinely need a second attempt to get their attention, you are not being loud and authoritative enough. By the way, we use “guys” instead of “girls” or “ladies” even when addressing an all-female group, because using a gender-neutral term [“guys” can be gender-neutral at least in North America] implies that it is irrelevant that they are women, which further implies that you are not hitting on them.

We love opinion openers. Their ability to start a conversation without communicating interest is invaluable, especially when meeting very attractive women. They can also reduce approach anxiety (see the end of this chapter) because they are scripted and neutral. Because they are scripted, they are also great for practicing and improving your tonality and your non-verbal communication, since you already know what you’re going to say.

On the other hand, opinion openers have some disadvantages. They tend to be longer, which makes them harder to use in loud nightclubs. You will also need a good transition to move from the specific subject of the opener to a normal conversation.

An opinion opener must appear to be spontaneous to be successful. If you walk across a room to ask a woman’s opinion, she’ll know that you picked her for a reason and she will start screening you. If you want to use an opinion opener on her, you will need to first maneuver yourself to an adjacent space before “spontaneously” turning to her and using it. This can be a somewhat advanced tactic; save this for when you already feel comfortable using opinion openers on people around you.

Opinion Opener Example: Breast Enlargement

Opener: My friend’s girlfriend is planning to have breast enlargement surgery as her birthday present to him. He doesn’t know about this and I don’t think he’ll be happy. Should I say something to her? Or to him?

Typical Responses: Don’t say anything / say something to her / say something to him [The content of her answer is irrelevant. Transition or continue with either or both follow-ons.]

Follow-on 1: Here’s the thing, I think her real motivation might be that her sister just got her breasts done and they’ve always been really competitive. But would someone really change their body like that just out of jealousy?

Follow-on 2: I wonder if it’s even my place to say something because I used to hook up with her sometimes – she’s really beautiful but not my type, so I introduced her to my friend. I’ve tried to stay out of their relationship, but I don’t want either of them to be unhappy.
SITUATIONAL OPENERS

A situational opener relates to something relevant to the environment in which you and a woman find yourselves. For example:

» What drink is that?
» Is that [celebrity name] over there?
» I love this music.

Most men who do not have access to the type of material you have in Magic Bullets use situational openers. Therefore, most attractive women have heard them literally hundreds, if not thousands, of times. Moreover, there are only a finite number of interesting conversational subjects that are likely to arise in standard places to meet women. Your odds of coming up with something that she has not heard before are pretty low.

For example, you may think that the situational opener, “where did you get that necklace/bracelet/purse/ring/etc.?” could be original or interesting. However, most women will have heard this before and will think that it’s far more likely that you are hitting on her than it is that you really care where she buys her jewelry. When was the last time you went up to a woman you didn’t know and weren’t attracted to and asked her about what she was wearing?

Guidelines for situational openers:

» If it isn't something that you would say to someone who you weren’t attracted to, then don’t say it to her. By definition, doing so would communicate interest.
» Hesitation is always bad when opening. It’s especially damaging for situational openers, which rely on spontaneity. If you see a woman and plan to open situationally, do so right away.
» If you think of a situational opener once you have already chosen who to approach, then it likely won’t come across as spontaneous. Save the opener for the next time the situation comes along.
» Like opinion openers, you can’t walk across a room to open situationally; she will know that you did so to hit on her. If you’re going to communicate your interest right away, you are better off using a direct opener (see below).

The primary advantage of a situational opener over an opinion opener is that your Transition (see Chapter 6) to other subjects will be easier. If a situational opener feels spontaneous and appropriate to her, you are much closer to a normal conversation than if you had opened her with a pretext, like with functional or opinion openers.

If you are generally good at improvisation, you can use these regularly. If not, use the other, more prepared, openers.
NO OPENER

You actually don’t have to use an opener. You can simply start talking to people. For example:

» You look just like my friend/little sister/cousin/niece/etc.

» Hi.

Or you can open in mid-conversation as if you already know them. Just start telling people a story as if they were your friends, without any explicit pretext for talking to them. Of course, this is risky because the group’s natural reaction may be: “Why are you talking to us / telling us this?”

If you’re going to try this type of “opener” – don’t get tempted to try to communicate good qualities about yourself within the story (this is called embedding and is a valuable tool in other situations; see Chapter 17 on Storytelling). When a woman is actively wondering why you are talking to her, she will be more likely to interpret such a story as an amateurish and boastful attempt to hit on her.

I use a “no opener” opener if, and only if:

» I am in a high-energy environment.

» People are mingling freely.

» I am surrounded by other people and clearly being social.

The initial awkwardness and the difficulty of managing your credibility and keeping strangers’ attention when they have no idea why you are talking to them make this a risky type of opener. At the same time, it’s a high-reward opener if you pull it off because it displays a tremendous amount of confidence and social agility. If successfully executed, no transition will be necessary and you skip straight to the Attraction phase.

SCREENING OPENERS

In a screening opener, you are making your intentions fairly clear. However, instead of forcing her to decide whether she is curious about you as in a direct opener, you imply that you are trying to decide whether you are interested in her. For example:

» Are you friendly?

» Is there more to you than meets the eye?

» I saw you from over there and wanted to see what you were like.
You can use these anytime, but they are best used in nighttime environments where flirting is on everybody’s mind, such as bars and nightclubs. They work best with small groups, since many women will be reluctant to qualify themselves to you in front of their friends. Qualification is explained in Chapter 8; in this context, a woman qualifying herself to you means that she is telling you why you should be interested in her.

Despite the pretense that you are screening her, women know that most men would not approach them with this sort of challenge unless they were interested. So, screening openers are likely to communicate your intentions; however, if executed properly and in a playful tone, you will have a much better chance of winning her interest because you demonstrated confidence by approaching her in this way.

If you succeed with this kind of opener then you will find yourself in the Qualification phase. At this point it is safe to assume that attraction already exists. Later you will have to go back and fill in the blanks in her mind about who you are and why she is interested in you; however, it is easier to help someone who is already attracted to you figure out why she is attracted to you than it is to attract someone who is not already interested in you.

DIRECT OPENERS

Direct openers are the highest-risk and offer the greatest reward. Such openers, popularized by Badboy Lifestyles (www.BadboyLifestyles.com), are especially useful when approaching a woman who is by herself. They are also popular in continental Europe and in other cultures where talking to strangers is not common. In such cultures, approaching a group of strangers will carry a high risk of failure whatever type of opener you use, so you may as well use a direct opener since it has the highest reward. The Badboy Lifestyles crew usually uses direct openers, even for women in groups. These work, but only if your body language and tonality are very strong.

Examples of Direct Openers

» I like you. I want to get to know you.
» You’re cute / attractive.
» You’re the woman here I most want to meet.

Direct openers usually force a woman to decide whether she is interested in getting to know you. However, she may know nothing about you except how you look, dress, and carry yourself, as well as the opener you just gave her. Thus, your initial verbal and your non-verbal communication must be very strong.
Your chances of quickly winning a woman’s interest are better if you deliberately state your interest in her with a direct opener than if you clumsily betray your interest by delivering an opinion opener improperly. Most women will at least give you credit for your confidence if you “go direct.” As we’ll see in Chapter 7 (Attraction), confidence is one of the eight key “attraction switches” that make a woman interested. If you are successful, you move straight to a normal conversation without needing to Transition.

Still, I wouldn’t recommend direct openers unless one of these three factors are present:

- Your skills are particularly advanced.
- You have taken a Badboy Lifestyles workshop (or something similar).
- You are approaching a woman who is by herself during the day and you could reasonably expect her to be attracted to you by your looks and non-verbal communication alone. If she’s a supermodel and you’re an average Joe, then you’ll usually need time to make her interested in you based on your personality, and this time is best won with a more neutral opener such as an opinion opener.

**NON-VERBAL ELEMENTS IN APPROACHING**

It is a truism that non-verbal communication carries more weight than verbal communication. This is especially true in Approaching since a woman does not know much about you other than what you communicate by your non-verbal cues.

A key to success with all of these openers is to act as if you are simply a friendly, outgoing person, to whom talking to complete strangers is a normal everyday occurrence. If you set this sort of frame, people you talk to will be more likely to respond positively.

**Before you Approach**

Watch what you do before you Approach. Many women will notice you, consciously or subconsciously, before you start talking to them. Use this to your advantage. For example:

**Before You Approach Checklist**

- Be laughing, smiling, and having a good time.
- Display confident body language.
- Be the leader of whatever social group you are in (be making the biggest gestures, get the attention focused on you, etc.).
Watch for women already interested in you: Very little of what women do in social gatherings is random. When a group of women stops in a specific place, there’s often a reason. And that reason is often a nearby man doing some of the things listed in Before You Open Checklist. They want you to approach them. Similarly, a woman who makes repeated eye contact with you is likely inviting you to start a conversation with her. In this situation, use a higher risk/reward opener like No Opener, Screening, or Direct, since there is less need to try to fly “under the radar.”

The First Few Seconds

When you see someone you are interested in, approach them right away. This has also been called the “3 second rule.” Doing so will make your opener appear more spontaneous, she will not notice you hesitate, and you won’t have time to make yourself more nervous. If you approach right away, you also don’t have to worry about the group moving or becoming engaged in something else.

Women like confidence and spontaneity. They don’t like to be stalked. Wandering around, circling her, looking at her, and trying to figure out what to say to her will just turn her off and creep her out. Get into the habit of seeing an attractive woman and approaching her group. You’ve already got a couple of openers ready, right?

Smile for the first few seconds. Don’t grin like an eccentric goblin throughout the entire interaction, but smile as you approach the group and during the first few seconds of the opener. Smile with your eyes, not just your mouth.

Body Language and Tonality

Your opener should be loud enough that it cuts across whatever conversations the group is already having and gets their attention. Don’t shout, but make it socially awkward for people not to pay attention to your
opener. Practice speaking - loudly - from your chest, not your throat. If you put your hand on your chest, you should be able to talk in two ways: one in which you can feel the vibrations on your hand, and one where you can't. Train yourself to speak in the way where you can feel the vibrations. This will be a deeper, powerful, and more resonant voice.

Don't lean in. It makes you seem like you have lower status than the person you're talking to. Raise and project your voice enough that a woman can hear you from a normal standing position.

For opinion openers: Do not walk straight up to the group. Approach at an angle, tilt your head over your shoulders, and deliver your opener. Turn to face them within the first minute. Done correctly you can raise your value significantly by demonstrating that you do not need their attention or approval.

**APPROACH ANXIETY**

Starting a conversation with a woman you don’t know can be very scary. We call this fear “Approach Anxiety.” Almost every man has it. We’ve learned how to deal with it and so will you.

If approach anxiety did not exist, bars and nightclubs would make a lot less money from liquor sales. Some men refer to alcohol as “liquid courage” and drink to lower their inhibitions and increase their confidence to approach women. Unfortunately, you cannot just send alcohol to the part of your brain that governs your inhibitions; it also goes to the parts of your brain that stop you from slurring, knocking things over, and remembering! Furthermore, if you depend on alcohol to get over approach anxiety, you will be restricting your opportunities for meeting women to those times and places where alcohol is easily accessible. Theoretically, you could walk around drunk all day meeting women. This might even be fun for a day or two. Actually it is fun. I can tell you this from personal experience. At my college, we called it “Spring Break.”

In normal life, if you’re not going to alter your brain chemistry with alcohol or other drugs, then you’ll need to get over approach anxiety psychologically. This is hard, but necessary. Here are some ideas that may help:

**Realize that rejection isn’t bad**

Approaching is a skill, not a personality test.

Before I learned to approach, I remember one night at a popular nightclub in San Diego when I approached 15 groups, and none of the conversations lasted for more than 2 minutes. I did not successfully approach a single group.

A few weeks later, I was out with someone who had learned from someone who knew what he was doing (he is currently an instructor with Love Systems). I saw how to approach effectively, and got a little bit better. With practice, I became proficient. Did I become a different person? No. I just learned to approach. No one was rejecting me during the awful 0 for 15 night. They were rejecting my approach, and rightly so since it was terrible. They could not possibly have been rejecting me, since no woman knew me for more than two minutes. They did not know anything about me. You as a person can no more be rejected by a woman after
your opener than the game of basketball could reject you because you missed a shot. Practice the shot – or the opener – and you will succeed.

Go out somewhere where people don't know you and use a ridiculous opener – one that you expect would not work. Do it 10 times. You will not die. Instead, you should become less stressed and have more fun with the process. Keep that attitude when you use a “real” opener.

**Get warmed up**

Think of your first couple approaches as “warm ups.” Most people generally need to ease into the process of being social with strangers. Before you go out, do things to get your social energy up. Call friends. Listen to high-energy music. Interact with random people. It’s very difficult to go directly from being alone with your computer to being the life of the party.

**Use opinion openers**

Opinion openers are great for getting over approach anxiety because, after all, you're just asking a question. You’re not hitting on anyone (yet). And because they are scripted, you can focus on their delivery. Good or bad delivery is usually what will make an opener work, so giving yourself a chance to focus on this – knowing that the content of your opener is fine – can only benefit you in the long run.

**Create incentives**

Very few people like approaching strangers. Some people set targets of a certain number of approaches per day or per week. Others take it a step further and create systems to reward themselves if they succeed or punish themselves if they fail. For example, the Venusian Arts Handbook suggests that you go out with a friend and give him $200 and have him give you $20 back every time you open someone new. Or you can tell your friend not to drive you home until you've opened 8 new groups.

**Dealing with other men**

Don't be afraid of mixed groups (groups with men and women in them). Mixed groups are actually easier than all-female groups if you are using an opinion opener, since you can (and usually should) direct your opening conversation at the men in a group. If you are sufficiently interesting, the women will want to also get your attention. By playfully ignoring or teasing the woman you're interested in, you may start to create the type of emotional tension that often leads to attraction. See Chapter 7.

You can and should approach mixed groups even when such groups include more men than women. The relationships between the men and women in such groups will become obvious early in your interaction with them (or will become so when you ask how everyone knows each other), and you will earn credit with the women in the group for having the guts to approach when most other men would be too timid.

Do not initiate conflict with the other men in the group. A woman will be less interested in you if she senses that you cannot get along with the men in her life. If you appear to disrespect a woman's brother, sister’s
boyfriend, coworker, platonic male friend, or any other man in her social circle, you will demonstrate poor social skills. You will also end up making enemies within her social circle, who will try to convince her not to date you.

Befriending other men does not mean kissing up to them – neither they, nor the women in the group, will be interested in you if you do – but it does mean treating them with respect. Imagine that you are at the park with your younger sister. What would a man have to do for you to want her to date him, or at least for you to be neutral about it? One technique for bonding with someone is to act as if he is already your friend. Act toward other men in her group as you would act around your own friends. Sports, gadgets (comparing cell phones often works), cars, alcohol, and movies are often good sources of conversation with other men.

Now, that being said, how does approaching a mixed group differ from opening an all-female group?

» Address the men in the group primarily, at least at first.

» Quickly find out how they all know each other (so you know which women in the group are single and which have their boyfriends or husbands in the group).

» Use an opener that is more about events and actions and less about emotions and “getting a woman’s opinion.”

If the other men in the group have just met the women that night, then they are your potential rivals. If they are competing with you for the woman you want, ignore them. If they are hitting on her friends and doing so competently, then befriend them. They are now your “wingmen” and you will likely sink or swim together. See Chapter 21 on Winging for advanced strategies on how to work with other men so you all succeed.
CHAPTER 6: TRANSITIONING

In This Chapter:

» Transitions within the model
» Content Transitions
» Observational Transitions
» Phrasal Transitions
» No Transition

TRANSITIONS WITHIN THE MODEL

Transitions bridge the gap between the Approaching phase and Attraction phase. To begin Attraction, your conversation with a woman and/or her group must have reached the point where you have the freedom to discuss a variety of subjects and to express emotion. We call this sort of interaction a normal conversation. Once you are able to begin a normal conversation, the Transitioning phase is complete.

Sometimes you will have this freedom immediately after Approaching. For example, if you use a direct opener such as “I like you. I want to get to know you,” and she responds positively, you are in position to have a normal conversation. The next subject you talk about could be virtually anything, and you don’t need a transition.

If, however, you have asked her for the time (a functional opener; the lowest on the risk-reward scale), you don’t necessarily have the freedom to move straight from that to talking about personal subjects. Generally, the lower risk-reward profile of the opener you use, the more work you will have to do in the Transition.
Let's look at the four general types of transitions available to you.

**CONTENT TRANSITIONS**

A content transition uses the response to your opener to change the subject to a new conversation. For example, if you were using the “my friend Eddie who just broke up with his girlfriend and wants to date her friend” opener from Chapter 5, she might mention that her best friend back home in London had recently been in a similar situation.

If you're quick, you might see an immediate content transition opportunity here, and interrupt her by confirming that she's from London. When she tells you that she is, you can roll out a London-related anecdote. It doesn't even have to be long, but it has to be interesting enough that she pursues that conversation instead of the one about Eddie. Going back to talking about Eddie is going back a phase, not forward.

This dialogue may help explain:

```
Me: My friend Eddie over there in the green shirt just broke up with his girlfriend. How long do you think he has to wait before asking her friend out?

Her: Umm, I don’t know. My best friend Jane back home in London was in that situation with two guys. She’d been dating one...

Me: [interrupting] You’re from London? Oh my God, I just got back from there. I had the greatest time.

Her: What were you doing in London?

…and away we go into Attraction (Chapter 7).
```

Was that too easy? Alright, let’s pretend that she didn’t ask what I was doing in London, but returns back to the subject of Eddie. This might mean that she is responding to my opinion opener out of a sense of social obligation and isn’t especially interested in me yet. Or it might mean that she is more interested in Eddie’s situation than in my impressions of London. Or it might not mean anything at all. It doesn’t matter. Have the stronger frame and ensure that the conversation moves forward, not backward. Let’s pick the conversation up from where I interrupted her.

```
Me: [interrupting] You’re from London? Oh my God, I just got back from there. I had the greatest time.

Her: Yeah, so Jane ended up deciding that she couldn’t even be friends with either of them and...

Me: [interrupting]: Isn’t it crazy the way people with British ac-
```
cents sound more educated? My friend just opened a restaurant in Mayfair and even the foreign cleaning staff sound like Harvard PhDs, even when they were talking about mops and tables. Did you ever notice that?

Her: Yeah, kind of, but I haven’t been there in ages.

Me: Oh yeah? Well, I loved London. We went on this helicopter ride over the city, and…

…and away we go into Attraction (Chapter 7).

By the way, you don’t have to interrupt to make a content transition work. But you shouldn’t reach back into the conversation to find your content transition. For example, assume that we continued talking about Jane and Eddie for a while. A few minutes later, it would not feel as natural to start talking about London. It might look like I was grasping at ways to keep the conversation going, which could telegraph my interest in her before I’ve had much of a chance to attract her. Again, as we covered in Chapter 5, it’s not necessarily bad for a woman to see right away that you are interested in her. It’s only bad if you’re pretending not to be, using an opinion opener.

A more advanced tactic is to create the conditions for a content transition within the opener. For example, after you ask about Eddie’s situation, and she gives her initial response, you can mention that you and Eddie were just talking about this on the airplane earlier that day and he told you that… [insert more details from the situation]. We call the reference to the airplane an “open thread” and cover this concept in detail in Chapter 17 on Storytelling. If she asks about the airplane or where you were traveling from, then she has opened the door for a content transition.

To be good at content transitions, you need good improvisational and conversational skills, and should convey enough enthusiasm about the new topic to carry the conversation and your listener(s) with you.

**OBSERVATIONAL TRANSITIONS**

An observational transition can occur when you notice, apparently spontaneously, something about a woman or her group. This observation should still be more or less neutral, although it may give you an opportunity to tease her about it later.

For an observational transition to work, you must sell your listener(s) on the idea that you really noticed something about them and that this wasn’t planned all along. Delivery is key here.

Observational transitions are often connected to cold reads. Cold reading is the art of telling people truisms about human nature in a way that seems like it is tailored to them. Here are a couple of examples:
To a single woman: I bet you that when most people meet you, they think you’re harsh. But I don’t think that’s the truth. My intuition is that you are actually shy, so when you meet new people, you put up walls.

To two women: Alright, it seems that you [pick one of them at random] are the good one and you [point at the other woman] are the bad one. And that’s okay. One of you can be my angel and the other can be the devil. Like we’ll roll down the street, one of you on each arm, we’ll make all the other women jealous, and every time there’s a decision to be made, you guys can whisper in my ear and we’ll see who’s more tempting.

Observation Transition Example: The Best Friends Test

If I have approached a group of two women, then I will often use the Best Friends Test. Credit “Style.” My version has evolved from his – not necessarily better or worse – and with repeated use, your version of any routine should evolve into one that feels comfortable and natural to you. So focus on the underlying direction of this routine as opposed to memorizing it word-for-word. Text in square brackets [like this] refers to explanations of what is going on or what I might be thinking.

Me: [interrupting at some point during the opener] You guys have known each other for a while, haven’t you?
Them: [whatever answer they give is irrelevant, unless I want to use it for a Content Transition.]
Me: I noticed that you have [slight pause] the exact same smile.
Them: Laughter [If they’re not laughing, your delivery was probably off.]
Me: Here, I’m going to show you something cool…do you guys [pause] use the same shampoo? / have the same favorite color? / [anything that relates to a commonality].

[We need to explore some contingencies here, as women will usually do one of three different things at this point: They will both look at each other. Or one will look at the other. Or both will keep looking straight ahead at me.]

If they look at each other…

Me: [Wave hand between them at their eye level to get their attention] You guys looked at each other before even answering the question. [Pause – they will turn to look at each other again.] You just did it again. [They laugh and look at each other again.] And again. [They will look at each other yet again and laugh. You can do this several times if you really want to, but once or twice is enough.] You see, people who share a strong emotional connection will turn to look at each other when asked a question about shared experiences, even over something as mundane as shampoo [or colors].

(Continued)

1. The routine can be used in larger or mixed groups as well, but is most effective in this scenario.
NO TRANSITION

Using No Transition means simply starting to talk about an unrelated topic. This may feel strange or awkward. In truth, most people -- especially women -- don't care if there is little obvious relationship between different conversational topics, as long as they are entertained. Think about a stand-up comedian. His jokes will be grouped into certain subjects, but these subjects are rarely related. So after a couple of jokes about, say, airlines, he or she will tell a couple about some movie star. They're not connected, but we don't notice or care. We're entertained and interested.

That being said, it does sometimes feel awkward to her, and the fact that it may feel awkward to you will affect your non-verbal communication or the reaction of others in her group. Even if you can get away without a transition, why bother? You don't get any points for skipping the phase and it only takes a few seconds anyway.

If only one looks at the other:

Me: See, she’s the dominant one in this friendship because you [indicating the one who looked at the other] looked at her first. [They will almost certainly laugh or talk here. Let them for a second and then turn to the ‘dominant’ one.] So if she’s getting out of line, I’ll bring her to you. [By the way, this isn’t an especially accurate predictor of social dominance between two women. I invented this a couple of years ago and in that time it’s been accurate about two-thirds of the time. Treat this as fun, not as a meaningful psychological test.]

If they both look at you:

Me: Interesting. Normally people who share an emotional connection will turn to look at each other when asked a question about shared experiences. Either you’re both really unique and independent people or you don’t actually like each other very much. [Usually by then they look at each other, and then I’ll catch them on it, and tease them with something like] “I knew you had it in you” or “I knew you guys liked each other deep down.”

Advanced notes for the Best Friends Test:

» You can get away with telling either or both women that they are looking at each other even if they are not. Or if they only make a quick glance out of the corner of their eye and don’t even move their head. I’ve even gotten away with telling them that they were looking at each other when neither woman’s eyes moved, but this doesn’t always work. That’s why I created the contingencies for when one or both of them doesn’t turn to look at her friend.

» Right after “Here, I’m going to show you something really cool” is an excellent opportunity to drop in a false time constraint (Chapter 5) like “and then I should get back to my friends.” It is also a good opportunity to rearrange your physical dynamics. Usually at this point, when I’ve told them I’m going to show them “something cool” I move them so they are beside each other, facing me, and I am comfortably standing or leaning against a wall, bar, countertop, etc. We call this “locking in” and discuss it further in Chapter 18.
CHAPTER 24: RESOURCES

This book is a great tool, and will provide you with a strong foundation for improving your skills and bolstering your confidence with women. With the knowledge gleaned from these pages and lots of practice, you will see a marked improvement in your interactions with women.

However, not everything can be taught in one book. Some techniques are hard to convey on the written page, and others are far too advanced for general consumption. For that reason, we’ve compiled a list of further resources that can help you achieve even more.

In general, these are the things you should be considering for improving your skills after reading this book:

1. **Workshops and training**
2. **Advanced material**
3. **Routines**
4. **Keeping up to date**

I. WORKSHOPS AND TRAINING

You can read about it, see it, and hear it, but there’s really no substitute for actually doing it.

Live training usually involves three things:

» Intensive classroom seminars, with individualized feedback on your fashion, identity, routines, and rigorous drills and exercises to practice opening and approaching, storytelling, qualification, and so on. You will be prepared and ready to succeed from the first night.

» Approaching and attempting to seduce random beautiful women, over and over, anywhere from coffee shops to bars. A professional dating coach will watch and listen and tell you after each approach what you did right and wrong and how to improve for the next one. And you’ll keep doing it until you improve.

» Watching and listening to a master dating coach at work, as he demonstrates various techniques and gives you behaviors and strategies to model. You can see how a master dating coach can attract even the most unapproachable women – live. This is important. If you don’t know what solid game really looks like, it’s very hard to develop it for yourself.
Love Systems workshops ([www.lovesystems.com/bootcamps](http://www.lovesystems.com/bootcamps)) include 3 days of seminar work, 2 nights of field work (where you and the instructors go out to meet and practice on beautiful women), and a money-back guarantee. As someone familiar with Magic Bullets, you will be well-placed to take advantage of a workshop.

Love Systems also offers individualized or one-on-one training. This is more expensive, but may be more convenient for some people.

It’s easy to postpone attending a workshop. They’re not cheap and they’re not always convenient. We can say with confidence that this is a mistake. On your first day of the workshop, you will probably be blown away by the instructors’ skills. Don’t be. They were once in your chair. If you learn from them and practice what you’ve learned, your skills can equal or exceed theirs. We’ve seen this happen over and over; that’s how Love Systems recruits new instructors.

There’s never a perfect time to take a workshop. There’s always a reason not to. Part of dating science is internal transformation, and that includes seizing the moment. If you’re serious about having beautiful women as a normal and easy part of your life, then make it happen. Now. Waiting a year just means that you will have one year less to enjoy your new skills once you develop them. You don’t get extra time at the end to enjoy your life just because you were late getting started.

Another pitfall some people fall into is waiting to take a workshop until their skills improve. This is backward. The progress people make after a workshop is infinitely quicker than the progress they made before one. And you should have the results you want now, or in a few months, as opposed to some distant future point.

Once you’ve read this book, start planning your workshop now. Pick a date. Sign up. Pay your deposit. Make it happen for real.

**2. SELECTED ADVANCED MATERIAL**

By far the best source of advanced material is a monthly audio program creatively known as The Interview Series. Every month, two of the world’s top dating coaches are interviewed together on a specific subject, ranging from Approaching to Seduction, from Phone Game to Threesomes. It’s a unique product, since every topic gets treated in tremendous depth, from at least two perspectives, and there’s an opportunity to hear the tonality and delivery that the masters use in different situations.


When you subscribe, you will be sent the current month’s interview, and a new interview every month afterward. So you don’t have to start back at CD#1, but all of the previous interviews do make an excellent home study library for an amazing number of different topics.
That being said, it's much cheaper to subscribe (about 50% off). Plus subscribers get the interviews usually several months before everyone else, and other goodies including their own mailing list and bonus content.

Other than attending a live workshop, this is the single most important thing you can do right now: www.LoveSystems.com/ivs

For immediate downloads of previous interviews, visit www.seductioninfo.com.

**Advanced material, by topic**

In this section, we've combined all of the previous interviews with some other resources we recommend, and sorted them by topic. For anything you are having trouble with or want to improve, you can go straight to the source.

**Learning Game:**
- Mr. M and Rokker on the Right Way to Learn Game (CD or download)

**Approaching and Transitioning:**
- Sinn and Savoy on Opening (CD or download)
- “Instant Attraction” by Brad P. (www.BradPpresents.com/instantattraction)
- The Don and Tenmagnet on The First Five Minutes (CD or download)
- How to Handle Approach Anxiety (www.bradppresents.com/approachanxiety)

**Attraction:**
- Future and Tenmagnet on Value (CD or download)

**Qualification:**
- Sinn and Vision on Qualification (CD or download)

**Seduction:**
- Interview with Sinn and Tenmagnet on Seduction (CD or download)

**Relationships:**
Meeting women in bars and clubs:
» Savoy and The Don on Advanced Winging (CD or download)
» Moxie and Future on Obstacles and Other Men (CD or download)
» Savoy and The Don on Cold Reads (CD or download)
» Social Circle club game by Brad P. (www.BradPpresents.com/socialcircle)

Meeting women outside of bars and clubs:
» Savoy and Tenmagnet on Warm Approach (CD or download)
» Savoy and Badboy on Social Circles (CD or download)
» Social Circle Mastery seminar (www.lovesystems.com/training-programs/social-circle-mastery.html)

Humor:
» Sinn and Future on Storytelling and Humor (CD or download)
» Mainstream humor books and DVDs that have been recommended by past students:
   - Humor Theory: Formula of Laughter by Igor Krichtafovich
   - True and False: Heresy and Common Sense for the Actor by David Mamet
   - Three Uses of the Knife by David Mamet
   - Comedian (movie) by Jerry Seinfeld

Phone Game:
» Sinn and Savoy on Phone Game (CD or download)

Dates:
» Ajax and Future on Dates (CD or download)
» Planning the perfect date, by Brad P. (www.bradPpresents.com/perfectdate)

Fashion and identity:
» Brad P.’s fashion bible (www.bradPpresents.com/fashionbible)
» Tenmagnet, Sinn, and Future on Identity (CD or download)
» GQ Magazine (http://men.style.com/gq)
» Details Magazine (http://men.style.com/details)
Advanced Strategies:

» Sinn and Savoy on Frame Control (CD or download)
» Savoy and Brad P. on Taking Chances (CD or download)
» Sinn and The Don on Physical Escalation and Kissing (CD or download)
» Savoy and Speer on Damage Control (CD or download)
» The Don and Savoy on Using and Creating Routines (CD or download)
» Tenmagnet, Braddock, and Cajun on Jealousy Plotlines (CD or download)
» Braddock, Mr. M, and Sheriff on How to Be an Alpha Male (CD or download)
» Underground Dating Seminar CDs (www.bradppresents.com/udscds)

One night stands:

» One night stand seminars - www.LoveSystems.com/ons
» Brad P. “Pheromone Kid” 3-CD set and step-by-step guide (www.bradppresents.com/pheromonekid)

Threesomes:

» Savoy and Badboy on Threesomes (CD or download)
» Brad P.’s threesomes CD set (www.bradPpresents.com/threesomes)

3. ROUTINES MANUAL

The Routines Manual is the biggest new product to hit the dating community in years. Written by Love Systems instructor The Don, the book provides hundreds of routines created and tested by top professionals in the field.

The book is divided up by the phases of the Emotional Progression Model, and explains what kinds of routines are appropriate for each. Finally, there’s an advanced section on how to make your own routines, as well as a further discussion of storytelling. Feel confident and never run out of things to say again! For information and to purchase the Routines Manual, visit www.LoveSystems.com/Routines.

4. KEEP UP TO DATE

The best way to keep up to date with new developments in dating science is of course to subscribe to the Interview Series (www.LoveSystems.com/ivs). But that’s not the only source of continuing information
and resources. In fact, there are three good places to check out.

» The Attraction Forums (www.theattractionforums.com). This phenomenal website is a great place to find a “wingman,” to search for and read articles and “field reports” from the masters, to share information and ask questions to others, to find or post routines, and to make friends. It’s free.

» The Love Systems Publications Library (www.lovesystems.com/publications). Many of the best techniques and field reports are added to this library, which grows every week. It’s a great database for the best tips to develop your skills.

» The Love Systems Instructors’ Blog (blog.lovesystems.com). Listen in as our top instructors discuss their bootcamps, new techniques, and humorous anecdotes from real in-field experiences.

You will also want to check out the free newsletters from top dating gurus. Sometimes these are full of great information or new breakthroughs and reading them regularly will inspire you to keep developing your skills. We list a few of the best below. Just go to the home page for each website and look for a newsletter signup box:


» The Badboy Club (www.BadboyLifestyles.com).

» Brad P. Presents Newsletter (www.BradPpresents.com).

CONCLUSION

Not every good resource is listed here. However, this should give you a road map for future development. We were once in your shoes, so we know what it’s like. Write us any time at info@LoveSystems.com.
CHAPTER 25: TECH HOW-TO

In This Chapter:

» To Open Magic Bullets
» Viewing Magic Bullets
» Navigation
» Printing Magic Bullets

You will find Quick Links at the start of many chapters. Click the underlined blue text and it will take you directly to that topic.

TO OPEN MAGIC BULLETS

Magic Bullets eBook is Acrobat Reader 7.0 or above compatible. If you need to update your Reader, you can download one for free at: http://www.adobe.com/.

VIEWING MAGIC BULLETS

Magic Bullets was designed to be viewed in Acrobat reader at a viewing setting of 100%. You may alter your settings to accommodate your screen size and vision comfort level, but keep in mind that shrinking the viewing size may change the look of the text.
NAVIGATION

Magic Bullets has several navigation methods in addition to live links within the text, (look for blue, underlined text throughout):

Bookmarks

You will find full bookmarks (links to sections, chapters and chapter topics, as well as sidebar topics) in a panel to the left of the manuscript.

If the palate is collapsed, click the Bookmarks tab. (See Figure 1.) The bookmarks will then be displayed. (See Figure 2.)

A “+” sign in front of a bookmark indicates that this set of bookmarks is collapsed and there are more bookmarks within that group. By clicking the boxed “+” sign, you can open the subset of links. Conversely, by clicking the “–” sign, you can close that section.

Table of Contents

The Table of Contents (Figure 3) contains links to each section and chapter.

To return to the Table of Contents, please use the TOC bookmark in the Bookmarks side panel.
Chapter Headings

On the first page of every chapter (Figure 4), you will find Quick Links to topics covered in that chapter. (See the Quick Links that open this section.)

Figure 4

CHAPTER 18:
NON-VERBAL COMMUNICATION

Opening a Weblink

There are two ways of connecting to an internet link:

1.) Either click the url to view in a browser, or
2.) Right-click the url and choose “Open weblink as New Document.” This method will open the web page as a new pdf file.

PRINTING MAGIC BULLETS

The margins of this manuscript are set at 1/2 inch. If you find that your printout cuts off part of the page, please set your print order to print at a percentage, e.g. 97% or use the automatic adjust. The main text is 12 point, large enough to accomodate shrinkage.

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