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• With Women & Dating

Workbook

. David DeAngelo

MASTERY WITH WOMEN AND DATING

DVD TRACK LISTINGS

page 1

Disc 1 Tracks

Intro to Mastery

Attraction is Still Not A Choice

Transition Vulnerability

Development Detour

Five Steps to Personal Evolution

Masters

Two Ways of Winning

Flow

Journey to Mastery

Facing Ultimate Fear

Power of the Center

Mental Centering

Center of Her Universe

Introduction to Your Dark Side

The Dark Side

Finding Your Own Gold

Projection

Unconscious Blind Spots

Self - Deception

Avoidance and Self - Medication

Disc 2 Tracks

Addiction

Think Big

Hubris

Getting it in Your Head

Psychology of the Wussie

Types of Wussies

Getting Leverage

Logical Levels

Johari Window

Hopeless

Pessimistic

Optimistic

The Being Stage

Maximizing Levels

Exercise in Beliefs

Tyler's Beliefs

Self - Programming

Mastering Emotions

Cultivating the Pause

Emotional Reframing Objectifying Demons

Disc 3 Tracks

Objectifying Demon (cont.)
Shifting Locus of Control

Encouraging Independence

Weapons of Influence

Commitment and Consistency

Instant Gratification

Shifting Time Frames

Cognitive Dissonance

Path or Purpose

Big Questions

Security or Risk

Play Small or Play Big

Honesty or Dishonesty

Reference Group

Back to the Path

Gratitude and Appreciation

David X

Disc 4 Tracks

Center of the Universe

Bad Beliefs

Real Man

Attractive Women vs. Real Men

Time Travel

Status and Weakness

Status Hierarchy

Impact of Status

Seeing Status

Two Approaches to Status

Status Ranges

Stay on Your Course

Masculine and Feminine Polarity

Masculine Context

Myers Briggs

Four Temperaments

Using Personality Types

Meta Programs

MASTERY WITH WOMEN AND DATING

DVD TRACK LISTINGS

page 2

Disc 5 Tracks

Disaster

Honest Signals

Tell Tale Givaways

Ineffective Approaches

Looking Prevents Seeing

Bad Logic

Evolutionary Psychology

Meta - Communication

Content

Reverse Reporte

For You Or For Her

Tari

Your Qualities

Mindsets

Questions

Amber

Disc 6 Tracks

One Big Organism Fallacy Risk, Probability, Expectancy Crunching Numbers Sexual Communications Mystery

Disc 7 Tracks

Mystery (cont.)

Opening

Method and Style

Practicing

Approaching Groups

Hooks

A Fun Game

Questions and Tea

New Stories

Marie

Advise for Women

Strong Sense of Self

Approaching the Bartender

Eliminating Barriers

On the Phone

Disc 8 Tracks

Rick H Qualifying Preparation

No Good Deed Goes Unpunished

Comedy Magic

Think Ahead

Bi-Sexual WomenGame Plan

Testing

Exercise: Immobilized

Rejection

The Little Biology Thing

Menage-A -Trois

Reverse Emperor's New Clothes

The First Few Minutes

Disc 9 Tracks

Key Beliefs

Social Beliefs

At the Movies Cell Phones

Ben

Tarot Cards

Swingacat

Making A Change

Belief Systems

Reality Sucking

Eric

Stepping Into Your Desire

Being A Man

Understanding The Nothingness

The Hunter and the Unicorn

Persistence

Disc 10 Tracks

Real Social Dynamics

Twenty Six

Fun Games

Portable Wingman

Mike

Mannerisms

Tyler

Social Proof

Personas

Shooter Girls

Reporte

Big Breakthroughs

Final Thoughts

Double Your Dating

MASTERY Program Workbook

David DeAngelo

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TABLE OF CONTENTS

Day	1	5
Day	2	66
Day	3	115
Day	4	126
Sug	gested Reading List	161

::: 4 :::

Day One

Seminar Notes



D. Time

An Open Letter To A Frustrated Guy

"I think you're here because you have a problem, a pain, a frustration that you'd like to get handled.

I think that the problem of not having success with women is like a virus running on your mental computer system in the background... everything runs through it and is corrupted by it... and it bogs the entire system down.

I also suspect you're here because you're looking for a technique... a secret trick... something that's going to magically fix everything and give you all the success you ever wanted... and you have your fingers crossed that I or one of my guests is going to reveal it . In other words, I think you want a quick fix, and you're hoping that it's here.

Further, I think that the REALITY is that you already probably know FAR more than the average guy, and probably even more than most guys who are VERY successful with women. You already know the tricks. You already know what you need to do, but you're just not doing it.

And actually, I think you KNOW THAT THE PROBLEM ISN'T THAT YOU NEED MORE TECHNIQUES. I think that at some level you realize that the problem is something BIGGER, something more intense... and more difficult to face. I think you know that you're using one or more "secret reasons" to justify your inability to have success with women... and that they somehow give you a kind of depressing comfort... because if you fail at this, you can always fail back on your secret reason. "I knew it. I knew that this wouldn't work for me..."

I think that most people go to therapists so they can hear the words "I understand. I'd feel the same way if I were in your situation..." and so they can explain and justify the way they are... NOT to change. But I'm not going to settle for that here. I'm not going to settle for you walking out of here saying "Yea, I knew I wasn't going to learn anything that's going to help me. I'm just going to have to accept that this is an area that I will never have together in life."







Commit To Yourself

- Before we get into the material, I want you to take a moment and consider the series of events and the reasons why you're going through this program
- I know that you didn't just wake up one day, say "Hey, I think I'll get myself a program to teach me how to meet women"
- If you're anything like me, you've spent a LOT of time, effort, and energy trying to figure out the female of our species
- And if you're like me, then you've probably gotten to the point where you're ready to take your success to the level to the place we're calling "Mastery"
- I'd like to invite you to really reflect on the years you've spent
 in your life trying things that didn't work, starting something
 then dropping it a few days or weeks later because you just
 didn't have what it took to stick with it, and beating your head
 against the wall







Day One

Seminar Notes



Commit To Yourself

- I really want you to reflect on where you are, and, more importantly, on where you want to go
- Now make a commitment to YOURSELF to spend at LEAST the next 90 days working with this program every single day
- Make a commitment to yourself that you're going to go through it at least three times, you're going to implement what you learn, and you're going to take control of this area of your life
- I want you to say "yes" with me when I count to three-say yes with me and agree out loud that you're actually going to do it this time
- 1-2-3 YES!



[Continued]





Theories, Awareness, And Change

- Many of the things I'm going to personally teach you in this program are theoretical, abstract, and complex
- Many of the concepts are outside of the realm of "scientific" or "proven"
- In many cases I'm going to pose ideas to you that have no "action step" or "direct application" to your interactions with women
- Why would I say and do these things?
- I have come to believe that the process of successfully attracting a mate is the single most powerful underlying force in human psychology, behavior, and motivation
- This drive is very complex, multi-dimensional, counter-intuitive, and ironic
- In fact, it's so powerful and pervasive that one could actually view every thought, communication, and behavior, no matter how grand or trivial, as part of an intricate mating ritual

More +





Day One

Seminar Notes



Theories, Awareness, And Change

- I've made it my purpose to learn as much as I can about this particular process - first so I can be successful myself, and second so I can teach other guys effectively
- In the process of learning the "secrets" of how to successfully attract women, I've realized that by addressing some of these more abstract and conceptual levels a guy can not only learn how to attract women better and faster, he can also become more whole and integrated as a man
- I also believe that sometimes just having an awareness of something can trigger a snowball effect - and lead to incredible change, development, and evolution
- I fully expect that the first half of this program is going to challenge your mind and emotions, and it's going to make you think in ways you've never thought before
- But stick with it not only will this material change you on a more fundamental level, but it will also prepare your mind for the incredible specific insights and step-by-step techniques you're going to learn in the second half - and these techniques are going to literally blow your mind



[Continued]





What We'll Be Covering

- Women and dating
- Section one is about clearing blocks from the mind, body, and
- Section two is about learning the subtle dynamics of interpersonal interactions
- Section three is about learning the strategies of Mastery
- Section four is about learning the specific, step-by-step techniques in detail



Day One

Seminar Notes



Attraction Still Isn't A Choice

- I started my "Advanced Dating Techniques" program (which I hope you watched or listened to, because it's the foundation for this program) with the words "Attraction Isn't A Choice"
- Well, it still isn't...
- · But men are still acting like it is
- Men are still acting like they can convince women to feel attraction for them
- In this program we're going to go down deep inside of your mind to uproot once and for all those programs that are leading to you chasing women, giving away your power, and ultimately ruining your own chances with them







Mastery Is About Personal Commitment And Long-Term Success

- · This program goes deep... very deep
- Mastery in this area of life comes from a deeper understanding of the principles, mindsets, and strategies
- Techniques aren't the focus, although you'll hear a lot of them.
- This program is meant to be reviewed several times it's a reference
- You'll start getting your best results after three, four, five or more times through it
- Notice how the meaning changes as you evolve, and how it becomes more profound





Day One

Seminar Notes



Taking Control

- · Mastery is about taking control
- It's about getting to the point where you don't feel helpless or out of control in a situation
- It's about getting to the point where you control your own destiny instead of feeling like it's controlled for you
- It's about moving from effect to cause... from watching things happen to making them happen... from hoping and wishing to realizing
- The commitment to Mastery is the commitment to take control of your life





The Source Of This Program

- I spent a lot of time deciding whether or not to do this program, as it's not going to be for everyone
- In this program I'm going to share a lot of concepts, theories, and ideas that it has literally taken me my whole life to learn, refine, and understand – in other words, the source of this program is my own journey and experience of learning
- We're going to spend a lot of time doing personal work in this program
- You've heard the phrase "You can't change other people, you can only change yourself"
- We're going to start with that idea, and work on ourselves... knowing that by improving the inside, the outside will take care of itself



Day One

Seminar Notes



Why Mastery?

- . Why Mastery? Why not just leave it at the Advanced Series?
- Because I think that when we want to learn something new in our lives, we go through a few phases...
- First, we try to learn the tricks. We want the quick fix. We want magic techniques that will instantly solve our problems.
- Then, after learning a few tricks, you realize that there's still something wrong – when you're beating your head up against the wall and it's just not working you seek out more "in-depth" knowledge.
- This is when people usually get my Advanced Series. But then once
 you get some level of skill in a particular area, you then begin to
 realize that there must be a DEEPER level of understanding. You
 realize that there must be something much bigger at work. You
 realize that maybe there are other areas that you can develop that
 will strengthen the area you are trying to develop.
- That's what this program is about. We're going to address many of those other areas... and the first place we're going to start is with what I'm going to call THE DEEP INNER GAME.







The First Step Is The Hardest

- The first step on the road to Mastery may be the hardest.
- The first step involves discomfort, anxiety, and even pain.
- The first step on the road to Mastery is to admit that you do not want to do all the things that are going to be required for you to REACH Mastery.
- It's to come to grips with the fact that there are going to be a lot of things that are going to be physically, emotionally, and psychologically uncomfortable along the path, and that you're going to do them anyway.
- It's to make a personal commitment that you're going to do whatever it takes, no matter how much you don't want to do it in the moment, to reach your objective.
- · Can you take the hardest step?



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Day One

Seminar Notes



Transition Vulnerability

- When a butterfly is coming out of its cocoon, or a baby is being born, or a snake is shedding its skin... these are the times when they're the most sensitive, the most vulnerable, the most disoriented, the most afraid... the most uncomfortable. (A cat entering a new room)
- When you start learning new things about how to meet women, changing how you think and learning and trying new things, this will be the same for you.
- The transition period will be the one when you feel most sensitive and vulnerable.
- Remember that there is a long-term payoff to getting outside of your comfort zone and sticking with the process.
- Eventually the discomfort and feeling of vulnerability will go away, and you'll be enjoying a new level of success.



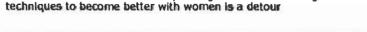




A Development Detour

- Our thoughts, feelings, behavior, and self image is mostly unconscious
- We humans like to identify with these aspects of ourselves and become attached to them in a way that prevents change
- Many think that 'learning' new ways of thinking, new ways of communicating, and new body language is somehow inauthentic and false.
- I think that this attachment is one of the biggest stumbling blocks people face when wanting to improve
- Design a branded process [brandedproccess.com]
- Sometimes you need to progress from Unconscious to Conscious to Unconscious again In order to learn
- It's OK to learn and do things that don't feel like "you" in order to get a new skill
- The seminar is a detour... and spending some time learning techniques to become better with women is a detour





Day One

Seminar Notes



From Focus To Integration

- Mastery requires intensive focus for a time, then eventually integration with the rest of your life
- · Think hub and nodes. From the hub to a node
- . Think Solar System, From the Sun to a Planet
- To MASTER something is to go from that thing having power and status over you, to you having power and status over it
- Don't make the mistake that a lot of guys make and become ADDICTED TO AN IDEAL
- The better you get at something, the further you feel from the IDEAL... because the more you know, the more you realize you don't know
- Don't become one of the guys who is a little "too into" this stuff... who
 can't think about, talk about, or do anything else... who obsess over it
 and lose touch with the rest of reality
- Don't attach your identity and self esteem to the idea of getting to an unrealistic level
- Don't become addicted to this like a drug
- · Focus on it, then integrate it





A Formula For Personal Evolution

- · Imitate the best until you are getting consistent results
- Learn to make finer and finer distinctions until you can clearly see how and why each approach works in each situation
- Learn how to assign higher and lower values to behaviors, results, mistakes to create an internal system that will guide you
- Learn to create variations of great ideas and to combine great elements of great ideas to evolve improved versions
- Learn to innovate, design and create new things that have superior value LAST
- · The mistake most people make is doing these in reverse
- "Imitate Assimilate Innovate" Clark Terry (Jazz Trumpet Player)



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Seminar Notes



The Formula For Consistent Luck



- Expertise + Experience + Great Mentors + Access To Great Advice = LUCK
- Masters can walk into a situation and appear to create magic. It looks like they're getting lucky far too often
- The counterintuitive nature of wisdom and expertise, and how doing the obvious thing doesn't always serve you
- The best thing to do in a situation isn't usually the OBVIOUS thing. Masters do counter-intuitive things... things that wouldn't be natural for others
- The Master makes success look almost effortless, which leads novices to assume that what he is doing is easy and simple
- Don't be fooled into believing that it's not complex just because it looks easy
- When you spend years combining expertise, experience, great mentors and access to great advice, you start getting lucky all the time







Take Control Of Your Personal **Evolution**

- Seek the history of things you're interested in learning
- Become a student of your interests
- After learning how the current models evolved, and becoming competent, you'll begin to have "future vision" and see how things will evolve
- This will lead to situational predictive powers you'll be able to see possible scenario outcomes, then behave accordingly
- The most important place to use this is your own life
- Review your own personal evolution, then take control of it in the future
- Evolution means not only to evolve, but to transcend and include



Day One

Seminar Notes



Two Ways Of Winning

- · Winning to beat someone else
- Winning to succeed in reaching a goal or getting what you want
 - The objective here is to get to the point where you have the kind of success that YOU want for YOURSELF
 - We're not looking to learn how to beat others here that's counter-productive and distracting in this context
 - Finally, you need to move this from the center of your life to part of your life.





Improve The Quality Of Your Life, Become More Attractive To Women

- · Humans "catch" emotions from others
- If you're always down, people won't want to be around you because you bring them down
- If you're always up, people will want to be around you so they can "catch" some of that emotion
- Improving the quality of your life which leads to being happier and more satisfied – makes you a more interesting and attractive person
- What does quality of life come down to?



Day One

Seminar Notes



Models Of Quality Of Life

- If your perspective is that more pleasure improves quality of life, then physical pleasure, emotional pleasure, and mental pleasure would increase quality of life. This would involve having challenges and meeting them, receiving love, getting physical affection and sex, doing good
- If your perspective is that attachment to reality is negative, then
 detachment or mis-identification and losing your preferences is
 the answer. Transcending this world (or LIFE) leads to the
 greatest quality of life
- If your perspective is that giving of yourself is what improves quality of life, then doing for others will improve your life
- If your perspective is that joy or enjoyment is what improves the quality of your life, then doing things that add joy to your life and keep you in the FLOW state are the answer
- Choose the path that improves your own personal quality and enjoyment of life, and then stick to it. It will make you more attractive







Flow

- Mihaly Csikszentmihalyi released a book called "Flow: The Psychology Of Optimal Experience"
- Flow is the feeling of "being in the zone", of total immersion and involvement
- It's a state that takes all of your attention, where time passeseffortlessly

Elements:

- The challenge is matched well with your skills
- Compete and compare results only with and to yourself
- · Creates enjoyment or long-term satisfaction
- . The Flow zone chart visual





Day One

Seminar Notes



The Journey To Mastery...

Based On Joseph Campbell's "Hero's Journey"

- Step 1: Choosing what you want for yourself in this area consciously
- · Choosing your ethics consciously
- Choosing your values consciously
- · Choosing what you will and won't accept... setting standards
- · Choosing your own path in life





2) Deciding To Get What You Want

- Deciding on, and describing the kind of woman you want in your life, relationship you want
- Setting out on your OWN path, detaching from what others want and what others want for YOU
- Accepting that you might not impress others, etc. but it DOESN'T MATTER
- Making the commitment to get what you want for yourself, no matter what
- Realizing that ultimately no one in your life cares whether or not you're successful





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3) Hesitation, Stalling, Rethinking

(Fears, Self-Doubt, Change Of Heart)

- Realizing that this isn't going to be easy, no instant results (bad experiences)
- . Doubting that it's possible, doubting that it's possible for YOU
- Facing your "Secret Reason" for failure
- · It looks too big, too complex, too much
- Self Image... "I'm not one of those guys"
- · Deserving, Permission issues







4) Preparing For Your Journey

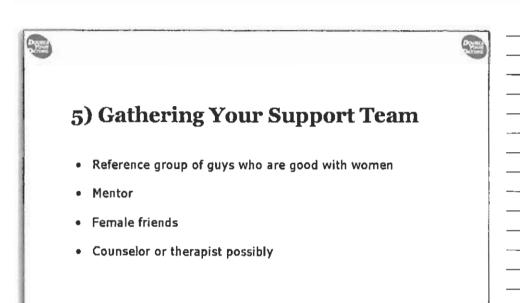
- Accepting that you're going to need to step out of the situation mentally, and be willing to learn and try things that might not feel like "you"... knowing that you might keep some of what you learn, and you might disregard some of what you learn
- Learning DYD material, reframing, self-image stuff, techniques
- Mental rehearsal, emotional rehearsal, physical practice, crutches

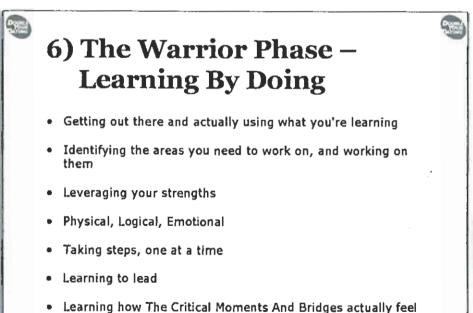




Day One

Seminar Notes





and work... smooth transitions, knowing what to do

Day One

Seminar Notes



7) The Tests

- · Fears (fear of something is worse than the thing itself)
- The Shadow, your dark side
- · Your emotions, how they come up at critical times
- · Tests From Women
- Feminine distraction, confusion, emotions... staying strong, composure
- Making mistakes you know you shouldn't make, and paying the price
- Sacrifice: Something must die in order for something new to live... you must let a part of you die, and let it go





8) Facing Your Ultimate Fear And Ultimate Desire

- Can you stand the test, and take what you want when it's in front of you?
- When you finally find the woman you want, will you turn into a Wuss, treat her "differently", pursue her, give away your power, and drive her away?
- Once you do attract the right woman, will you take her, and STAY a Real Man or will you doubt what has taken you this far, and screw it up?
- Keeping what you want is far more difficult than getting what you want



Day One

Seminar Notes



9) Returning And Integrating

- · Keeping what you like, disregarding what isn't useful from the journey
- · Making the things that align with your values part of who you are permanently
- · Moving this from the center of your life to an integrated part of your life









10) Giving Back

- Teaching other guys to learn better yourself
- Continuing to be the Real Man that your woman wants into the future
- Moving on to other journeys and adventures in your life



Day One

Seminar Notes



The Power Of The Center

- Find Your Center
- Center Yourself
- · Become The Center
- Finding your center is about getting in touch with what you really
 want for your life and for yourself. It's about "finding yourself",
 "choosing your own path", and "living consciously". It's about
 figuring out who you are and how you fit into your world
- Centering yourself is about taking a moment to shift your awareness into your own body, becoming aware of yourself and your surroundings, and then operating from that perspective. It is a way of going inside and becoming grounded
- Becoming the center is about moving women from the center of your universe to an interesting part of your universe. It's about becoming so interesting and attractive that women make you the center of their universes







Find Your Center

- What is it that you really want for yourself and your life?
- If you could start all over, and operate from a place where you get to choose every aspect of who you are, what you do, and where you're going, what would that look like?
- What do you like about your life that you want to keep, and what do you not like about yourself that you won't accept any longer?
- · Who are you going to be in the future, when you're not living half-way?
- We're going to discuss moving your frame of reference inside later in this program (which is helpful when finding your center), but for now I want you to think about finding your own center, so you can operate from that place





Day One

Seminar Notes





Physical Centering

- · Stand up straight, as if a string were pulling your head up
- Notice how it's easier to stand this way, and requires less effort when balanced
- · Take three deep breaths with me, deep into the stomach
- The breath is the only vital life process that you can control either consciously or unconsciously... use it as the bridge to begin with
- Relax your shoulders, stomach, jaw, and forehead as you exhale each time
- Look up and to the center, where the Imaginary crest is formed above your nose
- Open your peripheral vision, taking in the edges of your visual field
- Inhale slowly, and notice both the feeling of air rushing into your nose, and your stomach expanding and contracting at the same time
- Pay attention to your vision, the air rushing into your nose, and your stomach at the same time... maintain that attention to quiet your mind







Mental Centering

- · Accept everything exactly as it is
- Detach from the past, the future, then the present
- Make your outcome here at this program unimportant for a moment
- Release your identification with yourself and your identity



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Emotional Centering

- As you exhale, release emotional tension, anxiety, pressure
- Exhale any ill feelings toward yourself or others
- In your imagination, open up your chest and your heart, allow that opening to envelop everything and everyone around you







Acting From A Centered State

- · Notice everything around you, looking at the details
- · Consciously make meaning from these things
- Look with an optimistic eye, pro-actively looking for things that will help you
- Realize that learning a lesson by trying something is far more valuable than getting a short-term win



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Tuning Your Peripheral Senses

- Peripheral Senses: Just like peripheral vision, you have peripheral hearing, touch, smell, and taste
- Focusing one of your senses: If you smell something that is familiar, but for some reason you can't quite figure it out, you'll often close your eyes, or try to tune out your other senses in order to "focus in" on the smell. Something is going on here. It's as if you're automatically trying to use your brain's processing power for one particular task... and focusing it.
- Consciously use your Peripheral Senses to notice finer and finer details, and to see what works and what doesn't





Become The Center Of Her Universe

- I've had the experience many times of meeting women and almost instantly feeling them become "trapped by my gravitational pull" and almost "captured in orbit around me"
- . It was like they were now in my orbit, and I could FEEL it
- I knew that they were hooked, and that there was basically nothing that could change it
- It was obvious on many levels, from their body language to their communication
- I did things very early on that most men would consider "dumb"
- I pushed them away, told them that they were in love with me, and told them to go bug other guys... knowing that it would only make the "gravity" stronger
- Think of the relationship of the sun and the earth. The sun is at the center of the earth's universe. The earth could be said to "belong to" the sun. Because of the sun, earth has day and night, it wakes and sleeps, and is able to support life.

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Become The Center Of Her Universe

- Most men behave like the opposite is the case. In fact, most men behave like wandering planets who are looking for a sun to orbit... someone to cling to... a place to get energy from... a central figure in their lives. They have not learned how to become their own sun, give themselves energy, and become powerful and attractive on their own.
- In order for a body to be in orbit around another, it must be close enough, but not too close... It must be MOVING, it must exert less gravity than the central body it orbits,
- A woman wants a man who is strong enough to attract her, hold her in his orbit, and keep her there... but the thing that really keeps her "attracted" (feeling attraction) is the tension that comes from not quite being "all the way there"



[Continued]







The Power Of The Center

- Find Your Center
- Center Yourself
- · Become The Center



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Centering To Eliminate Negative Mental/Emotional/Physical Distractions And Anxiety

- · Ongoing mental chatter
- · Worries of what others think about you
- · Figuring out how to get approval and recognition
- · Imagined negative outcomes of situations
- · The emotions of fear, anxiety, nervousness
- · Conflicts between physical/logical/emotional needs
- · Conflicts between past/present/future time frames
- By finding your center and centering yourself, then becoming the center, you work to eliminate these things at the root of the problem







The First Law Of Success With Women: Accept Everything The Way It Is

- A big fundamental mistake that guys make is not accepting things as they are
- Not accepting:
 - Yourself
 - Women
 - Situations
- Another is letting things that are beyond your control frustrate you, victimize you, upset you, make you mad, control your thoughts and emotions. By accepting everything as it is, you make yourself powerful
- Center yourself, accept, then be pro-active to get what you want - pushing against things robs you of power - accepting them gives you power





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The Human Shadow

- Carl Jung coined the term "The Shadow" to describe a particular aspect of ourselves that is almost entirely unconscious
- As the name suggests, this part of our inner selves can be a dark, elusive, frightening thing
- As we grow up, we are confronted by parents and other authority figures who
 tell us that certain things are "bad" or "wrong" and that WE are bad or wrong
 for even THINKING those things
- As we develop, we repress these important aspects of ourselves and put them "into the shadow"
- We can only become aware of our own shadow by watching carefully for it, then
 taking advantage of the fleeting moments when it sneaks up and rattles our
 world The Shadow can only be seen by looking at its own shadow
- A moment of intense irrational anger... or a murderous thought... a feeling of envy about someone we want to be like... are all clues that your Shadow is active
- Carl Jung said that The Shadow is where your personal gold is... it's the place where your greatest treasure waits for you
- As you get to know your Shadow, it's Important to embrace, welcome, and Integrate it... only by including it will you be able to transcend it







The Dark Side...

- Every virtue has a dark side, especially when taken to an extreme
- · Every strength can turn into a weakness
- Confidence can become overconfidence and then Hubris
- Hard work can become an addiction, leading to "workaholism"
- Don't take any strength too far... or it will turn to its opposite and possibly destroy you





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9

The Bright Side Of Everything

- Just like everything can have a dark side, every negative thing has a bright side
- Arrogance can be toned down and turned into strong confidence
- Liars are often fantastic at building rapport with people and persuading
- A child that starts out breaking everything by taking it apart often grows up knowing how to fix anything
- But use good judgment... too many people ONLY see the good in others, and ironically allow this Shadow trait to harm themselves over and over







The Two Sides Of Winning In The Shadow

- Does it bother you when another guy gets a girl that you wanted?
- Do you like the idea of taking a woman from another guy?
- Which would you enjoy more... getting a girl that you wanted but no other guys seemed to want... or getting a girl that you know every other guy wanted... and a girl that would make every other guy jealous?
- Is it enough to win by getting what you want... or do you feel the need to win by beating other guys and getting the thing that THEY want?



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The Shadow Side Of Self Awareness

- Self awareness is a double-edged miracle sword
- Being aware of yourself allows you to see things you need to improve, see the progress you're making, etc.
- But it also allows you to feel "self conscious", and insecure because you don't "measure up"
- When you compare yourself to others, it can be very negative, or very positive... depending on how you do it
- It's important to use your self awareness to constantly work toward evolving yourself and getting what you want, and not to put yourself down, beat yourself up, or make yourself feel like less than others





Other Shadow Levels

- I've found that there are different levels to the concept of The Shadow
- Some are psychological, some are biological, some are physical, and some are social
- This is a complex topic, as all levels interact with each other... but becoming aware of the levels creates its own kind of energy toward understanding and integrating them



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Befriending Your Shadow

- Think of the last three times you had a strong, instant, overpowering emotional response to something that took over your mind and body
- Think of the three things in life you fear most, and how you respond when confronted with them
- Think of those things you desire more than anything, and the reasons you desire them
- Recognize these elements as parts of your own unconscious mind that you're not integrating into yourself, and commit to integrating them in the future





The "Finding Your Own Gold" Exercise...

- · Make a list of the three people you admire most in life
- Next, write down three things about each person that you really admire
- Now make a list of the three people you disrespect most or hate most in life
- Finally, write down three things about each of those people you disrespect or dislike most



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Projection

- Our bodies, minds, and emotions are an active part of how we
 perceive the world and the meaning we make of the events around us
 there isn't an "objective reality" that "everyone can agree on"
- Most of our perceptive ability is actually PROGRAMMING that is LEARNED... not the objective, accurate, perfect set of equipment we think of it as
- A loud bang outside will be perceived as a car backfiring by one person, a car accident by another, and a gunshot by another – all projections
- You can only perceive something relative to what is already
 programmed in your mind this is why we often see things that
 aren't there, and miss things that are because our minds are
 playing an active role in their "being there"
- Projection comes up often in relationships between men and women –
 we often project our own negative aspects onto people we dislike and
 we project our own positive qualities onto those we are attracted to
- This leads to many problems, as we're not recognizing our own "dark side" or seeing our own "light side" when we do this
- Carl Jung: Perception is Projection





Shadow And Projection Exercise

- Read the list of people you don't admire, and the traits you disrespect
 most about them. Think about YOURSELF, and review these things in your
 mind, realizing that these are, to some degree, aspects of yourself that
 you previously didn't want to accept, acknowledge, or admit to yourself or
 others. As you think about yourself, allow your body and mind to relax,
 and make a personal commitment to begin working with these areas of
 yourself more, instead of only projecting them onto others
- Find one person to do the next part of this exercise with, all the better if you don't know the person you're getting to work with you. I want you to sit across from them, and:
- 1) Confidently tell them about three of your strengths... the strengths that
 you've projected onto others and haven't acknowledged in yourself, but
 that you're now going to lead with, develop, and acknowledge in the future
 as use more as the basis for your own success
- 2) Authentically and directly tell them about three of the repressed, dark traits you have that you have been projecting onto others
- The story of the farmer who broke his plow, and of using personal challenges, emotional triggers, and shadow issues as the guiding path to your own "Personal Gold"



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Shadow And Projection Exercise

- I'd like to suggest that when I asked you to imagine someone that you admire, then list the three things you admire about them, that you unconsciously went into your shadow and PROJECTED three things about yourself onto that other person. I'd like to also suggest that you have chosen three aspects of yourself that are YOUR OWN strengths that you don't acknowledge enough, lead with, and develop
- I'd like to suggest that when I asked you to imagine someone that you don't admire and that you disrespect, that you again UNCONSCIOUSLY went into your shadow and PROJECTED three things about YOURSELF onto that person. I'd like to also suggest that you have chosen three aspects of yourself that are your OWN weaknesses that you don't acknowledge, come to grips with, and confront in yourself... and that these three aspects of you are holding you back in life to an extent that you can't even imagine
- Read the list of people you admire, and the traits you admire most about them. Then look into the mirror, and review these things in your mind, realizing that these are your own personal greatest assets. Affirm to yourself that you will lead with, capitalize on, and develop these strengths more instead of only projecting them onto others





Unconscious Blind Spots

- I'm going to suggest to you that everything about you is an unconscious blind spot. If you do it, it's a blind spot
- It almost has to be
- You're doing a thousand little things unconsciously, habitually, and constantly that you aren't aware of... and worse, you are programmed to do them... and think that they're perfectly normal
- And you probably WOULD think they were perfectly normal if you realized that you were doing them
- You must actually learn to see your blind spots, and actually CHANGE HOW YOU THINK, COMMUNICATE, BEHAVE, AND RESPOND
- A good place to start is by getting feedback from tough, loving friends and mentors about areas that you wouldn't normally ask about
- Ask others to be honest with you and tell you about your weaknesses
- After a month, ask them again, and get an update
- Continue to get honest, critical feedback from others if you want to continue to improve over time









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Perceptual Gaps

- As humans, we have several "self deception systems" built in to our minds, bodies, and emotions
- Where the nerve bundles connect to the back of each eye, we have "blind spots"
- We're not aware of these spots because our minds compensate for them, and because each eye covers the blind spot of the other
- We also have "blind spots" when it comes to all other senses as
- [Demonstrate blind spot and unseen shape]
- There are "holes" in our other senses, just like the "holes" in our visual field
- In addition to blind spots, there are also events that are outside the RANGE of our "perceptual equipment"
- There are movements too fast or too subtle to see or feel, sounds that are too high or low to hear, and scents that are too faint to smell







Self Deception

- Just like there are gaps or holes in our perception, there are gaps or holes in our thinking, our memory, our mental associations, and our abilities
- The problem is that many people not only don't perceive these gaps or limitations, they swear that they don't exist
- We humans often have memories that aren't true, feel sensations in our bodies that came from our imaginations, and assign meaning to things that are completely off-base
- Self deception has a very important purpose: It keeps us sane and functioning $\,\cdot\,$ In a very complex world.
- There's just too much going on for your brain to deal with all of the information, so it uses various tools to selectively distort and deceive you... in order to make things efficient and effective
- But often we deceive ourselves in ways that are NOT useful... in ways that actually wind up holding us back and harming us
- We make up stories to justify our inability to succeed, we assign responsibility for our lives to others, and we become mental victims of imaginary oppressors
- The process of self deception is very difficult to detect, because it is not only "transparent" and happening all the time, but it also erases its own tracks
- To become aware of your own negative self deception patterns, you must pay careful attention, attend to it on an ongoing basis





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Negative Self Deception Habits

- Doing something and not being aware that you're doing it leads to the
 perception that it's not happening, you're not doing it, and if you did
 do it, you didn't mean to do it so its not your fault
- If you're getting a "secondary payoff" from this particular habit pattern, then the chances are that you will both keep doing it and keep repressing it are strong
- The place to start is these "major" areas of self deception that are habitual, recurring, and more "obvious"
- One might be making an excuse for not starting a conversation with a woman you'd like to talk to
- Another might be not cleaning up and preparing yourself to meet women before you leave the house because you're probably not going to meet any women anyway
- Another might be not improving an area of your life because it SHOULDN'T matter to the type of woman you want to meet anyway... and you don't want a woman that cares about that thing because it would mean she's shallow







Idealizing Women As Self Deception

- One recurring theme with men is their pattern of idealizing women, projecting positive qualities onto them that they repress in themselves, deceiving themselves about her flaws, then becoming emotionally involved with a woman and using her to fill in holes in their own character
- Of course, the women always wind up being more imperfect than
 the man could have imagined, the image that the man had turns
 out to be completely inaccurate, and he ultimately winds up
 hurting himself badly (and often the woman as well)
- Part of this recurring theme is the part of us as men that want to rescue women who are in trouble, are damaged, or are broken
- Unfortunately, trying to rescue a woman who you've idealized before hand is almost certainly a losing battle
- You must first become brutally honest with yourself, then learn to see women more accurately, and then choose your relationships carefully based on a more mature foundation of knowledge and understanding



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Avoidance And Self-Medication

- We humans are incredibly good at avoiding even the THOUGHT of things that we don't want to face
- When we do have to face things that make us uncomfortable, we can go to great lengths to "tune out" and "numb" ourselves so we don't feel their effects
- One way we deal with issues we don't want to confront is called "Self Medicating"
- · We self medicate with:
 - Food
 - Sex
 - Fantasy
 - Sympathy From Others
 - Guilt From Others
 - Attention From Others









Avoidance And Self-Medication

- Excuses
- Complaining
- Dissociation From Responsibility (interesting concept)
- Avoidance
- The reality is that it's usually easier to deal with the actual issue than it is to deal with the negative psychological, emotional, and physical patterns that we use to avoid
- Deal with the underlying issue, and be aware when you're medicating yourself



[Continued]



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Addiction

- · Addiction is the Shadow side of habit
- Here are a few commonly known and uncommonly known addictions...
- Addiction To Struggle
- · Addiction To Ideal
- · Addiction To Projection
- Addiction To Story
- · Addiction To Self Image
- Physical Addiction (to a substance, physical pleasure)
- Emotional Addiction (to love, or the desire for love... missing someone)
- Psychological Addiction (to a thought, ideal, image... CONTENT)





The Difference Between Imagined Feeling And Actual Feeling

- I'm fascinated by the concept of the difference between the way you THINK you should feel when something happens and the WAY you feel about something when the event ACTUALLY happens
- Have you ever made yourself sick by worrying about a future event, only to experience it and wind up saying "That wasn't bad at all"?
- Have you ever had something great happen in your life that you've waited years for it to happen... only to be disappointed when it was real?
- Have you ever watched someone make a mistake or lose, and you felt GOOD about it... you enjoyed watching them in pain?



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The Difference Between Imagined Feeling And Actual Feeling

- Have you ever watched someone win a great prize, receive a great gift, or win a competition... but you hated it and them?
- It's important not to get too attached to the idea of how something is going to feel when it happens, because it doesn't usually feel the way you think it will feel
- Knowing this allows you to act with more restraint, purpose, and wisdom
- Ignoring this reality and not reminding yourself of it
 constantly will only lead you to continue chasing after
 imaginary good feelings that will probably never materialize...
 or worse, worrying about bad things that will happen in a
 future that ruin that future before it arrives



[Continued]



"Realistic" and "Pragmatic" Thinking

- Men often use the labels "realistic" and "pragmatic" to describe a mode of thinking that I'll label as "negative"
- People who succeed in life to the greatest degree typically have "unrealistic" and "overly optimistic" thinking patterns
- People who are depressed and suicidal typically have the "most accurate" perceptions and outlooks on reality
- If you want to succeed with women, it's time to get away from trying to be overly "realistic" and "pragmatic"
- . Think big, and you'll be more likely to achieve



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Hubris And Humility

- There is a story in Greek mythology about a man who created wings for his son Icarus, then watched his son die as a result.
- Icarus's father constructed two pairs of wings one for himself, and one for Icarus – from feathers and wax thread. They needed the wings to escape from a prison where they were being held.
- Overcome with the understandable confidence that must have come from being able to fly, Icarus ignored his father's specific and strict instructions, and he flew too close to the sun. The sun melted the wax thread that held his wings together, and he fell to his death. This combination of overconfidence, blindness caused by success, and unconsciously ignoring important feedback and available information is called HUBRIS.
- HUBRIS: Pride, presumptuousness, arrogance. The kind of overconfidence that leads to a fall. A blind faith in oneself that leads to ignoring important feedback or available information, and unknowingly walking right into and causing massive failure.
- I've found that hubris is a leading cause of failure for men in the dating world. Many men believe that they are too smart to seek the help of, and learn from a guy who's less intelligent than them (but who's also more successful with women)...



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Hubris And Humility

- ...Many men believe that the concepts we're talking about here don't apply to them, because eventually they'll meet the ideal woman and she'll see no need for this stuff... instead choosing to spontaneously fall in love. Many men believe that they don't need to actually PRACTICE and PREPARE before using the things they're learning, because they think that "understanding something" is the same as being able to "execute something" perfectly
- Don't buy this line of thinking. Put aside your pride. Put aside your overconfidence. Put aside your hubris. Every time you prepare to improve, approach your skills as a beginner. Open your mind, and try to see new things. Become curious. Ask stupid questions
- Learn to see the clues that hubris is staring within you. Teach the
 concept to others around you, and ask close friends to let you know
 when you're getting out of control. Create a system for yourself of
 centering, reevaluating, and resetting your inner systems when you
 suspect that you might be becoming overconfident in an unhealthy way
- The folly of hubris is typically difficult for a person to see in
 themselves... but easy for everyone else around them to see clearly.
 Hubris leads not only to failure, but also to ridicule both BEFORE, and
 AFTER failure. It leads to people wanting you to fail, and hating you for
 success. Find that "sweet spot" between neutral and confident that leads
 to consistent improvement, and then do whatever you have to in order
 to stay there





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Blind Self-Indulgent Humility

- The opposite of Hubris is what I call Blind Self-Indulgent Humility
- Blind Self-Indulgent Humility: The habitual, neurotic compulsion to give others control, avoid all confrontation, avoid upsetting others and take all negative communications and events personally
- Blind Self-Indulgent Humility:
 - Stems from a weak self-image or distorted belief system
 - Allows the person to feel superior to others while damaging themselves
- Symptoms that you might have too much of it:
- You avoid all conflict, or approach sensitive situations by apologizing
- You think that you're responsible for everything that goes wrong, and you accept responsibility publicly before even considering things
- You secretly feel better than others when you're humble, and you harbor negativity to people who are confident and strong
- Visual of the "sweet spot" between Hubris and Blind Self-Indulgent Humility









Getting It In Your Head

- Too many guys (myself included) want to learn everything instead of DOING to learn
- When they have challenges getting started, they default to LEARN MORE before doing - which is often a way of "creatively avoiding"
- They think "I have to work through everything in my mind before I
- Ways of learning:
- Knowledge books, seminars
- Training Mentor
- Experience doing, testing
- In most situations you have enough knowledge to go and apply some of it in order to learn from actual experience
- If you only rely on the "informational" way of learning, you'll limit your success by probably 95%
- A good model: Plan-Do-Study-Act





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The Psychology Of The Wussy

- The Wussy is the ultimate archetype or personification of the combination of traits that add up to a man that women don't feel attraction for
- . The word is a combination of the words "wimp" and "pussy"
- A Wussy has a combination of low self esteem and a feeling of not deserving success
- . The irony of being a Wussy:
- You can try your hardest, focus all of your energy, and do
 everything in your power to make a woman like you... but all of
 your effort actually works against you, and instead makes a
 woman feel repelled by you
- The Wussy tries his hardest to be sweet, nice, understanding, and accommodating... but in the end all he has to show for it is another woman he loves who isn't talking to him Here are some of the elements that combine to create a Wussy. Avoid them...





Seeking Approval Or Validation

- "Approval Seeking" or "Seeking Validation" basically comes down to the approval seeker trying to accomplish the following:
- Get others to like, approve of, and validate them, their actions and their behaviors
- . Do what others want or would want them to do
- · Please others and make others happy
- Not have anyone become mad, upset, or disappointed with them
- · Not cause conflict, anger, or fear in others
- Not experience any negative emotions themselves



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The Victim



- A victim is someone who feels that others are in control of their lives and destinies
- A victim takes the position "Others are hurting me, and I can't do anything about it"
- Victims tend to use their unfortunate situations to get pity and attention from others
- Victims tend to not take personal responsibility for their own lives and situations
- Victims often use unfortunate past events to attempt to make others feel bad for them
- Victims often dramatize their stories in order to maximize the attention and pity that they get
- Victims tend not to notice that their attitude does not bring healthy, successful people closer to them... that, rather, it drives them and keeps them away







The "Nice Guy"



- The "Nice Guy" is someone who believes that he should go out of his way to always be sweet, nice, generous, and understanding... no matter what the circumstances
- Nice guys don't draw boundaries, they don't stand up for themselves, and they don't say "no" very often
- Usually Nice Guys harbor a secret belief: That they're better than everyone else because they're so "nice"
- Of course, nothing could be further from the truth... when you're being nice in order to get something back, you're being manipulative
- · Secondary Payoffs Of Being A "Nice Guy":
- · Get to feel better than other guys
- · Get to do things you feel "owed" for
- Get that selfish good feeling of doing "nice things"





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The "Yes But She's Different" Wussy

- I have watched one man after another screw up their chances with attractive women - and screw up their long-term relationships with attractive women - because they just refused to integrate the "Don't Be A Wussy" mindset
- These were sharp, intelligent guys... in many cases they were men who
 were very good with women... but they always found ways to convince
 themselves that the particular woman they were dealing with was
 DIFFERENT
- I can't help but confront my guy friends when I see them potentially screwing up their chances with a girl (or a girlfriend, or even a wife)... and they always give me that same shoulder shrug with the "Yea, you're probably right" look
- There's usually some comment about "this girl is really special" or "I think that this one is different"... and it always ends up the same way
- When you let your Inner WussBag out to roam freely, only bad things will happen
- · Don't say I didn't warn you about this one







The "I Want Her To Like Me For Me" Wussy

- Many guys I know (some that have been good friends for many years) will argue with me tooth and nail about my concepts
- The basic argument is that they don't like the idea that they need to "learn" my "techniques" in order to meet a woman
- They typically have an idealistic fantasy of meeting a woman who
 just falls for them and loves them for who they are... without them
 having to actually DO anything
- Most of these guys go months and months without dates, which isn't at all surprising
- The common ending to this story is that they meet a girl that they
 think is all kinds of fun... and she realizes after not too long that she's
 dealing with a Wussy who wants to kiss her ass and be Mr. Super
 Nice Guy... and she hits the road or makes his life hell





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The "I'm Hung Up On This One Special Girl" Wussy

- If there's one question I get so often that I wish I had a Tazer Stun Gun to use on guys who ask it... it's the "There's this one special girl, and I have GOT to have her... how do I get her?" question
- What's funny is that I often get emails that start with "I've been using these techniques to meet and date some amazing women... right now I'm dating two models and a lifeguard..." and then they drop the bomb... "But there's this ONE SPECIAL GIRL that I really want... and I have to have her"
- The only thing that this obsession says about you is that you're secretly a WORLD-CLASS WUSSBAG
- If you really like a girl, fine... but don't get obsessed with her –
 it's a Wussy move





Seminar Notes



Center Yourself

- Stand up straight, balancing perfectly on your spine
- Three deep breaths, slowly taking control of your body and life
- Relax your shoulders, stomach, Jaw, and forehead as you exhale each tíme
- Look up and to the center, open and notice the edges of your peripheral vision
- Inhale slowly, and notice both the feeling of air rushing into your nose, and your stomach expanding and contracting at the same time
- Pay attention to your vision, the air rushing into your nose, and your stomach moving at the same time... maintain that attention to gulet your mind
- As you exhale, release emotional tension, anxiety, pressure, and iil feelings toward yourself or others
- In your imagination, open up your chest and your heart, allow that opening to envelop everything and everyone around you







Getting Leverage On Yourself

- In any situation, there is a place that you can use LEVERAGE to get magnified results
- The keys to using leverage effectively are to always look for it, understand it, and have the balls to use it when necessary
- Tony Robbins has done a lot of work on this topic... and I recommend that you read his books
- To get started, try this:
 - List 10 things that you REALLY don't like doing, then make a deal with a friend that you're going to do one of those things if you don't accomplish a certain task by a certain time
 - Think of something you have wanted for a long time, then commit to buying it or getting it for yourself if you put in an hour a day at something for one hundred days in a row





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Getting Leverage On Yourself

- Tell five people that are close to you that you're going to do something, and if you don't accomplish it you're going to give each of them a hundred dollars in cash – so they make sure and ask you
- Hire a personal coach to keep you accountable. Send your coach a list of the things you want to accomplish, then break each up into smaller tasks and have your coach ask you for personal commitments. Have regular meetings with your coach, and have your coach ask you point-blank questions about whether or not you're keeping your word
- Spend some time thinking about what NATURALLY motivates you (both positively and negatively) and then use those things as tools to get leverage on yourself
- One more way to get MASSIVE leverage on yourself is to understand and use what is called "Logical Levels"...







Logical Levels

- Gregory Bateson and later Robert Dilts and others have discussed the concept of "Logical Levels" or "Logical Types"
- The basic concept is that there are different levels of context and meaning in brain structure and perceptual systems, and if you can put these levels into a useful and meaningful structure, you can accomplish amazing things for yourself and others
- Spirit/Physics
- Reality
- Identity
- Beliefs
- Values



More →



Seminar Notes



Logical Levels

- Understanding
- Techniques
- Situations
- Each of the "higher" levels acts as a context around all levels below it
- Changing something at a higher level automatically changes all the levels below it
- Changing something at a lower level can change a higher level, but doesn't always



[Continued]





Examples Of Working With Logical Levels

- Let's take three levels as an example... Identity, Skills, and Situations
- For our example, let's say that we have a man who is forty years old, recently divorced, and has been out of the "dating game" for twenty years
- He has decided that it's time to get back into the game, meet some women, and get some dates
- If he were to work on "Situations" he might spend time trying to figure out where he should GO to meet women
- If he were to work on "Skills" he might spend time every day starting conversations with women so he could become comfortable introducing himself
- If he were to work on "Identity" he might spend time hanging around guys who were naturally good at meeting women and doing exercises to cultivate a strong self image of a man who has so many women around him that he doesn't have time for them all
- If he could only choose one, which one would be the best place to focus his energy and why?



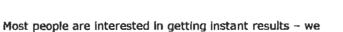


Day One

Seminar Notes



Focusing On The Level That Will Give You The Most Results



 This leads most people to focus on the very lowest levels most of the time

humans are wired to value results right now - not later

- Most men focus on situations then techniques
- It's very rare to find a guy who's even interested in skills and understanding... never mind higher levels like Reality, Identity, Beliefs
- If you only focus on situations and techniques, but you keep the self image and belief system of a guy who doesn't deserve or have success with women, what do you think is going to happen?
- If the higher levels affect ail of the levels below them, then where do you think you should focus most of your energy?







Focusing On The Higher Levels

- Reality Describe your outlook on yourself and your reality. Do you see
 your reality as a place where you are in control? In your reality do
 things go your way? How would you change the way you view reality if
 you could?
- Identity Do you see yourself as a man who deserves success with women? Do you see yourself as a guy that women naturally want to be around? If you could change how you see yourself, how would you change it?
- Beliefs Do you believe that it's natural and easy to meet and attract
 women? Do you believe that women want to be around you? Do you
 believe that you're the very best choice a woman can make? If you
 could install some new beliefs in your mind that would increase your
 success with women and dating, what would they be?
- Values Do you have a clear set of values in your life that you live by?
 Do you value your time and yourself and accept no disrespect or wasting of y1our time? What do you need to make more important in your life, and what do you need to make less important?
- Understanding Do you understand exactly how and why women become and stay attracted to men? Do you know the step-by-step process of how a man and woman go from first eye contact all the way to the bedroom? If there was one area that you should get a better education and understanding of, what would it be?



Day One

Seminar Notes



Exercise: Comparing The Beliefs Of Success And Failure

- · Your beliefs and self-image determine your success level with women
- If you don't believe you can, your belief will be a self-fulfilling prophesy
- · Compare the beliefs of success and failure









The Self-Programming Process

- It has only been the last hundred or so years that evolution has become conscious of itself
- I consider evolution to be possibly the greatest discovery of all time
- If you have evolved to the point in your life where you embrace the Idea of taking control of your own evolution, then you must become an expert in programming and reprogramming yourself
 - Affirmations
 - Self Talk
 - Visualization
 - Written And Rewritten Goals
 - Reference Group
 - Reading
 - Audio/Video Education
 - Conscious Attention To Levels



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Day One

Seminar Notes



Mastering Your Emotional Life

- Most people are controlled by their emotional responses and their emotional responses to anticipated events and anticipated emotional responses
- As you can imagine, when you begin allowing your life to be a constant game of anticipating emotional responses, worrying about avoiding the situations that caused the response, and dealing with the emotions that you feel in response to your anticipation, it can create quite a tangled
- Many men allow themselves to live lives of quiet desperation, constantly imagining horrible situations to avoid, then playing mental games to avoid feeling the emotions they are triggering inside themselves by imagining bad situations and emotions!
- If you want to have lasting success with women and dating, it is vital that you master your emotions







Various Emotional Types

Consider the following different types of emotions for this section:

- Positive Emotions
- **Negative Emotions**
- Emotions about past events "Reflection Emotions"
- Emotions about present events "Response Emotions"
- Emotions about future events "Anticipation Emotions"
- **Emotions about yourself**
- **Emotions about others**
- Emotions about relationship between yourself and others
- Emotions about relationships between others that don't involve you
- Emotional anchors... same emotional response every time you think
- Emotions responding to generalized concepts and judgments
- Emotional prejudice... responding to an idea or thought, not the



Day One

Seminar Notes



Do We Choose How We Feel?

- There is a big debate in the pop psychology world over the idea of "choosing how we feel"
- Some argue that emotional reactions are outside of our control – they're natural and healthy
- Some argue that we choose our emotions because of the fact that we're interpreting everything that happens around us, then responding to it based on our interpretations – and by choosing a different response we can stop freaking out emotionally when things push our buttons (in fact, the only reason that "things push our buttons" in the first place is because we LET them push our buttons)
- My personal experience is that most people have put their emotional reactions on "auto pilot"







Do We Choose How We Feel?

- They have been "not paying attention" for so long now that their emotional reactions MIGHT AS WELL be hard-wired, because they are so consistent and predictable that, from the person's point of view, they are 100% automatic (and remember the power of belief)
- But I also believe that you can do things to TAKE CONTROL
 of this "emotional response" process and if you continue
 to take control, you'll eventually master your emotions over
 time
- I also believe that this is a perfectly "healthy" and "functional" path to take in life, and that it ultimately leads to deeper satisfaction with life and a feeling of personal freedom and choice





Day One

Seminar Notes



Cultivating The Pause

- Steven Covey (author of The 7 Habits Of Highly Effective People) tells the story of reading a passage in a book that discussed the magical moment between when something happens and when you respond to it
- · He discusses cultivating that "pause" between stimulus and response, and how, by practicing this pause over time, you can master your emotions
- · Take a moment right now, and imagine something that really pushes one of your buttons - it might be a thought, something a person says or does, or an event
- Now imagine how you've reacted to this thing in the past... really get into it, and see yourself having a FULL emotional reaction







Cultivating The Pause

- Finally, imagine that thing happening again in the future, but instead of reacting immediately to it, you take just a moment to PAUSE and see it differently
- In that moment of considering what happened, imagine saying to yourself "I can respond to this however I choose... and this time I'm going to choose to laugh"
- Imagine this seven times in a row review it in your mind until you can clearly see yourself pausing and responding consciously
- Now make a list of 10 different places in your life where you will do this - include imaginary situations that upset you, real-world situations that happen often, and situations with women
- Imagine clearly how you're going to respond to these situations in the future



[Continued]



Day One

Seminar Notes



Advanced Emotional Techniques

- Michael Hall has developed an "emotional reframing" concept that he calls "Meta States"
- Hall has realized that we humans often "wrap" one emotional state around another, and then another... until they're so tangled up that it's almost impossible to "fix"
- For instance: If you begin to feel jealous of another man who's with the girl you like, then get angry at yourself for feeling jealous because it's immature, then become depressed because you're getting angry at yourself (because it's not helping the situation), then you have depression ABOUT anger ABOUT jealousy
- These emotions become intertwined in a way that creates a strong web that resists change
- If you go to work on the depression, you're only working on one level... and you haven't changed the underlying jealousy... so you're likely to wind up back in the same spot very quickly

More →





Advanced Emotional Techniques

- By the same token, you can just skip trying to untangle the various levels and just "wrap" a POSITIVE emotion around the entire bundle, adding a higher logical level or frame, and changing the meaning of the entire lot!
- For instance, you might imagine what it would feel like if you were FASCINATED with your depression... and then you became excited about it
- · This doesn't make "logical" sense, but try it
- Imagine what it would feel like to be happy about being annoyed
- Imagine how an emotion like jealousy would be changed by feeling joy about it
- When you wrap one emotion around another, it forever changes the first





Day One

Seminar Notes



Compounding Positive Emotional States

- Finally, you can stack and layer POSITIVE emotional states on top
 of one another, and build very powerful combinations that literally
 propel you forward. Creating these super-reinforced emotional
 states is one way to inoculate yourself against negative thinking
 and responses. Here are some examples;
- · Excitement about being successful
- Anticipation about fulfillment
- · Joy about satisfaction
- · Gratitude about confidence about excitement
- · Imagine how each of these feels for a moment (repeat each)
- Take a few minutes, and build a few powerful Metastates for yourself, and Imagine what they would feel like
- Commit to programming yourself with these new Metastates every day in the future, and using them in challenging situations







Objectifying Your Demons

- Ken Wilber says that when you objectify one of your demons, describe it, talk about it, analyze it, and pick it apart you strip it of its power to run your life
- Objectifying, describing, analyzing, etc. is a way of REFRAMING
- It's very powerful because you begin to realize that this "demon" that has previously ruled your life is nothing more than an idea, a concept, a mind virus... or a programmed response... or an emotional reaction that you can take control of
- What are your own personal demons?
- Objectify, and thus reframe, your demons





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Seminar Notes



Shifting Your Locus Of Control Inside

- Most people take their cues for how they should act, feel, and think from the outside world
- They could be said to have an "External Frame Of Reference" or an "External Locus Of Control"
- People who have an external frame of reference are unconsciously giving control away to others by looking to them for leadership





Inner Directed

- Definition: "Guided in thought and behavior by one's own set of values rather than societal standards or norms"
- An Inner Directed person begins by considering what they want for themselves, and the outcome they are seeking rather than beginning their thoughts and aspirations based on others
- The Inner Directed person works to achieve their personal goals and objectives, and uses their own progress as their measuring stick
- When it comes time to make Important life decisions, the Inner Directed person bases them on their own personal values system - not the values of others



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Seminar Notes



Internal Frame Of Reference

- An "Internal Frame Of Reference Person" or a "Self Referential Person":
 - · Uses themselves as the context or reference frame
 - Considers their model of the world, self image, belief system and values to be the standards by which others are judged
 - Compares progress made to their own standards, and works to improve their past results - not to beat the results of others
 - Tends not to invest very much in what others say about them, because it doesn't really matter to them







Field Independence

A person who is "Field Independent":

- Tends to not follow the rules of "propriety" or being "politically correct"
- Doesn't base their actions or thoughts on the approval of society
- Thinks "outside the box" and is typically very creative about it
- Feels frustration when others try to push their rules or authority on them
- Tends to have a stronger personal constitution and be more emotionally resilient



::: 56 :::

Seminar Slides

Day One

Seminar Notes



Internal Locus Of Control

A person who has an "Internal Locus Of Control":

- Feels that they are the one that is in control of their life and the results they get in life
- Does not allow themselves to be victimized by others or by situations
- Is very clear that they can choose how they respond to situations physically, logically, and emotionally
- Approaches situations with the inner assumption that they can make things happen, change their outer environment to their liking, and create the results they want in the world





The Leader

A person who can be described as "A Leader":

- Understands that most people are constantly looking for someone to follow and imitate
- Tends to do things that they know are the right thing to do without hesitation or watching carefully to make sure everyone else thinks so
- Isn't concerned with getting approval or acceptance from others
- · Is focused on getting the outcome they want



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Seminar Notes



Encouraging Independence In Others (Especially Women)

- One way to strengthen your Inner-self and to move your locus of control inside is to constantly encourage independence in OTHERS
- When you encourage someone else to be Independent, you are subtly communicating to yourself and the other person that YOU are an Independent person (a dependent person would never encourage someone else to do something independent for fear of that person leaving them)
- Most men feel very clingy, needy, and dependent on women for personal affirmation, validation, attention, etc.
- The Idea of constantly encouraging women to be independent has never crossed the minds of most men
- When you teil a woman to be more Independent, you make yourself more attractive – your encouragement is undeniably valuable – but in a way that positions you as a strong leader that others want to be around







The Weapons Of Influence - A New Twist

Robert Claidini wrote a fascinating book called "Influence". In this book he describes six major "weapons of influence" (and three minor weapons as well). By understanding these "weapons" you can begin to see how others influence you, and begin to take control of your life in a more effective way

These weapons have incredible power, because humans are automatically influence by them – we feel like we're the one making the decision, so we're totally committed to it

- Scarcity
- Commitment and Consistency
- Liking
- Reciprocity
- Social Proof
- Authority
- · Because, Surprise, Contrast





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Seminar Notes



Instant Gratification

- The psychological concept "Instant Gratification" refers to the idea that humans like to have what they want RIGHT NOW - they don't want to wait
- You'll notice that products and services that promise "instant push-button results" tend to do well (think aspirin for pain and McDonald's for fast food)
- Humans are most likely short-term and instant gratification oriented because if you value results now, you stay alive – it's an evolutionary advantage that played out over millions of years, and was very valuable when we were living in different times
- The challenge is that most of us don't have to face life or death situations, seek food and shelter and defend our territory every day







Instant Gratification

- This creates quite a challenge: Now that you don't need to work all day every day to survive, what do you do with all the free time?
- The most obvious evidence of this hard-wired internal mechanism is the way humans use CREDIT when they have access to it
- As a general rule, if a person has access to money, they spend it – no matter what the future cost or implications
- We mortgage the future for instant gratification, and lower our overall quality of life in the process



[Continued]



Day One

Seminar Notes



9

A New Context For Life

- In this new context, the kinds of results that we desire (like financial and relationship success) are most effectively created over longer time-frames
- Since humans are wired to delay gratification and think in longer time-frames, we usually sabotage our own success at one point or another by contaminating our plan with shortterm thinking
- It's critically important that you learn to think in time frames of a year or more, then put in a concerted effort every day in pursuit of your objective
- You're going to live the rest of your life in the future, so make your future great now







Shifting To Longer Time Frames

- Almost every great achievement has been created by many years of concerted effort – so how does one shift your hard-wired instant gratification oriented mind, body, and emotions to a long-term "setting"?
- It begins with understanding the inner mechanisms that trigger short-term thinking and behavior, becoming aware of them in yourself, and consciously changing them over time – and replacing them with better HABITS of thought, emotion, and behavior



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Recognizing And Changing Your Own Short Term Thinking

- Take a few minutes, and write down the areas of your life where you lose control if you have to walt for something. It might be the line at the bank, a restaurant, or purchasing something. Be honest with yourself.
- Next, think back five years in your life. Think about the decisions you were making, the opportunities you had available, and the situation you were in. Write down three things you didn't do but could have started doing then that, if you would have stuck with them, would have made your quality of life today far more enjoyable.
- Finally, write down three things you need to start doing now, then do consistently so that the quality of your life is better five years from now.
- If you need to, get help sticking with your delayed gratification plans. Whatever it takes, it's worth It
- The Irony is that by delaying gratification, you ultimately get FAR MORE instant gratification







Design Time / Run Time

- There are two "types of time" happening simultaneously Design Time and Run Time
- This is a concept I've borrowed from software development
- You can be designing or creating something at the same time you're using it, but they're very different processes, and need very different approaches
- . This is a concept that trips humans up in a big way
- We often confuse one with the other... and overlap then in our minds in un-useful ways
- The common denominator is time-to-gratification, or more specifically perceived time-to-gratification
- To get big positive results in life, focus on improving the system and delaying gratification





Day One

Seminar Notes



What We Want

We always want this

Without having to do this:

Return Reward

Action

Invest Work Preparation

Performance Security

Risk Plan

Instant Gratification

Delay Gratification

- The reality is that each column is essentially the same thing
- Investment is work is preparation is risk is planning is delaying gratification
- Return is reward is performance is security is action is instant gratification
- Once you begin to see the world through from the "invest first" paradigm, your results tend to increase dramatically over time







Path Or Purpose

- The concept of having a "Life Purpose" or a "Life Path" is a bit abstract for most men
- These concepts carry connotations of canned, new-agey, pseudo-spiritual self help, which isn't exactly an attractive Idea
- I personally believe that you can get in touch with or choose (or some combination of the two) a purpose or path that suits you -
- I believe that once you get in touch with this path or purpose that many other elements of your life will come together, including your dating life
- Women are VERY attracted to men who are on their path or purpose, and they feel a lack or void when they're with a man who isn't on his path or purpose
- In order to choose or find your own path or purpose, it's useful to clarify some "big issues" that you have probably never clarified all at once...





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Seminar Notes



The Big Questions

- By consciously facing the following questions or life choices, and then acting on them, you will gain a clarity and focus that will instantly energize you and make you more attractive - really
- Write down "I choose..." or "I believe..." and then your choice - and the follow it with your answer Review the list often
- . If you really want to change fast, rewrite the list daily





My Path For Myself, Other's Path For Me?

- To be or not to be?
- Is the universe a friendly place?
- · Scarcity or abundance?
- Am I at cause or effect?
- Fear or Love?
- Internal or external frame of reference?
- · Pessimism or optimism?
- · Stay still or evolve consciously?
- · Instant gratification or long-term success?
- · Security or Risk?
- · Closed to change or open to change?
- · Comfort zone or uncertainty?



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My Path For Myself, Other's Path For Me?

- Reject and move further from yourself or know and accept yourself?
- · Change others or Change myself?
- · Fear, resist, fight... accept, integrate, transcend?
- · Mediocrity or excellence?
- Hold on to what I have or let it go to make room for the new?
- · Play small or play big?
- · Cling to a polarity or enjoy paradox?
- · Fail or learn?
- · Spend or invest?
- Fulfillment or medication?
- · Keep my secrets or give my gifts away?



[Continued]

More →





My Path For Myself, Other's Path For Me?

- Demand fairness and justice for myself or let others get the "better end of the deal?
- Be understood or understand?
- · Take first or give first?
- · Honesty or dishonesty?
- · Personal or inauthentic person?
- Learn only for personal gain or learn to teach and mentor?
- Success through own individual work or by helping others to become successful?
- · Reference group (surround yourself with) success or failure?
- Do it "your way" or do it the best way?
- System or technique?
- . Take first or give first?



[Continued]



Day One

Seminar Notes



What is my path or purpose?

- And now it's time to face the most important question for this exercise: What is your personal path or purpose?
- Your path or purpose might be to help children... it might be to win the America's Cup... and it might be to become the best investor in the world
- The first time you go to work on your path or purpose, you might find that you come up blank – that's OK
- If you don't know what your "big" path or purpose is, start with one that you do know
- When you're around women, don't let them become more important than you staying on your path or purpose





Two Concepts For Transformation

· Gratitude And Appreciation



Day One

Seminar Notes



Center Yourself



- · Stand up straight, balancing perfectly on your spine
- Three deep breaths, slowly taking control of your body and life
- Relax your shoulders, stomach, jaw, and forehead as you exhale each time
- Look up and to the center, open and notice the edges of your peripheral vision
- Inhale slowly, and notice both the feeling of air rushing into your nose, and your stomach expanding and contracting at the same time
- Pay attention to your vision, the air rushing into your nose, and your stomach moving at the same time... maintain that attention to quiet your mind
- As you exhale, release emotional tension, anxiety, pressure, and ill feelings toward yourself or others
- In your Imagination, open up your chest and your heart, allow that opening to envelop everything and everyone around you





Seminar Notes



The Center Of The Universe **Misconception**

- Until Copernicus came along in the late 1400s/early 1500s, the common belief was that the Earth was at the center of the universe, and that the Sun and everything else revolved around
- When Copernicus challenged this idea, he wasn't just challenging an astronomical belief
- At that time, many different beliefs, from how Heaven and Hell were structured, to Aristotle's Physics, to the basic concept of egocentric self importance were all based on this model of the universe
- The Devil was at the center of the Earth in Hell, stones fell because the place for heavy bodies was at the center of the universe, and we were the important rulers of the physical world







The Center Of The Universe Misconception [continued]

- The idea that the Earth revolved around the sun not only required a person to realize that they weren't very so important in the big scheme of things and change their views of reality, but more importantly it was publicly seen as a blasphemy against God, literally punishable by death and eternal damnation
- To accept that the Earth was not at the center of the universe basically meant that one would have to change their view of how REALITY worked, and accept the possibility of being killed and going to Hell
- Explained differently, if you lived 500 years ago, then you were raised with the idea that the Earth was at the center of the universe, and everything from your view of God and religion to your view of physics and the nature of reality was based on that belief. To even entertain the idea that this wasn't true was unacceptable and scary





Day Two

Seminar Notes



Women Aren't The Center Of The Universe

- In modern times, men carry around a view that is hauntingly similar to the Center Of The Universe Misconception
- Most men have a program that is part genetic and part learned that goes something like this: "An attractive woman is a rare and valuable thing. It's worth putting aside my self respect, honesty, and personal needs and wants, and gambling my time, money, effort, and energy for even a CHANCE at getting love, approval, affection and sex from her."
- Most men walk around as if attractive women were the center of the universe
- Many of their beliefs, thoughts, actions, and communications clearly demonstrate this... in fact, it's actually wired into our western culture in a thousand little ways



MORE --->





Women Aren't The Center Of The Universe. [continued]

- Men are expected to approach women, pursue women, compliment them, buy them
 gifts and food, be "nice" and respectful, and even get down on one knee in a
 submissive posture and offer a diamond worth several months of hard work when
 requesting a woman's hand in marriage.
- In fact, many of us have been raised by our mothers and programmed with these ideas ALL OUR LIVES.
- · Here are a few of the other beliefs and behaviors that flow from this key fallacy:
 - I need to approach and pursue women
 - I need to convince women that I'm worthy of their approval
 - I shouldn't upset a woman
 - I'd better not mess this up, because I have a lot to loose
 - If she rejects me, it will be an important event and have a lot of meaning
 - I had better impress her as often as I can
 - I should let women be in control
 - If attractive women aren't interested in me, then I must be the problem
 - "Nice" guys finish first, and I had better be "Nice" to women





Day Two

Seminar Notes



A Real Man

"What do women mean when they say "I want a REAL MAN"?... A REAL MAII is a universal desire among women. Women all over the world, across all ages and incomes are looking for the same thing, and they describe it in basically the same way. But what exactly is a REAL man? And why do they use these words and describe him this way? What do they NOT want? Well, to begin with, I believe that they DON'T want a WUSSY. Women, and especially attractive, desirable women who have choices are used to men chasing after them, kissing up to them, and demonstrating that they believe the woman is a rare and valuable prize. When a guy calls too often, shares his

feelings too soon or too much, tries to "buy" a woman's attention and affection with gifts, dinners, and favors, and generally puts his own life, self-respect, and needs aside for a woman, he is a WUSSY. This is the opposite of a REAL MAN, A REAL MAN has his own life. He has his act together. Sure, he'd LIKE to find a beautiful, Intelligent woman to enjoy time with, but he doesn't NEED it. And when he meets and interacts with attractive women, he demonstrates in every little way that he's COMFORTABLE with himself, and he's comfortable with women. He holds and carries himself like he owns the entire city he lives in. When he makes eye contact with a woman







A Real Man [cont.]

he doesn't look away instantly out of nervous self-consciousness... Instead he keeps looking, as if to say "I see something that might interest me... let me take a moment to consider it". He is cool and calm at all times, and his movements are just a little slower than those of other men. Everything about him suggests that he doesn't need to hurry, because things are going to work out the way he wants In the end anyway. A REAL MAN communicates with attractive women In a way that confuses and excites them at the same time. Because he is so un-self conscious and he's NOT looking for a woman's approval, he says things that are totally unexpected. A REAL MAN isn't afraid to say what's on his mind, or to even

make fun of a woman... just because he feels like it. It's obvious that he's being who he is, and this easy grace and lack of insecurities about himself are magnetic. He's respectful - yet brutally honest. He's not applicate or overly eager to say he's sorry (especially because he knows how to handle his life in such a way that he doesn't CREATE problems by being immature, late, dishonest or otherwise flaky) He is spontaneous yet responsible. He isn't afraid to speak his mind or have an opinion. He doesn't live his life to please anyone - parents, friends, and especially women. He never acts like or communicates that he's a VICTIM. A REAL MAN is what every woman wants, but he's so rare that many women doubt that they'll ever find him."

-David DeAngelo





Day Two

Seminar Notes



What If You Could Time Travel?



- Scenario: What if it were 100,000 years ago, and you were walking through a beautiful rain forest... and you came upon a beautiful waterfall, with a beautiful, exotic woman bathing in the waterfall and the pool below it... and just as you reached the edge of the pool, she turned and saw you
- Considering the fact that she didn't speak your language, and the fact that
 she didn't know you... would you know how to make this woman feel
 ATTRACTION for you? And would you know how to start an interaction with
 her, make her feel attraction for you, and eventually take things to a
 physical level with her? This is an interesting thought
- I realize that women today aren't exactly the same as women 100,000 years ago. We now grow up in a semi-civilized culture, have language, and get all kinds of programming from birth. But the reality is that the process of that women 100,000 years go feeling ATTRACTION for you... in other words, those deeper mechanisms, are still there. And they're MORE important than the cultural influences and programming she's gotten from birth.
- If you want to succeed with women, you must learn how to communicate
 with the 100,000 year old part of the woman you're interested in. And you
 can't do it by being a "nice guy" or a WUSSY







Does This Picture Require Interpretation?

No, and women don't require time to "interpret" how "attractive" you are, either

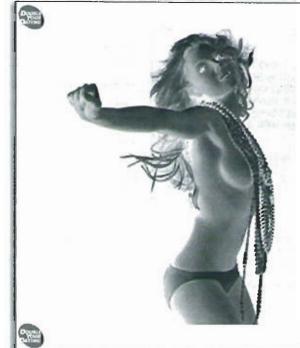
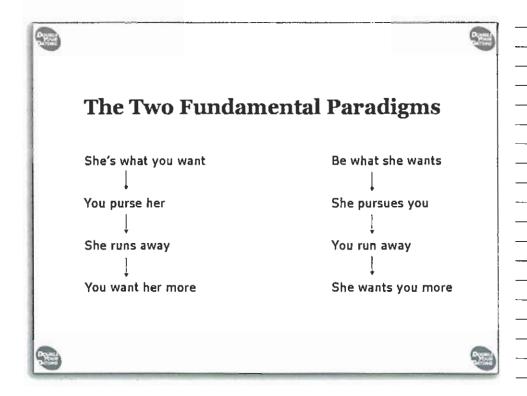


Photo by James White



Day Two

Seminar Notes





Status And Weakness

- What does everyone strive for over all else? Status. Why? Because higher status ultimately leads to access to better mating options... and thus better opportunities to pass on genes to offspring that will give them a better chance of surviving. For a woman, her ultimate "tool" to get status is the possibility of a man having access to her sexually. One of the most powerful things you can do with a woman is communicate to her early on that;
 - It's not in your model of the world to chase her in hopes that she'll approve of you
 - You could care less if she "puts out"
 - You have other options anytime, anywhere
- A man's Achilles' Heel is a woman's sexuality. Its power is
 inescapable for most men. Step one is to get over your need to have
 a woman sexually, and become indifferent. Realize that you can
 please yourself if you're horny. Don't NEED her. When you take
 away this powerful leverage point that attractive women have, you
 level the playing field, and you can now start to make progress. A
 woman can instantly tell if she's dealing with one of these "different"
 men, and she behaves differently



Day Two

Seminar Notes



The Secret Of Creating And Maintaining Attraction: Status

- Most mammals organize themselves naturally into what are called "status hierarchies" or "pecking orders"
- The higher status members of the group usually eat and drink first, they
 dominate the other members of the group, and they have access to far more
 mating options
- If you don't know what I'm talking about, you need to watch the Discovery Channel more
- "Civilized Humans" tend to channel status into SOCIAL situations
- The term "social status" is used commonly to describe a particular persons "rank" or "popularity" or "control" of their particular group
- We humans tend to gravitate toward others we perceive to have higher status
- "Status Symbols" are the outward displays of status
- "Conspicuous Consumption", fancy cars, and fancy jewelry are all things that say "Look at me, I have high social status"
- Other things, like fame, money, power, and even height convey status as well







Status And Attraction

- · Status and Attraction are as connected as oxygen and life
- There are many logical reasons why women would be attracted to "High Status" men, but the fact is that it's TRUE, and it's not going to CHANGE anytime soon
- If a woman perceives you as being higher status than her, you instantly qualify for the "I'll consider it" group in her mind
- If a woman perceives you as having lower status than her, she will instantly and unconsciously put you in the "not a chance" mental category
- If you communicate your status in just the right way, you can trigger a powerful instant attraction inside of a woman that will be palpable – it will be impossible for her to ignore
- Remember, if you want to spark sexual tension, chemistry, and ATTRACTION with a woman, you must communicate HIGHER STATUS





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Status, Leadership, Dominance

- People think of themselves as somewhere on the high/low status continuum
- When a person walks into a room filled with others, they are either unconsciously looking for a leader to follow and get approval from r they are assuming that they are the leader and are expecting others to follow.
- They are unconsciously asking either "Who's the leader to follow?" or "What am I here to do?"
- Men often feel an unconscious aversion to asserting their status, because they're secretly afraid of confrontation with other men
- The irony is that a TRUE high status man usually has very little drama and confrontation in his life, because everyone just accepts and appreciates his status







Are You Unconsciously "High Status" Or "Low Status"?

- Most guys take a "low status" self-image
- They walk into a room and look around, trying to figure out who's in control so they can follow that person's cues
- Some men think of themselves as "high status" no matter what situation they are in
- These are the guys who are standing upright, shoulders back, often in the middle or corner of the room with people (especially women) all around them
- They make themselves the center of the action by being the "High Status" guy



Day Two

Seminar Notes



Where Status Comes From

- When most men first hear this idea, they respond with something along the lines of "Yes, but I'm not rich or famous... I don't have high status... so how is this going to help me?"
- The amazing thing about status is that it is mostly about your SELF image
- If you believe that you have higher status, then behave as if you do, then you will have it
- If you treat another man or a beautiful woman as if they have higher status, they won't argue with you
- No one is every going to come over to you and say "Hey there, quit acting like you have low status man... you have all kinds of high status!" – never happen





Where Status Comes From

- If you want to have high status and women feeling attraction for you – then you must learn how to PROJECT it
- If you're a man who is dating a woman that is older, richer, and more influential than you, you must behave as if you are the DOMINANT one in the relationship ANYWAY if you hope to maintain the attraction
- · Status comes primarily from the INSIDE, not the outside
- If you want to cultivate an inner "High Status" attitude, start by eliminating your insecurities – security is the foundation for a high status attitude



Day Two

Seminar Notes



Seeing Status

- By paying attention, you can get to the point where you can literally "feel" status at an unconscious level
- You can start by seeing obvious signals... then getting to the point where you can subtly feel the shifts back and forth in situations

Areas To Look For Status

- · Body Language... orientation, following, posture, movements
- Eye Contact... who's trying to get the eye contact (attention) of the other more
- Voice Tone/Words... seeking approval, apologizing, laughing too much
- · Leadership... who's leading, who's following







Here are a few common ways men communicate lower status:

- Justifying
- Defending
- Explaining
- Rationalizing
- Seeking Approval
- Allowing Things To Affect Them Emotionally



::: 75 :::

Seminar Slides

Day Two

Seminar Notes



Communicating High Status

- Humans are pack animals then unconsciously seek their place in the social order
- If you communicate higher status, then you'll BE higher status
- Leadership
- Indifference
- · Inner Locus Of Control
- Dominance
- Body Language
- Volce Tone
- · Patterns Of Communication
- Faking Low Status as a joke "Oh, please approve of me and love me"





The Two Approaches To Status

- Giving away status now, hoping to "earn" or receive status later
- Claiming high status now, knowing that the precedent will probably stand
- . If you want high status, don't wait for it
- Take it NOW
- · Establish the precedent right from the beginning
- Giving away status in the hopes of getting it later is a losing strategy... It doesn't work that way



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Moving Toward High Status And Away From Low Status

- · Identify with high status unconsciously
- · Dis-Identify with low status unconsciously
- Most guys both:
- · Dis-Identify with high status unconsciously
- · Identify with loss status unconsciously





Status Ranges

- Even if I'm "really nice" to someone, I go as "low" as "equal" status with them.
- Even if I'm saying "Wow, thank you very, very much" in the humblest of humble ways, it's at THE VERY LOWEST equal.



Day Two

Seminar Notes



The Recurring Theme

- · "He chased her until she caught him"
- We falsely believe that this time we're smarter, and it's worth it
- Women don't go into these situations intending to hurt... the chain of events causes it to happen... over and over... and it's the man who makes the fatal mistake... every time
- I've repeatedly watched men screw up their lives and great situations over... you guessed it... it's always a woman
- · Samson and Delilah
- The problem is that most of us are not dealing with women who are being paid to destroy our lives... the sad thing is that we do it to ourselves by voluntarily giving away our status to women who never wanted it in the first place... which causes them to become unfulfilled, resent us for it, then destroy us





The Ultimate Mistake

- . Trying to trade your status for her approval
- It's the one single thing you can do that will almost GUARANTEE that she will never feel a GUT LEVEL ATTRACTION for you
- It's so obvious, and so pervasive that it's almost invisible
- This is the ultimate mistake that men make with women



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Stay On Your Course

- . Women test men from first meeting all the way to the grave
- · Some tests are subtle, and some are overt
- It's important to remember that a woman MUST test you to find out not only what kind of man you are, but also if she can trust you
- She'll continue to test you forever, because she needs to be sure that nothing is changed, and you have maintained your integrity always
- If you allow a woman's energy, emotions, unpredictable behavior or communications take you off course (your path or purpose), distract you, or upset you, then you have failed the test, and her attraction to you will diminish







A Principle To Guide All Your Communication And Actions

- Never Communicate Lower Status
- There's a clear way to know how to behave in any situation without being a "Wussy"... in other words, you can say anything, including "I like you" or "I want to be with you" without being a Wuss
- The key is not communicating lower STATUS
- When you communicate lower status, including insecurity, feeling clingy or needy, that you want approval, etc. that kills attraction



Day Two

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The Prime Directive

- The Prime Directive: Never Communicate **Lower Status**
- Don't violate The Prime Directive!
- Most mistakes men make with women somehow relate to violating The Prime Directive
- There is always a way to do something without violating the Prime Directive









Masculine And Feminine Polarity

- Just like magnets have opposite polarities that attract or repel, masculine and feminine energy can be thought of within a similar conceptual framework
- · Strong masculine energy attracts strong feminine energy, and vice-versa
- · Women who are very feminine are attracted to men who are very masculine
- If you want to become more attractive to feminine women, then increase your masculine energy (more on that later)
- · A strong masculine essence communicates safety, protection, leadership, and implies "taking care" of things that require confrontation... and is VERY attractive to women





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David Deida And Ken Wilber On Masculine And Feminine Energy

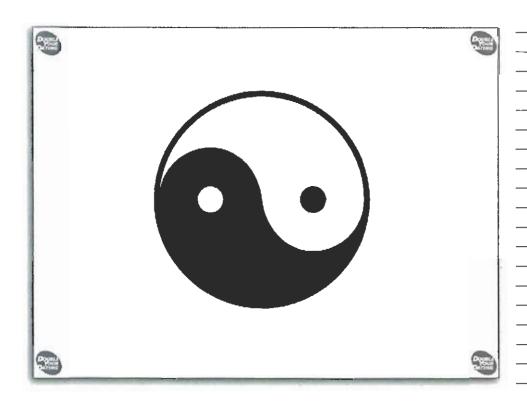
- Masculine: Nothingness
- · Feminine: Energy, movement, flow
- Strong purpose manifests itself as masculine presence... and presence (strong) manifests itself as sexiness
- Measure of a man: How much can he avoid being distracted by feminine energy
- A man's attractiveness: Depth, solidity, infinite unflappability in the face of what's arising (especially feminine energy, which is constantly trying to distract him)
- A man's relationship to female energy is his relationship to LIFE. If he's grasping, constantly ruffled, disturbed and agitated by female energy, then that's his relationship to the entire rest of his life





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Feminine Assessment

- Women aren't "attracted" to feminine qualities in men- they're attracted to masculine qualities
- In any situation, you can observe distinctly masculine and distinctly feminine qualities in men, women, and even inanimate objects
- Most men don't take the time to think about the "energy" that they're projecting, or about the choices they make in life that communicate either masculine or feminine images
- Just like whining, complaining, looking for approval, trying to get a woman to lead, etc. communicate feminine energy, everything from your body language to your car to your choices of furniture do the same
- · Do a "feminine/masculine analysis" on yourself
- If you're projecting too much feminine energy, then the answer is add some masculine
- Visual examples of masculine and feminine...

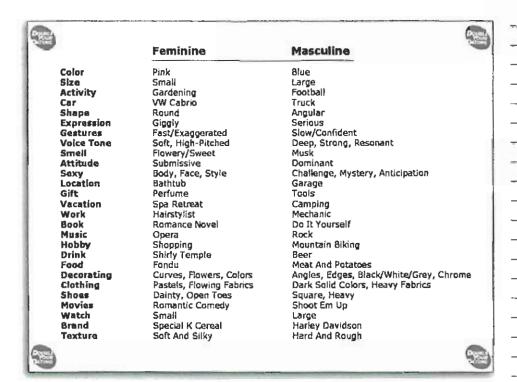


::: 82 :::

Seminar Slides

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The Masculine Transformation

- · Masculine Distinction (Awareness of it)
- Masculine Vision (See it)
- Masculine Preference (Choose it)
- Masculine Communication (Communicate it)
- · Masculine Behavior (Do it)
- Masculine Meta-Patterns (Understand/Master it)
- · Masculine Self Image (Be it)



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Masculinity Exercise

- Make a list of 5 masculine traits you'd like to develop. Then list 3 ways you can start working IMMEDIATELY to enhance these areas. Important areas to focus on include:
 - Confident posture (lift chest) and slow, deliberate, gestures, eliminate nervous ticks, etc.
 - Dealing with your insecurities so you communicate confidently
 - Taking charge of situations and making decisions
 - Not accepting 2nd class behavior or treatment from others
 - Being picky about what's good enough for your life





The Myers Briggs Type Indicator

- A mother/daughter team took the theories of Carl Jung and created a system to make these theories practical and useful to a wide range of people
- The foundation of the system is a set of four pairs of "preferences"
- These four pairs of preferences are used to describe how individuals prefer to perceive, process, and interact with the world around them
- This particular system has been one of the most useful tools.
 I have ever learned.
- It adds a perspective to human interactions that is profound
- By understanding it, you'll have a tremendous advantage in business and personal situations





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The Four Pairs Of Preferences

Introvert	Extrovert		
Sensing	Intuitive		
Thinking	Feeling		
Judgment	Perception		





About The Preferences

- · The pairs exist on a continuum
- No person is 100% to one side of the other (although some seem like it)
- As people become more mature, better educated, and more evolved their type often becomes more difficult to determine (because they become more balanced)
- Relationships tend to be most compatible when two or three preferences are matched, and tend to be most incompatible when one or four preferences are matched



::: 85 :::

Seminar Slides

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There Are Four "Temperaments" And Then Four Variations Of Each Temperament

- SJ (Sensing Judgers) The Traditionalists
- SP (Sensing Perceivers) The Artisans/Adventurers
- NF (Intuitive Feelers) The Idealists
- NT (Intuitive Perceivers) The Rationalists
- By staring with a person's temperament, you can usually figure out their type rather quickly
- Examples of different types, communication styles, interactions, and cues for spotting them





Meta Programs

- Meta Programs are the systems that we use to perceive, analyze, decide upon, communicate in response to, and act upon incoming information with
- An example of a Meta Program is the "Sameness/Difference" Meta Program
- Sameness people first see how things are similar
- Difference people first see how things are different
- You can put a bar stool next to a high-chair and a Sameness person will say "Oh, two chairs" while the Difference person doesn't even THINK of them both as chairs
- To the Sameness person they're the same, to the Difference person they're different
- The Myers-Briggs Preferences can be thought of as Meta Programs

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DATING	
ATTNO	

::: 86 :::

Seminar Slides

Day Two

Seminar Notes





Some Of My Favorite Meta Programs

- Matcher/Mismatcher
- Toward/Away From
- Past/Present/Future
- Pro-active/Reactive
- Structurist/Free Spirit (Similar to MBTI J/P)







Two Unconscious Approaches

- MAN: "I would like to have sex, and I'm interested."
- WOMAN: "I would like to have sex, but I need to pretend like I'm not interested so I can find out if you get it..."
- Combine this with the idea that if you pursue someone they'll run away, and what do you think happens most of the time when a man likes a woman?



Day Two

Seminar Notes



The Psyche Of A Woman

"Look, I like you. Of all the guys I have to choose from, you interest me right now. But that doesn't mean that it's going to stay this way. Every few minutes my mood and feeling toward you is going to change. This feeling could range from "I hate you" to "I love you" to "I'm bored" to "I want to have sex with you" and anywhere in between, and it won't necessarily make any sense how it changes. As long as you can keep me wanting more, and keep me guessing, and keep my emotions and body interested, I'm yours. As soon as I feel like "I've figured you out" or I feel like you're becoming predictable... or you become a clingy Wussy... or you lose your status in front of me, my inner magnetism toward you will switch off, all by itself. There will be nothing I'll be able to do about this, so DON'T SCREW THIS UP."





Sexual Currency

- At some point in an attractive woman's life usually before she's an adult – she realizes that she has a certain power over men
- Attractive women often become so good at using this power, offering it and withholding it, and getting things they want with it that it can be accurately described as "Sexual Currency"
- If you think about it for a moment, you'll realize that this alternate
 form of currency is far more powerful than most forms of currency,
 and if you go further and apply standard economic principles to the
 situation, you'll realize that since this currency is in high demand,
 it's value or price is very high
- I've seen young, attractive women who were broke college students that didn't have a penny to their names trade their time and company for everything from money to jewelry to thousand dollar meals
- · Sexual Currency is as real as money



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Seminar Notes





Counteracting Sexual Currency And Taking Control

- · The most effective way to deal with this situation is to communicate that you have MORE VALUE and HIGHER STATUS than the attractive woman you're dealing with
- It is THE way to turn the tables around and minimize the imaginary power that she has in the situation
- In fact, when you communicate that you have MORE VALUE and HIGHER STATUS, you will see unbelievably attractive and desirable women lose all of their composure and actually begin acting like WUSSIES





The Difference Between What She Wants And What She Wants When She's With YOU

The "General" Female Priority List

- Status
- · Physical Attractiveness
- Height

The Female Priority List For An Individual She's Interacting With

- Status
- Sexual Communication
- · Confidence (Lack Of Insecurity)
- Sense Of Humor
- Remember: It's all very different when you're actually there, one-on-one with a woman
- Learn How To Consciously See Status Instantly Develop Status Radar
- STATUS: If you don't know how to tell which guy is in control, and you don't know how to BE that guy that's in control, then you don't get it. The importance of understanding and recognizing social status as it happens





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Seminar Notes



The Secret Formula For **Devaluing Yourself Instantly**

- Humans have a "hard-wired" system for assigning value in our heads that goes like this: Easy To Get = Not Valuable
- On the other side of the coin, there's another hard-wired formula: Rare And Hard To Get = Very Valuable
- If you want to drop your value to zero instantly, all you have to do is make yourself easy to get a hold of, readily available, and obviously very interested
- On the other hand, if you want to INCREASE your value EXPONENTIALLY, do the opposite...
- Make yourself BUSY so you're DIFFICULT to get a hold of, when you do talk to a woman get off the phone and go do something interesting that you tell her about right before saying "Gotta go, bye!", and make sure you have all kinds of other options going in your life so you CAN'T become "too interested"
- The secret formula for dropping your value to zero instantly is to make yourself easy to get, and therefore valueless
- Remember, this is a HARD-WIRED process inside the head of every woman you meet







The Timeless Common Themes Of Male Frustration

- You meet a woman "connect" too fast get into relationship too fast - bad things happen - you stay because you're in a "relationship" - things get worse - disaster. Moral: Most people don't take the time to get to know someone before getting into a "long-term relationship", then when things start to feel "wrong", they stick around because they're "together" and afraid they might not find someone else, don't want to lose what they have, etc. Getting into a relationship too fast is a bad idea... describe this one more. (Commitment and consistency)
- Idealize a woman (usually projection, and describe projection) believe she is a goddess with super-human powers, give her power in the relationship - don't see reality of problems - wake up one day in hell. (Halo Effect)
- See a woman getting attention ,calls, etc. from other men influence factors (social proof) influence you - put a higher value on her than you would if this wasn't happening - pursue and want her more than you would - don't see her "negative" traits or incompatibility with yourself because you're blinded - wake up in hell. (Social Proof)







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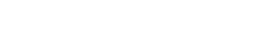


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The Timeless Common Themes Of Male Frustration

- You're with a desirable girl everything is going well (she's into you) you see her getting attention from other men, calls, etc. you become insecure you start acting jealous, depressed, sad, insecure she finds you uninteresting to be with she leaves you think it was her fault. (Self Deception)
- She's fun to be with, but her life is a disaster, disorganized, etc.
 You wake up one day totally fucked up, and needing to leave
 because you can't take it. (Liking)
- Relationship by accident. She just "happens" to like you... your only option (Scarcity)
- Learn to spot these stories while they're still in the "writing the screenplay" stage – before the actual filming starts... cut them off before they have the chance to screw up your life



[Continued]





Why She Stays And Why She Goes

Why women spend time with men:

- · physical attraction
- · sexual attraction
- · likes being around you
- · gets things from you
- · Is comfortable with you
- Is friends with you
- · doesn't want to make you feel bad

Why women leave or avoid men:

- · feels trapped
- doesn't like you as a person
- · feels no attraction for you
- · gets nothing from the relationship
- · has better options
- · sees you as too available
- sees you as a Wussy





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"The Theory Of Scarce And Abundant Choices"

Pursuing Vs. Selecting

- When you make a decision in the presence of scarcity, you
 disqualify... when you make a decision in the presence of
 abundance, you qualify. These are two totally different conceptual
 frames. It's the buyer vs. seller concept from a different angle
- We use different strategies, and it's a different experience when
 we're making a decision about one choice (or trying to find one
 option), than it is if you have lots of options and can have anything
 you want... but you need to choose one
- Men perceive that they have few chioces (or no choices), and are making a decision based on the frame of "It's either her or nothing"
- Women perceive that they have many (or Infinite) choices, and are making a decision based on the frame of "I can have whatever I want"







"The Theory Of Scarce And Abundant Choices"

- It's very different making a decision about whether or not to take the one option available (or looking for an option when you don't have one) than it is having an ABUNDANT variety of options and trying to figure out which one to take
- Men base their choices on things like whether or not she'll have them, how big the perceived scarcity problem is, how insecure they are, the good/bad ratio, fear of abandonment, etc.
- Women, and especially attractive women, tend to base their choices on things like how they feel, whether a man can get/keep her interest, attraction, their particular mood, presence of primal urges, social pressure from girlfriends, etc.
- Take a moment and think about the subtle differences in your thinking, decision making, communicating and acting when you have MANY choices, and you need to conserve your time... as opposed to having none or one... and having to figure out how to get it. Learn to think and behave as if you have all the choices and time in the world





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Friendship: The Ultimate "Friend" And The Ultimate "Enemy"

- Most men make a critical error when interacting with attractive, interesting women
- In their minds, they think thoughts that can roughly be characterized by the following phrase: "I don't want to just be this girl's friend"
- In my original book "Double Your Dating" I remarked that it's good to tell women that they sound like they're going to make interesting FRIENDS
- Well, as you can imagine, I have gotten A TON of feedback about this particular issue... and most of it is argumentative
- Guys write me to say "But I don't just want to be FRIENDS with her" and "But isn't that killing my chances of being MORE than friends if I say that?"
- These guys are missing the point ENTIRELY...







The Difference Between "Friends" and "Just Friends"

- If a woman uses the term "friend" to describe a man she knows, this typically means that they actually have a friendship
- If, on the other hand, that same woman puts the word "just" in
 the sentence (as in "just friends"), what she typically means
 that the man is not only NOT a friend, but he's also a guy who
 is interested in her... and he doesn't stand a snowball's chance
 in hell of ever having a romantic relationship with her and
 even the THOUGHT of being with him creeps her out and makes
 her want to projectile vomit
- Further, If you are talking to a woman, and you've sparked the chemistry and sexual tension... and then you say "You know, I think you're going to make an interesting friend" it DOES NOT hurt your chances with the woman you're talking to





Day Two

Seminar Notes





The Difference Between "Friends" and "Just Friends"

- Telling a woman that she's going to make an interesting friend DOES NOT press a secret button inside of her that causes her to eliminate the idea of you and her being together from her mind
- What it actually does is sets up a challenge and causes her to be MORE LIKELY to want be with you in a romantic way
- But there's a side to being "friends" with a woman that most men have never even considered...



[Continued]





Why Attractive Female Friends Are The Ultimate Friends To Help You Meet Women

- Have you ever been out at a bar or club and seen a beautiful woman that you'd like to meet, only to feel discouraged because she's with a blg group of people... and you don't want to deal with the embarrassment of interrupting them?
- Well, aside from the fact that there are great ways to start conversations with them anyway, there's an even better ways to get "inside" with those beautiful girls...
- . It's to be one of the guys that's in the group in the first place!
- Let me ask you a question: If you're going out on a Saturday night with the Intention of meeting attractive women, is it better to be rolling out with two guy friends who are horny, or is it better to be rolling out with two attractive female friends who love you?
- · Time's up. Answer the question



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Day Two

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Why Attractive Female Friends Are The **Ultimate Friends To Help You Meet Women**

- Right, It's better to be with the hot female friends!
- Not only will those two women get you into every club without having to wait in line (and often without paying cover), but they'll also get you tons of attention, introduce you to all kinds of other women, and probably get you free drinks all night as
- There are very few strategies for consistently meeting interesting, attractive, available women without having to deal with ANY kind of anxiety or approaching women than to make friends with several attractive women
- And I mean ACTUALLY MAKING FRIENDS with them
- As a side benefit (and there are many), you will get free fashion advice, free insight into the female mind, and a free sales force to talk you up and give you all kinds of credibility



[Continued]





Make Friends With At Least Three Very Attractive Women

- · When I use the term "attractive" here, I mean "attractive to YOU"
- You need to take the time, effort, and energy (and personal discipline) to actually do what it takes to make REAL FRIENDS with three women that you find fantastically attractive
- It's fine to flirt, tease, and have fun with them... but these are going to be your friends... and it's best to keep your grubby mits off of them
- When you decide that a woman is ACTUALLY GOING TO BE A FRIEND AND NOTHING MORE, something magical happens...
- She will be very surprised, and value your friendship TREMENDOUSLY





Day Two

Seminar Notes



Make Friends With At Least Three Very Attractive Women

- But you must be mentally and emotionally prepared –
 you're going to need to be ready to talk to her about the
 men she's dating, the sex she's having with a guy other
 than you, and all kinds of other things you're probably not
 expecting
- And remember this tip: When you do something nice for one of your female FRIENDS, it's a GOOD THING
- Not only do you get to do a good thing for someone and make them feel good, she'll also tell every woman she talks to about what a great guy you are
- Just don't overdo it... like anything else, it can become a very bad thing if it's done too much
- Small, classy, thoughtful touches are the best







The Structure Of Friendship

- At a deep, primal, unconscious level we all want to be included in the group
- It's a drive that is almost as strong as the drive to mate, because in evolutionary terms, if you stray from the group you lose the protection and safety that the group offers
- When you make friends with someone there's a very natural, unconscious understanding that there will be no "payment" for it - that you're both there because you enjoy each other's company
- The "vibe" is very different from a business relationship or romantic relationship
- A woman can tell INSTANTLY if you are "just pretending" to be interested in a friendship with her because you're secretly "interested" – and it creeps her out

More → 🧟





Day Two

Seminar Notes



The Structure Of Friendship

- On the other hand, a confident, interesting, masculine male friend that is seriously interested in being a TRUE friend is fantastically interesting and comforting to an attractive woman
- Also remember that friendship itself, or the desire to spend time around, be associated with another person, etc. has a selfish motive that's connected to status.
- If you have a lower status friend, then it's usually because they
 give you higher status and affirm your high status, kiss up to you,
 etc.
- If you have a higher status friend, it's usually because you perceive that you'll gain higher status via association with that person
- What about women? What kind of male friends do they like? Why
 do they want to spend time around "male" friends... what are the
 different types of "friendship" relationships women have with male
 "friends" who are higher and lower status?
- · Remember: High Status is attractive to everyone



[Continued]





Encouraging Independence Revisited

- When you take the position with all women you meet that you're completely OK with the idea of being friends with them, things go a very different direction than you'd probably expect
- Try telling a cute girl you met a few days ago: "Hey, I'm going out with a couple of guy and girlfriends... you should come along. You can buy me drinks and help me meet girls" and watch what happens
- Telling a girl that you've just met at a bar "I think that guy over there is your type. You should go for it..." and watch what happens
- When you do these things you are simultaneously saying so many things that are all the RIGHT things to say... you'll find that the women you meet will respond to you positively in a way that will seem almost magical



Day Two

Seminar Notes



Things That Create That "Inner Bond" That Can't Be Explained

(With Female Friends And Romantic Prospects As Well)

- · We have a common oppressor
- · We've been through something important together
- · We have something unusual in common
- · You know a secret about me
- · You can make me laugh when I don't want to
- · You antagonize me but I still like being around you





Making Friends Guys Who Are "Masters"



- I have said many times that the best way to improve with women is to make friends with several guys who are good with women, and learn from them directly
- · Here are a few tips that can help you:
- · Secret: Make their lives easy
- · Pay for drinks
- · Start conversations and introduce him
- · Play it cool and watch
- · Jump on the grenade as often as you have to
- Put your own needs completely aside, and you'll wind up a huge winner
- Become the ULTIMATE "wingman" for a guy who's great with women





Day Two

Seminar Notes



The Common Denominators Of Disaster

- · Behaving like it's not supposed to happen
- · Acting like they don't deserve it
- · Acting like they're surprised by it
- Feeling the need to talk about it, discuss it as it's happening
- · Not knowing what to do from one step to the next
- Maintain The Balance:
- · Two steps forward, one step back
- · Effortlessly dealing with tests
- · Leading physically from one step to the next
- · Maintaining higher status always
- Remaining indifferent
- · Being cool and communicating that you're perfectly comfortable







Attraction And Honest Signals

- Evolutionary psychologists and biologists have theorized that certain traits have evolved in various species as "signaling mechanisms"
- To be RELIABLE, a trait must be both easy to see, but difficult to have or demonstrate
- For instance, the gigantic feathers on a male peacock's tail require not only physical health, lack of disease, and good genes... but they also require strength and cunning to escape from predators – those tail feathers are a HUGE disadvantage when trying to get away
- Another example are the giant antlers that some deer and moose species carry... these structures require massive amounts of nutrient-rich food, and they aren't exactly easy to carry around



More	4

Day Two

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Attraction And Honest Signals

- A female of the species can look at a fanned tail or a set of antlers and know INSTANTLY what she's dealing with
- · Female HUMANS also look for these "Honest Signals"
- · Aside from obvious physical traits (which aren't as important as "inner" traits like status, etc.) there are several "Honest Signals" that are both simple and not easy to fake
- A woman can look for these signals and know INSTANTLY what she's dealing with
- · Most men do NOT demonstrate these traits, so a man who does demonstrate them (especially all of them) stands out like a beacon to an attractive woman...









Honest Signals

- Dominant posture
- Slow gestures and movements
- Strong eye contact
- High status
- Indifference
- Leadership
- Cocky Comedy
- Means



Seminar Notes



Telltale Giveaways

- Just like there are Honest Signals that are simple but not easy to fake which tell a woman that you're a man that merits a second look, there are also "Telltale Giveaways" that reveal your Inner Wussy and scare women off faster than you can say "I touch myself"
- · A few of these include:
 - Clingy behavior
 - Kissing up to her and acting like a complete WussBag
 - · Communicating low status
 - Calling too often
 - Acting overly nervous or self-conscious around her
 - The result of these "Telltale Giveaways" is an emotional response that I call "The Instant Ewwws"...







The Instant Ewwws

- Imagine this: You've been drinking a bottle of water. At about half way through you put the bottle down just long enough to look over and see a big, sweaty, masculine guy you don't know pick up your bottle of water and take a big swig from it, then put it back down... and walk away. Or imagine going to buy a sandwich, and seeing the person making it start coughing into both hands loudly, then sneeze into their hands, and wipe their nose at the end... then go back to making your sandwich. How would you FEEL about taking another drink from your bottle of water or about eating that sandwich?
- Now imagine that you're an attractive woman, and you have this same type of gut level physical and emotional response to MEN – ALL DAY LONG
- A lot of guys ask me how they can change how a woman feels about them... and get her to feel differently by doing some magic technique



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Day Two

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The Instant Ewwws

- Of course, it's usually a guy who's hung up on a particular. girl and who has given her the Instant Ewws so many times that she doesn't even need to see him... the mere THOUGHT of him triggers the response...
- But let me ask you what would have to happen so you felt good about taking a good swig off of the water bottle that the sweaty guy just drank from... or what would have to happen so you just COULDN'T WAIT to eat that sandwich that was made with hands that were coughed into, sneezed into, and nose wiped onto?
- Do yourself a huge favor... learn to send Honest Signals, and eliminate the behaviors that give women the Instant Ewwws
- For extra credit, stop trying to get women that you've programmed to feel the Ewwws for you to fall in love with you – move on and save yourself and her the pain



[Continued]





Key Mistakes Men Make With Women



Ineffective Approaches

- . Trying to get approval by giving it
- Calling, visiting, writing often to prevent the woman from seeing other men
- Giving too much, creating the imbalance
- Selling too far in advance
- Looking (prevents seeing)

Emotional Dangers

- Become jealous and afraid of loosing a woman that they don't even have
- "Sharing feelings" too early
- Allowing the emotional infatuation to trigger obsessive behaviors and communications



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Key Mistakes Men Make With Women

Bad Logic

- · Thinking only in terms of marriage material
- Thinking that you're 'obligated' if they ask a woman out
- Supersized Friendship process



[Continued]



Is She Or Isn't She?

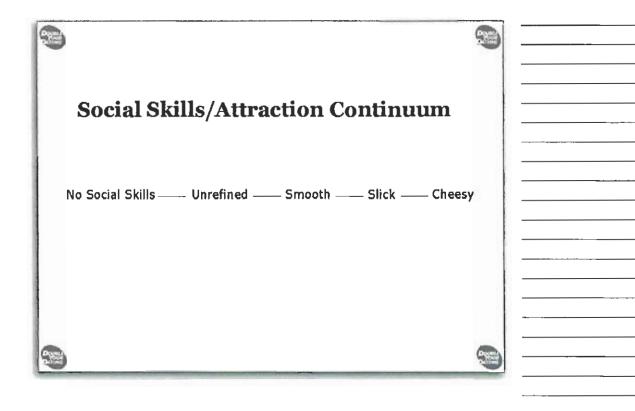
- Cultivate the ability to be able to interpret and spot whether or not a
 woman is single or not, and then whether or not she's happy or not
 about it
- When you become good at inferring the correct combinations with women you meet, you will begin to respond and behave in ways that are MUCH more effective
- One of the most important benefits of learning to perceive a woman's
 "availability status" and "satisfaction status" is that you will save a lot of
 time and hassle you won't waste time talking to women who aren't
 what you're looking for, and you'll know how to interact with women
 who are available
- You'll also stop taking it personally and getting hung up on women who seem cold to you... because you'll have some insight into WHY they seem "occupied"
- Hints: If an attractive woman seems unhappy, it's often connected to her relationship... if an attractive woman continues to spar with you when you're teasing her, it's usually a big signal that's she's both happy and available
- Practice guessing if a woman is happy or unhappy, and if she's single or available until you can guess very quickly and accurately



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Sexual Ornamentation



- The fields of evolutionary biology and evolutionary psychology have brought us some interesting theories
- One of these theories involves what is referred to as "Sexual Ornamentation"
- Certain features, such as a peacock's tail feathers, an elk's antiers, or a frog's croak have all evolved as "sexual ornaments" that have intense implications
- Females use these sexual ornaments to quickly judge the "would he make a good father for my kids" potential
- "Expensive" sexual ornaments are often given great weight by females, because they can't be easily faked



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Seminar Slides

Day Two

Seminar Notes



Inner Sexual Ornamentation

- Some sexual ornamentation cannot be seen directly, but yet it is vitally important
- A bower bird, for instance, builds a large, complex structure (called a bower)... and some of them even go so far as to "paint" the interior using an incredibly time and labor intensive process (imagine having to find just the right elements to mix up a desired color in the wild, mix them together, then paint the inside of a large room... with only your MOUTH to use as your main instrument)
- Geoffrey Miller, the evolutionary psychologist and author of the fantastic book "The Mating Mind" has put forth an interesting theory: That the amazing level of intelligence that human minds possess has no convincing explanation other than simply that humans find other humans who are smarter more sexually attractive... and therefore the trait continues to trend toward smarter
- Humans tend to choose a smart mate, and the smartest of the children gets the most mating opportunities because they're the most attractive... and so on... in an endless feed-forward loop that increases intelligence





The Five Foundations Of Success

- Language
- Communication
- Sales
- Marketing
- Public Speaking



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Communication And Meta-Communication

Communication (Simple)

- Eye Contact
- Body Language
- Voice Tone
- Words

Meta-Communication (Complex)

- Status
- Sexual Tension
- Two Steps Forward, One Step Back
- Anticipation







Master The Simple Levels Before Moving To The Complex Levels

- Becoming a master of Meta-Communication requires a level of Mastery over the simple communication channels.
- · You don't "luck" into creating Sexual Tension, and hope you just happened to use the correct eye contact
- Women will know INSTANTLY
- It's as obvious as a man who's trying to look cool by wearing a belt, but he doesn't realize that the belt doesn't match his shoes
- If you want to become a master of creating attraction, you must first master the simple levels of communication... then move on to the more subtle, complex levels
- Many guys never "get this", and keep trying to use advanced concepts before they've even become competent with the basics





Day Two

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The Story Of Content

- The content of something is the surface. It's what you see when you first look, or hear when you first listen. It's the superficial.
- Content is VERY distracting. Most people are totally distracted by the content of situations... to the point where they never evolve or improve because they just can't get out of trance long enough to consciously change things.
- Content is addictive. Humans love new information, details, facts, and updates. The problem is that in this day and age, we have exponentially more content available around us than we had as we evolved. Our minds are going crazy from so much content... but still we want more. Content is just like a drug. The more we get, the more we want, and the more we feel insecure and physically uncomfortable when we're not getting it.





Four Levels Of Communication

- Content
- Communication
- Meta-Communication
- · Context or Frame
 - · Content is the specific message
 - Communication is the underlying meaning of the message
 - Meta-Communication is the set of assumptions, status hierarchy, beliefs, values that one must make to accept the content and the communication
 - Context or Frame is the reality or paradigm that is being allowed to control the situation and the meaning of the rest of these levels



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Comments On Content

- Example: Let's say you're watching the evening news. The reporter
 comes on and says "Today we had a hot one. It was ninety
 degrees, a new record. After two weeks of this record hot weather,
 the community is beginning to fear a drought, which could be
 disastrous for farmers in the region, who rely on rain to raise their
 crops. Stay tuned in the future for more reports on this looming
 drought"
- Content: It was ninety degrees, which is a record. There have been two weeks of hot weather, and some people fear a drought. A drought could hurt crops, which would hurt farmers who rely on rain. Keep watching our station in the future for more news
- Communication: The heat is causing fear and anxiety in the people
 in the area. Meta-Communication: We're the authority, and we're
 telling you that others are feeling anxiety, and you should be feeling
 anxiety too. We are in a time when you should be afraid, vigilant,
 and attentive. If you don't know what's happening with this
 weather, then you might have something bad happen to you







Day Two

Seminar Notes



Comments On Content Cont.

- · Context or Frame: Assumptions, beliefs, and reality or paradigm include the news as the ultimate authority, the watcher of the show as less than or unequal to the show, the watcher as dependent on the show for information that will increase or decrease anxiety, comfort, and ultimately satisfaction with life
- The content is usually conscious. It's typically easy to understand. It's also typically very distracting
- The Communication, the Meta-Communication, and the Context or Frame are usually unconscious. Most people aren't usually aware of their existence. The closest that most people come to awareness of these levels is the twinges of anxiety and pleasure that they get from most interactions. They know something is or isn't right, but they have no idea how to actually tell what that thing is





Being Distracted With Content

- · Almost every kind of "communication" that we learned in school was basically a DISTRACTION
- It was all about the surface world, the persona, things that are happening superficially, the things going on in the thinking part of our mind, etc.
- If you think about it, your teacher was probably a lot more interested in getting you to conform and do things his or her way than "teaching" you anything
- When you first start talking to a woman she's using a way of interpreting what you say and a decision making process that doesn't rely on words very much at all



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Being Distracted With Content

- It's not your words that are going to attract her, it's the WAY that you communicate and the HOW that triggers her attraction
- Do not allow yourself to be distracted by the CONTENT of what's going on, even if it's a topic that's "interesting" to you
- Pay careful attention to the underlying meanings and contexts, and communicate on that level only
- Only after you've trained yourself to understand the deeper levels of communication can you start paying attention to the content again



[Continued]





Become A Master Of Content

- Once you understand that content is simply the surface, and that the real power is in understanding what's happening "behind" the content, you can begin using content as a tool you can master it
- One great way to use content with women is to understand the types of content and the ways of communicating the content that trigger EMOTIONAL responses in women
- You've probably heard me say that women love to discuss drama, scandal, and relationships – especially if it relates to someone famous
- You can start conversations with women using "naturally interesting" content that INSTANTLY DISTRACTS THEM (because that's what content does)... which, of course, creates the opportunity for you to communicate on more subtle levels that create ATTRACTION





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Seminar Notes



Reverse Rapport

- Reverse Rapport is when you literally say and do the opposite of what someone might do who's trying to make someone like them... but all in a sarcastic, overly-serious way that actually assumes deep rapport
- I use the term "Reverse Rapport" because it's important to remember that the objective here is NOT to try to be sweet and wonderful and nice in order to win her approval
- Using a sarcastic comment that's the opposite of what a woman wants to hear to create a deep, polarity-charged connection with her
- Another technique: Answering a question a woman asks you
 with an answer that's the opposite of what she expects, all
 in a very sarcastic tone that implies that you're making fun
 of her





More Reverse Rapport

- Responding to her like a Wussy, but over-exaggerating it so she's annoyed and entertained at the same time
- Making fun of things with a serious tone that you CAN'T be serious about. Example: If she's a thin girl, saying "You really need to watch your weight" or shaking your head at her if she eats fries or chips
- Practice saying the EXTREME OPPOSITE of what a woman expects to hear, all with a totally serious face



Day Two

Seminar Notes



Is She Saying It For You Or For Her?

- I met a woman awhile back who emalled me after our first meeting. She emailed me her number and told me to call her. We played phone tag, then eventually talked maybe a week or two later (keep in mind, this woman is a successful, working high-fashion model). We were filrting a lot on the phone, and at one point she said "I have to tell you something... I'm seeing someone". Now, of course I teased her and said something like "Yea, congratulations... And you know, you're pretty assumptive thinking that I was trying to pursue you... you're the one who emailed me". Of course, she didn't know what to say... so she laughed a little
- Now, what happened there?
- The reality is that she was interested in me, and I could tell. She
 had probably dated someone a few times between when I met her
 and when we finally talked... and she was starting to get freaked out
 because she was feeling attraction for me right there during the
 phone conversation... and she needed to do something to put on the
 brakes so she didn't feel like a promiscuous girl
- I KNEW that she was saying "I'm seeing someone" more for HERSELF than for me. And I just rolled with it, reframed it, and made into a joke on her









Is She Saying It For You Or For Her?

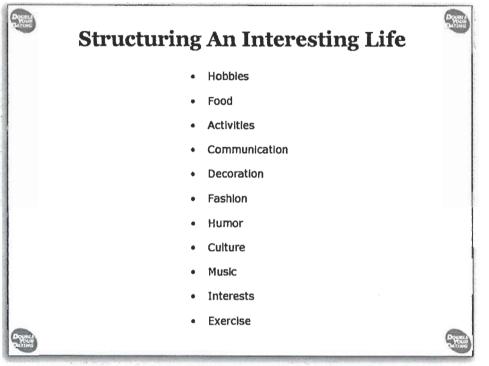
- You must always pay careful attention so you can detect when a woman is saying something to you... and when she's saying something to HERSELF
- When a woman is feeling attraction for you, but she's also feeling a
 conflict of self image, what others might think, etc. her
 communications will SOUND like they're legitimate concerns but
 they'll also have a slight twinge of either filrting, wanting, or
 conflicted emotions
- About a week later that girl called me up and said "Hey, I think we should get together soon", I said "I thought you were occupled".
 She said "Well, things change you know". End of story
- Note: She almost CERTAINLY wouldn't have called me back a week later if I had tried to talk her into seeing me the week before. The tension and status position that I set up in the conversation pushed a button inside her that could only be "un-pushed" by talking to me again and then seeing me





Day Two

Seminar Notes



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Day Three

Seminar Notes



Getting Laid

- I'm not that fascinated by the concept of "getting laid". When I first started learning all of this stuff, it was a lot more interesting to me than it is now... because I thought that if you could learn how to "get laid", then you'd naturally be able to have any other kind of success you wanted with women... Makes sense, right?
- Well, many of the guys I've met who are GREAT at "getting laid" turned
 out to be sleazy and manipulative (not all, of course)... and, importantly,
 they don't have any idea how to find a high-quality woman to have a great
 relationship with... and when they do find one, they have no idea how to
 keep her around
- I think it's much more interesting and useful to learn about how and why
 women become attracted to men... and why they STAY attracted. This
 way, you will be able to keep that fantastic woman in your life once you
 find her
- There's nothing wrong with "getting laid", but it's only a tiny piece of the puzzle... and one that, alone, Isn't going to lead you to happiness and satisfaction in life





The AttractionCentric Model

There are two basic models for how men approach meeting women:

- The CourtshipCentric Model
- The AttractionCentric Model

We men have been living in a dream that can roughly be described as something similar to the simulated reality in the movie The Matrix. The false reality that we live in is based on our biological and culturally programmed responses, combined with "common sense" and "what our mom's taught us". Most men approach the topic of meeting women in a way that I call the "CourtshipCentric Model". I'd like to describe this model, and then I'd like to propose a new model to you that I call the "AttractionCentric Model"



More →



Day Three

Seminar Notes



The AttractionCentric Model



- You know that feeling you get inside when you see a beautiful woman that you'd like to meet?
- You know the feeling when you've met a girl that you really like, and you realize that you're responding physically and emotionally to her... and it's happening TO you? In other words... it's out of your control? All you know is that you want her...
- We can describe that feeling as ATTRACTION. It's a combination of emotional and physical responses that make you WANT a particular woman. For men, it's usually based more on looks
- Well, women have this same type of mechanism inside of them. They feel that powerful physical/emotional response called ATTRACTION as well. The difference is that women feel it for very different reasons from men



[Continued]

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The AttractionCentric Model

- If you base your approach with women on ATTRACTION, you'll get a very different response from COURTING them
- When you COURT a woman, her NATURAL response is to run... which makes you want her more, and her run more. You stand a small chance of catching her using this model
- When you ATTRACT a woman, her natural response is to chase YOU. This subtle difference makes all the difference



[Continued]



Day Three

Seminar Notes



Comparing CourtshipCentric And AttractionCentric

- CourtshipCentric is based on what you DO, what you OFFER, what you GIVE... and is largely based on gifts, dinners, flowers, compliments, etc.
- AttractionCentric is based on how you communicate, who you are, and your masculine polarity
- CourtshipCentric is directed at her LOGICAL mind. It's trying to CONVINCE her
- AttractionCentric is directed at her emotional and physical responses. It's making her magnetically interested in you
- · CourtshipCentric focuses on techniques
- AttractionCentric focuses on mindset, beliefs, and identity









Comparing CourtshipCentric And AttractionCentric

- CourtshipCentric is using the "make friends" model, and "super-sizing" it. It's being as nice as possible in order to make someone else like you
- AttractionCentric is not concerned with "liking", it's only concerned with ATTRACTION. A woman doesn't need to like you in order to feel attracted to you
- · CourtshipCentric is based in a scarcity mentality
- AttractionCentric is based on an abundance mentality
- CourtshipCentric is facing the challenge
- · AttractionCentric is being the challenge
- CourtshipCentric is giving power away



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Day Three

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Comparing CourtshipCentric And AttractionCentric

- AttractionCentric is keeping all your power
- · CourtshipCentric is offering status for approval
- AttractionCentric is never communicating lower status, knowing that high status triggers attraction
- CourtshipCentric is about small-talk and "compatibility" conversations
- · AttractionCentric is about Sexual Communication
- · CourtshipCentric is being a guest in HER reality
- · AttractionCentric is about her being a quest in YOUR reality
- CourtshipCentric is about being a follower, submissive, out of control, and weak



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Comparing CourtshipCentric And AttractionCentric

- AttractionCentric is about being a leader, dominant, in control, and strong
- CourtshipCentric thinking is focused on getting that one girl
- AttractionCentric thinking is about learning and getting a skill
- · CourtshipCentric is "common sense"
- AttractionCentric is "counter intuitive"
- · CourtshipCentric is predictable, boring, and releases tension
- AttractionCentric is fun, interesting, and builds anticipation and tension





Day Three

Seminar Notes



Add To Your Life

- Three attractive female friends who have large social networks and massive charisma
- Three guys who are fantastic with women (be a great wingman)
- Three people who are "connected" to the social scene such as bar tenders, doormen, and promoters
- Regular travel to vacation destinations
- · Culture, music, food experiences







Incorporate the following into your daily and weekly routine:

- · A large gym
- A coffee shop near a busy shopping or business district
- A college campus cafeteria or coffee shop
- A restaurant that hires a lot of attractive women and has a lot of
- Happy hour on Friday afternoon near the trendy business district
- Yoga, dance, art classes
- Art openings, museum events, charity functions
- Continuing education especially physical ed, art appreciation, and "women's studies"
- · A hair salon that both employs and attracts beautiful women
- A trendy shopping mall
- A heath-focused supermarket





Day Three

Seminar Notes



Get At Least One Professional...

- Manicure
- Massage
- Scalp massage
- Facial
- Fashion Consult
- Haircut
- · Session With A Decorator
- Yoga Lesson





Polarities, Context, And Meaning

- · In any situation, there are always polarities
- Male/Female, High Status/Low Status, Give/Take, Easy/Difficult, Leader/Follower
- · One of the polarities is always the CONTEXT for the other
- · And the context always determines the MEANING
- This distinction is CRITICAL when approaching situations with women .
- If you're going to do something that is "lower status", it MUST be done
 in a CONTEXT of higher status. If you're going to do something that is
 "romantic" such as buying flowers for a woman (a very feminine thing
 to do), it MUST be done in a CONTEXT of masculinity or strength
- When you combine various elements together, and combine the
 respective meanings of them, this concept becomes VERY powerful...
 such as the combination of Cockiness and Comedy. If you're overly
 cocky, you'll come off as insecure. If you're overly insecure, you'll
 come off a weak. If you're overly funny, you'll come off as goofy and
 childish, if you're not funny at ail, you'll be BORING. But when you
 combine Cocky & Funny together, you get a magical combination that
 produces amazing results



Day Three

Seminar Notes



Juxtaposition

(One Is Always The Context)

- The way to resolve the riddle of "How can both be right" is in the meaning set up by the Context. One is always the context
- Using both polarities is powerful with women... this is also known as "sending mixed messages"
 - Ball Busting/Chivalrous
 - Strong/Gentle
 - In Own Reality/In Her Reality
 - Indifferent/Interested
 - Independent/Affectionate
 - Friend/Romance
 - Lead/Follow
- 80/20 is a good rule of thumb. Set up relationships with the "correct" context, then after you've established yourself, you can add a dash of the opposite
- Remember, always set up the context based on the laws of ATTRACTION







- Many men believe that "All women are the same, and all of them will respond to me the same way in every situation"
- This is a very common subconscious generalization that gives men a great excuse to not even try because they "Know it won't work"
- It's important to realize that every woman is different, and their moods change rapidly
- They are not all thinking together, and acting together
- In fact, women are competitive with each other, and they'll compete over you when you get your act together
- The reality of how particular women respond in a particular situation is often surprising



Day Three

Seminar Notes





Emotional vs. Logical "Thinking"

- Emotional decisions are instant and considered 100% true by the person, because they're based in an area of the brain that's focused on things like survival and avoiding pain
- The problem is that emotional decisions without a strong foundation of knowledge almost can't lead to progress
- Examples of emotional decisions men make: Saying things that are Wuss, buying her things, calling too much, being paranoid, needy
- Acting based on rational thinking leads to realizing that there's a totally different world out there, and possibilities that were previously never even considered
- The polar bear in the temporary cage... and asking for a woman's email right after you meet her









Risk, Probability, and Expectancy

- · Risk is what's at stake
- Probability is the likelihood of a particular outcome happening or not happening
- Expectancy is the combined result of all actions considered as a group
- Logically think these issues through in order to plan out and improve your success with women



Day Three

Seminar Notes



Archetypal Trigger Buttons

- There are specific situations and triggers that cause the body to hijack the brain for it's own purpose
- These situations and trigger deep, archetypal structures in the mind that are basically hard-wired
- The body can take over the mind, use the mind to rationalize, internal conflicts, not recognizing or not wanting to acknowledge internal drives - mixed with repressing desires, thoughts, behaviors, etc.
- How can you trigger those things in a woman that cause her to feel ATTRACTIION?





Always Be Mentally Prepared To Meet Women

- After you've created a life that automatically puts many attractive women in your path, you need to actually go and talk to these women
- Most guys don't walk out the door of their house and think "I
 wonder what kind of beautiful women I'm going to meet today" —
 so they don't walk out the door READY to meet a beautiful woman
- It's a convenient self-sabotage story "I didn't look good, so I didn't talk to her" or "I wasn't really prepared to start a conversation"
- · Be ready always
- . Take the extra few minutes a day it takes to always look sharp
- You have no idea when an attractive woman is going to cross your path, so don't waste the chance just because you didn't mentally prepare





Day Three

Seminar Notes



Overcoming Self-Consciousness Of Going Out Alone

- Most guys feel like fools if they go out to meet women alone
- They don't like going to bars or clubs alone because they have the irrational thought that women will think they're losers because they're not there with someone – and they feel like everyone is watching them and judging them for being alone
- Many of the guys I know who are the MOST successful with women PREFER to go out alone
- Exercise: Going out alone just to watch and notice that no one cares about you at ALL





Sexual Communication:

 A PRIMAL way of communicating, using body language, voice tone, and abstract patterns of behavior. It triggers strong physical and emotional responses directly, without the use of logic or reasoning

Elements:

- Honest Signals: Simple cues that aren't easy to "fake" that tell a woman whether or not you're a "Real man"
- · Status: Communicate higher status always.
- Liking: Not important for ATTRACTION
- "Super-sized Friendship" strategy won't work here
- Logic and reasoning are the ENEMY, it hurts you if you try to engage logic and reasoning



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The 4-Step Process of Sexual Communication:

- 1. Sparking attraction or chemistry (Flirting; openers; starting with cheeky, sassy humor)
- Building sexual tension (Cocky and Funny, arrogance)
- 3. Amplifying the attraction (Two steps forward, one back, anticipation, unpredictability)
- 4. Physically advancing (Smelling, kissing, light touches, etc.)





The BIG Tests

- · Acting jealous to make you change how you behave
- · Complaining about something you do emotionally
- Using affection or sex as a tool, rationing
- Being unavailable
- Mentioning that other men are interested in her to see how you'll respond

Premise: Women will act completely differently around you and treat you very differently if you're one of the guys who "gets it". You can say "stop that stuff" and she'll know what you mean... you won't feel out of control all the time... she'll feel more satisfied in general...



Day Four

Seminar Notes



Universals For Guys

- · Anxlety approaching women, fear of rejection
- · Fear an attractive woman won't like me
- Performance anxiety
- · Fear of making a physical advance
- · Nervousness first talking or first date
- · Common Denominator:
 - Putting too much importance on one specific situation or outcome, rather than placing the importance on getting your bigger picture
 - General outcome of success- it's almost as if we have a blind "imperative response" that destabilizes and leads to obstacles and rejection
- Remember, these things are universal. Almost all men experience
 them in one way or another. You need to realize that THIS STUFF IS
 NATURAL, AND YOU CAN OVERCOME IT IF YOU WANT. The first step is
 to stop putting too much importance on any one situation, and start
 thinking long term; about learning the SKILL







The "Little Biology Thing"

- We all have situations that can trigger anxiety, nervousness, and hesitation
- We have the amazing ability to respond and react to things without even having to think about them (the limbic system and the neural back alley)
- When one of these "automatic states" comes up for you, just realize that it's your biology doing it's little thing to benefit you, and relax about it
- You need to learn to act in the presence of "The Little Biology Thing"

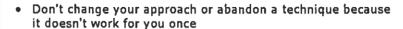


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Don't Change Your Approach Because Of One Failure



- And don't change your approach or abandon a technique because it doesn't work a few times for you
- Instead, think through the other things you're doing, and try to find the BIGGER REASON why you're not getting the result you're looking for
- The reality is that the things you're learning will work if you have the bigger picture together
- If something isn't working, it's probably a mistake you're
 making in a different area or mis-execution of the technique
 due to not understanding it well or using it in the wrong
 context, and not the technique itself







Reverse Emperor's New Clothes

- In the children's story "The Emperor's New Clothes" everyone imagined or pretended to imagine fantastic new clothes that weren't there
- For some reason, this particular story is very memorable and interesting – I think it's because we can all identify with the idea of going along with a crowd and seeing things that really aren't there
- When a man sees an attractive woman (especially a VERY attractive woman), he can tend to mentally dress her (or undress her, as the case may be) in imaginary clothing of honesty, intelligence, and virtue
- Every man sees every woman slightly differently a woman who
 is a "drop dead beautiful model-gorgeous 10" to you is just
 another "yea, she's pretty" woman to another guy





Day Four

Seminar Notes



Reverse Emperor's New Clothes

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"You Can't Get There From Here"

- I once asked someone for directions, and they said "You can't get there from here". I thought that was pretty profound when I heard it. "If I can't get there from here, then where can I get there FROM?" I thought...
- Sometimes you have to go places that are a bit "out of the way" to get where you ultimately want to go
- When I first started learning how to meet women, it seemed like somehow I could always tell that when I met a new woman that "It wasn't going to work out"
- Somehow I always knew that my chances of getting past the "friend" zone with any particular woman I'd just met were approximately ZERO
- But now, several years later, it's the opposite. If I meet a woman, get her email and number, and meet her for a cup of coffee... it's basically "over". The relationship will go as far as I'd like it to, in whatever direction I'd like it to go
- In fact, I no longer see any risk at all when taking things from one step to the next, because I KNOW HOW TO DO IT. In fact, I move confidently from one step to the next knowing that I almost cannot fail
- The point is that once you learn how to go smoothly from one step to the next, and you become comfortable doing it, the entire situation reverses itself. You go from knowing that you WON'T succeed to knowing that you almost CAN'T NOT succeed
- But it requires personal commitment, experience, and most of all, a willingness to make mistakes and not be attached to the outcome in the short term in exchange for learning LESSONS and SKILLS in the long term





Day Four

Seminar Notes



The First Few Minutes

- "99% of the first ten minutes aren't about me." They're about her persona...
- All the games she plays to block progress are her games she plays to slow things down
- Even if a woman really likes you, she'll probably be resistant at first, play hard to get, and even act uninterested
- Some women get nervous around men, especially when they're attracted to a man. Don't take this stuff personally, just be patient and persist





Principles For Approaching Women (Key Beliefs)

- Now is better than later (usually) three second rule
- Saying anything is better than saying nothing
- · It's all upside, no downside
- If this one doesn't work, there will be 100 more later
- I can only learn at worst, and lessons ate priceless
- Have one default thing ready
- It's her loss if she's not interested, I'm the prize patrol



Day Four

Seminar Notes



Starting Conversations With Women

About four or five years ago I stumbled upon an interesting way to start conversations with women - I was out one night at what was then the hottest nightclub in Hollywood. I had gone to this club a few times before, and it was always filled with more super-model quality beautiful women than anywhere I'd ever been in my life, period. The problem was that even though there were literally dozens of the most beautiful single women in the world all around me, I never left with even so much as a phone number from one of them in the few times I'd been there. I couldn't figure out what was going on, but it was frustrating. I walked away from my friends, and sat on a couch alone to figure out what was going on. I quickly realized that I was treating these women like they were goddesses, and like I was lucky to be meeting them. My overall "vibe" was that of a guy who couldn't believe he was fortunate enough to even be talking to each of the woman I approached. After thinking it through, I came up with a new concept. I decided right then that it was time to start treating the women in this club like they were just some people who happened to be where I was, and I wanted to chat with them. I started approaching women and starting conversations with them by asking them for opinions on things. To make a long story short, I left that night with five phone numbers from some of the hottest women I'd ever met. And I learned a valuable lesson as well. In my original book "Double Your Dating" I discuss the technique of starting conversations with women by asking their opinion on controversial topics. It works as well today as it did then, and it's one of the lowest risk, best ways to start a conversation with a woman



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Starting Conversations With Women

- "OK, my friends and I are having a conversation, and I think we need a woman's opinion here..."
- The Scottsdale story combining controversial questions with multiple groups of women
- Sex
- Sex: Sex is the ultimate equalizer. It's the level playing field every time. It's the place where you bring no advantage, and you get to put all of the advantages and disadvantages you and the woman you're with have in the world... and you get to create and enjoy an experience that can outshine all other factors in the relationship. This is where all the clothes and makeup, all the outward status differences, and all the social preconceptions are wiped away... and a completely new way of seeing things takes over. It's your chance.



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The Most Common Initial Games

- I'm hot, you're hot
- · You're a brat, I'm fake exasperated
- · I'm classy, you're classy
- · Let's see who can act the least interested
- · Hard to get, you love me
- · Major sexual energy
- I'm an interesting story teller, you're interested in hearing them





Examples Of Testing

- Acting jealous to make you change how you behave
- · Complaining about something you do
- Using affection or sex as a tool, rationing
- Being unavailable
- Mentioning that other men are interested in her to see how you'll respond





Day Four

Seminar Notes



Stay On Your Own Course

- Men often try to follow a woman who doesn't want to lead, and when she doesn't lead, the man tries to convince her to lead with questions and body language that seeks approval
- Most men orient themselves by, follow, and seek approval of the woman.
 She leads, they follow... in fact, she isn't even leading, but they TRY to follow. They try to make her lead. This is a horrible mistake.
- · Diagram Of The Arrows
- This is a very simple testing system that guarantees a woman almost perfectly accurate results – any guy can luck through or fake his way past one test, but just like your chances of flipping a coin and having it come up heads 10 times in a row are pretty close to 0%, so are your chances of passing 10 test by a woman in an evening or even over weeks or months
- . Stay on your course, even though she is all over the map
- Let her reorient her body, behavior, moods, responses, communication to yours
- · Don't back pedal, change, explain, or try to get her to lead





Set A Boundary With Her As Soon As Possible

- Setting boundaries with women (when it's used correctly) establishes leadership, status, and masculinity
- Set boundaries in a playful, fun way, but also set them when it comes to serious issues as well... don't hesitate to set a boundary if a woman is playing games
- · Say "no" to something she wants
- · Push her away when she's trying to hug you





Day Four

Seminar Notes



Never Backpedal Or Explain Yourself

- If you say or do something that seems to upset her, don't try to explain your way out of it, or do something to "make her feel better". Don't act like you screwed up, or show her that you're nervous because she's acting upset.
- Just move on, as if nothing happened. Get right on to the next topic or story.
- If she stays on it, whines, or complains, just say "get over it, it was a joke... quit being a pain"... and then get on to the next topic again.
- If you try to backpedal or explain yourself, or in any way hint that you think you're "screwed up", you're DEAD MEAT.
- If you say something and she doesn't like it, that's not YOUR problem.







Two Levels Of Interpretation

- Men take things literally. Women are always trying to figure out what "You really mean"
- · Right now when you say or do something, women are most likely thinking that it means something else
- You must learn a new way of communicating with women. You must learn to say things but have them mean something else
- Rarely be explicit
- · Say things without words.... Use only body language
- Say the opposite of what you mean
- Answer direct questions with opposite answers
- Tease
- Be overly confident. If she says that she's busy, say "Well cancel, I'm more interesting'





Day Four

Seminar Notes





Appealing to Her Weird Side

- · Every woman has a "weird", dorky, off-beat side
- Most men don't get to see / interact with that side for a long
- Key is talking to it, drawing it out, knowing it's there teasing, latching on when you see it, etc.
- This is part of the key to "I feel so comfortable with you" and that feeling like you've known someone a long time
- Call her "dork" and "spaz" and "brat"







Hinting That You're Normal

- Tell women that you're busy
- Get off the phone without asking her to meet or for a date
- Make fun of dumb-ass behavior... other guys who act like wussles
- Accuse women of being late all the time, and exaggerate "You're probably never on time... cummon, admit it". Tell them that they call you 20 times a day. If she calls but doesn't leave a message, accuse her of being a stalker, and tell her that normal people leave messages
- Chase women out of your house. Say "get out" over and over if she's kissing you. Tell her that she's going to need to leave immediately if she keeps kissing you
- Tell her that she can't go into your bedroom, then yell at her for it... but wind up on your bed
- Tell her "this is all your fault" as you get more and more involved. Say "I knew you were trouble", etc. Say "Dammit!" in a disapproving way as things progress... as if she's forcing you





Day Four

Seminar Notes



Flirting



- First I want to talk about the concept of "flirting", and why it's SO Important that you understand exactly what it is and how to do it with women.
- To begin with, women know what flirting is, and they respond VERY differently to flirting communication than they do to typical social communication.
- Again, if you understand filing and sexual tension, you can begin conversations with women and have them INSTANTLY feeling ATTRACTION for you.
- If you DON'T understand how filrting and sexual tension work, then
 you're either going to have to become famous or make a LOT of money
 to be successful with women.
- I'm going to suggest that you learn how to filrt well, then do it RIGHT FROM THE BEGINNING in your interactions with women to SET THE RIGHT TONE.



More →





Flirting [continued]

Think of flirting like playing,

Remember when you were a kid and you used to "play fight" with your friends?

What's the difference between "play" wrestling and "real" wrestling?

And how do you know the difference when it's happening... when your friend runs up and pushes you down, then jumps on you and tries to pin you?

The answer is YOU JUST KNOW. It's obvious to humans (and other animals, by the way) when someone is "playing" and when they're serious.

Flirting is similar,

If you start talking to a woman and say "Hi, you're very pretty. You probably have a boyfriend, right?" in a normal tone of voice, you're NOT flirting.

On the other hand, if you say "Hi, I realize that you're probably shy because

you get no attention from men... so I thought I'd come over here and pay attention to you..." It's OBVIOUS that you're not being serious. This is flirting.

By the way, flirting IS NOT simply telling jokes, or trying to be "cute".

One of the concepts that I teach (s called "Cocky & Funny."

Cocky & Funny is simply a powerful, concentrated way of flirting and creating sexual tension with a specific kind of

It's so funny to me how some guys write in because they "can't see themselves being Cocky & Funny around women" because they don't want to come across as jerks.

This really cracks me up... because it's obvious to me that these guys JUST DON'T GET IT

So let me explain this whole thing a different way...

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Day Four

Seminar Notes



Flirting [continued]

If you know how to communicate... the right way, women will respond to you RIGHT FROM THE BEGINNING with a HIGH LEVEL of sexual interest and ATTRACTION.

When you know how to incorporate flirting in a Cocky & Funny way, which is really a form of "adult verbai play", you tune in to a certain frequency in a woman's mind, and cause her to go into a very special kind of emotional state. I'll talk more about Cocky & Funny and the specifics of how It works in a bit.

One of the keys to effective filrting is to "get it". In other words, you have to actually get out there and practice so you get a "feel" for how it works.

I think a lot of guys give up when they try a cute line or technique and a woman responds by saying "You're a loser." Instead of just realizing that they need more practice or that the woman might have just been in a bad mood or even one of those horrible "I don't have a sense of humor" cases, they take it personally and

decide to just have it mean that they're a failure.

But take my word for it... once you learn how to flirt effectively and communicate in the language of "adult play" you WILL SIMPLY NOT BELIEVE how women will respond to you.

Here's an example of some of one of my favorite topics to "riff on" when flirting... the topic of getting married and us being in a relationship... and I'll give it to you in the form of a sample dialogue. Keep in mind, I might have a conversation like this one with a woman that I just met five minutes earlier...

Her: "I have a good job, and I make good money"

Me: "Nice, I like that in a woman, Want to get married? We could leave for Vegas right now and be married in about 4 or 5 hours. I need a woman with money."

More →





Flirting [continued]

Her: <Laughter> "OK, that sounds like a plan"

Me: "But wait a minute... do you think you can support the both of us on your income? I really want to be a stay at home husband... you know, keop an eye on the TV and such."

Her: "Oh, no... I won't support you."

Me: "Well, then I'm breaking up with you. It's over between us. I was going to marry you, then divorce you a week later and take half your money."

Her: <Laughter> "You can't break up with mel I'm not even your girlfriend."

Me: "That's all the more reason."

...do you get what's going on here?

I'm taking a normal conversation topic (her job and income) and redirecting the conversation in a flirtatious, Cocky &

Funny way to create a fun mood and sexual tension (by suggesting marriage, divorce, and breaking up over her not supporting me, etc.).

If the above example doesn't make any sense to you, then take that as a sign that you need to get out and practice more. Try it on a waitress or two.

When you ask for something and she says "I'm sorry, we don't have that", just say "OK, this relationship isn't working out... I'm going to have to break up with you."

In fact, you can say this in Just about ANY situation with ANY woman where she's saying something that you don't like, and it's funny.

When you communicate like this, you're FLIRTING, you're TEASING, and you're initiating a DIFFERENT KIND OF COMMUNICATION than most men initiate.

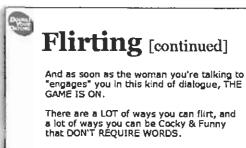
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Day Four

Seminar Notes



If a woman looks at you and raises one eyebrow, look back at her and do the same... only exaggerate it.

If a woman puts her hand on your arm, look down at it, then look up at her in a surprised way, then raise your eyebrows as if you just had a major "ah hal" realization... then start smiling and nodding your head as if you just realized that she wants you. This is a powerful combination because it's funny, and it exaggerates the meaning in her touching you.

There are a MILLION ways to flirt like this, but the point that I'm trying to make is that you NEED TO START DOING IT RIGHT FROM THE BEGINNING OF YOUR INTERACTIONS WITH WOMEN.





Physical Flirting

- Knee squeeze
- Tickle rib squeeze
- Thumb wrestling (bets)
- · Dollar Bill / credit card takeaway flirt
- Pull her hair
- Point and steal her food, then let her "catch" you
- When walking push her into things gently



Day Four

Seminar Notes



Five Ways To Spark The Chemistry By Flirting

- Giving her a hard time about something in a flirty way. In person, responding to her personal ad, etc.
- Mentioning how the relationship just doesn't seem to be working.
- Faking despair at something she's doing... shaking head and exhaling.
- Overly dramatic complaints about her job performance, behavior, difficultness, etc.
- Behaving like you could take her or leave her... and like she's
 just a good friend (too comfortable)... unlike all the other men
 who communicate that they're awed and in wussville because
 they're INTERESTED.
- ...a universal way to open by flirting is to say "You know what they say about women who..." and then DON'T TELL THEM.
 Just look at them in a knowing way.





Cocky Comedy

- You either get what's going on between men and women, or you don't
- If you think that the way to make a woman feel attracted to you is to worship her, become nervous in her presence, and be your average, humble, wussy, then YOU DON'T GET IT
- If you realize that women feel attraction for specific REASONS, and you know what those reasons are and how to create them, then you DO GET IT
- Once you get it, then you have to actually work on your execution, practice your skills, and improve your real-world abilities until you experience success
- If you don't GET IT to begin with, then there's almost nothing you can do. You'll beat your head against the wall forever
- No magic techniques will work consistently if you don't get it, and any technique will work if you do get it



Day Four

Seminar Notes



Cocky Comedy

Now I'm going to talk about what might be called "EXTREME FLIRTING"... it's my concept of "Cocky Comedy", and it's one of the things that almost EVERY "naturally successful" guy does to attract women.

Now, it just doesn't make sense to some guys that teasing women, busting their balls, being slightly arrogant, not kissing up to them, etc. could or should make them feel attraction.

I can understand this, because I was exactly the same way the first few times I heard it and saw it.

I kept thinking to myself "If I do this Cocky Comedy thing, I'm only going to come across as arrogant... And that can't make women like me more."

Weil, was I ever wrong.

You must always remember that ATTRACTION Isn't logical. It doesn't follow the rules that it "should" follow. ATTRACTION is a very powerful emotion that has reasons and triggers that don't make any sense at first glance...

I'm sure you've seen many attractive women with guys who mistreated them, abused them, and were exactly the opposite of what you'd expect a woman to accept.

Why?

ATTRACTION. In the beginning she felt attraction, and as bad as it may sound, almost no amount of being "bad", abusiva, or jerk-ish can convince a woman feeling a strong attraction to leave.

So let me take the opportunity to talk a bit about the Cocky Comedy attitude, why it works, and how to use it to attract women (without having to be an abusive terk).

More → 🥨







Cocky Comedy

First of all, you have to remember that the formula is Cocky+Comedy. Always both.

If you act too cocky, you'll come off as arrogant and insecure only.

If you're just funny, always telling jokes, and making people laugh, you will probably come across as "too goofy."

But if you use BOTH together, you will create magic. Cocky Comedy is like sparring... it's sport... it's fun... it's challenging... it's interesting when used with skill.

So let's get clear about what "Cocky Comedy" is,

Here's a cocky statement:

"Her dress makes her look fat."

Here's a Cocky Comedy statement:

"If she doesn't find a dress that fits better, the fashion police are going to send in the SWAT team for her ass."

Get it?

Start with arrogance, then add humor.

So why does it work to attract women?

Well, the short answer is:

COCKY COMEDY ATTRACTS WOMEN BECAUSE IT QUICKLY AND DIRECTLY SAYS ALL THE RIGHT THINGS ABOUT YOU.

Women are attracted to "alpha male" types. We all know that. Women are attracted to a sense of humor. We all know that one too.

Women AREN'T attracted to men who give away their power, kiss up to them, smother them with attention, act like whipped...

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[Continued]

Day Four

Seminar Notes



Cocky Comedy

pupples, and get nervous just being in the same room.

If you meet an attractive women, and IMMEDIATELY start giving her e hard time about something, busting on her, and have fun, it basically says:

"You are interesting enough to talk to, but you're going to have to do a lot more than just look good to impress me. Your beauty doesn't make me nervous in the slightest, I'm perfectly calm, and in fact, I'm so comfortable that I just noticed something about you that I'm going to make fun of..."

There is no faster way on earth to communicate all the right attitudes, beliefs, self-image, comfort, confidence, and power than to use Cocky Comedy.

(Except maybe to put on a perfect Brad Pitt costume.)

Once you start using this attitude, you will be totally astounded at the results.

Here's a low-risk example:

Next time you're at the grocery store in the checkout line paying for your groceries,

"So how much of this cash do you get to keep?" (as you hand her the money)

She'll probably laugh and say: "None... I wish."

To which you can respond with:

"Oh, I figured you were pocketing 10 or 20%... I assumed you were rich and could support me. But now I'm not interested... I want a rich girl." (Turn up your nose)

This is a great one. It's always fun to ask a woman if she's rich or famous, then when she says that she's not, tell her that it





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More →



Cocky Comedy

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Seminar Notes



Cocky Comedy

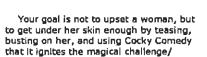
messed up her chances with you, and that you're not interested anymore.

One of the keys to the Cocky Comedy attitude is to never "crack." If she opens her mouth and gives you the "I can't believe you just sald that" look, you need to turn it up a notch...

Most guys will crack and say "Oh, I was fust kidding."

DON'T DO THAT! It makes you look like a WUSSY.

In the example above, if the checker looks at you and gives you the open mouthed "I can't believe you said that" look, and says "Hey! I may not be rich, but I'm nice!", you just look at her and say "Nice Isn't good enough, I need RICH AND nice."



attraction mechanism.





[Continued]



Cocky Comedy Standards

- Every time she points out one of her positive traits, interpret it as the overexpression negative opposite of it. Then, for added drame, fake exasperation and make a comment related to someone famous who's notorious for having that negative trait. If she says "I work out six days a week" say "Wow, I love obsessive women". If she says "I graduated with a 4.0" say "So you're subtly trying to tell me that you're a geek and have no life or personality?".
- When a woman shares her ethnicity/nationality or combination, misinterpret as the negatives of that nationality... If she says "I'm Italian and Irish" shoot back "Great, so you're a heavy drinker with an anger management problem". If she says "I'm Black and Mexican" say "Whoaaaa, I always love a woman with a ghetto booty driving a Chevy Impala lownder... that's tight!".
- If a woman gives you a compliment, accuse her of having ulterior motives, trying to seduce you, and using cheap pick up lines on you. If she says "Wow, that's a great shirt" say "I'm not that easy, those smooth lines aren't going to work on me". If she says "Wow, you have a nice voice" say "Look, if you keep talking that way I'm going to have to charge you \$5 a minute for this... don't even go there".
- Turn things she says around as her looking for your approval answer condescending "self-deprecating comments to gain my approval" comments with "You're right" and "I didn't want to say anything"



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Day Four

Seminar Notes



Cocky Comedy Standards

- As soon as you hear a woman complain about something or being dramatic, make a reference to a stereotypical drama icon, such as a TV show, famous person, or character. If she says "I'm so upset! I just found out that one of my friends is talking to my ex boyfriend!" say "Wow, have you ever thought of going on Ricki Lake with that?". If she says "I'm sorry I'm late... my best friend called and I had to talk to her because she was really upset... she lost her job and then broke up with her boyfriend" say "Wow, I didn't know I was going to be the special guest on Molrose Place tonight...".
- Act suspicious of everything she says and does, in an overly-dramatic way. Look
 at her funny while agreeing with her. Wrinkle your eyebrows while she's talking.
 Turn your head and look at her sideways with squinted eyes
- When a woman makes a comment to shock you, always turn it around and interpret it as something that she never imagined...
- Reversing gender stereotypes, playing the victim of discrimination, saying "I'm
 not easy" and "And don't try some typical trick... just because you buy me a
 drink doesn't mean I'm going home with you" etc.
- Everything that is a problem... that people fight over in relationships is GREAT
 to do, exaggerate, and make fun of, role play, etc. when you first meet a
 woman. Joking about it, teasing her about it, making fun of her, etc. says "I'm
 smart, funny, know the neurotic issues that most people have, and since I do
 I'm not crazy like them" while STILL busting her balls and giving her a hard
 time.

[Continued]

More →





Cocky Comedy Standards

- Guess
- · Why doesn't that surprise me?
- · That's not what I asked you / said
- Don't tell me what to do
- I don't think this is going to work
- · We fight all the time
- · You would
- Look of exasperation (shake head, roll eyes)
- Cummon
- · Gimmie a break



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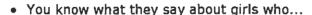


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Seminar Notes



Cocky Comedy Standards



- · Any other random comments about / for me?
- · What kind of trouble have you been getting into?
- What's with you? / wrong with you?
- What part of _____ don't you understand?
- · Are you always this difficult?
- Are you retarded?
- Do speak English?
- · Don't touch me
- Look at her touching you, lean away, suspicious look at her



[Continued]





More Cocky Comedy Brain Food



- When she criticizes herself: "I wasn't going to say anything... but"
- Point and steal food
- · If she fumbles or trips say "You are spastic"
- Exaggerate her age, height, weight, looks the WRONG way "girl years"
- · Get in her body space to ANNOY her
- When she trips over her words, says something stupid, drops something, etc. say "You are functionally retarded"
- Make sure she knows that you honestly think she's the biggest DORK you've ever met... or probably ever will meet in your entire life



More →



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Seminar Notes



More Cocky Comedy Brain Food

An extreme of anything goes over the edge and means its opposite... you can use this when communicating with women. Too nice means pussy. Too ball busting means charming, etc.

Extreme opposite of what she expects comments. If she's saying she wants to leave, say "Great, get out" in an overly-cold way. Then when she says something, say "I thought you were leaving"...

"Never criticize, condemn, or complain." In this case, always do these... but sarcastically.

She says "I like those shoes" you say "you would" or (sarcastic tone) "why doesn't that surprise me?"

"That's what I'd expect from a girl like you..."

When given a compilment, say "Is that the best pickup line you can think of?" or "That was a pretty original line... but I'm not that easy"



[Continued]





More Fun Random Tips

- Never admit to not having a life... when a woman asks what you're doing, say "I'm getting ready to bungee jump... just connected the cable" if she insists, say "I'm busy, get lost"
- · Pick her up, spin her and shake her when you first see her
- Remember that if a woman whines, it's like a kid falling and looking to you to see if you'll freak out – don't... you can switch to whatever you want, and if you do it congruently she'll follow
- Always have a better answer



[Continued]



Day Four

Seminar Notes



More Fun Random Tips

- Pretend that you and she have an unbreakable bond, and test it
- Be blatantly unfair take the much bigger piece for yourself "this one is obviously mine", make her rub your shoulders ten times, and tell her she owes you because she stopped in the middle, and generally torture her with the concept
- Make it look like you're doing one thing, then stopping at the end (like feeding her something, then putting it in your mouth, etc.) – build tension by getting right up to something, then stopping... then BLAME HER for it



More →





More Fun Fandom Tips

- Interpret her communications and actions as either Hubris or Blind Self-Indulgent Humility, exaggerate exasperation and judgment, and reframe as some extreme... even personify and idealize as a character, etc.
- Say "Your little" about things in a sarcastic voice
- Say "No whining", even when she's just BARELY whining
- When a woman admits any type of chick thinking or game, bust her balls on it
- Watch carefully for "Bad Means Good" communications she does the jaw drop, tells you that you're a jerk while laughing... or you snap at her with something – and then respond with "You love me" often



More -> 4



Day Four

Seminar Notes



Fast Progress Exercises

- Talk on IM and make every comment suggest that you have higher status
- When you first make eye contact with women, don't look away until they do
- · Self Image exercises
- · Flirting with waitresses, sales girls, hostesses, etc.
- · Approaching women just to make them smile
- · Imagining what it's like to be a hot woman
- Answering questions with opposite of truth or evasive answers





Reframing

- . Reframing, what it is, how it works, how to do it...
- · Reframing negative beliefs and imprints
- · Reframing negative emotions (timeline reframe to clear anxiety)
- · Reframing your role with a woman in the moment
- Reframing and it's use in humor, gender stereotypes
- · Reframing things she says, turning them around...

Examples:

- She brings up sex = she's frustrated, taking it out on you
- She mentions ex = problems
- She mentions problems = therapy = charge her
- She mentions marriage = slow down!
- You feel afraid = important situation
- Exercises



Day Four

Seminar Notes



You Create Your Own Resistance With Ignorance

- Most men approach sex with women in a way that makes women resist, protest, and often ultimately decide against ANY kind of future physical relationship with the man.
- This is characterized by trying to touch her before she's ready, immediately groping a woman after kissing her, and generally not understanding at all the process by which a woman gets sexually aroused.
- The answer is to approach physical advances with a woman from a different perspective.
- In sales, it's best to always focus on the needs of the buyer by demonstrating how the product or service will solve a problem, etc. and never the needs of the seller. With sex, it's about demonstrating:
- · 1.That you understand the process and exactly what's happening.
- 2.That you have control of yourself and the situation.
- 3.The ability to turn her on without any overtly sexual touching or language.









You Create Your Own Resistance With Ignorance

- When she becomes turned on, she'll perceive sex as her idea, and she'll initiate the sexual gestures... grinding, touching, or talk. You will then have very little to no resistance. If, on the other hand, she doesn't become turned on and you're trying to progress, you will meet only resistance.
- You must demonstrate skill and confidence, and a comfortable ability to transition from one step to the next - this shows that you understand what's going on, and that you "get it".
- Two forward and one back demonstrates that you have control of yourself and the situation... also use teases and even outright takeaways sometimes... make her say please. (The mindset of "I could, but I won't")
- Remember the power of the light, slow touch in the beginning, contrasted later with pulling, grabbing, and passionate physical displays.



[Continued]



Day Four

Seminar Notes



Preheating The Oven

- Here's a sample specific progression to strongly amplify a woman's sexual arousal at each step, and accelerate the process leading to sex
- This type of progression make her emotional and physical responses more powerful, passionate, and intense than anything she's ever experienced.
- If you do this correctly, she will become literally swept away and unable to control herself.
- Preheat the oven before you try to put in the... um, thing to be cooked.
- Sit on your bed, far away from her.
- · Hand massage.
- · Get massage lotion or oil and use it, rub further up the arms.
- · Stop, and lean back.
- Put your hand out as if to take hers, then when she gives it to you, give it back.
- Turn her around and rub her shoulders for awhile.







Preheating The Oven

- If you need to learn, get massages and massage books to learn how
- · Stroke neck and exposed neck/shoulder skin very gently and slowly
- · Stop, and lean back
- · Pull her over gently to cuddle, spoon and put arm around her and relax
- Continue talking casually, say "You're comfy"
- · Smell her neck, then lean back and comment on it
- · Relax for a few minutes
- · Smell her neck for 10 minutes straight, moving nose on her neck
- · Pull her close to you as you're smelling, say "I want to bite you"
- When you can tell that she's VERY worked up, tease her with an "almost kiss"
- Keep smelling, and grabbing/rubbing her in the NON-R/X rated areas
- Run your fingers around seems where her skin is showing, even pull up shirt slightly, tease
- Kiss her deeply, and keep pulling her towards you
- · Kiss for at least 10 or 15 minutes.



More →



Day Four

Seminar Notes



Preheating The Oven



- Stop and lean back, maybe take a break to use the restroom, get water, etc.
- Light some candles, put on some music, etc. if you have some
- Start kissing again, this time move her into different sexual positions
- When she's on her stomach, pull her hair while kissing her
- When she's completely hot and bothered, test to see if she's comfortable being touched between the legs by putting your hand NEAR her crotch, but not on it for a few minutes, then taking it away. Repeat. Touch her breasts through her clothes, and pinch nips gently
- If she's very turned on, run your hand from her upper leg up to her crotch as you're kissing her and rub her there for just a moment and make a deep "Mmmm" sound. If she enjoys this, then stop it... kiss, smell and make out for awhile



[Continued]

More →





Preheating The Oven



- Reach down, and unbutton her top pants button, and put your fingers down the front of her panties... touch her down there, and then put your finger in both of your mouths as you're kissing.
- If she enjoys this, then take off her pants, and have sex.
 Tease her with your mouth or sexual tool. Keep building anticipation, all the way to the end.
- You can naturally transition to all positions now, because you did while kissing her.
- Always use protection, and use safe sex precautions!
- After, if you really want to make the experience wonderful, feed her some chilled fruit, like strawberries... share a bath,
- Resistance and Persistence... The "token no" that happens up to 40% of the time.





Day Four

Seminar Notes



Sexual Secrets

- My take: Give a woman such a pleasurable experience in bed that she
 would come over every day and have sex with you... even if that's the
 only time you spent with her. And do this even if she's someone
 you've been together with for years... and you know will be there for
 years to come.
- Sex: Dissociate then associate. This is the time to tell her she's beautiful. This is the time to tell her that you watched her walking towards you and you wanted to rip her clothes off three days ago... and you've been thinking about it all day every day until now. This is the time to tell her that you think she's so hot that you could throw her down on the floor and do her every time you're with her. This is the place where you SHOULD grab her and touch her everywhere you've always wanted. It's the place to do all those things that she would have slapped you silly for had you done them before you started talking to her (like you wanted to). This is the place to fully enjoy yourself... not only giving an unbelievable experience, but getting one yourself. Women LOVE to be with a guy who's doing what he wants, and feeling good about it.





Her "Brakes"

- •"I'm not sleeping with you tonight"
- Turn them around
- Quote from book

Day Four

Seminar Notes



What To Do When You're Successful

- Dating more than one woman at a time
- · Controlling the "relationship emotions" by how much time you spend with her
- Transitioning into a relationship
- · Keeping a relationship good
- · Not changing what worked in the beginning





The Top 12 Things To Implement NOW!

- Live In Your Own Reality
- Always Communicate Higher Status
- Dominant Posture, Raise The Chest
- Eliminate Nervous Ticks, Gestures, Habits
- Slow, Controlled, Calm Movements
- Speak Slowly, Deeply, And From The Stomach
- Maintain Initial Eye Contact
- Stop Seeking Approval, Acting Apologetic, And Trying To Impress
- Understand Fashion, Style, Cologne, What Accentuates Your Strong Points Visually
- Expect Women To Always Respect You And Never Settle For Second Class Behavior
- Seek Novelty, Adventure, And New Sensations
- Create A Sense Of Unexpected Adventure And Anticipation Always



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Seminar Notes



Key Traits And How To Communicate Them

- High Status
 - Posture
 - Slow gestures
 - Eye contact
 - Voice tone, pauses
- Sexual Awareness
 - Teasing
 - Light, slow touch
 - Smelling
 - Preheating the oven
- Lack Of Insecurity
 - No apologies
 - No approval seeking
 - Comfortable demeanor







Key Traits And How To Communicate Them

- Leadership
 - Self appointment
 - Decision leadership
 - Assuming she'll love whatever you do
 - Physical leading
- Humor/Confidence
 - Cocky Comedy
 - Speaking your mind
 - Unselfconscious behaviors
- **Understanding Of Attraction**
 - Restraint, two forward/one back
 - Teasing
 - Interpreting resistance correctly
 - Knowing the signs to look for
- **Dominant Reality**
 - Judging without judgements affecting you
 - Territorial behaviors





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Seminar Notes



Plan, Design, And Create A Life Full Of...

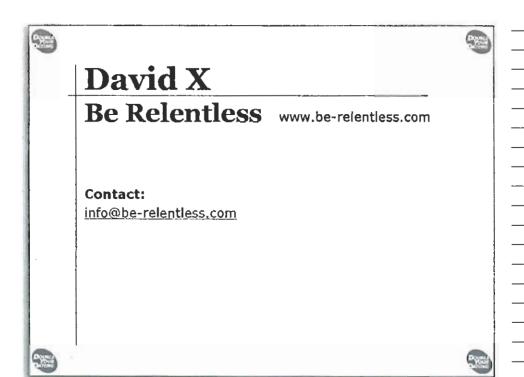
- Peak Experiences
- Flow States
- Adventures
- Positive Emotions
- Energizing Physical Moments
- Mentally Challenging
- Fantastic, Positive, Successful People
- Conscious Improvement And Evolution



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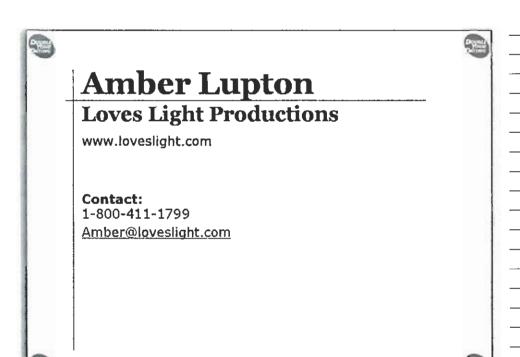


Tari	
EPICA	www.epica.com
Contact: support@epica.com	
1-800-99EPICA (993-7422) 1-805-484-5744 (Fax)	
75 Durley Avenue Camarillo, CA 93010	

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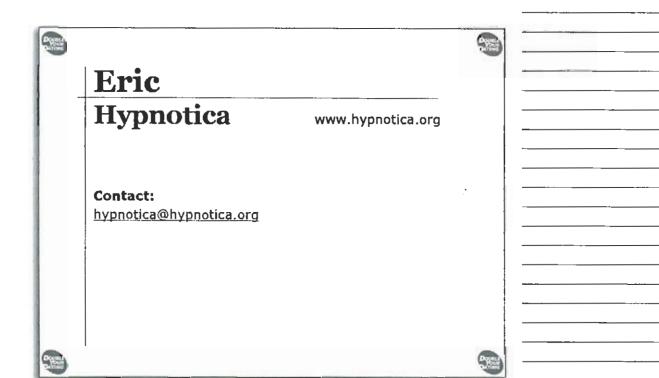
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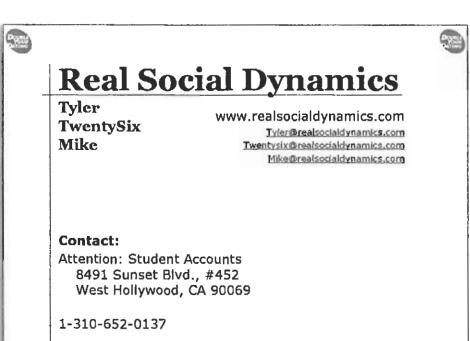
Ben		
Modern Magics	www.modernmagics.com	
Contact: ben@modernmagics.com		

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Suggested Reading List

"Dragon Slaying" by Michael Hall

"Thinking In The Shadow Of Feelings" by Bar-Levav

"Archetypes" by Anthony Stevens

"Who's Pulling Your Strings" by Dr. Harriet B.Braiker

"Mastery" by George Leonard

"Meeting The Shadow" by Connie Zweig And Jeremiah Abrams

"Romancing The Shadow" by Connie Zweig And Jeremiah Abrams

"The Art Of Speed Reading People" by Paul Tieger

"Why Men Love Bitches" by Sherry Argov

"The Passion Paradox" by Dean C. Delis

"Awareness" by Anthony DeMello

"The Way Of The Superior Man" by David Deida

"The Shallow Man" by Coerta VW Felske

"Unlimited Power" by Anthony Robbins

"Beliefs" by Robert W. Dilts

Movies To Watch:

Whipped Roger Dodger Gone With The Wind Adaptation Erin Brockovich Cocktail Any James Bond Movie