



Module 3 – Acquiring Skills & Tools

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Module 3 – Acquiring Skills & Tools: The Playbook/Manual

In this last and final module, we're going to cover the very last part of this powerful equation – the 10 essential skills and tools needed to GET THE GIRL.

Now that you have an astounding amount of self worth AND now understand women, you're ready to learn the skills to get them and keep them.

These top 10 essential skills/tools cover everything from mindset to escalating sexually. And each will include a template for how to do it.

In the first two modules, I gave you the top and bottom of the Oreo cookie. And now I'm going to give you the cream filling, the ooey gooey good stuff in the middle.

For this module, you're actually going to make things happen by taking action with all the knowledge that you now possess. This is the time to start putting everything into practice. Yes, you've been doing exercises this entire time up until now, but these are the ones that are going to push you even further with women and get you to the next level.

NOTE: As a general rule for ANY skillset you are learning, whether it's playing piano, learning to play tennis, or getting good with women, practice is what makes perfect. I wish that you could get the girl through osmosis, but you simply can't ;-)

For every skill and tool I give you in this module, I would like you to dedicate at least two hours per day honing it. Deal?

WARNING: Remember, you're still in the practice phase right now, and are just learning to acquire these new skills. Things may not come naturally at first, but over time, these skills will become as natural to you as walking down the street.

As I've said, getting the women you want is like learning how to play the piano: you need to learn the basics first and practice slowly. The more time you take practicing, the better you'll become at playing the piano, and before you know it, you're the next Mozart.

I've outlined the 10 essential tools and skills that you need from start to finish in order to be super successful with women.

So let's get started on the good stuff ;-)

Skill set #1: The sexy mindset

Before I hand you any of the tools you need, we've got to prep you for the job.

This skill set involves revamping your view of yourself and women to start making way toward getting the girls you want in your life.

Remember how in module 1 we did away with all the negative garbage and bad-mouthing you did to yourself?

And how in module 2 we got rid of all your false preconceived beliefs about what women REALLY want?

Well now we're going to replace all that left-over space with a super-sexy state of mind.

Why this is an important skill set

Having the sexy mindset means having a positive state of mind in regards to who you are and how you view women. It means you were able to dispel all those common myths and mean things you've been saying to yourself about yourself and, of course, about women.

And now that the air has cleared, you've made room for awesome self-beliefs and great optimism in regards to how you see the female race. You can now reframe your view on getting girls and have an ultra-sexy mindset that EXUDES confidence, charisma, and charm everywhere you go.

You're clear on what you want, and there's no stopping you from getting it.

THIS is what draws women in, what attracts them to you without you even trying. It's what we women all want in a man.

Exercise:

The mindset you need before you approach any woman is that you're not going to get rejected. You can't reject a man that puts himself out there and takes a chance. He's already won!

You can't put her on a pedestal like she's the be-all-end-all to your self-worth. Guys with the Sexy Mindset know that if they want a woman, it doesn't change how they feel about themselves if SHE doesn't want him in return.

If you want her, OWN IT. And if she doesn't want you too. . . hey, that's fine.

You're awesome and you know how incredible you are.

So now, I want you to list out 10 reasons why YOU think you're freakin' awesome.

This list will help you maintain that confident mindset when approaching any women you want. Once you know how awesome you are, a woman's looks will no longer be an intimidation factor because you'll have 10 awesome things about you that outweigh her one.

You can't list looks. . . but I want you to write down 10 things that are great about the man that you are today after going through modules one and two already.

Here, I'll start with the first one:

The first thing that's ABSOLUTELY awesome about you is that you're doing this program.

By going through the *Get the Girl Code*, you've proven that you're an assertive man who wants to take the time to do the research and gain the skills that most men are way too afraid to do themselves.

YOU are better than most men out there right now who don't have the balls to take a look at themselves, figure out what they want with women, and do exactly what they need to do to get EVERYTHING they want.

Okay, now write nine other things.

Once you have your list, I want you to print it out out and read it to yourself in front of the mirror. Say it to yourself every day, twice a day. Really own what you're saying and truly BELIEVE how freakin' amazing you are.

Dos & Don'ts

- Don't write things that other people have said about you unless you agree with it
- Don't get embarrassed for writing things down that you think other people would agree with
- In general, don't think about anything other people would have to say about you
- Only write things down that YOU think make you absolutely awesome!
- Make sure to praise yourself for all your proud accomplishments
- Write down things that make you who you are and make you unique
- Be as specific as possible! Instead of, "I'm nice," write, "I'm nice because I always hold doors open for people."

What mastery of this skill will look like

Don't worry about thinking you're going to be a big-headed arrogant jerk. . . because that's not the case.

The difference between arrogance and being confident is this: arrogance is when you think you're better than other people. CONFIDENCE, on the other hand, is when you're proud of who you are

And there's absolutely no shame in being proud of who you are. . . especially at this point in the game.

In order to have the proper mindset, you have to know what's so great about yourself. You have to be sure and confident about the things that make you a guy that EVERY WOMAN would absolutely kill to be with.

The mindset is backed up by this understanding of who you are, what you want, and who exactly you want.

Once you have the sexy mindset, you'll be able to look at yourself and say, "My name is x and I can have whatever and whoever I want. And if that person doesn't want me in return, that's fine, too, because it doesn't change who I am and what I want for myself."

Skill set #2: How to approach a woman

Being comfortable enough to approach a woman is only half the battle – now you have to get out there and do it.

But don't worry, because I'm going to make it as fun and effortless as possible.

Approaching a woman is something that may seem a bit overwhelming at first, but it becomes easier with practice.

So first things first. I want you to start approaching PEOPLE in general. I know what you're thinking. How the hell is approaching fat ugly men going to help me with getting the girl??

Well, my guess is that your approach anxiety is not totally isolated to just hot women you want to "get." If you can't approach a 65-year-old man that you have no intention of dating, then you are certainly going to have trouble approaching hot women you want to be with.

Which is why you gotta start off from base-level and work your way up!

Women are attracted to men who have no problem striking up conversations with women in general, but approaching any old person on the street is great PRACTICE for when you want to break the ice with that cute blonde in the coffee shop. Plus it gets your social muscles going and opens you up to the world so that when opportunity strikes, you are ready for it.

Why this skill set is so important

Bottom line is: you're never going to get the girl unless you LITERALLY go out and get her.

You can be that guy that who sits back and waits around for girls to come to him... constantly settling and only taking what he can get...

OR... you can be a real man who knows exactly what he wants, goes after what he REALLY wants, and has enough confidence in himself to know that he will get just that.

You have to start approaching the women that catch your eye, whether you're out grocery shopping, at a bar, in line at the coffee shop, in the flower section at the Home Depot. . . wherever you are, when you have the skill set to actually approach, you can have any woman you want anywhere you go.

I've worked with thousands of men over the past ten years, and the most common question I get is: how exactly do I approach a woman and get her to want me?

To which my response is typically: "Do you know how to approach other people? Are you comfortable approaching a random guy on the street?"

The response I usually get back is, "I can't approach them, either, but what does that have to do with approaching beautiful women I want?"

This comment is very common. In fact, I used to think the same way when I was overcoming my extreme approach anxiety, after I had a stroke at the age of 20.

I used to say; "How does approaching stupid random people help me approach and engage people I actually want to talk to?"

You may believe that your approach anxiety is strictly isolated towards women you find attractive, but I guarantee you that this fear is towards all people that you feel you have no business talking to.

Once you can approach any stranger without too much fear or anxiousness (a little fear is natural and part of the fun!), it will make it 10 times easier to approach women you are attracted to.

Exercise:

1. Approach people you find completely repulsive and hideous
2. Approach women you find completely unattractive
3. Approach women that are attractive but you are not attracted to
4. Approach women you find attractive and absolutely want to talk to

We're just going to do baby steps for now, and soon, strolling up to a gorgeous woman at the bar or coffee shop is going to feel a lot more natural.

SO... in the next week or so, I want you to **approach 10 PEOPLE a day, make great eye contact, and say, “Hi, how are you doing?” then walk away.**

I want you to approach completely random people that you're having absolutely no interactions with whatsoever.

Your only job, other than approaching, is to take notice. Take notice of how people react, respond. Are they surprised? Are they nice? Are they not nice? Are they happy to be approached?

I call this step the light flicker because saying “Hi” to people out of the blue is like flicking a light switch. Suddenly, people become alive under your control.

Dos & Don'ts

- Don't approach (for this assignment only!) people you talk to on a regular basis, like your boss, coworkers, etc.
- Approach complete strangers!
- Don't overthink or make excuses for not talking to any random strangers... the goal is to JUST APPROACH at least 10 people
- Keep the intention in your mind that you are just saying “Hi” and nothing more
- Don't wait for an opening or a “good opportunity”... every chance you have in front of any person IS an opportunity

What mastery of this skill will look like

Increases: Your confidence, comfort level, and energy.

Decreases: Your fear of rejection, attachment to an outcome, and stress levels when approaching those you want to approach.

Overall, it will make it easier for you transfer that comfortable, natural approach to a person you are interested in.

The exercise of approaching 10 people a day is the exact same exercise I gave to myself and the same exercise I have used to coach thousands of men to success with women.

Once you start doing this exercise, you will start to see what myself and thousands of others have seen.

You will see how much you change. You will see how people will start engaging you.

You will see how opportunities are always around you.

Because opening yourself up to everyone makes you ready and prepared for when someone great comes along. If you are not ready, you will miss the opportunity every time.

There is a world of people around you, and it's time to start noticing.

Think about it from a woman's point of view. If you are that guy who walks into a place and says Hi to people, starts conversations, engages people, she's going to want you. You are a man of value, a man everyone knows, or at least she thinks that.

You suddenly become more appealing without saying a single word to her.

On the flip side, if you go unnoticed and suddenly sneak-attack her with an approach, possibly your first approach of the day, and you're all nervous and don't know what to say, she'll write you off in a matter of seconds.

You are not allowed to go home until you approach 10 PEOPLE. People are everywhere: supermarkets, coffee shops, and on the street. Trust me, you can ALWAYS find people, you just gotta make the effort to find them. And remember to have fun!

Skill set #3: Setting your intentions

Now that you've got the courage to walk up to absolutely anybody, it's time to get more focused on the women you want and set the correct intentions. Setting the correct intentions helps you stay out of your head and alleviates extreme pressures you put on yourself.

This skill set requires you to set your intention for what you want with women, whether it's what you want out of a conversation, while you're dating, in your relationship, etc.

I would like you to drill down your intention for approaching attractive women.

I can guess that right now your intention might be pretty large and overwhelming. You might have something like this going on in your head: "That girl is so hot. I want to say something to her... something that gets her to think I'm funny and attractive and makes her want to go out with me and want me bad as hell."

WHOA, TIGER! That's WAY TOO BIG of an intention for a girl you know absolutely nothing about.

But honestly, this is how a LOT of men think when it comes to approaching women, which is a LOT of pressure to put on themselves and which NO WONDER makes approaching seem too overwhelming to even do.

You literally only know that she's good-looking enough for you to want to talk to her. Period.

If you approach a woman already knowing that you want her just because of how she looks, what does that say about your view of you?

It says that you'd better hope she thinks you look good enough for HER to want to talk to YOU. And it also says you have little self-respect and acknowledgment of your own value.

It shows lack of respect for yourself because you already want her without knowing anything about her. And after gaining a great mindset based on the 10 awesome things you know about you, this can hardly be true, right?

So... I want you to drill down your intentions!

Why this skill set is so important

Setting your intention is so important because it helps you to have just ONE baby step in mind when it comes to women.

Not only will it help alleviate some of the pressure you put on yourself in terms of approaching women, it'll help you be more direct in getting what you want out of your relationships with women.

Have you ever gone grocery shopping without a list after a long day of work and spending way too much time in traffic?

You probably walk in, have no idea where to start, wander around aimlessly with all the other people wandering around aimlessly, pick out things that may catch your eye, realize you've spent well over an HOUR just picking up things at random... only to get home and realize you didn't even get any of the stuff you actually wanted!

Sound familiar? (I know it does for me).

Now imagine instead you walked into a grocery store (yes after work and all that traffic), but you had a LIST.

So with this list of things you want, you immediately head right towards them, ONLY get the things you want without having to wander around and hope you SEE something you might like, head straight for the cashier, and end up home with exactly what you wanted.

This is exactly what dating will be like once you drill down your intentions!

So let's get to it.

Exercise:

I want you to create a new drilled-down intention and then write down this new intention for yourself whenever you see a beautiful girl that you want to approach. Example of a new intention:

"She's cute. I want to go talk to her and see if she's cool."

I want you to create your own intention using your own words, but if mine resonate with you, you can totally borrow them.

The point is to drill down your intention so it's not so grand and overwhelming. This makes a goal a lot less daunting and scary because your intention doesn't put her on a pedestal and expect huge outcomes anymore.

It puts HER in the hot seat, because you just want to see if she's worthy of YOUR time instead of finding out if you're worth of HERS.

So write down the new intention and stick it in your back pocket. From now on, you will always have your intention in your back pocket and never get trapped in over-thinking the process.

Then next time you see a woman you want to approach, Pause, Remember your new intention, then say 3, 2, 1, GO! And approach.

Dos & Don'ts

- Don't carry an attitude with the frame of mind that, "Okay, this chick BETTER be worth my time," or, "Oh yeah, what's so great about YOU?"
- Instead, be curious with this first intention in WONDERING if she'll pique your interest. . . and then aim to find out
- Don't get caught up in what to do after your first intention before even approaching
- Stick to the one intention of going over and talking to her
- Begin by talking about something that you noticed about her that DID pique your interest, whether it was the way she ordered her coffee, her Harvard sweatshirt, or maybe the Madonna you could hear blasting from her headphones
- Think about what you really want from the interaction from a place that shows how much you respect yourself. What you want is to approach her and see if she's cool. Then, after you decide she's cool, you can have a new intention

What mastery of this skill will look like

When you drill back intentions and break them down into little steps, it makes any action:

1. Less scary/risky
2. More successful
3. Easier to complete

Setting your intentions makes your goals with women more achievable. It also stops you from putting her on a pedestal and silently saying to a woman, “Like me! Like me! Like me!” You’re no longer in the hot seat, and you’re now the selector instead of the selected.

It’ll take a LOT of the pressure off you when you go to talk to women because you’re no longer putting yourself in the “option” category. Now SHE is the option, and you’re the one who’s going to choose whether or not you’ll take it (or her).

This exercise is also going to help you stay present in the interaction. If you are overly focused on achieving a future goal, it will be difficult for you to be present. And if you are not present, you won’t connect. No connection equals no attraction.

This new, smaller intention shows that you value yourself and that YOU can select who you want to let into your life.

The most IMPORTANT change you’ll get out of drilling down your intentions is keeping yourself OUT of the Friend Zone!

It’s my belief that no woman PUTS you in the Friend Zone. . .

You put YOURSELF there because you’re PRETENDING to be a friend while secretly having intentions to be her boyfriend.

When you PRETEND to be her friend (and it IS pretending if you actually have feelings for her), you’re not challenging her or calling her out on her shit. You’re not being authentic, you’re being complacent, a “Yes, Ma’am,” and ultimately a weak man with no balls.

You’re not telling her what you want, and you’re afraid to rock the boat by stating your true intentions.

Not being forthcoming with your intentions about a girl is what ultimately lands you in the Friend Zone, and once you drill down your intention and are able to be genuine and honest about it, you’ll never have to worry about ending up there again.

Skill set #4: How to start a conversation with women

So far you've laid all of the groundwork for your state of mind and your general understanding of women. Now it's time to put all that awesome knowledge and power to good use.

If you've ever fallen short of what to say to a woman, or talked yourself out of striking up a conversation with that gorgeous girl you see every morning at the Starbucks by your office. . . then this is the exercise that'll REALLY change the game for you.

First things first, you need to get it out of your head that there's a perfect line, phrase, or script to use when talking to women. I don't endorse any pickup lines, gimmicks, or routines that pickup artists and gurus use; they're not genuine or authentic in the least. . . and they don't work!

In the beginning, of course, it's completely fine to have a go-to line that you say and can say CONFIDENTLY because you are learning and figuring out your own style. But you cannot rely on using others' materials word for word and expect amazing results.

Why?

Because I guarantee this stuff isn't congruent with who you are at every given moment with every single woman you come across.

Therefore, when using gimmicks, you're being false, fake, inconsistent, and dishonest. You're putting on a show, and women can smell that bullshit from a mile away.

I do understand that in the beginning stages of learning, some tactics are needed, to ensure you have a structure that works with women.

To make sure you have enough great pointers to get you started, I put together a few quick tips on how to have great, connecting conversations with women. . . EVERY time.

Why this skill set is so important

Knowing how to start a conversation with a woman is the kicking-off point to getting the specific girl you want.

And knowing the basics of starting a conversation is going to help you with any woman you come across absolutely anywhere you go.

Not only will you learn how to be more sharp and authentic within the moment, conversations in general will become easier as you develop your OWN personal structure for starting conversations with women who catch your eye.

I used to work with a client who had gone to a boot camp run by a leading player in the attraction industry. This program included tons of routines to memorize and use.

This client and I went on an outing, and he was eager to show me his moves. He would go up to women and say these rehearsed lines he was told would bring him instant success. Instead of the women getting turned on, they appeared to be insulted, and actually repulsed by my client. It was awful to watch.

His whole act went something like this:

CLIENT: Hey, I'm buying a gift for my little sister and wanted your opinion on what I could get her.

WOMAN: How about some jewelry?

CLIENT: Oh, I see you're a materialistic girl. We're never going to get on!

WOMAN: Did you practice those lines before you came here?

Obviously, I swooped in to save him by saying we were doing a test. However, this proved to him that you can't expect to use scripted lines that someone else has given you and expect to have the same success that they did.

RULE: Only say lines that are true to you.

Whether they're borrowed or rehearsed at home, if your lines are not YOUR LINES, no woman will ever believe them. Again, we can smell bullshit a mile away.

FACT: Fake stories, no matter how cool they sound, will seem insincere and come across badly. Everything you do and say must reflect you. Be consistent, genuine, and most importantly, honest. As I have told you many times before, women are most attracted to a man who is confident within himself and comfortable with his behavior.

I worked with another client who had done a similar program to the one described above, and he started reciting his routine for me by telling me a story about him and his motorcycle.

CLIENT: I once toured across the West coast on my motorbike, it was the best adventure. A lot of girls rode on that saddle!

MARNI: What engine was it?

CLIENT: Errrrr...

MARNI: Have you ever been on a motorcycle?

CLIENT: No.

MARNI: Then stop telling that story. You are not selling it, and I can tell it's fake. You're cool enough as it is without having to mention a motorbike!

Needless to say, he never told that story again.

How to start talking to women

I want you to work on creating your own "opening lines." I want you to really get a feel for what comes NATURALLY to you, what you would actually want to say to a woman, and something you would feel confident saying across the board.

My overall belief is that talking to women should be no different than the way you talk to everybody in your inner circle.

Your conversation style shouldn't change the second you see a smoking hot brunette in front of you.

However, your conversation style with WOMEN will become more natural and less rehearsed once you set your intentions.

There are three ways to approach and start talking to a woman. But all three require one thing: a purpose. If you don't approach and start talking with purpose and intention, then don't bother approaching at all.

Guys who say "Hi" or tell me their names while trying to shake my hand... while staring at me all awkwardly waiting for me to continue the conversation REALLY creep me out (and every other woman, for that matter).

So here are three fail-proof ways to start conversations with women so that they become excited and eager to talk to you...

3 ways to approach:

1. Observational
2. Opinion opener
3. Direct

All are great, but again, they must be real, authentic, and genuine, or else none will work for you.

Observational

Make an observation about the woman you approach or the world around you.

Example: At grocery store, you see a woman loading up on food. "That's a lot of food for a little lady."

Observational conversation requires wit and speed. This is where those improvisation classes will come into play.

Reminder: After an observational statement is made, you will get one of two responses:

1. The woman will latch on to your observation and come back at you with a joking line of banter. This response is typical from more outgoing women.
2. The woman will stare at you while she internally says to herself, “What does this guy want from me?”

Both responses can lead into either sharing or asking a question.

Sharing: Share an opinion, experience, interesting fact, or story about yourself pertaining to the observation.

Example: “I was here about a week ago buying food for my weekly summer barbecue and had a cart that looked similar to yours. I probably got about 30 stares from people thinking to themselves, “That guy’s a pig,” or, “That guy’s in for a good time.”

This gives the woman a second to let her guard down and see that you are simply sharing and engaging in conversation with her, NOT trying to get anything from her

Then you can lead into a question.

Question: Make sure your questions are open ended and require more than a one- or two-word response.

Both can lead you into more conversation, so that you can decide your intention and what you may or may not want from this woman.

Opinion Opener

The opinion opener is simply breaking into conversation with a woman and asking her opinion on something. For me, this is the cheesiest of all forms of conversation, but I understand that some people feel most comfortable using opinion openers.

Please remember that if you use an opinion opener, make sure you actually want to hear the opinion and can actually add to her response.

Example: (At grocery store) “I’m cooking dinner tonight for two of my best friends. Which wine goes better with chicken?”

Then, from her response, you can lead into sharing or asking a question.

Direct

I really like direct approaches when it is appropriate. Being direct is asking for what you want and being open to hearing what the other person wants, as well.

Example: “Hi, listen, I’m in a meeting right now, but I’d love to grab a coffee with you some time. What’s your number?”

The direct approach will only work if your approach is sincere. If a woman ever feels that you are not present, or that you see her as an object during a direct approach, she will eject herself from the interaction very quickly.

I want you to work on your own “opening lines.” I want you to feel out what is natural to you through real-life practice. See which of the three options for starting conversation work best for you.

I recently did some work with a client on conversation. After our first lesson, I asked him to put together some common scenarios he misses out on every day because he doesn’t know what to say.

His scenarios and possible “openers” are below, as well as my feedback and comments.

Scenario 1: Supermarket

A lady is pushing a scaled-down buggy.

“Hello (smile)! That’s a cute buggy, but it’s getting full. Can I go get you the industrial-size buggy?”

Very cute observational opener. I like it.

Why this works: Playful, slight teasing, and enjoyable. You may not even need to say the first two lines, “Hello, that’s a cute buggy. . . After she giggles or responds in her own way, you can introduce yourself and even start piling stuff in her buggy.

Scenario 2: Supermarket

A lady is looking at different hair care products.

“Hi (smile)! I’m thinking about switching from just using soap on my hair. Can you suggest a good shampoo for my kind of hair?”

Funny. Such a guy comment, but a man in distress is cute. I used a very similar line yesterday at the nail salon. I tried on three different colors and said to a woman getting her nails done, “I have my engagement shower on Sunday. Which color makes my ring pop more?” She said, “Well, first question, what are you wearing?” I said “Great question, I didn’t even think of that,” and then we chatted for another five minutes, all from a simple question!

As a sexy add-on, you can have her feel your hair by saying, “Run your fingers through and tell me what would work best.”

Scenario 3: Bookstore

A lady is reading a book in one of the aisles. Bump gently into her as you go by.

“Hi (smile)! You look mesmerized. Do you think I would like what you’re reading?”

I like where you were going with this opinion opener, but make sure to expand the question so you get more than a one-word answer. So make sure to ask, “What do you like about the book you’re reading,” or something along those lines to get her to open up more.

Scenario 4: Bookstore

A lady is looking at books in the new arrivals section.

“Hi (smile)! Have you heard any good reviews about [one of the arrivals]? What do you like to read?”

I like the first part, but the second feels like an interview. The first part is a mix between opinion and observational approaches, which will seem very comfortable to a woman. But again, the second part is definitely not needed, at least not until she gives you her response.

Scenario 5: Coffee shop

A lady is at the next table working on a laptop. “Hi (smile)! You seem to be really focused. Is your deadline today?”

Again with the double comments. Seems hokey to me. If you say, “You seem so focused,” I would continue with something about how you could tell that she was so focused and bring it back to a sharing moment. For example “You’re so focused. I do the same thing when I am really into something. I frown my brow and get this intense face. What has you so focused?”

Scenario 6: Gym

A lady is working out on a machine. “Hi (smile)! You look like you’re really punishing that machine. Give it a break!”

Cute observational opener mixed with a little humor. This is appropriate to use in a gym (where women aren’t necessarily expecting to be flirted with), non sleazy, and perfectly between a tease and a compliment. Two things: the gym is a place for quick discussions. People are there to work out and then get out. So I would love you to say that comment and then walk away or move on to a different topic that you stay on for 30 seconds and then walk away, leaving her wanting more.

Scenario 7: Mall

A lady is shopping in ladies’ section.

“Hi (smile)! My mom is feeling low and I want to get her a nice gift to pick up her spirits. Any ideas what I should get her? I’m not sure if this (picks up fuchsia scarf) is quite right for a sixty-year-old!”

Initial response is that you can actually expand on this opinion opener by sharing. Give your thoughts on the scarf, why you like it, or what you got her last year.

Scenario 8: Mall

A lady is shopping in the perfume aisle.

“Hi (smile)! Can I borrow your arm for a minute? My cousin’s birthday is coming up and I want to get her some top-of-the-line perfume. Can I test it on you?”

Love it, love it, love it! That is the best one out of all of them. It’s interactive and shows you know how to take control and be bold enough to not only ask an opinion, but lead her as well.

Exercise:

Create your own list of openers.

From these building blocks, I'd love you to develop your own versions so that they are genuine and authentic to you.

Go back through recent approaches you've done (or wished you'd done), and write down what you've could have said or wish you could've said instead.

Practice what you would say in the mirror for every night for two weeks. I want you to get comfortable with the openers so that they are automatic and flow out of your mouth easily.

Next, go and practice them with women. Start off slow by approaching women you are NOT attracted to. When that feels comfortable to you, move on to attractive women.

This exercise will make it easier to approach. You won't be stumbling for what to say because you will already have a repertoire of proven/practiced things to say.

As you practice, you will notice what works for you and doesn't work, and you will keep tweaking until you start getting positive consistent results.

Be comfortable with awkward silences

The awkward pause is by far one of the worst feelings in the entire world. That is, until you learn to enjoy it and realize you are not responsible for filling it. That's right, just like how you don't have to talk about any particular topics, you also don't have to talk constantly. In fact, being unable to pause makes you appear nervous!

I used to panic whenever I heard an empty pause and stupid things would come out of my mouth just to avoid it. Now, I breathe in the pause and celebrate it. I actually love it.

TIP: Take a moment to yourself.

When engaging a woman and you experience an awkward pause, take a breath, lower your shoulders, soften your brow, look in her eyes and smile. Calmness in a man is SEXY!

I guarantee she will be the one filling the gap.

Next time you are out socially, find two women and tell them you are conducting an experiment and need their assistance.

Ask them both what random foods they dislike. Pick one of the foods and make sure that one of the girls likes this type of food. Let's say that one of them hates peanut butter and jelly. Then ask each of them to say, "I love peanut butter and jelly."

You will be able to sense which one is being honest about the statement and which one is just saying it because they were told to say it. Even though they are using the same words, the statements will sound completely different.

That is exactly how you will sound if you borrow conversation from others.

Dos & Don'ts

- Don't limit yourself to meeting women in the areas in the examples given. . . women are EVERYWHERE, so get out there and start approaching!
- Don't worry so much about your memorized line. The key is to have a general understanding of what you would say to a woman IN THE GIVEN MOMENT
- If your practiced lines don't apply to a given moment, just remember to say something observational, opinionated, or direct
- Remember to smile! We've come a long way since your exercises from modules one and two, so don't forget to remember your new default face, posture, and voice tonality
- Her reaction is key, so make sure you're engaged in what SHE'S saying when you use your openers

What mastery of this skill will look like

Once you know how to effectively start a conversation with a woman, your approach anxiety will become NONEXISTENT.

Sound too good to be true? Well it's not!

You'll never run out of things to say, and you'll never talk yourself out of approaching a woman because you'll be able to do it effortlessly and with more and more confidence every single time.

Just by using the types of openers outlined in this skill set, you'll no longer miss out on ANY woman who catches your eye, because you'll always have something to say; it'll just become natural and second-nature to you.

Skill set #5: How to connect through conversation

I have had hundreds of men write in to me asking this question: "What do I talk to women about?" and I always give them the same response: talk to women about whatever you want!

Contrary to what you may think (or desperately hope), there are no secret magical words, phrases, or lines that'll automatically make a woman throw her panties at you and beg you to take her (I know... I'm sorry to break it to ya).

Nor is it even guaranteed that every woman you have a conversation with will actually be interested in you in return.

In fact, it is not what you say to women, but HOW you say it to them.

If you are comfortable and confident saying "banana, banana, banana" to a woman and really own it, she will be attracted to you.

As I have said before, women are attracted to energies and character, not to specific words. If you speak with passion, excitement, confidence, or knowledge, then you are as good as gold.

It's when you start formatting your conversation to please a woman that you will turn off women.

So now we're going to start talking in ways that get women more interested in who YOU are and wanting you in ways that are NOT just friendly and platonic.

Why this skill set is so important

At this point you're probably AOK with talking to women. . . but that's not enough.

It's not enough to just be able to start a conversation. . . or even CONTINUE a conversation with a woman.

Because if it's a woman you WANT, you're going to need to make a strong enough connection to her in order to get her.

This IS about GETTING the girl. It's not about talking to the girl and hoping she likes you back while eventually wondering what ever happened to her.

Having a conversation with a woman you want is absolutely pointless if you can't create a strong enough connection with her that she'll want to see and talk to you again.

Exercise:

Find a woman and approach her. Tell her you are doing an experiment (because you are).

Then start talking about something you are an expert in or something that you are wildly passionate about.

For example, if you love comic books, tell her about your favorite comic book characters. Or architecture, or video games, or art, or celebrity gossip. Whatever you feel most comfortable talking about. Talk about it and don't hold back.

Most importantly, talk about WHY you like it and WHY it gets you excited.

Notice her facial expressions and level of involvement when you are speaking. When you are at ease and are comfortable talking, she will be at ease. She will lean in, make eye contact, and hang onto your words.

She does this because you are projecting a character that she can connect to and wants to be around, a character that is passionate, confident, and expressive. Very attractive!

More importantly, she does this because she can FEEL you.

TIP: When interacting with women, it will be the death of you to apply linear logic and consistency.

For women, emotions are everything.

Women absolutely crave men to come up to them and make them feel something. Talking is just one mechanism to do that, so is picking her up and spinning her around, so is kissing her, so is the tone of your voice, and so is what you wear and how you look (to a much lesser extent).

Feelings and emotions are EVERYTHING for us ladies.

If we FEEL that what you are saying is false, we'll discard you immediately and put up our shields of protection.

Do this exercise with three to five women. I guarantee you will get a similar response from each of them.

Dos & Don'ts

- If you're not at ease and comfortable with your conversation, she will not have much of a response (or even a good one). That is why you must be sure to select a topic you know a lot about and have passion for
- Don't worry about whether or not you think a woman will be INTERESTED in a conversation topic that you enjoy... if YOU enjoy a specific topic and are truly passionate about it, those feelings will be contagious to any woman you come across
- Stories are a GREAT thing to talk about for this exercise. If a story resonates with you, chances are they're going to have the same effect on women. If you can't come up with something you're passionate about, tell a great story or one that's close to your heart

What mastery of this skill will look like

The lessons learned from this experiment will alleviate the pressure to “say the right thing” because you now know that there is no “right thing,” just the RIGHT WAY.

You’ll start making genuine connections with women where conversations aren’t mundane, you don’t struggle to find things to say, and the conversation is balanced.

You’ll notice women more engaged in YOU and what you’re saying, and you’ll also FEEL more at ease because of the interest women are showing you.

Before, when you struggled with things to talk about or say or ask a woman, you may have noticed how tense you were. . . and more importantly how tense and bored SHE was.

Now that you can speak with confidence and passion, women will talk to you with the same positive vibes and energy.

Now that you know this, it will be easier for you to break into conversations.

Skill set #6: How to handle rejection

A man who can’t handle rejection is not a real man. Rejection is going to happen to you. Even masters with women get rejected, but they do something that most men don’t do. They laugh in the face of rejection and use it as ammo to keep going.

Rejection sucks. It does. It sucks for men. It sucks for women (yes, women get rejected, too). Overall it sucks. But it sucks less when you experience it more. Honestly, I know that seems counterintuitive, but it’s true.

I know from my own personal experience that the more I put myself out there and feel the brunt of rejection, the less it actually affects me.

I’m going to be gross for one second, but I was listening to NPR and they were discussing torture victims. They said that those who experienced torture in their lives no longer felt fear. It’s as if they hit their tipping

point after being tortured and developed the belief system that nothing could be worse, so why be fearful.

The grueling pain and torture they went through made them push forward even harder. . . and with more confidence.

I talk to hundreds of guys every week, thousands every month, and they all fear the same thing: REJECTION! So instead of putting themselves out there to possibly be rejected, they don't do anything and get no results. They sit home and keep to themselves and never talk to the girls that catch their eye. . . and miss out 100

In my opinion, that's just silly. They are basically rejecting themselves so that they won't experience being rejected by a woman.

I was responding to comments that people post on my blog and I stumbled across one that made me think, "This guy gets it!!" This guy gets to how handle rejection by a woman AND how to flip the switch so his response creates attraction. It's posted below:

N: Hey Marni, I asked this girl out that I had seen at the bar a couple of times. She said no, but then when I didn't appear upset, she came back and changed her mind. She said it was the confidence in my approach that caused her to come back and find out more.

MARNI: That's awesome N. Love that you didn't get emotionally rattled by a woman's rejection. Always attractive!

Honestly, there is nothing sexier than a man who is unaffected by my actions. Gives me chills just thinking about it.

Why this skill set is so important

Handling rejection is so important because it signals to me that this man can handle things; he can handle absolutely anything and anyone who comes his way.

When you can handle rejection, it shows that you're not taking it as a personal blow, not second-guessing yourself on being a super-awesome guy, and that you can handle yourself in tough situations.

Women are inherently drawn to guys who can overcome adversity because, again, back in the caveman days, THESE were the guys who could

protect themselves, protect US, and protect the families they helped to create.

Being able to handle rejection is just another part of life where you can either do it or you can't. And if you're the type of guy that still knows at the end of the day that you're one sexy, bad-ass guy that knows it's HER loss if she doesn't want you. . . then you'll definitely get the women you actually WANT and deserve in the long run.

Exercise:

GO OUT AND GET REJECTED 10 TIMES THIS WEEKEND!!!

I am being totally serious. Go out, take chances, approach super-hot women YOU believe would never give you the time of day, say whatever you want to them, and then get rejected and love it! Even smile or laugh to yourself after you get rejected, and then walk away.

I want to hear about all your experiences, stories, successes, and failures, so make sure to come back and write them below in the comments box.

The goal of this exercise is to have fun being rejected. This little psychological tweak will improve your presence with women, help you stay grounded, and teach you how to handle rejection with grace so that women find you attractive.

Go out for the next week and get rejected. Have your goal be getting rejected and why it's important. Rejection will become less of an issue for you, and it's not going to kill you and beat down your confidence and you'll approach people every day.

Rejection is not about you, it's about the person you're approaching, and it's going to be different every time.

Dos & Don'ts

- Since the point is to get rejected, I want you to say absolutely ANYTHING to women you come across
- Don't worry about being nice, or connecting, or being charming, or making astute observations. . . just GET OUT THERE and GET REJECTED

- Don't get angry or explode on women when they reject you; the point is to learn to sit with the discomfort and not take it personally
- If you see a woman you genuinely talk to and get to know, don't make a point to get rejected by her! Or, if you're feeling brave enough, you CAN make a point to get rejected by her and try to salvage the situation by explaining the whole experiment to her
- Smile and say, "Great talking to you," when you walk away after the rejection
- Do something silly when she rejects you. Like pretend she's just stabbed you the heart and just fall to the ground in pain. Something cute and silly. It shows you are okay with it and can poke fun at what just happened

What mastery of this skill will look like

Once you can master getting rejected, it actually will feel less and less LIKE rejection.

You'll become more understanding of the differences between people and women in general and stop taking things so personally.

Not only will you be able to take rejection with a grain of salt, you'll also appear more confident (and sexier) in not letting someone else knock you off your game. You will understand completely that you're still the awesome, charming, sexy guy that any woman would kill for and can still confidently think so, no matter who wants (or doesn't want) you.

Skill set #7: How to ask for a phone number

So many men I speak with believe that there are specific rules to follow when it comes to asking for a woman's phone number. I am here to tell you that there are no such rules. The only rule that you must follow is to ask for the girl's phone number when you decide that you want it.

Other than that, there are no rules, there are no guidelines, and there is no right or wrong time to ask for a phone number!

Below is an email from one of my coaching clients updating me on a recent success story. I had given him an assignment where he had to pick up a woman and get her number in under two minutes. He wrote to tell me he was able to get a girl's number in less than 30 seconds. Amazing!

Here's what his email said:

Hey Marni,

Just wanted to keep you up to date on things with a story from Starbucks yesterday.

I was in a meeting with a man and a woman, and looked up to see a young woman walking towards us, heading for the doors. She looked at me with a bit of a smile and had her head slightly tilted to the side. I held her gaze, excused myself, immediately got up and walked directly towards her. Without skipping a beat I said, "Hi, listen, I'm in a meeting right now, but I'd love to grab a coffee with you some time." She looked a little stunned, but held eye contact. She then said, "Sure, okay!" I pulled out my iPhone, hit the "Contacts" button, pressed "New," and said, "Do you know how to work this? Just put in your name and number." She did, I told her I had to get back to my meeting, and she left. Her name is X. The whole process took about thirty seconds from open to close and is a new record for me.

I returned to the table, and the couple looked at me with a bit of disbelief and we carried on with our meeting. I couldn't help but notice the woman kept checking me out after seeing my number close with X, and shifted her body language to face me directly. And, forgive my candor, but I caught her doing a "package" glance a couple times, and she kept on just looking at me with that slow up and down gaze. She also remained distracted for the rest of the meeting, and seemed to have her mind elsewhere. The man was clearly stunned by my action with X and had that, "Did that just happen?" look on his face for the rest of the meeting.

Fifteen minutes later I texted X with, "Hey you." She responded immediately with, "Hi! Thanks for the text :-)" I replied, "First one's free...;-)" Now the only drawback is she is young, early twenties (again), so I don't really know where to go with this. Still a little bizarre how easy it is for me at 43 to meet women that young. It is satisfying at some level, but rational me realizes it's an untenable situation. Hmmm...

Anyhow, just wanted to share this with you.

Client

First of all, AMAZING, right? Second of all, as a woman, I am not surprised by this at all. What my client did was proactive, masculine, and super attractive.

- He saw a woman he was interested in
- Approached her
- Asked her for what he wanted (her phone number to get to know her better/sleep with her/date her, etc. . .)
- AND THEN. . . got back to his life

DONE!

And now we're going to make it just as easy for you. . .

Why this skill set is so important

The reason why my client's approach was so appealing to the woman was because it was exciting and it MADE HER FEEL SPECIAL.

Again, if you're not making a woman FEEL something from your interaction, or feel special and different from all the other girls you could ask, then getting her number is POINTLESS. Getting her number is sealing the deal on being able to carry out a second interaction with her once you're able to approach, once you're able to carry on a conversation, and once you can actually make a solid lasting connection with her. I've had clients say to me, "Marni, I have no problem approaching women and talking to them. . . but I never know how to get her number or if she's even interested in even seeing me again."

And on the OTHER side of the coin, I have soooooooo many girlfriends who've said to me, "I don't get it! We had an AMAZING conversation, we're flirting, laughing, having a good time, and then nothing. He didn't even ask me for my number." Even though with the women's movement and more women becoming more assertive with men, we still generally expect men to take the reins and take initiative when it comes to showing interest and moving things forward.

Most women still won't approach a guy and, more so, won't ask a guy for his phone number.

So that's where YOU come in.

This skill set is so important because it'll actually LOCK YOU IN for getting the girl once you part ways after your first interaction. You have no idea how many opportunities you are missing out on every day. There are tons of women around you at all times, and the only reason they're not noticing you is because YOU are letting them not notice. I guarantee that if you can do this assignment three times a week for one month, you too will be able to succeed in getting a girl's number in under 30 seconds!

Exercise:

OK, so now it's YOUR turn to put the 30-second mark on getting a girl's number.

I want you to get 10 numbers in less than 30 seconds. So every time you see a woman that you want to talk to, I want you to just have the intention: "I want to get to know her AFTER I get her number."

By having this as your first intention, it'll force you to focus on one thing you like about what you see, and go directly for what you want (which is her number).

Then I want you to walk away and go back to whatever it is that you were doing.

And yes, I'm serious!

I'm not saying completely avoid all the other exercises that have to do with approaching, connecting, and creating attractive conversation. . . because you still have to do those. ;-)

But on TOP of them, I want you to make a point to get 10 numbers in less than 30 seconds.

This will remove all jitters you have about asking for the number. When you are done with this exercise and get into a real conversation with a woman you like, asking for the number will be super easy for you.

Dos and don'ts

- Don't avoid approaching women at all now with this new looming intention of "I need to get her number now!"
- Don't worry about "the right thing" to say, worry about not saying anything at all
- If you want, you can use the same method (and line, but make it your own!) that my client used in regards to seeing X, asking for her number because he'd love to see her again but is too busy right now, and then casually getting back to whatever it was he was doing before her
- Call her phone immediately
- Since practically everyone has a cell phone nowadays, the most obvious way to take down a phone number is to enter it straight into your phone. Assuming this is the case, it is always a good idea to call her phone so that she has your number as well. This tells the woman you are interested in that you do intend to call and you want her to be able to recognize your number when you do. Do this in front of her and tell her you're doing it. This also serves another purpose: if you have misread her signs and she has given you a fake number, you will know immediately
- Don't call her the night you meet her. This is assuming you have met the woman in a bar or somewhere else that you did not leave until late at night. Unless you are looking for a purely physical relationship, do not call her the night you meet her. Calling late at night says one of two things: one, you are just interested in hooking up and you want to do so before your buzz wears off and your judgment returns or two, you are desperate
- For you movie buffs, think about the scene in *Swingers* when Jon Favreau's character meets a girl in a bar and upon returning home, proceeds to call her repeatedly until she finally answers. When she does answer, she demands that he never calls her again. Favreau's character goes from "nice guy" to "psycho" so quickly. **Don't be that guy**

What mastery of this skill will look like

Mastering the art of getting several numbers in less and less time is going to help you become more comfortable in general when asking women for their number.

It's also help you see it as less of an overwhelming goal and more as something that'll help you see if she's the right fit for YOU.

The more you do it, the more easily you'll be able to incorporate it into conversation and the more genuine and necessary it'll feel.

You'll no longer see it as something that she may or may not be OK with, but rather as just another thing you need to do if you're going to find out if she's the type of girl you would want to spend more time getting to know.

It'll become less, "OK, I'm going to ask her. I'm going to ask her. What if she doesn't give it to me?!" and more, "And now I find out more about her... OK, let's take her number down to see where this goes."

Let me paint a better picture for you:

You're out with your friends being Mr. Social and you see a gorgeous woman across the room.

You confidently walk up to her with your new walk and default face and approach her with an observational opener about how her margarita glass is bigger than her head and you think she's quite the champ for taking on such an adventure.

She giggles and smiles back at you, you both banter back and forth, and you both start sharing personal information about yourselves: her growing up in Michigan, you growing up in New York, her best friend fresh out of a breakup, your Sunday ritual to go out with the guys.

Then you tell her your real passion is playing the drums, to which SHE replies that she's ALWAYS wanted to play but has never gotten the chance.

PERFECT! Because you'd love to take her to a Guitar Center and show her how it's done.

She gets absolutely excited and is actually genuinely honored that you offered... then asks if you're serious, a gleam of hope in her eyes as she waits for you to answer.

So you tell her you'd be damned if you didn't take her, as you pull out your phone, and say, "Here, give me your number and I'll text you about our first rock and roll lesson later on this week."

So she gladly punches in her number, and you tell her you'll talk to her soon and confidently strut back over to hang out with all your friends.

Now this is a very simplified version of what it could look like for you. And now that you have a clearer understanding of how it goes, I'm going to break it down even further for you.

How to get her number

So now that you've practiced getting her number in 30 seconds or less, I'm going to teach you step by step how to get any woman's phone number.

Most guys aren't sure when exactly is the right time to get her number, and the truth is, there really IS no right time.

If you want it, ASK FOR IT!

The real question you should be asking yourself is, "Do I like this girl enough right NOW to want to get her number and learn even more about her?"

And if the answer to your question is "Yes!" then the next question you need to ask yourself is, "OK, what's something fun that she and I could do together?" or, better yet, now that you know who you are and what YOU love to do, ask yourself, "What kind of experience do I enjoy that I'd like to share with her?"

Once you've got THESE answers down pat, it's time to get her number.

So here are some general guidelines to follow when you set your intention to find out more about this girl in question:

- **Getting a number is not a big deal!** Women look to YOU for how comfortable they should feel around you, and if you put a huge focus on getting her number, chances are you'll put a lot of pressure on yourself and feel EXTREMELY nervous when the time comes to get the digits. And if YOU'RE nervous, she'll definitely feel nervous and less confident in you. So when you get her number, keep talking about whatever it is you were originally talking about, and just remember that getting her number is only the middle step in finding out more about her.

- **Don't ASK her.** When you ask her for her number (as opposed to guiding her into giving it to you), it leaves a sense of obligation in her. And if a woman feels obligated to give you her number, chances are she'll give it to you, even if she doesn't want to. So instead say something like, "Let me get your number," or "Here, put your number in my phone," or "You're so much fun we totally have to exchange numbers and hang out again!"
- **Assume the close.** This goes back to asking if she can have your number. In asking her, you're giving her the idea that she doesn't HAVE TO comply. But when you expect her to give you her number (after guiding her), she'll act accordingly...and happily. If you confidently take out your phone, it'll show that you expect to get her number, and she'll more than willingly give it to you. The second you're not sure if you'll get it is the second she'll start to doubt you as well.

OK, so now that we've got the basics covered, let's get right into the step-by-step process to successfully meeting a girl and confidently getting her number and getting to know her better:

1. **Approach her!:** If you see a girl that you're attracted to, start with the first intention of talking to her and seeing if you're interested in her. Don't overthink it because you only need satisfy this first intention: Am I interested in anything more than her looks? So walk up to her, confidently introduce yourself, and find out!
2. **Keep the conversation light and fun:** OK, so it turns out she's not only physically attractive, she's really cool, too. Awesome! Now have some fun, smile, and be present in the moment with her. Don't worry about getting her number just yet, just worry about whether or not you're having fun with this conversation and if you can relax and be comfortable with her at the same time.
3. **Assess the situation:** Yes or no: are you enjoying the conversation? If you're really not into her, DON'T FORCE IT! Just because you can get along with someone doesn't mean you want to get to know her more. But if you find that you actually ARE attracted to her and are having a lot of fun talking to her, ask yourself if you want to get to know her more outside the initial fun and banter. If you find that you're really not all that interested in her, that's totally fine. Just politely excuse yourself and go find somebody you WOULD be interested in getting to know more. Again, this is about respecting yourself and what you want. . . and if she's not who you want, THAT'S OK!

4. **Ask open-ended questions:** After the fun and flirting has subsided a bit, start to ask her about things that would help you better understand who she is, or have her tell you something positive about herself. For instance, say something like, “Tell me something ridiculously awesome about yourself that I wouldn’t know just by looking at you.” No matter what she says, accept her answer. . . don’t judge it! If she finds it fascinating, respect and appreciate it. Appreciating her for what she loves about herself is going to make her feel even more connected to you, and want to get to know YOU better in return.
5. **You still like what you’re hearing?:** So she just told you that the coolest thing about herself is that she plays Lady Gaga on the piano and passionately sings along. . . and you think this is the cutest thing EVER. If, during her personal revelations, you really DO want to get to know her, then tell her how much you DO appreciate her, and get her number!
6. **Now get back to your awesome conversation:** Because getting her number isn’t the end goal (for the sake of this section it is. . . but in *Getting The Girl*, it really isn’t!), you want to go BACK to the fun, awesome, enlightening conversation you were having. Relate to things she’s saying, share things about yourself, tell her stories from your life based on the things she shared about herself, and talk about your own passions. This’ll help keep her interested LOOOONG after you get her number and solidify the fact that she’s not just giving you her number because she feels like she has to.

Skill set #8: How to ask for a date

As I have told you before, I have many guy friends: guy friends who I love and think are the best guys in the world; and guy friends who can still shock me when I see how terribly they handle themselves with women. Lucky for my guy friends, they have me to get their female advice from.

I was on the phone the other night with one of my guy friends talking about girls, sex, attraction, love, and past relationships, and he told me about this girl he had been interested in a long time ago back at college that he happened to see by his office that day. He said that he always regretted not asking her out in college and that he wasn’t going to let the opportunity pass by him again.

So he did some recon work and got her email address. I told him to show me his email before sending it to her. Thank goodness he showed me, because it would have been disaster had he sent it.

Our email correspondence is below along with my commentary on how to ask out a girl properly:

Email from friend:

Hey X,

I hope you're enjoying your summer and BDM's treating you well.

We never actually speak when we see each other, and I think we should change that.

Let me know if you want to grab a coffee or a drink some time.

Y (My Friend)

My response:

Did you send this yet? Please say you didn't. It's sweet, but it has no oomph to it to get a girl riled up. It can be stronger and more attractive. Seems a little soft. Again, it's good, but it can be better.

My commentary: Woman are at their peak of attraction when they have the opportunity to feel their most feminine. My friend's email was not terrible, it was nice. But there was nothing to latch onto. No excitement, but really sweet. You want to offer a woman something that she basically has no choice but to say YES to. Not because she was forced to say yes, but because she was intrigued and excited.

Friend's response

I could just say:

Hey X,

Would you like to meet for a coffee one day?

...But I put in the other filler and formality because she doesn't actually know me. The opening summer stuff is there as polite throat clearing before moving on to the point.

Y (My Friend)

My response:

Don't be polite. Also say what YOU want. Try it that way.

My commentary: I find that when guys are trying to "be polite," they end up coming off as saps, wimps, or suck ups. No good, not attractive, and does not get the reaction you are looking for from a woman. The more masculine and direct you can be with a woman the better. This does not mean be a jerk, an asshole, etc.

Friend's response:

X,

Got the wave in the Path last week, but we never actually speak when we see each other.Ã~ Let's change that!

Do you have time for a coffee or a drink this week?

Y (My friend)

My response:

So much better. Love the "Let's change that" part, but get rid of the exclamation point. Needs one more tweak, but getting there. Does it feel better to you?

Try I WANT as part of what you say. "I want to get to know you better" or "I want to take you out" or "I want to change that."

MODULE 3 – ACQUIRING SKILLS & TOOLS: THE PLAYBOOK/MANUAL

My commentary: In the beginning stages of dating it's about YOU. What YOU want, what YOU are looking for. You do not know HER yet, so the person to take care of is you. Therefore, do not be ashamed or fear that you are being too obvious with what you are asking for. Being DIRECT AND HONEST will always get you the best results. YOU want to date her. YOU want to sleep with her. YOU want to go for coffee. So say it. Say what you want.

Friend's response:

Got the wave in the Path last week, but we never actually speak when we see each other. I want to change that.

Do you have time for a coffee or a drink this week?

Y

My response:

Love this!!! Send

Friend's response:

Subject: I Owe You One

This is what she wrote back to me 10 minutes after I sent:

Hey Y,

Yes the Path seems to be such a social place these days! I am always running into familiar faces. I'd be down for a coffee break this week – any day but Thursday works for me!

My response:

Yay!!!! Send me your response before you write back.

Friend's response:

Okay great, let's do Friday. I had to run out of the office this afternoon and only just got home. I'll tell you about it Friday, but it will likely make tomorrow super busy for me.

Are you able to get away 2:30ish Friday?

– I feel bad because I did not get her email till just now which is 4 hours after she wrote. Should I just write tomorrow?

My response:

Nooo!!!! I hope you didn't send that. You are pouncing, throwing up on her. You can tell her about your great day when you see her. No need now. In response to your last comment, you have a life, you are busy, you work hard, therefore all your energy does not need to suddenly shift direction for this girl. You will get back to her when you get a chance to. Wait until tomorrow and write a direct email saying you will meet her at XYZ at this time. Done. Direct = Sexy. Lots of words and fluff = a future of her crying on your shoulder about other guys. Get my point?

Marni

My commentary: My friend took my advice and they are now on their date.

Here's the truth that you NEED to know about women.

The first email my friend wrote to this girl may have gotten a response, it may have even gotten him on a date. BUT it wasn't attractive, and it certainly would not get a woman excited and eager. And it definitely would not establish attraction.

What it would do is slightly interest a woman and get her to say, "Might as well". Is that what you want?? For a woman to agree to go out thinking, "I'll give him shot. He seems nice enough?" You want a woman to say, "OMG, I want this guy, and I can't believe he is giving me his attention. I am excited to go out with him." And that is exactly what this new email will do. It will make a woman excited and feel butterflies in her stomach.

Why this skill set is so important

You may be asking what makes this any different than just getting a girl's number...and if you have to ask, then OH BOY you absolutely need to fine tune this skill set!

As you say, my friend JUST having this girl's email guaranteed nothing...and in this day and age, getting a girl's number ALSO guarantees...NOTHING.

Truth be told, you aren't the only guy she's ever given her number out to, you're not the only guy who sees her for the awesome, down to earth woman she is, and you're NOT the only guy that wants to take her out and get to know her more...

I've had plenty of clients celebrate getting the number and, soon enough, scratch their heads in confusion wondering why the hell she won't return his calls or texts.

Why do women do this? Why do they give out their phone number and not answer their phone? Do they know this at the time, or do they decide later?

I have been in this situation MANY times, and the answer is usually that I had no intention of ever answering the phone. I was not interested and was just being polite. From the time women are born, they are taught to be proud, polite, respectful ladies. Ladies who don't tell you to your face if they are not into you. That is not polite or proper.

Instead, we do it behind your back...and I have been one of those ladies many, many times. I have given my number over and over again with absolutely no intention of answering the phone.

I know it's wrong, but it's so much easier and less awkward to give out my number then to say, "Sorry, I'm so not into you and I will never answer my phone when you call. I do not want to go out with you."

Listen, when I go out, I enjoy talking to people.

I especially like talking with men, but usually within the first two minutes, actually it's more like 30 seconds, I can tell if I am going to want to see a guy past that evening. But I am enjoying my conversation with him.

Does this mean that I have to cut off the conversation with him? Should I be that presumptuous that he is into me and that I should cut it off before I hurt his feelings?

So I usually continue talking because I am enjoying myself. And then the awkward moment comes when they ask for my number.

I freeze up, get nervous, and give out my phone number feeling guilty the whole time. It's horrible, I know, but it's what I do. It's what all of my girlfriends do, and it's what most women in the world do.

I don't know a lot of women who can be strong enough to say, "You know what? I had a great time with you this evening, but I think this is the end of the road for our relationship. It was nice meeting you. Goodbye."

So basically, what I am telling you is that a number doesn't mean a success.

The real success is when you actually get that women to answer the phone and go out on a date.

And if you get her number and are never able to get in touch with her thereafter, then that's exactly why she gave YOU her number. . .

But that won't happen anymore, now that you've gone through this program!

So in order to lock in your chance at really finding out if this is a girl who fits what you want for yourself and in a woman, you're going to need to know how to get the date. . . before you get the girl.

Exercise:

For this skill, I want you to ask out every woman whose number you get. And if you're dating online, I want you to ask a woman out after no more than two days of exchanging messages.

Asking a woman out on a date simply means knowing what you want and going after it, which we've covered plenty in being able to know exactly what you want and set your intention.

So I want you to do JUST THAT: If you want her, with the only intention of seeing whether or not she's a good fit for you, TELL HER you want to take her out.

Dos and don'ts

- If you're face-to-face with a woman, go back to the "I Want" exercise and tell a woman that you want to see her again, suggest a place to go, and then ask her if she's free on days that YOU'RE free. For instance, "I'd really love to see you again, I know this AMAZING Asian Fusion restaurant that I'd love to take you to, are you free either Thursday or Friday?" Letting her know what your availability is is a great way to lead her without having to put all the responsibility on her. That way, you don't have to rely on her schedule to determine if you'll be able to see her
- Don't say things like, "If you're interested in hanging out," or "I'm free whenever you are." AGAIN, it's about owning that YOU want to take her out to see if she's a good fit for you, and leading her as a man who wants to do so
- Have an actual plan. Nothing annoys women more than a guy who makes us have to take the lead
- Actually call her two or three days after the initial meeting to set up the date. When you call the first time, actually use the phone to call her. You are trying to make a good impression; do not send an email or text message. This is when tradition comes into play. With the advancements in technology came a sudden acceptance of text messages and emails as forms of communication. However, if you would like to stand out from the rest of the immature co-eds, use the phone and make the call. Women appreciate this more than you would expect
- Don't call more than once. This goes back to that idea of being too desperate. The girl you met may screen your call to see if you are calling just to call, or calling to set up a date. Do yourself a favor and leave a message with your reason for calling the first time you call. Do not assume she will return a missed call without a voicemail, and do not call back a second time because you did not leave a message the first. As much as we may deny it, dating is a game
- Don't feel the need to talk every single day before your date. Once you set up your first date, it's set up. Check in the day before with a text and "I'm looking forward to tomorrow night I'll meet you at this place at this time. Let me know if there's any changes." Gives her the time so that you're not waiting around

What mastery of this skill will look like

Knowing how to get a date is going to help you stop missing out on all those women from whom you were bold enough to get numbers.

No more falling into the abyss of other guys who JUST have her number, no more wondering what could've been, and DEFINITELY no more sitting home by yourself watching your phone to see if any of those lovely ladies will respond to your texts or calls.

Now you get to actually SEE if this girl is somebody you enjoy being around, somebody who's worth YOUR time. You get to learn about her and find out if she's what you want instead of constantly trying to live up to what you THINK women want.

You're more assertive and can show that you're not a guy who just sits around and waits to see if women like him, but rather you're that guy who goes after the women he wants... and gets them.

Skill set #9: How to go in for a kiss

Okay, so the setting is perfect, you've laughed and talked, maybe had a few drinks and some good food. Everything is mellow and romantic. You lean in. Further. Further...

And your lips meet... air?

Or slightly better, the smooth cheek of your lady friend. You pull back in surprise. Her eyes are shuttered, her smile embarrassed.

What happened?!

The most common reason is that you missed the all important "come hither" signals that women give out to let men know they want to be wooed physically.

You missed the "Kissing Code."

Lucky for you, I'm here! First, let's break down the language of a woman who DOES NOT want to be kissed to save yourself the time, confusion, and embarrassment from NOT knowing:

Warning Sign 1: When a woman avoids making eye contact with you, pay attention. It could mean she is just shy and nervous. However, if she looks around the room or over your shoulder, she probably wants to be elsewhere.

Warning Sign 2: If your date purses her lips frequently—compresses them so they are very thin or even disappear—she could be displaying irritation, boredom, or impatience (none of which are harbingers of an impending lip lock).

Warning Sign 3: Keep an eye on her overall body carriage. Is she tense and circumspect with her arms and torso? When a woman keeps her arms folded, holds her hands in her lap, or hugs herself around the chest, she is attempting to make herself as small as possible to avoid contact.

Warning Sign 4: As for her conversation, a woman is not interested in a kiss if she purposefully steers talk away from anything personal or intimate. She will speak in a normal voice and keep a fair amount of distance between her body and yours.

Okay, now that we've got THOSE signals out of the way, here are a list of signals that are going to be your GREEN LIGHT to go in for the kiss. . . because once you see these, I can guarantee you she's waiting for it:

Signal 1: Her eyes are softened and slightly narrowed—this is the “dreamy” expression—and she keeps dropping her gaze to look at your mouth. This indicates that she is imagining her lips locked with yours.

Signal 2: If she is licking or lightly biting her lips a lot (especially in combination with the first point), it means she is making sure they are soft and pliable.

Signal 3: What your parents told you was true: if a girl hits you, it's because she likes you. Gentle slaps on the arm or leg, and seemingly casual touches to your face or hands all hint at her desire to be close.

Signal 4: Listen to her voice as well. If it dips in tone and becomes slightly breathy, the lady is inviting you into her personal space for a secret.

If you still can't seem to decipher the Kissing Code your date is using, settle for a kiss on the cheek, but linger near her face for a moment and allow her to make the choice of taking it a step further. When all else fails, just ask her if she would mind a little lip dancing.

Why this skill set is so important

Knowing how or when to go in for the kiss is the make-it-or-break-it for whether you're just a guy she had a good time with and can eventually be friends with or a guy with whom she DEFINITELY wants to take things further.

I've had plenty of clients over the years tell me about how great the date was and how they THOUGHT the chemistry was spot on. . . but eventually things just "fizzled out for some reason."

The kiss is the first step to heading in a sexual direction, as opposed to a platonic, friendly one.

And knowing exactly HOW to kiss a woman is key in avoiding the awful girl gossip thereafter.

So many guys have their own agenda and use kissing as nothing but a precursor to cop a feel. They usually do it in a way that's sloppy without any regard to the woman they're actually kissing!

Kissing is a sensual act that involves TWO people, it involves really feeling out your partner and connecting with one of the most sensitive and sexual parts of your body.

And I want to make sure you get it right.

Exercise:

Okay, we're going to go back to grade school for a second and practice-kissing by yourself.

For the next week or so, I want you to practice kissing on your arm to see what it feels like for you. You can also do something that I used to do when I was kid, but have never revealed to anyone. I used to make out with my mirror to practice. I loved the way it felt on my tongue, ha! But it's also a great indicator of when you are kissing too hard or you start thrusting. Trust me, your mirror can be your best friend. Just make sure you have a big bottle of organic, chemical free window cleaner to wipe off your spit after.

Don't open your mouth too wide and don't make it so tightly closed that it makes your lips hard.

This is exactly what I used to do when I was practicing, so don't worry about feeling stupid, because you're going to be a pro by the end of this ;-)

The best first kiss I can recall was after a guy had taken my hands, looked me in the eyes, and sheepishly admitted, "I REALLY want to kiss you right now."

I could tell he was nervous but the fact that he stated what he wanted and had no problem owning it was so unbelievably romantic and sexy to me.

And sure enough, after we both stopped giggling like little school girls, he placed his one hand behind my waist, the other on the back of my neck, and pulled me into to the softest, sweetest kiss I'd ever felt.

Then he followed it by little soft ones, which just sent chills down my spine.

And then soon after that we were full-on making out and fighting not to tear each other's clothes off (you get the picture).

So practice with yourself first and refer to the list of do's and don't's for how to take it to the next level.

Dos and don'ts

- Don't SURPRISE her. If you're not close to a woman, making good eye contact and speaking seductively; you're doing nothing to communicate that a kiss is coming her way. If you try to make out with her out of the blue, she will react with shock because it is not a pleasant surprise. Plus, you'll miss out on all the fantastic anticipation we feel as women when we know that a kiss is coming
- Don't use CHEESY lines. Another great reason for communicating that you want to kiss a woman through your body language and eye contact is that you get to avoid those cringe-worthy chat-up lines. Lines like, "How would you rate yourself as a kisser?" just makes my skin crawl! Kissing is natural, you don't need to use a line to initiate it

- Take it SLOW. Start off slowly and gently, then gradually build up to a more passionate kiss. Kissing is an incredibly sensuous act for women, and it is amazing foreplay. It also gives us a little hint about how we might continue on with you as lovers. Just like how you wouldn't dive straight into sex without the foreplay, you also want to take your time with a kiss
- Don't ASK her if you can kiss her. Again, asking for permission shows that you're not confident in going after what you want. Women want to be taken and swept off their feet, and nothing turns us on more than a guy who wants us SO BADLY that he can't help but JUST. KISS. US. So don't ask. . .just go
- Keep your lips soft. Like I was saying earlier, you don't want to be too tight-lipped and closed. . . that feels really weird for girls (or anybody!) and is actually a way of closing yourself off to things escalating within the moment. Closed-lipped kisses are for your family members. . .so soften those bad boys up!
- A few soft kisses are ALWAYS great because they slow things down and show that you're not just trying to get in her pants. It also helps gauge her interest in the moment
- DON'T give her a mouthful of your saliva! Nothing's grosser than the thought of having someone else's spit in your mouth. . . so whatever you do, keep saliva levels low by swallowing every once in awhile or pulling your lips in and discreetly sucking some off. If she has to stop and wipe her mouth, then you DEFINITELY need to tone it down
- Lock lips with hers by taking her top or bottom lip in between yours so that they're each stacked on top of one of another. Then gently lick and suck on her lip in between yours. This is a great segue into French kissing
- Place one hand behind her waist and the other behind her neck. If you really want to turn up the heat, place both hands behind her neck and head and give her hair a VERY SLIGHT pull at its base
- Once you lip lock with your lips stacked on hers, massage your tongue slightly on her lips and gently on her tongue. Don't shove your tongue or thrust it into her mouth, but rather use your tongue to lightly FEEL hers
- Don't leave your tongue in there for too long, but rather switch up soft gentle kisses, sucking on her lips, and feeling your tongue onto hers
- Gauge her reaction throughout! Don't get too caught up in your "technique" or any steps here, but rather ENJOY THE MOMENT and engage with her throughout

What mastery of this skill will look like

Kissing a woman can be your make-it-or-break-it.

A guy who knows exactly HOW to kiss a woman is a guy who never has to end up in the Friend Zone. Kissing is the point of no return, the part in movies where a guy and a girl can no longer go back to being platonic or just friends.

Once you master the art of kissing, and kissing any woman with passion and intensity specific to HER in the moment, you'll NEVER have to worry about ending up in the Friend Zone again!

Women become locked in from amazing kisses (I know I have) because it's something you can't exactly FAKE.

It's our chance to REALLY feel you for the first time and physically feel how you respond to us. . . and it's YOUR chance to show us just how much you want us and respect us.

You'll drive women crazy once you know how to kiss. . . and even get them highly addicted to you after just one.

Skill set #10: Follow-up

The last and final skill set is about knowing how to FOLLOW THROUGH with everything you learned up until this point.

I had a client write in and ask if he should wait for a woman to TELL HIM that she wants to see him again or if he should wait for her to initiate the second date. . . and if you know me at this point, you know that I ABSOLUTELY don't agree with getting a woman to give you the OK for the second date.

As a man, it's your job to lead. . . and you have a duty to yourself first and foremost to go after and get what you want. . .

And if you want to see her again. . . then go for it!

The more you lead, the more inclined a woman will be to FOLLOW.

If you embody your male role and lead her in what you want for yourself, she'll feel comfortable enough to fall into her own feminine role and want to be "taken" by you. . . on a second date for sure. ;-)

Why this skill set is so important

For one of my others programs, called How To Become A Man Women Want, I interviewed my girlfriend's boyfriend. The reason I interviewed him was because I remember her telling me that her new boyfriend is not a guy she would have ever dated in the past. She would have gone on one date with him and then said bye bye, but she continued dating him because of the way he would always end their dates.

At the end of each date, he would say something like, "I had a great time with you tonight. I love the fact that you really like X (recalling something from the night). I want to see you again and would like to take you to X next X if you are free."

She said that there was no way she could ever say no to that direct and confident statement. It would give her chills every time because he was so clear and confident, and I want the same for you.

Being able to follow up after the first date (and ESPECIALLY after the first kiss) shows that you're a man who stays true to what he wants... and can still GO AFTER what he wants.

What good is knowing yourself, knowing and understanding women, and having all the skills and tools necessary to GET the girl if you can't continue to use all your knowledge and skills more than once?

So following through and following up with the girl after you've already gone on a date and have established a sexual connection (as opposed to a friendly one) is absolutely necessary in having lasting power with any woman you want.

Exercise:

Going back to the same exercise for asking a woman out on a first date, now I want you to do the same thing.

If (and only if!), you are interested in getting to know her more after having a great first date, I want you to be specific on what you want and tell her exactly that.

And in following up, I want you to set your next intention in having a second date to find out the next thing you want to know in regards to what YOU want in a woman. Then say this:

"I would like to take you out for x next x. Would you like to join me?"

Dos and don'ts

- Don't contact her on your weekend. The weekend is YOUR time, and time I want you to have with yourself. So when you have time, you can contact her at the beginning of next week and follow up to see her again
- While you can get away with an email or text this time, a phone call makes a better impression. After a first date, both parties often feel insecure and vulnerable. Not only will a follow-up call allow you to ease the other person's anxiety, it will also give you an idea of how the other person felt about your connection
- Own your experience from the first date. Instead of trying to figure out if she had a good time or not, let her know how good of a time YOU had
- Remember, while women may be intimidating and hard to read at times, there are some simple things you can do to increase your chances of a connection. Don't forget to act like a gentleman and maintain some of the traditions that have withstood the test of time. While women may no longer rely on men to take care of them, they do like to feel special and important
- If you're dating a girl under age of 26, texting is totally acceptable. But for a woman in her 30s, a phone call will say a lot more about you. Now this doesn't mean she'll answer her phone, because it's pretty nerve wracking to make a call, but it says you're a man who's not afraid to make a call
- If you're not sure what to say, pull in your other skill sets and tools of stating your intentions and being direct with what you want instead of tippy toeing around it

What mastery of this skill will look like

Following up will always get you the girl. It'll make you a master with women and solidify EVERYTHING you've learned and done up until this point.

It'll force you to stay true to what you want, to drill down your intentions, and to KEEP PRACTICING your conversation and attracting skills with women... not to mention more dates and kissing.

MODULE 3 – ACQUIRING SKILLS & TOOLS: THE PLAYBOOK/MANUAL

Because let's face it, what good is knowing all this stuff if you can only do it ONCE?

Mastery of this skill will make you a supreme conversationalist with women, it'll make you confident enough to approach any woman you want and continue to pursue her so long as you want her... even long after you get her.

You'll be the man that women want, that women fantasize about... the guy who never dulls after the initial spark, and the guy who knows how to keep things hot throughout.

Following up means never phasing out and never fading out with a woman you want.

And THAT my friend... concludes your Skills Playbook. Now that you've made it through this entire manual, you're fully armed to not only GET the girl... but also KEEP her.

As a newly confident man who knows exactly who he is and exactly what he wants, coupled with the complete understanding of how women REALLY work... you can now go out and get absolutely any and EVERY woman you could possibly want.

You now successfully have the entire code for getting ANY girl.

Use it... and use it all wisely! ;-)